

The future of wellness for the modern workforce

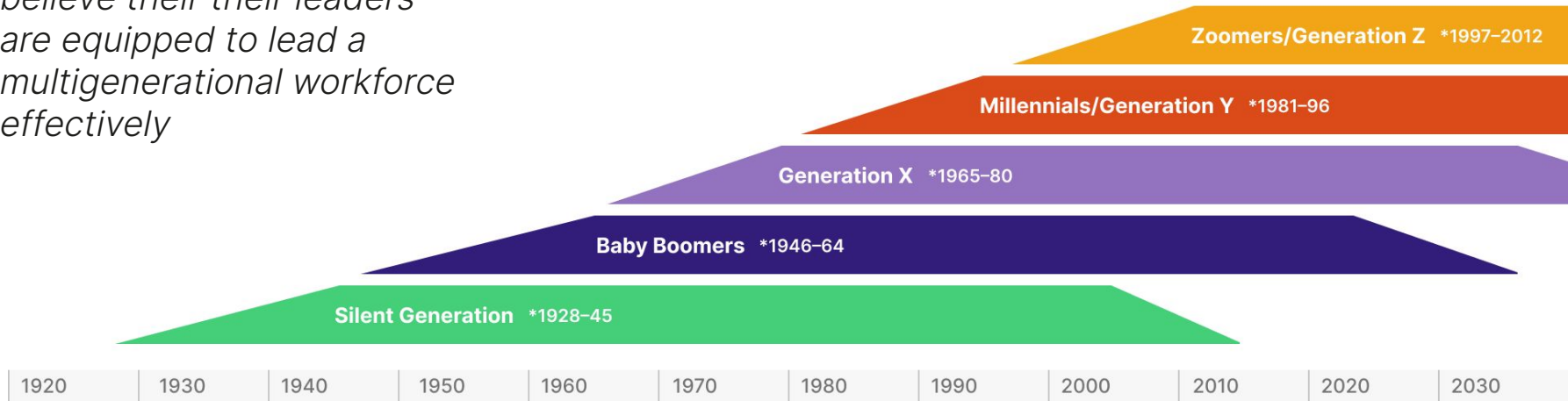
Alex Templeton, CEO, Qured

The Watercooler
14:35-15:05
25 April 2023



Today's workforce spans five generations

But only 6% of employees
*believe their their leaders
are equipped to lead a
multigenerational workforce
effectively*





Are **traditional demographics** really the best way to understand employee health needs?



Has a shift to **hybrid working** changed the way we think about engaging employees in their health?



How can we **get ahead** of these dramatic workplace shifts and ensure our people continue to feel valued?

What did we learn during the pandemic?

The disruption of the Covid-19 pandemic has **increased personal health awareness** and significantly **lowered the barrier to self-testing**, while **transforming employers' relationships** with their employees' health



Qured has supported over **1 million customers** over the past 2 years






Qured is **CQC** regulated and a founding and advisory board member of the **LTIO**

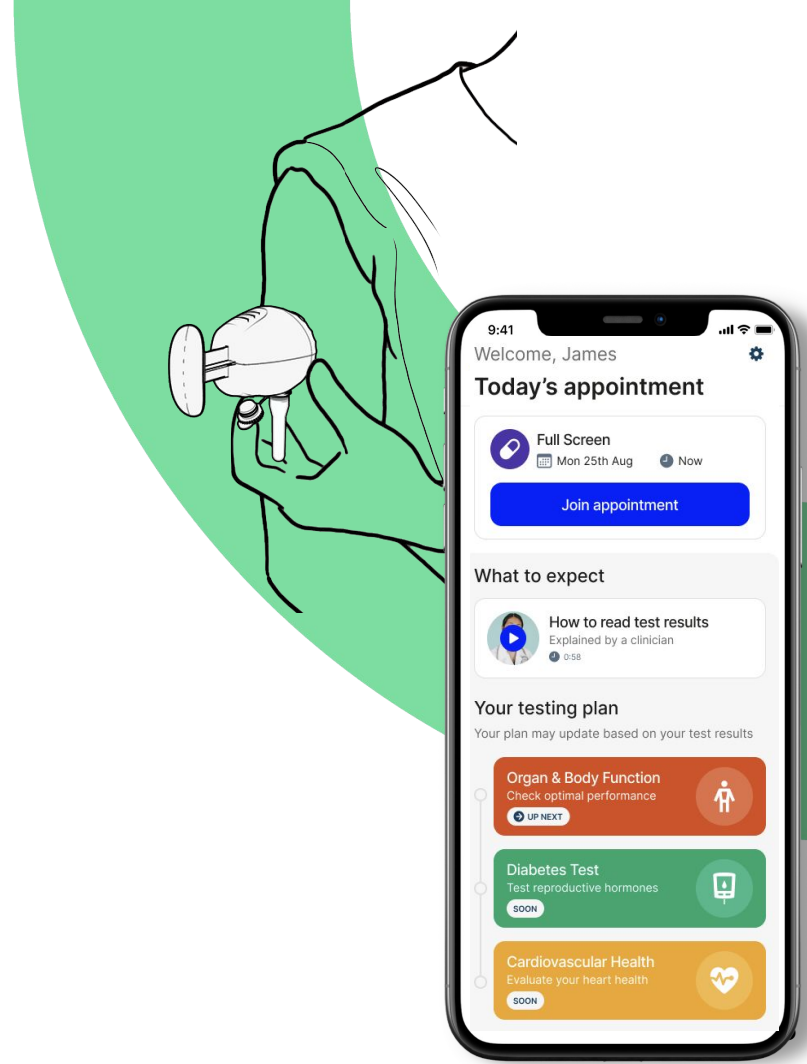


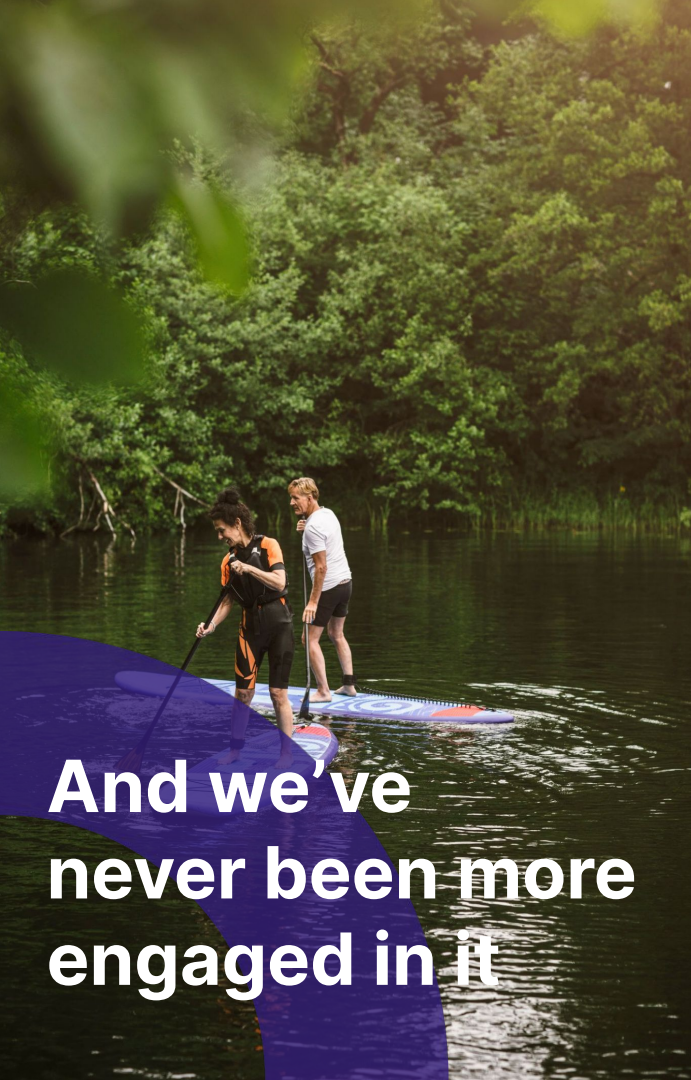
In 2021 our Health Advisors provided **over 250k video consultations**



It's never been easier to proactively monitor our health

-  Painless and comfortable at-home testing removes barriers to a broad range of clinical tests
-  Clinician support via video makes sample taking and understanding test results simple
-  Personalised recommendations that marry opt-in data and clinical gold standards can create positive interventions within hours or days, not weeks





And we've never been more engaged in it



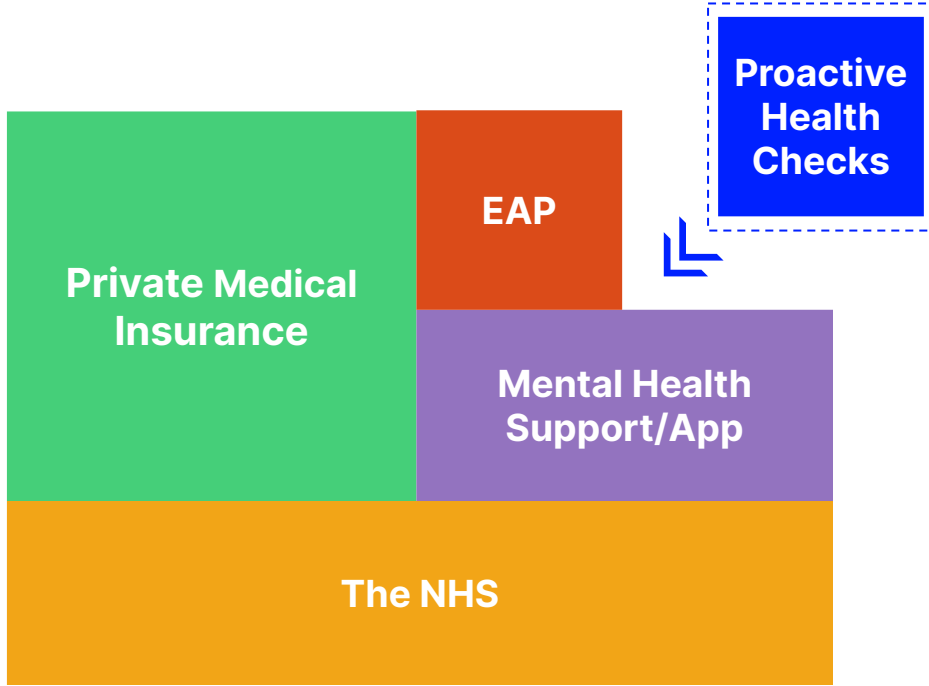
Over half of Gen Z use a wearable device to track their health, but fewer than half are registered with a GP



79% of people in the UK feel their health has become more important over the last three years



58% of people in the UK exercise at least once a week



Yet employee health benefits are still overwhelmingly reactive



Our entire health system was built to treat illness, rather than prevent it

Record waits are delaying care

6.73 million people are waiting for NHS treatment and 60% of people now expect delays, while 55% avoid making GP appointments because it is just too difficult

Proactive screening highly limited

Just 4% of NHS budgets are spent on preventative healthcare, mostly on vaccination programmes. Bowel cancer screening starts at 59 vs the clinical gold standard of 45.

Dangerously delayed diagnoses

GPs are gatekeepers to onward care leading to slow referrals, late diagnosis and poor outcomes: 37% of cancers are discovered in A&E



With the NHS continuing to struggle post-pandemic, PMI is being offered **at record rates** ([65%+](#)) to some or all employees



Yet PMI focuses primarily on **reactive care**, helping employees to access quicker diagnosis and a choice of treatments when they become sick



Uptake of standalone “Health MoTs” is woefully low across all industries, leaving **few paths for early disease detection** across the workforce



**Private care
mirrors public.**



**Resulting in
serious health
issues throughout
the workforce**

For a workforce of 1,000:



420

people have high
cholesterol ⁴

21

people will be
diagnosed with
cardiovascular disease,
before 65 ¹



20

people currently
have cancer ³

3

additional people
will be diagnosed
with cancer each
year ³



90

people will
encounter fertility
issues when trying
to start a family ²

1/3

of people undergoing
IVF treatment will quit
their job during
treatment



And
it's holding
businesses
back

For a workforce of 1,000:



273

Workdays lost to
cardiovascular
disease ¹



11

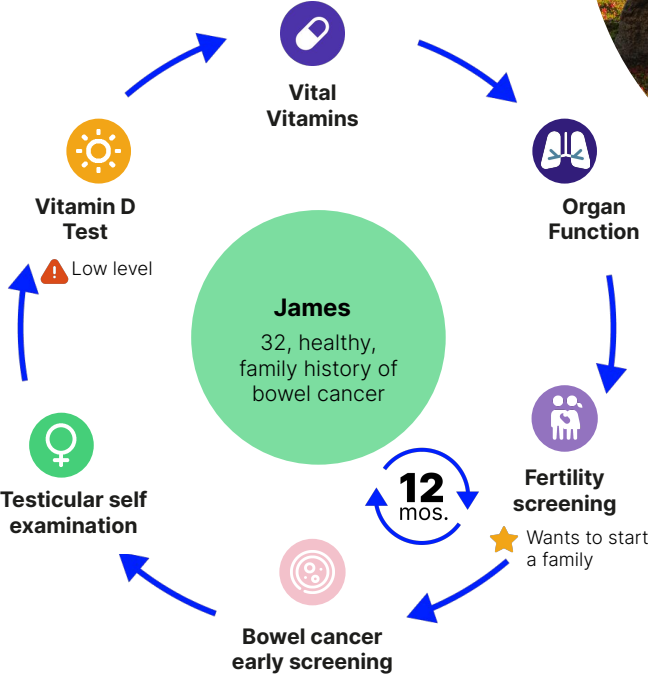
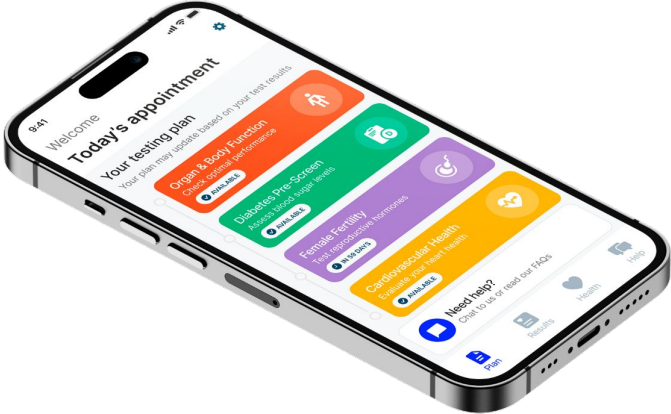
Employees will change
their role significantly
OR leave work entirely ²




300


Workdays lost to
fertility treatment
cycles ²³


But affordable, clinically backed preventative care is now available to all




Should you be investing in prevention?

 Preventative wellness programmes **deliver 2-10X value for every £1 invested** - from reductions in sickness absence and productivity losses, to reduced health claims

 Regular at-home testing generates **extraordinary employee engagement** - our statistics show 75%+ successful test completion within 6 weeks of enrollment

 Health screening has historically been targeted at certain demographic groups (for e.g. execs over-45), despite recent research showing that **all generations are desperate to engage proactively** with their health data



**Protect
health today,
prevent illness
tomorrow**

Thank you!

Qured

Reinventing health screening
for the modern workforce

Qured

Confidential