



# WELL-BEING OUTLOOK 2023:

A guidebook to reimagine  
employee well-being

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## **Lakshmanan M.**

Chief Human Resources Officer,  
L&T Technology Services Limited



**Physical and mental well-being of employees is often the difference between business success and stagnation. I feel that this balance can be achieved through a greater focus on driving awareness of the challenges of the 21st-century workplace.**

**This would have to be backed by greater employee engagement, cutting across hierarchies and traditional setups.**



## **Puja Agarwal Rungta**

Director - Corporate HR and Compensation and Benefits,  
Happiest Minds Technologies



**Holistic well-being doesn't focus only on leading indicators which align with operational performance and are easily quantifiable, like the no. of participants, how frequently people are joining the programs etc.**

**It also needs lagging indicators like the impact of the program on the quality of life, loyalty, helping in changing habits etc.**

# In 2023, the top expectations from digital healthcare and well-being solutions are



**Real-time access to well-being initiatives**



**Superior engagement and adoption**



**Customisable and offer personalised services**



**Puja Agarwal Rungta**

Director - Corporate HR & Compensation & Benefits, Happiest Minds Technologies



Embedding digital tools in wellness programs can significantly enhance your wellness program and broaden its reach. For many, it leads to better returns and ensures employees only get what they need with its ability to personalise offerings.



**Arun Dinakar**

Chief People Officer, Birlasoft



Well-being can no longer be prescriptive today. People have their preferences and understand what works for them. So we need to educate them about the need, make them aware of the available options and alternatives, help them appreciate the need, and then let them make the choices.

# PERSONALISATION AND MAKING WELL-BEING OFFERINGS RELEVANT TO EMPLOYEES ARE CRITICAL



## **Puja Agarwal Rungta**

Director - Corporate HR and Compensation and Benefits,  
Happiest Minds Technologies

**Adopting a holistic wellness strategy today requires focusing on all possible aspects that affect us daily. The focus is no longer on offering traditional benefits, perks and wellness incentives but on helping employees feel valued and supported personally and professionally.**

Holistic wellness is an approach where life is viewed from 360 degrees, encompassing key dimensions like – mental & emotional, physical, social, career and financial wellness. In 2023, this will prove vital.

Such a transformation, however, requires organisations to adopt a long-term strategy as it's a gradual process of adoption, one that has to evolve continuously based on the changing needs of the workforce. Wellness programs are integral to our organisation and were implemented based on factors like engagement, cost, effort, and return.

## Digitise well-being for better impact

Digitisation in wellness has helped organisations accelerate their programs using the right tech. It has fueled the adoption of programs by making them easily accessible. It has also enabled HR to track the efficiency and effectiveness of the program, hence providing agility to organisations to act quickly based on relevance.

The most common use of technology includes personalised offerings, engagements, easy tracking and incentivisation, and accessibility. Technology can enable HR professionals to better monitor their wellness programs' efficacy and ensure they remain impactful, socialise, and help people connect at and outside work. Our focus is to consolidate the well-being offerings under the same umbrella, which can provide flexibility and personalisation to cater to individual needs more effectively.

## Build wellness communities

Our well-being programs are driven by the people, for the people and of the people. This has helped us curate the programs based on the actual needs and be the wellness champions by sharing their transformation journey and inspiring many others. Happizest, for example, is also a collaborative council representing people across the business, location and age group to understand, identify, conceptualise and launch initiatives for people in different segments.

Moving forward in 2023, we aim to strengthen engagement by designing well-being programs for communities aligned with shared interests and everyday needs. These programs should also cater personally to employees with interests taken on their life cycles.



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