



Health

Broker strategic briefing

5 November 2024

Today's speakers

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Welcome and introduction



Sarah Hughes
Head of Client Management

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The influence of the new government on health



Dr John Burke
Chief Medical Officer



Sophie Bonnel
Corporate Affairs Lead

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Panel discussion:
Navigating the future of health



Sarah Taylor
Head of Specialist &
Practitioner Relations



Charles Byrne
Managing Director
HBSUK



Dr Ash Bassi
Consultant
Gastroenterologist, HBSUK

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Delivering impactful
workforce wellbeing initiatives



Fran Bennett
Wellbeing Proposition Lead
& Service Design



Johnny O'Connell
Chief Customer Officer
Spectrum.Life



Health

How might the new government influence the future of health

Dr John Burke – Chief Medical Officer
Sophie Bonnel – Corporate Affairs Lead



Context for health in the UK today

Public satisfaction in the NHS is at record low levels and there is wide consensus from medical professionals to politicians that change is needed.

The public have strong support for the NHS as an institution, but satisfaction has reportedly **fallen to its lowest ever level**.

Just 24% of people across England, Scotland and Wales – the **fewest on record** – are satisfied with the health service.

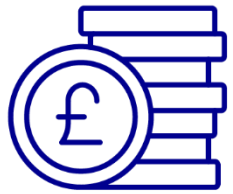
This has **reduced by 29%** since before Covid-19 and **46% from highest ever** recorded satisfaction in 2010 of 70%.

British Social Attitudes Survey 2024



Context for health in the UK today

Healthcare in the UK faces a number of key challenges including funding, workforce issues and serving an ageing population with growing complex and chronic conditions.



Since 1955 spending on the NHS has increased by an average of **3.6% per year** in real terms.



There are **24% more hospital doctors** than five years ago, but the number of fully qualified **GPs has fallen 6% since 2016**.



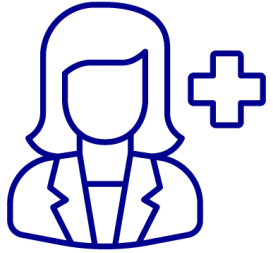
Currently, over 10 million people in the UK are aged 65 and over, (18% of the population). By 2039, it is projected that **one in four people in the UK will be aged 65 and over**.



The health of the nation is declining, and projected to worsen with a predicted **+32%** increase in **chronic pain**, **+39%** increase in **diabetes** and **+92%** increase in **heart failure** from 2019 to 2040.

How might this Labour Government change healthcare?

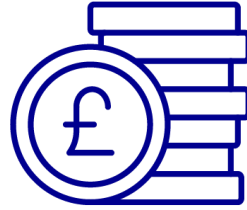
Labour have made 'getting the NHS back on its feet again' one of its five core missions and are focused on driving economic growth to fund these changes.



**NHS
Reform**



**Workforce
Health**



Taxation



AXA Health's political engagement

We engage cross-party with politicians, civil servants and other influencers to promote and protect the reputation of AXA Health. We tailor our communication to each stakeholder and seek to make friends before we need them.





Health

Navigating the future of health

Sarah Taylor – Head of Specialist & Practitioner Relations
Charles Byrne – Managing Director, HBSUK
Dr Ash Bassi – Consultant Gastroenterologist, HBSUK
Jane Maltby – Moderator



Navigating the future of health

Today's panel discussion experts



Sarah Taylor
Head of Specialist &
Practitioner Relations



Charles Byrne
Managing Director
HBSUK



Dr Ash Bassi
Consultant
Gastroenterologist, HBSUK



Moderator: Jane Maltby
Provider Engagement
Manager



Health

Delivering impactful workforce wellbeing initiatives

Fran Bennett – Wellbeing Proposition Lead & Service Design
Johnny O'Connell – Chief Customer Officer, Spectrum.Life



Wellbeing trends shaping today and tomorrow

Why providing personalised whole of workforce health and wellbeing support matters

1

More than 1/3 of the working population have at least one long term health condition

2

98% of employers are increasing wellbeing spend to drive DEI and support specific employee groups

3

Life stages now have a significant impact on wellbeing strategy

4

53% of people in the UK aren't in a positive state of mind health

5

Data is becoming a major driver of health and wellbeing strategies

£26 billion
lost to the UK
economy from
workers taking
sick days last
year

CEBR RESEARCH 2024

A quarter of UK
workers regularly
care for a loved
one who is
dependent or ill

AXA HEALTH UK MIND
HEALTH REPORT 2024

29% of
managers have
moderate/
extremely severe
symptoms of
depression

AXA HEALTH UK MIND
HEALTH REPORT 2024

+126%
increase in
employers
planning to use
wellbeing data

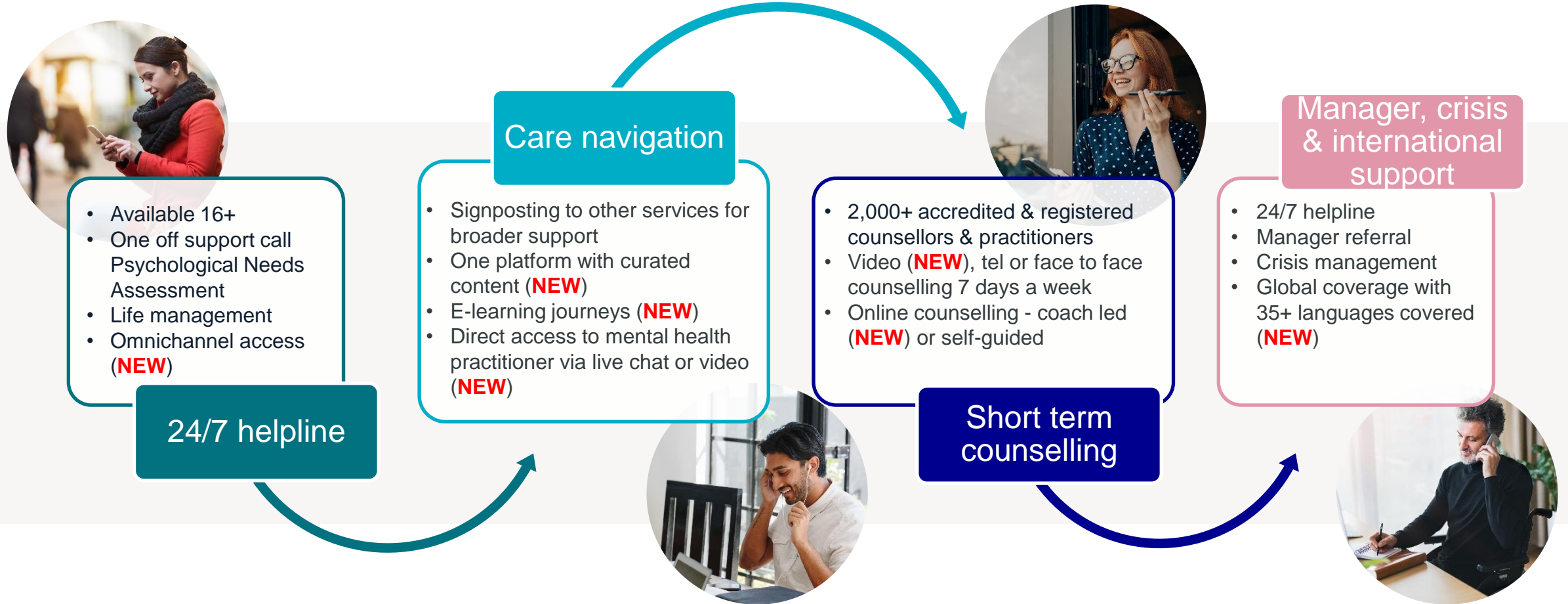
REBA/AXA HEALTH
RESEARCH 2024

A future whole of health engagement platform

Providing employees with personalised wellbeing journeys, supported by our clinically-backed mental health services, all in one place.

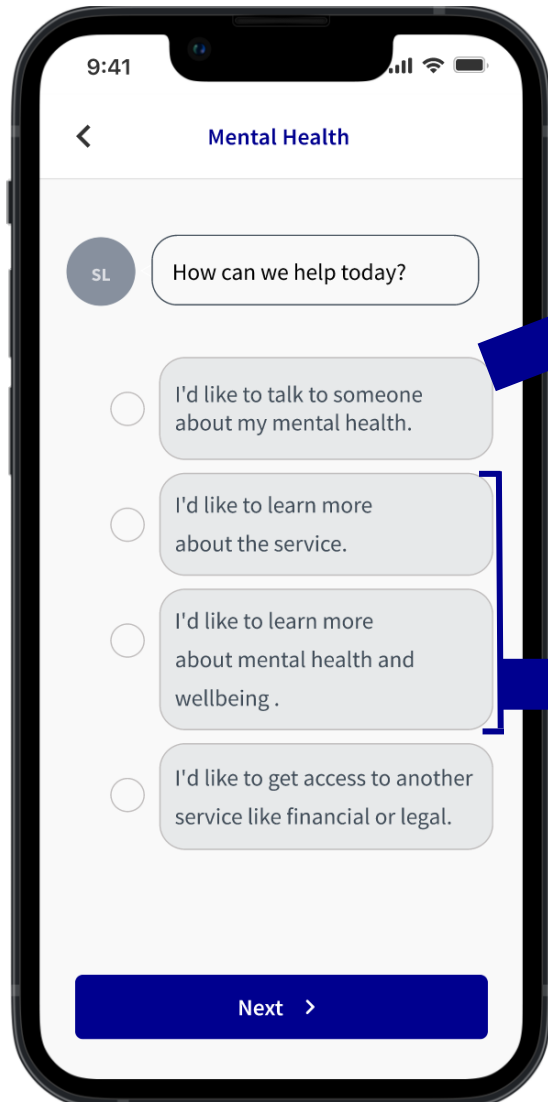
A broader Employee Assistance Programme

Our standard offering and so much more



Innovative, digital-first approach to mental health

Personalised, digitally connected resources, creating a more supportive and accessible work environment



Enriching our suite of wellbeing services

One platform
for booking,
results,
coaching with
interactive
content

Health
assessments
onsite & remote
(NEW) with
bloods

Expanded
portfolio of
webinars,
seminars &
workshops

Combined
MI reporting

1:1
consultation
days
Sleep
Nutrition
Financial
Psychology

Fitness
classes &
treatment
services

Diversity &
inclusion
workshops &
expert
speakers

Existing services

New & upcoming services



Enriching our suite of wellbeing services

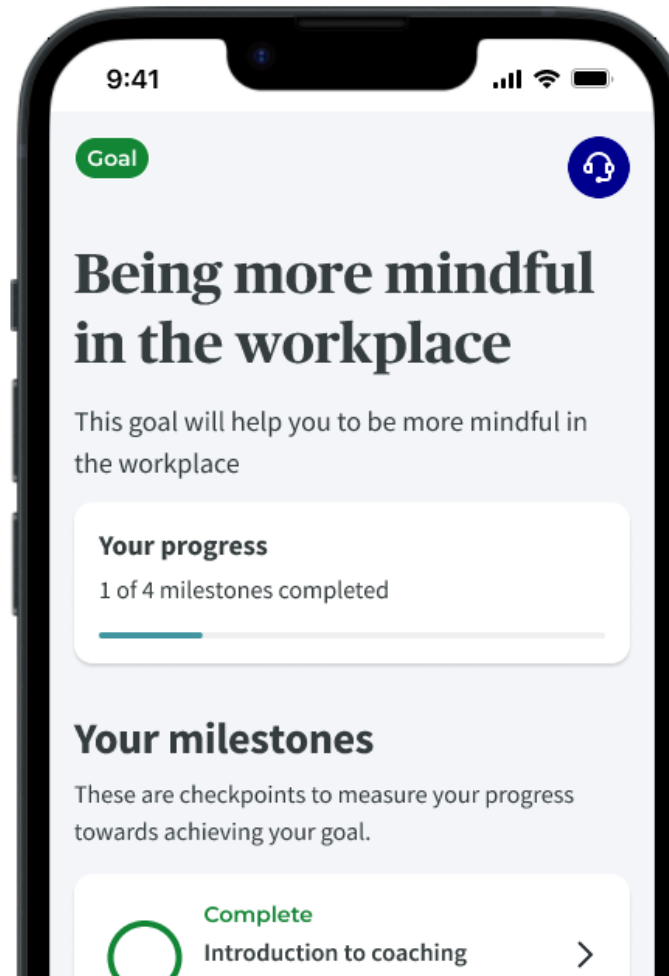
Health coaching and mental wellbeing coaching

One platform for booking, results, coaching with interactive content

1 Entry points
- Digital assessment
- Physiologist led assessment

2 Select your coach

3 Initial video call to set goals



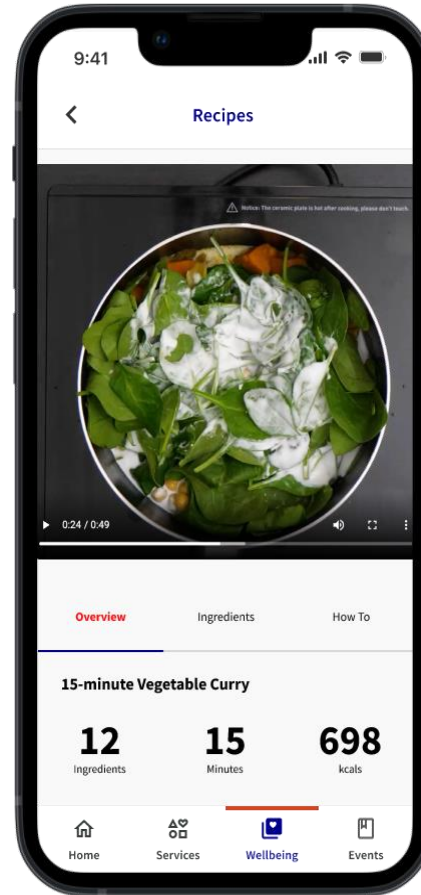
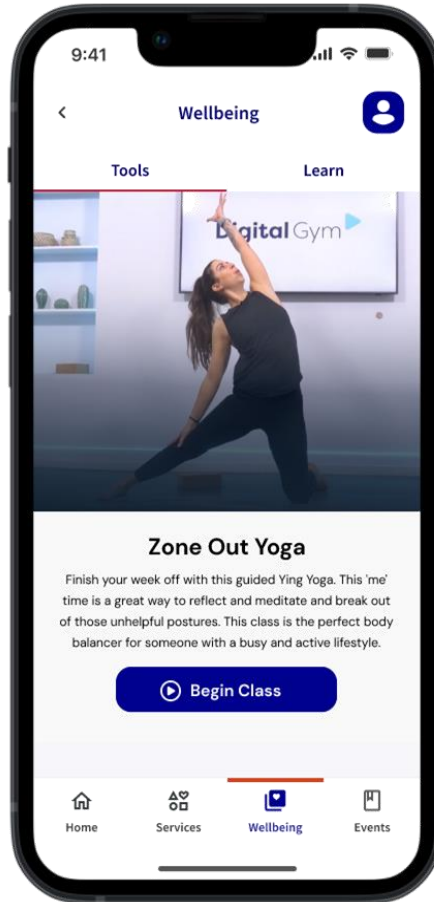
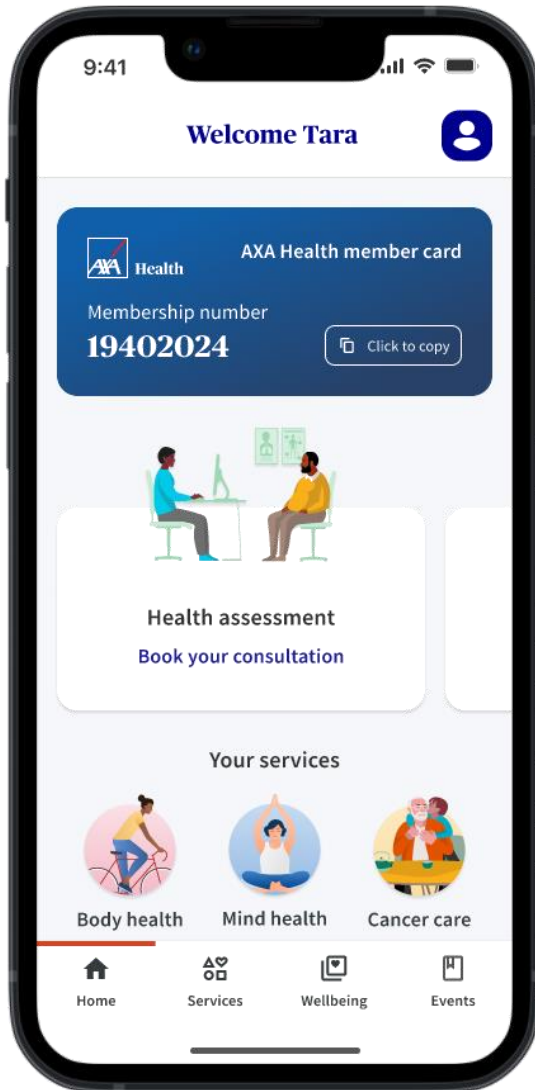
4 Asynchronous communication & check in video calls

5 Personalised digital resources

6 Track your progress on the platform

A future whole of health engagement platform

Personalised wellbeing journeys, supported by our mental health services – all in one place



- ➔ Access to EAP and wellbeing services from the same platform (via AXA Health app or AXA Health platform)
- ➔ Enhanced content - digital gym, videos, meditation, webinars
- ➔ Booking tool
- ➔ Integrated access to health and mental health coaching
- ➔ Health score & health assessments
- ➔ Rewards, personalisation & nudges

Introducing spectrum.life



Customers include:



Our partnership ensures 20,000+ Sodexo employees globally – whether office-based, remote, or non-desk – feel supported and empowered to manage their mental health and wellbeing effectively.



Our partnership with Microsoft provides an integrated solution to cover all of Microsoft's UKI employee health and wellbeing needs. We took their solution from 23 vendors down to 1, delivering enhanced onsite and online services.

CBRE

ARM

PRIMARK®

Bloomberg

TESCO

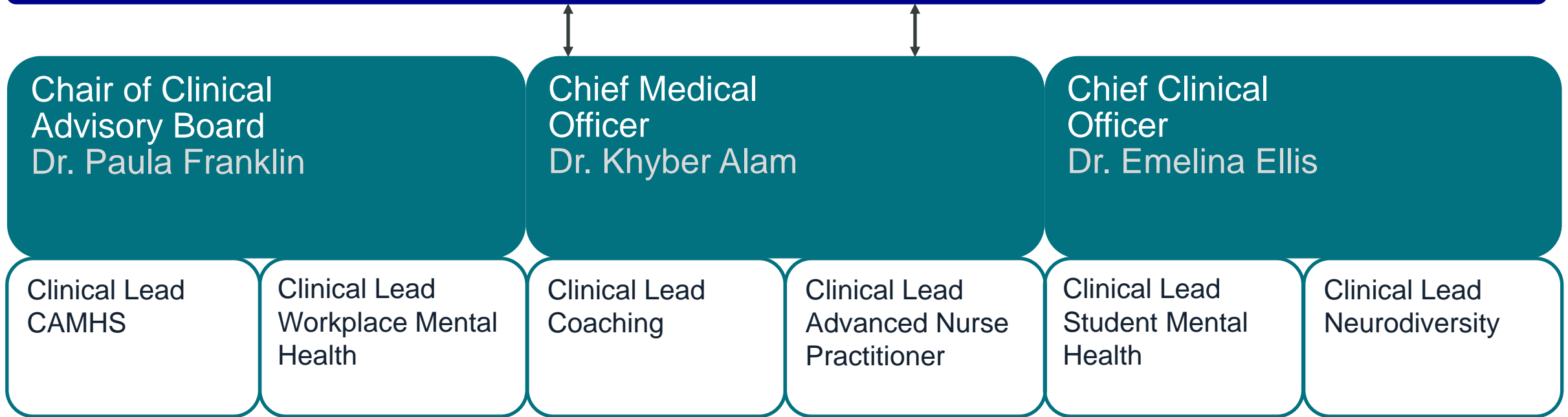


Health

 **spectrum.life**

Clinical governance framework

AXA Health Governance, SLA's, Review and Oversight (1 April 2025)



Spectrum.Life services accreditation:



In-house clinical team

100+

Case Managers providing
in the moment support

25+

In house Digital
Therapists

15+

Psychologists &
Neurodiversity Specialists

70+

Service User NPS

Outcomes that matter

Psychological
distress before
support (CORE-10):

Psychological
distress after
support (CORE-10):

11.9%
severe distress

22.4%
moderately severe

29.4%
moderate distress

Increase in those
reporting as healthy by

40x

0.8%
severe distress

1.6%
moderately severe

8.8%
moderate distress

93%

decrease in
severe

93%

decrease in
moderately severe

70%

decrease in
moderate distress



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Thank you

