



HUMANOO

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Your automated digital
wellbeing app



● **MetLife** and **AXA** in partnership

The concept of wellness has been around for a long time. Nowadays, employees view wellness through a much broader and more sophisticated lens. Physical, mental and social health determinants can all impact your employees at different times in their lives and can affect both their wellness and their productivity.

It's estimated that the global wellness market is worth more than US \$1.5 trillion, with a 5-10% growth rate per year.¹ And we know employees value their employer's wellness offering more now than ever before. But how can you engage them in the services you're providing and help them form habits that really stick?

Recent statistics suggest that 62% of employers use gamification methods to engage employees in health and wellness initiatives. And 59% of employees say these programmes have made a positive impact.²

Could a behavioural economics wellness programme work for your business?

To help you provide your people with access to the best health and wellbeing services, we've partnered with HUMANOO,³ a leader in automated digital wellbeing.

As a MAXIS client, you can work with HUMANOO, to offer your employees access to their one-stop-shop app. The app helps improve the overall health, wellbeing and engagement of your people by offering rewards for their wellness activity.

What solutions does HUMANOO provide?

HUMANOO's app is designed to help improve your employees' physical and mental health with customised, on-demand fitness, physio, yoga, mindfulness, sleep and nutrition programmes.

The app uses over 3,000 video and audio coaching programmes, combined with gamification-led challenges, rewards and incentives to engage employees in activities that benefit their overall health and wellbeing.

As well as this, you'll be able to access in-depth analytics and data to measure your company's success so you can make informed decisions about your people and business.

What's included with HUMANOO?

HUMANOO uses four principal pillars to maximise life-long engagement.

You'll be able to access, and offer your employees, all app features. Including:

1. **Customisation** – each employee can design their wellness programme and routine based on their personal needs.
2. **Community based challenges** – empowering and motivating employees through group challenges and competitions to inspire one another.
3. **Gamification and incentivisation** – combining fun and wellness activity with monetary and non-monetary rewards (cash, discounts and gift rewards) based on their health activity.
4. **People analytics** – see usage data and other insights via a simple administrator view, helping you measure success and make informed decisions for your future strategy.

Why MAXIS Global Wellness?⁴

As a multinational employer, you're faced with the challenge of caring for the overall health and wellbeing of your people, wherever they are in the world. This can be even more difficult as healthcare costs continue to soar. So how can we help?

MAXIS GBN's wellness technology marketplace offers multinationals a dedicated and unique suite of digital-led health and wellness services from innovative providers all around the world. We've done the leg work; our claims data analytics ensure your key cost drivers are addressed. We've scoured the market and selected the vendor that best meets your criteria based on our careful research – they're able to scale the world with you, matching your global footprint. And by working with MAXIS, we can help secure preferential rates with these vendors that might not be available elsewhere in the market allowing you to offer your people better services with your wellness budget. You'll also be given a dedicated MAXIS manager to monitor the performance on your behalf.

So, what are you waiting for?





Who is HUMANOO?

HUMANOO is an automated digital health app solution for multinationals and insurers worldwide, with offices in Berlin and Paris.

Its model is based on the fundamental principles of maximising employee engagement and creating touchpoints and immersive experiences between your organisation, your people and their health and wellbeing.

HUMANOO provides its users the ability to improve their physical and mental health by offering customised, on-demand programmes in fitness, physio, yoga, mindfulness, sleep and nutrition.

Why should you work with HUMANOO?

As a MAXIS GBN client, you can work with the team at HUMANOO to access their app and address your employees needs when it comes to nutrition, mindfulness, movement and education.

HUMANOO connects to more than 30 HR tools, providing unified user management and data to give you insightful reporting and the ability to calculate your return on investment.

HUMANOO aims to help you:

- streamline and simplify your health and wellbeing strategy through one engagement platform
- improve your employee productivity, performance and their health and wellbeing all while increasing engagement
- support employees to form positive healthy habits and behaviours that last
- promote talent retention by building a positive, healthy culture
- with your corporate social responsibility (CSR) challenges.





MAXIS GLOBAL WELLNESS

POWERED BY HEALTH DATA

For more information on how you can implement a global wellness programme with HUMANOO, please visit **maxis-gbn.com** or contact your local MAXIS GBN representative.

1 McKinsey and Company, <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market>, June 2022

2 Bamboo HR <https://www.bamboohr.com/blog/gamification-in-wellness-programs#:~:text=Sixty%2Dtwo%20percent%20of%20employers,positive%20impact%20on%20their%20health., Jun 2022>

3 HUMANOO I eTherapists GmbH, C/o Techspace Lobeckstraße 36-40 10969 Berlin, Germany

4 MAXIS GBN may receive fees, commissions and/or other remuneration from third parties in connection with the services we carry out for you.

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