

HEKA

# Make health benefits a strategic advantage



PROACTIVE HEALTH BUILDS  
STRONGER, HIGHER PERFORMING  
TEAMS





# Health should be **proactive**

HEALTH BENEFITS, REIMAGINED FOR MODERN TEAMS

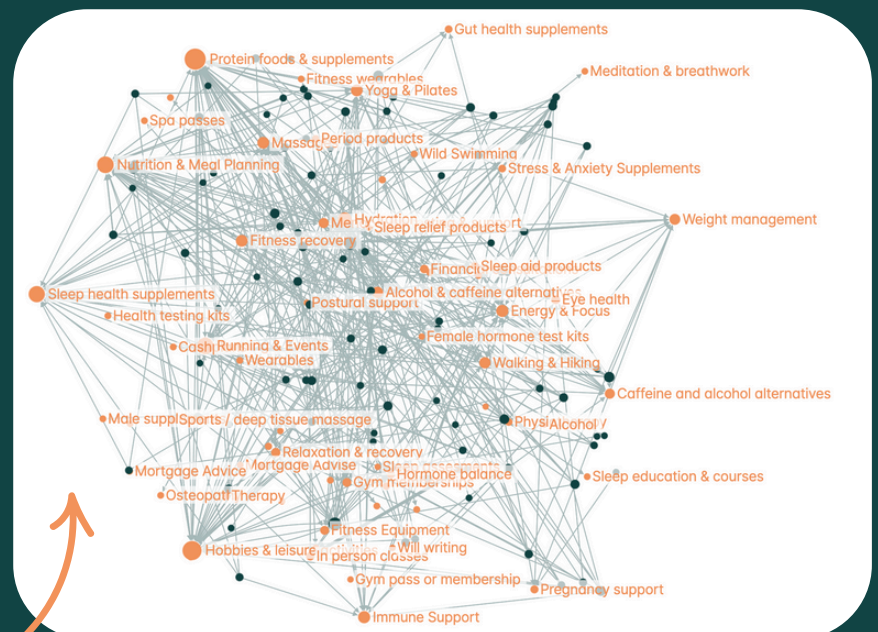
## Are your health benefits having an impact?

Investing in employee health and wellbeing is critical to business success, but common benefits like health assessments often go unused.

Traditional health benefits put people in boxes – and people don't belong in boxes. That's why engagement is so low.

People need freedom to define their health journey, and to change their focus as life evolves.

When teams have ultimate flexibility to control their own health, and have access to the widest selection of health benefits, you can see the variety in their usage. **Can your benefits keep up with what employees really need to thrive?**



Data from 50 users  
over 18 months

## Poor health is damaging UK businesses

Building healthier teams is clearly a strategic advantage, but most health benefits address problems after they arise – think private medical to cover illness, or even critical illness cover. **It's time to change that.**

**Proactive health benefits shift the narrative,** focusing on building healthy teams as standard, not waiting for poor health outcomes.

Just add Heka to your static health benefits, and everything reactive becomes proactive, immediately.

**14.6m** working days lost yearly to mental health

**90%** of UK workers are disengaged at work

**40%** of UK workers feel stressed every day



## The last benefit you'll ever need

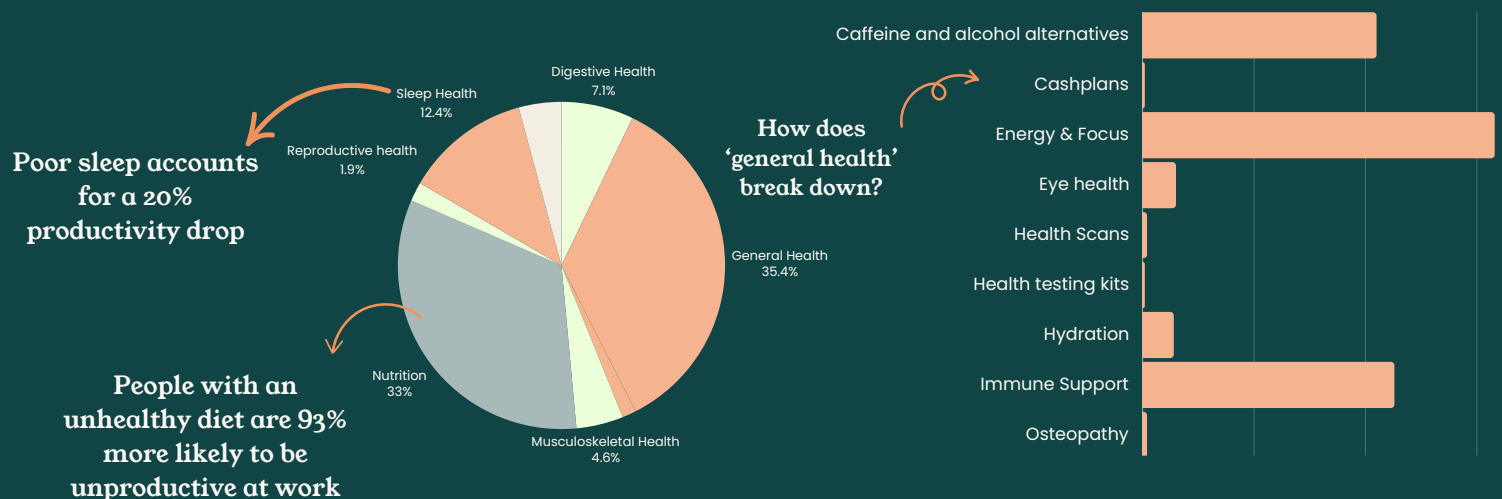
Heka takes every benefit you already have, and adds every health focused benefit you'll ever need, all in one place, with engagement guaranteed.

Future-proofed with zero procurement: Heka does the hard work, adding new benefits so you don't have to.

Designed to build healthier teams, smart AI and behavioural data keep Heka responsive to trends and market changes. The platform constantly evolves so you always have everything your people need to thrive.

## Immediate ROI

Finally gain strategic insights and demonstrate ROI: Heka helps people eat better, sleep better, and perform better, and the data speaks for itself.



People want higher energy and more focus. They're reducing dependency on alcohol and caffeine, and building strong immune systems. This equates to higher performance, more productive teams, and a significant reduction in sick days.

## How does it work?

Companies set a monthly allowance for employees to focus on their unique health goals. From gym memberships and meal kits to therapy, financial coaching, fertility testing, and even pottery classes, they can choose what fits now – and access what they need in the future.

No one-size-fits-all. Just personalised options for every life stage, every lifestyle, and every version of health.

**“Heka has it all!”**

People Director, WPP