



How to finally deliver benefits with **impact**

It's time for benefits that
actually work, for everyone
in your business



HEKA

One platform with unlimited impact

Why Heka?

Heka is the **only** employee benefit that focuses on individual health, while offering limitless choice to employees, so they can own their wellbeing journeys. Empower your team to live and perform at their best, every day.

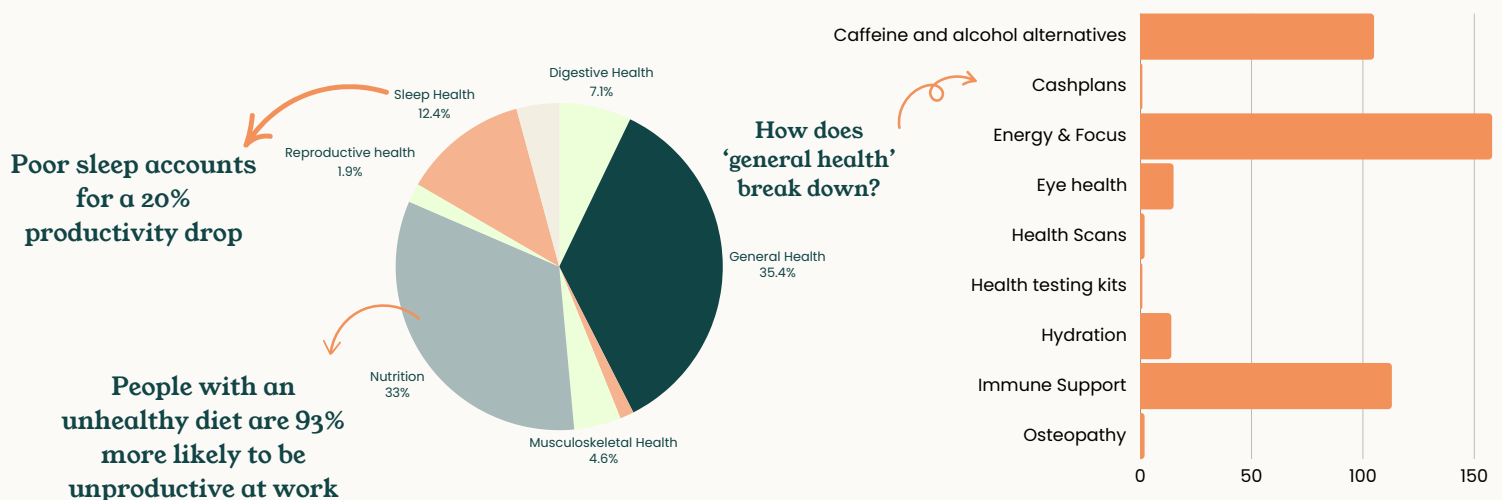
Poor health is damaging UK businesses



Most companies don't understand that they can impact employee health holistically, ultimately guaranteeing their own success. **That's where Heka comes in.**

Heka's impact is immediate

Heka data over 5 months shows the impact of Heka in even a short time frame. Heka makes people eat better, sleep better, and perform better; the data speaks for itself. The sooner you join Heka, the sooner you'll start building higher performing teams, reducing sick days, and seeing the impact on your bottom line.



People want higher energy and more focus. They are reducing their dependency on alcohol and caffeine, and building strong immune systems. All of this equates to higher performance, more productive teams, and a significant reduction in sick days.

Case study: Heka for law firms

HOW HEKA USES DATA TO REVOLUTIONISE DECISION MAKING

We took data from over 2000 employees in major UK law firms, including magic circle, to demonstrate exactly the impact Heka has.

By predicting – and preparing for – trends over time, Heka customers see significantly higher retention rates than their peers, stronger headcount growth, and higher profits.

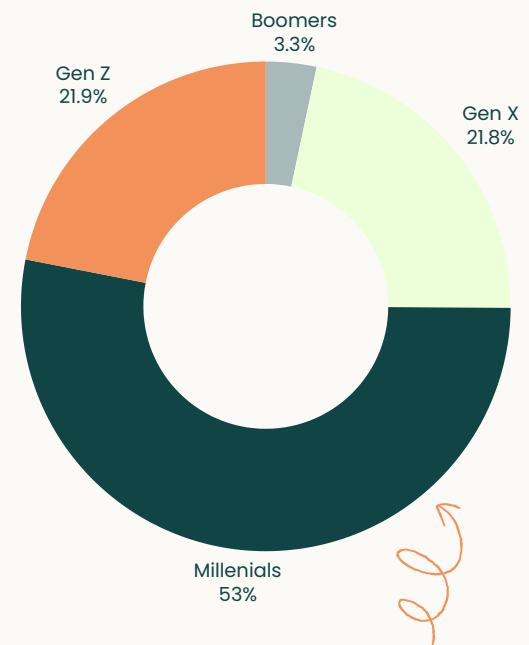
97% of HR teams say Heka helps them achieve strategic goals

82% of Heka customers grew their headcount year on year

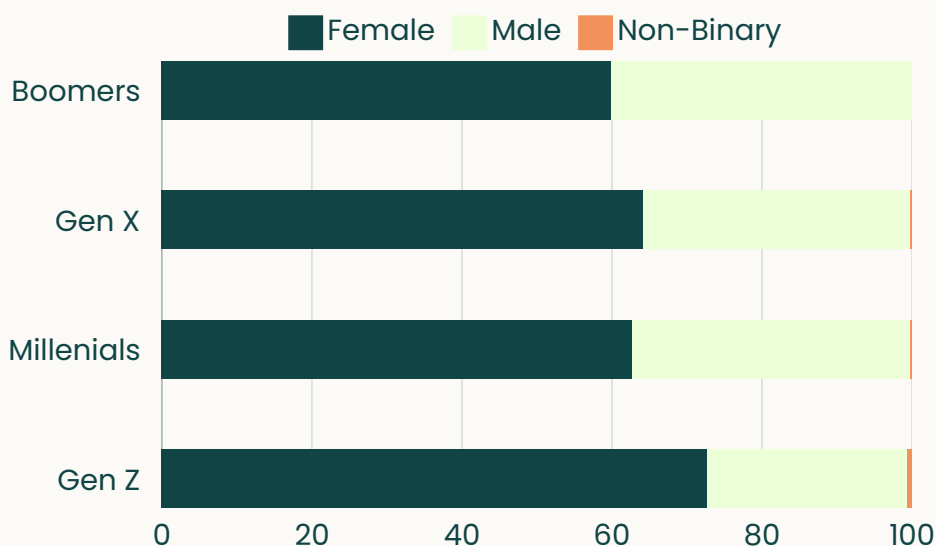
Demographic data

A high millennial population requires focus on employee retention: the average millennial changes company every three years, meaning businesses lose valuable team members right after they're fully ramped.

The ratio of male to female employees is shifting towards more female, so it's critical to invest in structures that make women more successful and productive in the workplace.



Gender by generation



Generational split

A high female, millennial and Gen Z population means a need to focus on relevant offerings, like financial advice, mental health support and reproductive and fertility benefits: create the right environment to retain all your talent, and support women to thrive, whatever their career journey looks like.

Behavioural data

Heka is the **only** platform to gather meaningful data around individual health goals. By asking exactly what employee health focuses are (rather than selecting from options) employers can see where benefits are actually meeting the needs of their teams to live and perform at their best.

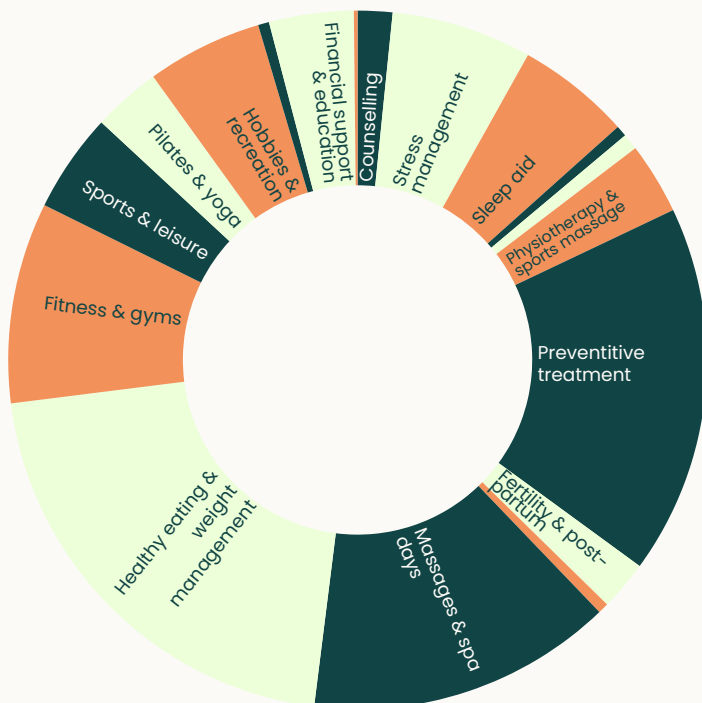
Free text* responses when asked: what is your top health priority?



This data can be further broken down by generation, age, gender, location, department...or anything you want!

*grouped by category

What do people actually use via Heka?



The data shows that Heka users are able to self-identify, and focus on improving their biggest health challenges. Leading categories in both are movement, preventative treatment, diet, self-care, and better work-life balance via stress management.

But why does it matter?

Building a healthy team is your superpower

It's not just about giving your teams what they want – although it's the right thing to do. Sickness absence is £100 billion problem for UK businesses. And the top three causes?

1. Mental health, including depression, anxiety, and burnout
2. Musculoskeletal issues
3. Work related stress

All of these areas are identified as challenges, and worked on by Heka users. Giving people the tools to protect their own health, without making assumptions on what that looks like, is key to minimising the impact of ill-health on your firm.

The risk of assumptions

Providing a one-size-fits-all approach to a problem will never work. If people want to get fit, you could offer subsidised gym memberships, but only 30% of gym subsidies get used, because not everybody goes to the gym. Providing an EAP or counselling assumes everyone processes stress and mental health issues in the same way. We know they don't. Autonomy, flexibility, and choice is the only way to stop wasting money on benefits and actually solve your biggest challenges.

“We’ve not had anyone signed off with stress since we got Heka”
Head of People, 500+ consultancy firm

Not to mention the time saved using private health, bypassing NHS waitlists, and receiving diagnoses quickly. This both saves hours of absenteeism and increases productivity by reducing anxiety during wait times. People are healthier faster, and they spend less time and resource worrying. A win-win.

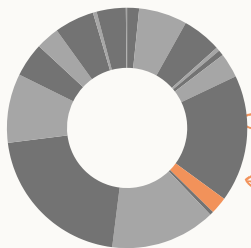
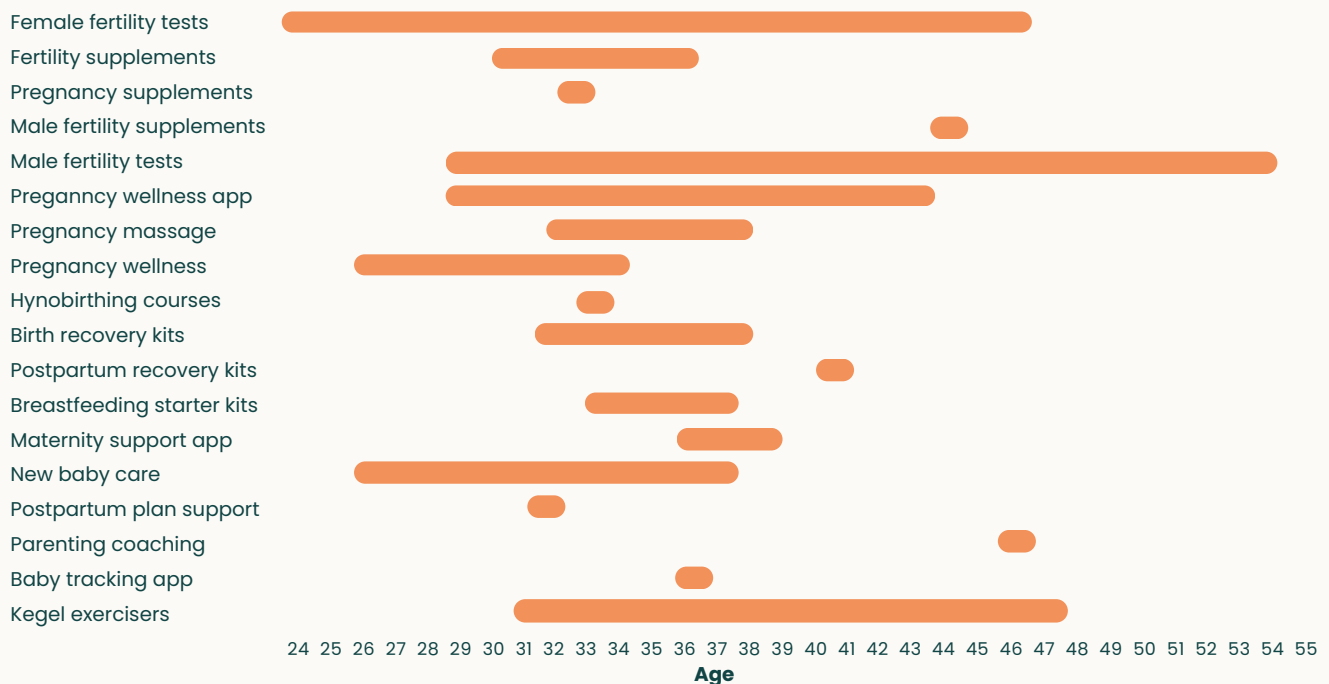
Reducing sickness is a huge way in which Heka benefits law firms, protecting your bottom line, maximising billable hours, and ensuring productive, high performing teams. But that only solves one people team challenge.

What else can Heka do?

72.4% of Gen Z entering law firms are female. A demographic shift of more than 10% compared to previous generations, let's take a look at how to forecast trends and prepare for the rise of women within your workforce.

Invest in smarter, modern fertility benefits

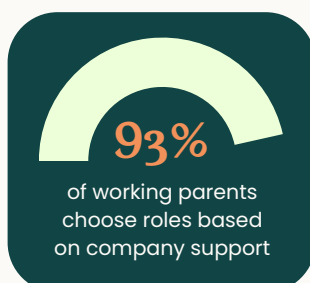
So many businesses think they offer 'fertility support', but the concept is fundamentally broken. Fertility support looks different to every single person: whether they're planning a family now, in the future, or never, so many of us have fertility needs - from their early 20s right through to retirement! Let's take a look at the breakdown:



2.3% of people access fertility benefits - of all genders. That may seem like a small number, but the support is crucial for those who use it. And the variety of needs is vast: a single employer simply cannot provide all of these options outside of Heka.

Importantly, people won't ask for fertility support, or put them through a reimbursement scheme, due to fear of career repercussions: someone just beginning their fertility journey doesn't want to risk stagnation by flagging their desire to conceive in the future.

Supporting employees to start a family has long been viewed as counterintuitive. Where's the business benefit? Create an environment that people want to return to after having children, or risk a motherhood 'brain drain'.





The true impact of Heka

And why it's time to make a change

In a hyper-competitive landscape, there is simply no room for businesses to make decisions on gut feeling. Attracting and retaining the best people is critical to success, as is choosing the right tools to keep them healthy, productive, and driving your profitability.

So much benefit technology is still building to the wants, rather than the needs, of employees and HR teams via qualitative data.

Leveraging this critical behavioural data is the only way to guarantee success from your benefit strategy.

We all know how powerful AI can be, but it's been distinctly absent from the benefits space, until now. Heka is changing the game, driving benefits technology into a new era of meaningful results.

You don't need to take our word for it: Heka uniquely surfaces all impact data and makes it easy for our customers to understand the ROI of their benefits. You can finally measure the impact, and see how prioritising health-led benefits is the only option to future proof your business.

The future of employee benefits starts here



www.hekahappy.com



Ready to revolutionise your people strategy?

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