

– CASE STUDY

How working with Business Health Institute helped increase productivity and profit for the Santé Group



– OVERVIEW

Santé Group is a fast-growing business that operates three brands. Nugent Santé provides health and wellbeing insurance-backed products and services, Santé Life provides life and insurance protection, and ArchAngel Broker – a bespoke CRM and compliance platform designed explicitly for private medical insurance brokers.

The group manages an insurance premium book in excess of £20 million and has 27 staff.

The Santé Group's brand vision is to make sure it is the best in its profession, providing class-leading insurance and wellbeing services that helps make their clients' business and personal lives that bit easier.

But for that brand vision to happen, the senior management team audited the business to fully understand what they needed to implement to help their colleagues grow, feel secure and valued.

CHIEF EXECUTIVE PAUL NUGENT DISCUSSED WHY THIS WAS IMPORTANT. HE SAID:

“As a board, we fundamentally believe that to be seen as an industry leader and be a trusted partner, we have to walk the walk. We must live and breathe what we're about, and the most important aspect in making this happen is by looking after our people.”



The senior management team turned to the Business Health Institute (BHI), which was established to help business owners and organisations to flourish and have a healthy workforce, culture, and lifestyle, which improves employee performance.

The end result saw productivity increase by almost 50%, adding £115,000.00 to the bottom line. In addition, burnout symptoms were reduced to 0% and work engagement increased by 7%.

- THE PROJECT

PAUL ADDED:

“Our priority was to understand how the pandemic had affected team morale and what we needed to implement to ensure colleagues, who were remote working, still felt part of a team and pulling in the right direction.

In addition, we restructured our business model, during a period of increasing demand for our services – we needed to understand what the work experiences and the needs of staff were, in order to support them. More importantly we just wanted to know they were OK.”



- THE KEY CHALLENGES WERE TO FIND OUT:

- Had the work experiences and supportive needs of staff changed?
- How could they keep colleagues engaged, connected, and productive?
- How to assess risk based on fact, not on assumption?
- What were the physical and mental wellbeing needs of the Group's employees?

– THE ACTIONS

BHI implemented its Wellbeing Assess. A real-time analytics reporting system, centred on the job/demand resource theory, that pinpoints the dynamics and patterns occurring. All colleagues took an anonymous and confidential assessment, which was married with a lifestyle assessment using the Firstbeat platform.

BHI'S WELLBEING ASSESS SYSTEM PROVIDED QUANTITATIVE DATA INCLUDING:

- **Productivity risk**
- **Absenteeism cost**
- **Company loyalty**
- **Employee turnover intent**
- **High work engagement state**
- **Work engagement potential**
- **Disengagement risk**
- **Burnout risk**
- **Stress-related ill health risk**
- **High repetitive injury and computer-related strain risk**
- **Depression risk self-report**

The analysis also covered stress and recovery data, looking at a wide range of variables, including physical activity, fitness levels, and sleep patterns. This provided the organisation with a complete overall picture of their employee health risk management and workplace health promotion.

– THE RESULTS

The assessment's results highlighted that the critical business risk was a drop in productivity allied to a rise in stress and burnout. Paul said: "The results of the analysis were extremely helpful in determining how we needed to help our colleagues, and spot areas of risk, while designing interventions to create a supportive workplace environment.

Based on the key risk factors identified, BHI collaborated with Dr Alka Patel, a GP and lifestyle coach, to design bespoke interventions to address the key risks. These included the following offerings and group sessions:

- **1-2-1 sessions with Dr Alka Patel**
- **Tea at Ten: Chai & Chat with the Lifestyle First Doctor**
- **Managing stress & burnout**
- **Sleep and reducing tiredness**
- **Managing digital devices**
- **Managing the impact of stimulants**
- **Benefitting from exercise & movement**
- **How to make good habits work**



– BHI CONCLUDED:

“The work undertaken by Paul and his team really demonstrates the power of engaging with your people, to not only improve their wellbeing, but that of the workplace environment. When risks are mitigated with the right strategies, there is an intrinsic impact of boosting organisational performance. This approach provides the best Return on Investment.

Our approach, based on bringing humanness and science together into the workplace, enables us to help organisations build better environments, that help people succeed, and in turn drive organisational peak performance through evidenced based data.”

Paul concluded: “This project has had wide ranging benefits for our business. It has helped improve our corporate culture, boost employee engagement and morale, which has ultimately lead to increased productivity rates, drastically improving our profit.”





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