

Aura Health: Revolutionizing Employee Well-being with AI



Product Name: Aura Health Assistant

Our Goal:

To make it easy for employees to understand and use their health and wellness services, while helping HR teams get clear data and insights to support a healthier and more productive workplace.

What Makes Aura Special:

Aura Health is special because of its dual focus. It makes it easy for employees to get the care they need and gives HR clear insights to improve wellness. It understands people and feels more like a helpful friend than just a tool.

Target Users:

Employees: Clear benefits, easy bookings, helpful tips, private support.

HR Teams: Simple reports, wellness insights, time-saving tools.



User Personas – Who We're Designing For



Priya Sharma – HR Manager

- Age: 38 | Location: Bangalore
- Company: Mid-size tech firm (1,200 employees)
- **Pain Points:**
 - Repetitive health benefit queries
 - Difficulty proving ROI of wellness programs
 - Fragmented systems and manual reporting
- **Goals:**
 - Free up HR bandwidth through automation
 - Boost employee participation in wellness programs
 - Get unified insights for strategic planning
- **Tech Comfort:** Medium; uses internal HR portal, Excel reports

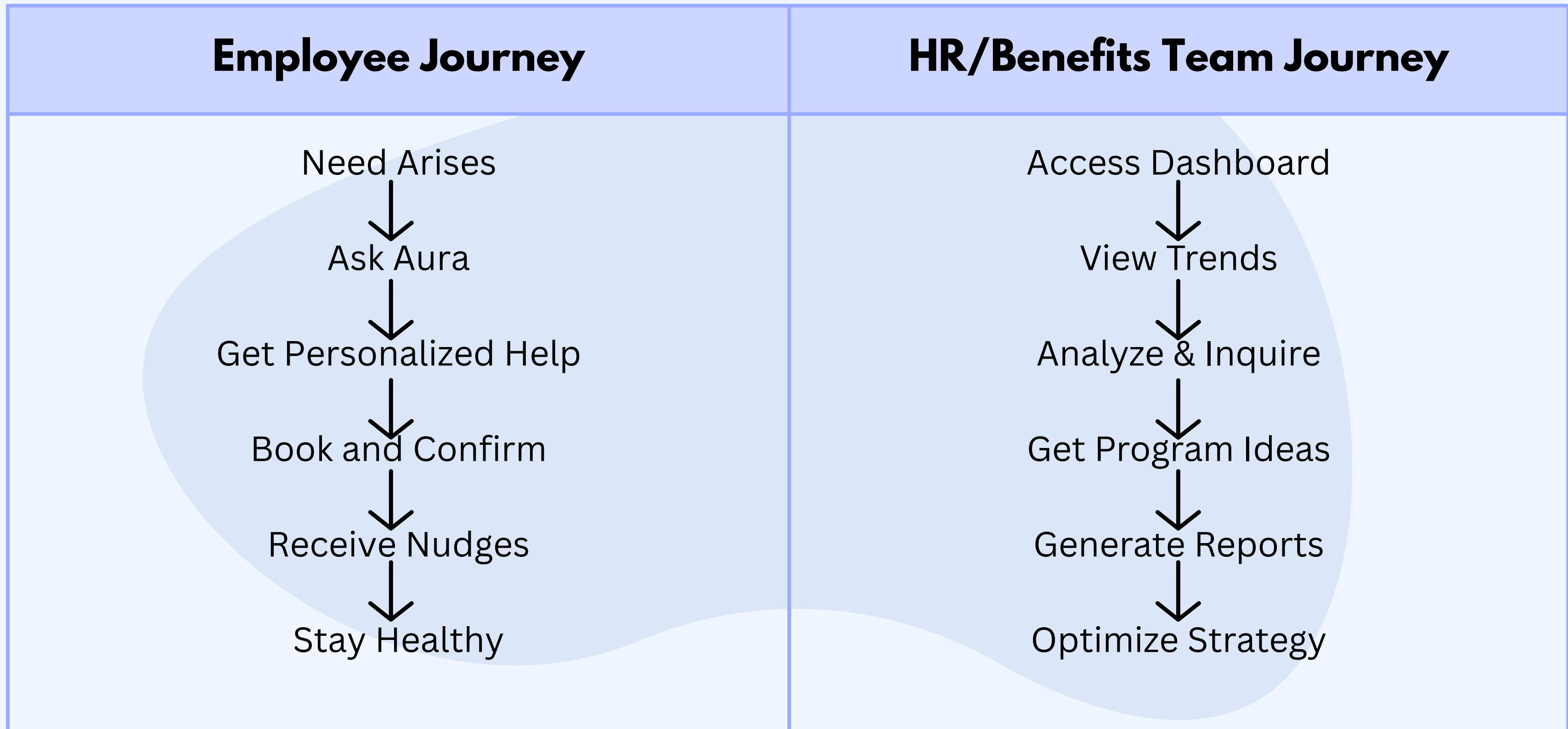
Rahul Mehta – Software Engineer

- Age: 27 | Location: Gurgaon
- Department: Backend Engineering
- **Pain Points:**
 - Confusing insurance policy documents
 - Missed appointments and reminders
 - Reluctance to discuss mental health at work
- **Goals:**
 - Clear answers to health plan questions
 - Seamless access to care (booking, reminders, privacy)
 - Nudges and support tailored to personal health needs
- **Tech Comfort:** High; prefers mobile, chat-first experiences

"HR Managers like Priya frequently face challenges with fragmented systems and a lack of unified data, hindering strategic insights." (Forbes, 2025)

"Software Engineers such as Rahul often experience significant stress due to demanding work hours and seek immediate, digital solutions for HR queries." (NASSCOM Community, n.d.; ET HRWorld, 2025)

User Journey : Aura



Key Features

For Employees	For HR/Benefits Teams
Smart Navigation & Booking Book clinics, video calls, labs, or medicine via simple text or voice.	Health Analytics Dashboard Visualize usage, trends, top health concerns, and service performance.
Personalized Policy Explainer Ask: "Is dental covered for my spouse?" – Aura answers instantly, in simple terms.	AI-Based Wellness Planning Suggests targeted programs (e.g., mental health surge → stress workshops).
Health Guidance & Reminders Get symptom suggestions, check-up reminders, and personalized wellness nudges.	ROI & Cost Reporting Auto-generate reports on outcomes, cost-savings, and predictive health costs.
Mental Wellness Support Confidential access to therapists, self-help resources, and mindfulness tools.	Sentiment Analysis Tracks anonymous feedback and chats to reveal burnout, dissatisfaction, or gaps in wellness programs.

Top Questions Employees Ask About Health Benefits

- “What’s covered in my plan?”
- “Is mental health counseling included?”
- “How do I book a lab test?”
- “Can my spouse use these services?”
- “What’s my co-pay for dental treatments?”
- “Where can I find nearby clinics covered by our insurance?”



Aura vs. Others – What Makes Aura Special?

Feature	Aura Health (Proposed)	Virgin Pulse	Accolade	Microsoft Viva	Current HR System
Smart Assistant	Personalized AI that answers health queries and gives HR useful insights	Focuses on wellness games and tracking	Real people help you navigate benefits, supported by AI	Workplace wellness insights inside MS Teams and Outlook	Information is scattered, support is slow
Clinic Integration	Book appointments, track usage, spot health trends all in one place	Mostly external vendors	Focus on outside networks	Not applicable	Manual bookings, paper records
Chat-Based Help (AI)	Talk to Aura like a real person for anything health or HR-related	Only for basic actions	AI supports human agents	AI gives suggestions, not full answers	No AI, needs manual help
Biggest Advantage	Fully AI-powered, combines on-site and digital tools for smart, proactive care	Great for building healthy habits and engagement	Strong human support system	Focused on productivity not healthcare	Slow, disconnected, and hard to manage

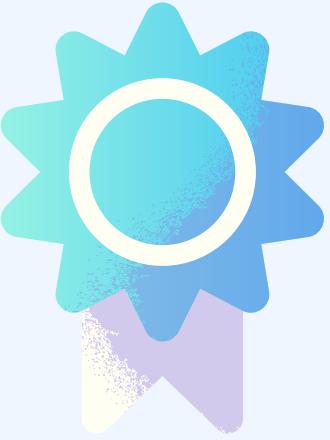
Employee Pain Points

Pain Point	Real Workplace Scenario	Aura Health's Solution
Benefit Complexity	"I don't understand what's covered for physiotherapy. The policy document is 50 pages long."	"Your plan covers 80% of physiotherapy sessions after your deductible. I can help you find a nearby clinic or book it now."
Difficulty Accessing Services	"I need to book a blood test but don't have time to call or figure out where to go."	"No problem. What test do you need? I'll schedule it for home or clinic whichever's easier. Just tell me the day."
Lack of Personalized Guidance	"I get generic wellness tips, but I'm dealing with chronic back pain."	"Since you visited for back pain, would you like to try yoga for spine health or book a session with our ergonomic expert?"
Forgetfulness / Follow-Up	"I missed my health check-up and keep forgetting my medication."	"Just a heads up - your annual health check-up is due. Want me to book it? Also, it's time to take your XYZ medication."
Mental Health Access & Stigma	"I feel burnt out but don't want to ask HR for help."	"I understand. I can connect you to a counselor or suggest wellness apps all covered under your benefits. It's confidential."

HR/Benefits Pain Points

Pain Point	Real Workplace Scenario	Aura Health's Solution
No Visibility on Usage Trends	"We spend so much on the clinic, but I have no idea who's using it or what the top health issues are."	"Here's your real-time dashboard: 72% of employees used digital consults last month, and stress was the #1 concern. Want a PDF report?"
Programs Aren't Hitting the Mark	"Our last wellness challenge flopped. We don't know what employees really need."	"I noticed a 15 percent spike in back pain cases. Want me to launch an ergonomic program or desk stretching workshop and prepare the comms?"
Can't Prove ROI	"Management keeps asking how wellness impacts cost or productivity. We don't have the numbers."	"Your EAP program showed 2.5x ROI last quarter. It helped cut down stress doctor visits and boosted productivity. Want that in a report format?"
Too Many Repetitive Queries	"We're buried under basic questions and appointment requests. It's nonstop."	"I handled 70 percent of benefits queries and booked 200 plus appointments last month. You can now focus on the new talent roadmap."
Low Wellness Engagement	"Only 20 percent of people joined our step challenge. We need better participation."	"I sent personalized invites based on their activity levels. Sign-ups rose by 30 percent. Want me to add a leaderboard or daily nudges this time?"

What Health Benefits Do Companies Typically Offer?



1. Preventive Health Care

Examples: Annual health checkups, vaccinations, biometric screenings

Purpose: Early detection of health issues, reduced long-term costs

Common in: Tech, BFSI, Pharma sectors

3. Mental Wellness & Employee Assistance Programs (EAPs)

Examples: Confidential counseling, therapy apps, mindfulness workshops

Purpose: Reduce burnout, stress, and absenteeism

Adoption: Rapid growth post-COVID, especially in India's IT sector

5. Convenience Services

Examples: At-home lab tests, medicine delivery, teleconsultations

Purpose: Improve accessibility and encourage benefit usage

Impact: High adoption in hybrid/remote workplaces

2. Chronic Disease Management

Examples: Diabetes/hypertension coaching, medication adherence tools

Purpose: Improve management of long-term conditions impacting work

Tools Used: Health tracking apps, nurse helplines

4. Maternity and Family Benefits

Examples: Maternity leave, lactation support, fertility counseling

Purpose: Support work-life balance, especially for working mothers

Trend: Now includes partner/family mental health support too

6. Wellness Coaching & Lifestyle Programs

Examples: Yoga, fitness challenges, dietician access

Purpose: Encourage proactive health and engagement

Gamification: Step-count contests, wellness leaderboards

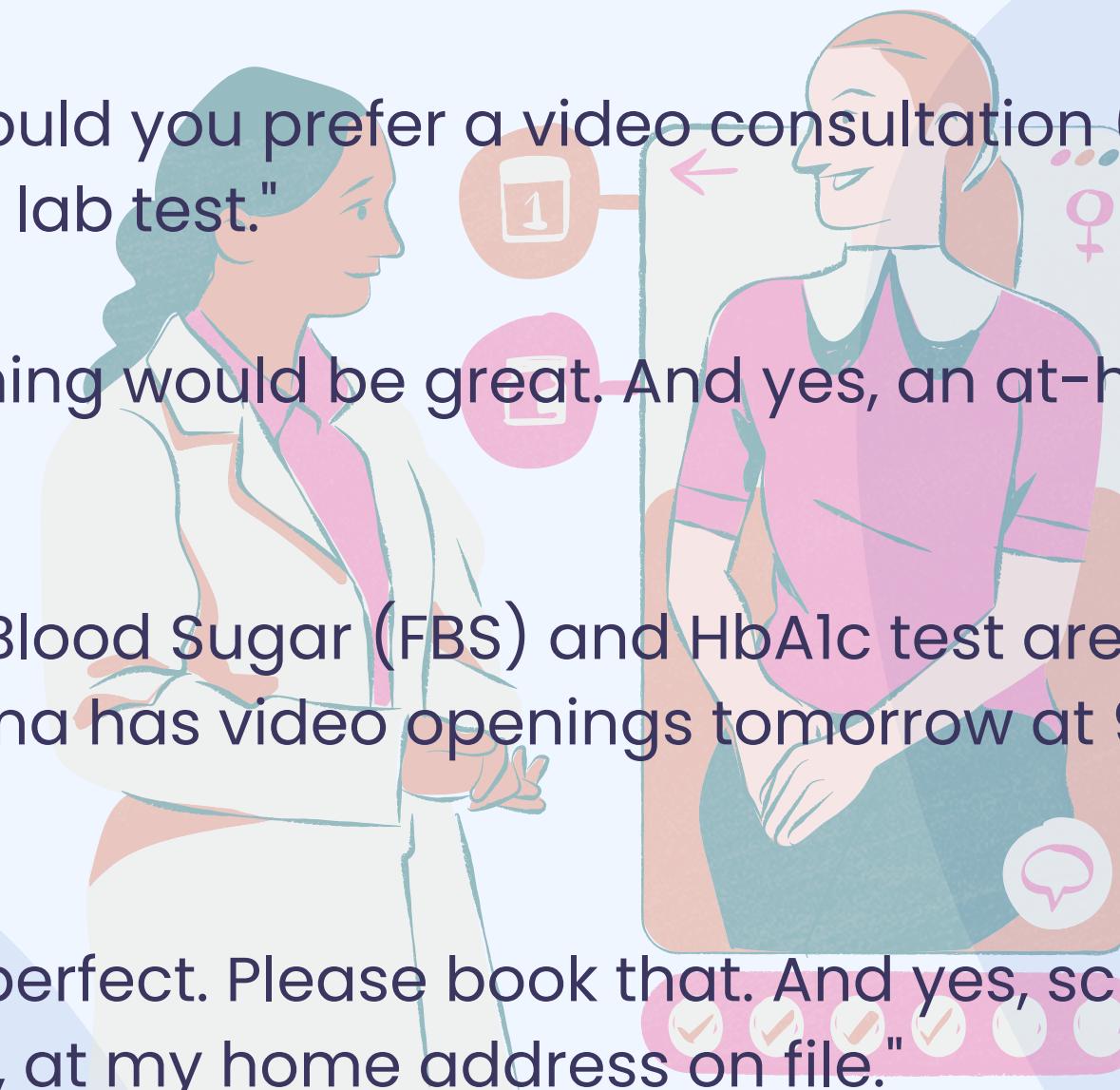
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- Grand View Research. (2024). India Corporate Wellness Market Size & Outlook, 2024-2030.
- IMARC Group. (2024). India Health and Wellness Market Size, Growth, Report 2033.
- The Times of India. (2025, June 13). Deloitte's well-being subsidy program for employees in the US has a new addition, one of the most expensive.
- World Health Organization (WHO). (n.d.). The Health-Promoting Workplace: Making it Happen.

Sample Conversation

Conversation 1: Employee - Booking a Complex Appointment (Video Consultation + Lab Test)

User: "Hi Aura, I've been feeling unusually tired and thirsty lately. I'd like to talk to a doctor and get a blood test done for my blood sugar."

Aura: "I understand. I can help. Would you prefer a video consultation (co-pay ₹250) or an on-site clinic visit? We can also arrange an at-home lab test."



User: "A video call tomorrow morning would be great. And yes, an at-home lab test too. What blood tests are relevant for blood sugar?"

Aura: "For blood sugar, a Fasting Blood Sugar (FBS) and HbA1c test are common, usually costing around ₹1,200 if not fully covered. Dr. Anya Sharma has video openings tomorrow at 9:30 AM and 10:15 AM. Which time works for you?"

User: "9:30 AM with Dr. Sharma is perfect. Please book that. And yes, schedule the FBS and HbA1c tests for tomorrow afternoon, around 3 PM, at my home address on file."

Aura: "Confirmed! Video consultation with Dr. Sharma tomorrow at 9:30 AM. Lab technician for FBS and HbA1c tests scheduled for tomorrow at 3:00 PM at your home. You'll receive invites shortly."

Sample Conversation

Conversation 2: HR Team – ROI Tracking & Performance Report Generation

HR Manager (via secure HR portal chat): "Aura, I need to see the ROI for our 'Stress Buster' wellness program that ran last quarter. Can you provide that?"

Aura: "Certainly. For the 'Stress Buster' wellness program (Q2 2025), our analysis indicates an estimated 2.2x ROI. This is primarily driven by a calculated 12% reduction in stress-related absenteeism and a 5% improvement in self-reported presenteeism among participants."

HR Manager: "That's excellent! How much does that translate to in actual savings for the company?"

Aura: "Based on the reduced absenteeism and improved presenteeism, the estimated cost savings for Q2 2025 from the 'Stress Buster' program are approximately ₹450,000. This calculation factors in average daily wages and productivity gains."

HR Manager: "Impressive. Can you generate a concise executive summary report of this ROI, highlighting the key savings and impact for our next management meeting?"

Aura: "Yes, a concise 'Stress Buster Program ROI Executive Summary' report is being generated now. It will be available in your HR dashboard under 'Performance Reports' within five minutes."

How Aura's AI Adds Real Value

- **Truly Personalized Support**

Learns from your history and gives advice that fits your lifestyle just like a smart coach made for you

- **Sees Issues Before They Happen**

Spots health risks early and suggests preventive steps saving stress for you and money for the company

- **Smart Insights for HR**

Turns complex data into clear actions showing trends and recommending wellness steps that actually work

- **One Simple Chat for Everything**

No juggling apps or calls just get benefits explained book appointments and more through natural conversation

- **Feels Like Care Not a Tool**

Aura doesn't just function well it builds trust Employees feel supported not managed which boosts morale and loyalty



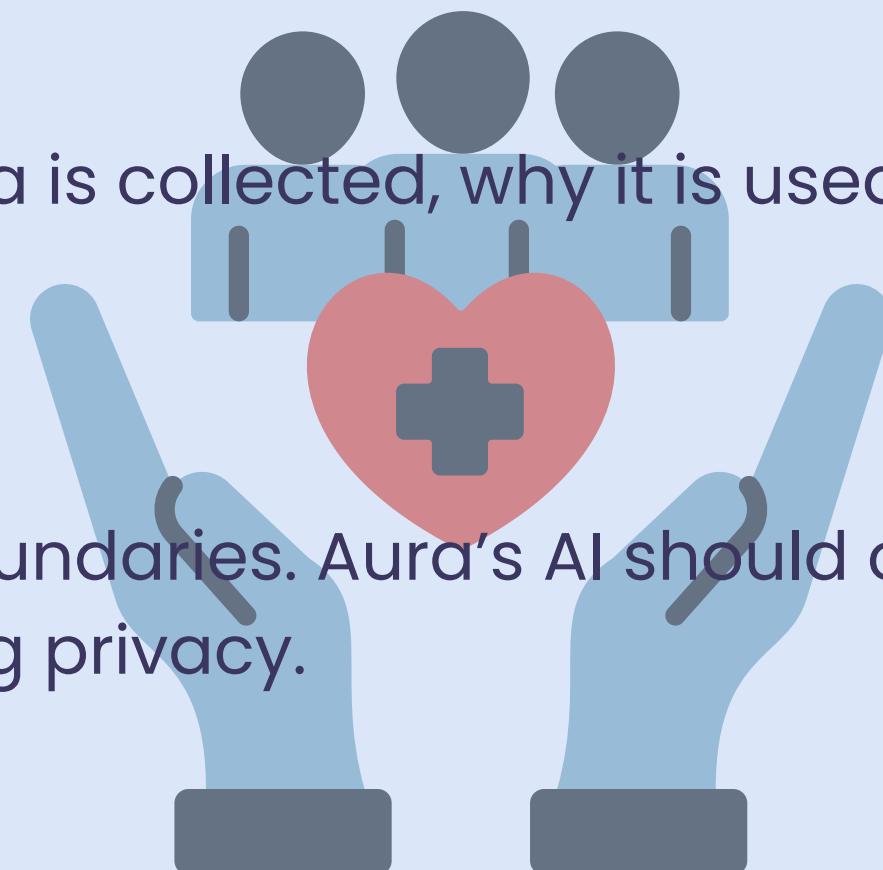
Thoughts on Privacy – Aura Health

- **Privacy builds trust**

Health is deeply personal. Aura must protect user data like a secret shared with a close friend and never misuse or share without consent.

- **User control is a must**

Employees should always know what data is collected, why it is used, and have the power to access or delete it anytime.



- **Smart AI, safe AI**

Even the smartest AI must follow clear boundaries. Aura's AI should only use anonymized and secure data to give personalized help without invading privacy.

- **Transparency at every step**

Aura should clearly explain what happens with a user's data, with no hidden policies or technical confusion.

- **Privacy as a living system**

Aura continuously monitors and adapts its privacy practices in real time, using AI itself to detect risks and prevent breaches before they happen, creating a dynamic shield around user data.

Technical challenges – Aura Health

Multi-Language and Cultural

Understanding Aura needs to understand and respond correctly to different languages and cultural health terms for all employees.



Real-Time Data Sync Across Systems

Appointment times, lab results, and other info must update instantly across all connected platforms without errors.

Handling Incomplete or Conflicting Data

Aura should identify when health information is missing or conflicting and ask the right follow-up questions to give accurate advice.

Explainable AI for Building Trust

Aura's advice should be easy to understand and explain so employees and HR can trust its suggestions.

Automatic Privacy Compliance

Aura must detect and protect sensitive health information during conversations to follow privacy laws without needing manual checks.

Success Metrics

A. Employee Side – How Aura Helps Employees

- **Feature Adoption Rate**

How deeply people use Aura

→ Tracks usage of key features like booking, queries, and nudges

- **Self-Service Resolution Rate**

How often Aura solves queries without HR

→ Measures Aura's autonomy in handling employee questions

- **Behavior Conversion Rate**

How many people follow Aura's health nudges

→ Shows if Aura drives real behavior change

- **Benefit Activation Lift**

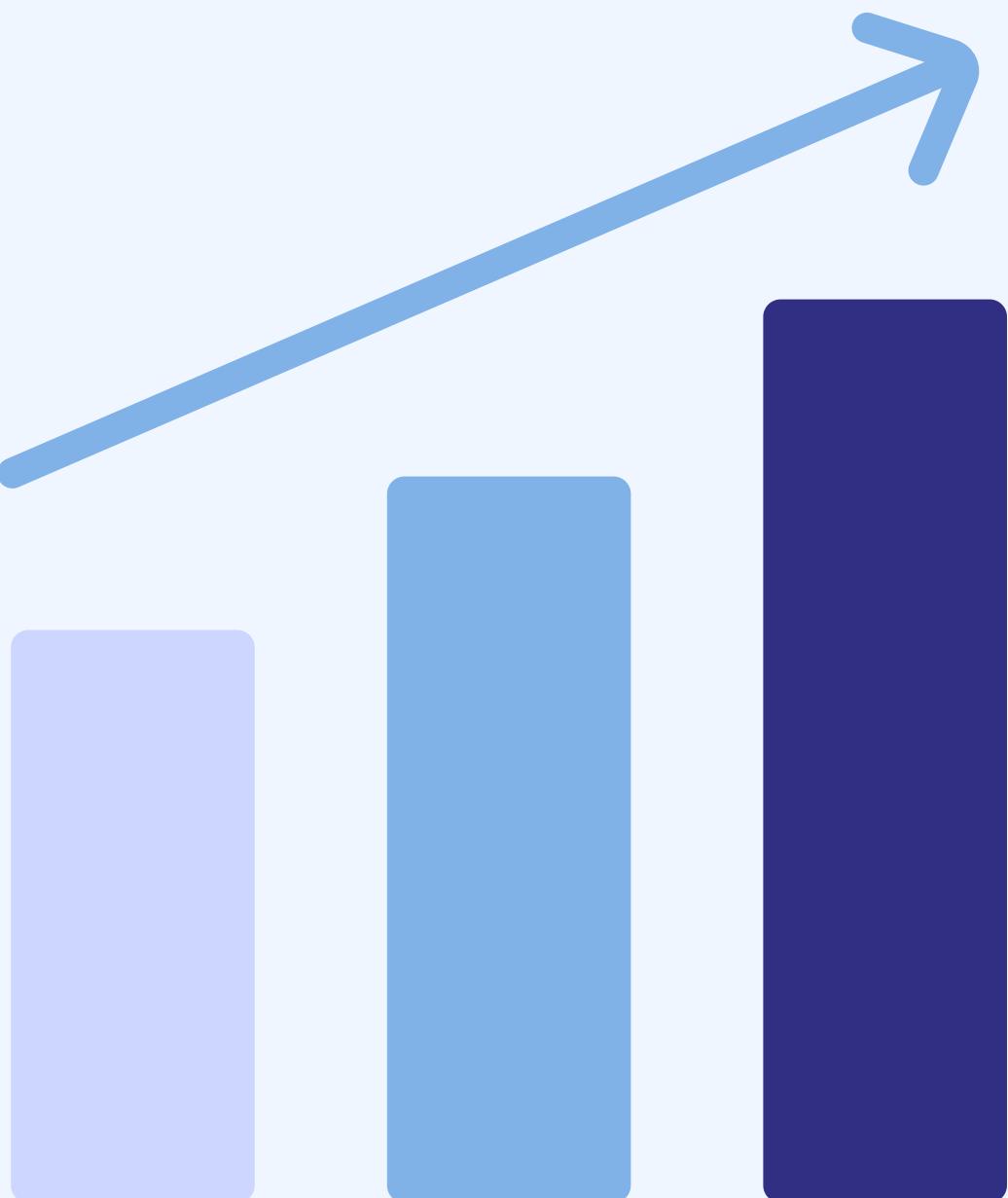
Are more people using underutilized benefits

→ Reflects Aura's role in increasing awareness of hidden perks

- **Health Confidence Score**

Do employees feel more in control with Aura

→ Monthly pulse to track perceived empowerment and clarity



Success Metrics

B. HR and Business Side – How Aura Adds Value

- **HR Deflection Rate**

How many repetitive queries are handled by Aura

→ Measures HR bandwidth saved through automation

- **Insight Velocity**

How fast HR identifies trends through Aura

→ Speed at which actionable insights are surfaced

- **Program Engagement Uplift**

Does Aura improve enrollment in wellness offerings

→ Measures impact of nudges on participation rates

- **Managerial Utilization Rate**

Are managers using Aura's insights to guide teams

→ Tracks Aura's adoption beyond employees and into leadership

- **ROI on Wellness Investment**

What business value Aura delivers compared to cost

→ Measures cost savings and business impact from Aura usage



Assumptions



- I assumed that Aura will be able to connect easily with our existing HR, clinic, and health systems without major delays.
- I considered that we already have tracking systems in place to monitor how employees use Aura and what they search for.
- I expected we have some baseline data or usage benchmarks to measure improvements against.
- I assumed that users will be able to give feedback within the assistant itself, either through ratings or short comments.
- I believed that employee data privacy concerns are already addressed through proper consent and compliance.
- I assumed that Aura would be accessible across platforms employees already use like mobile, desktop, or internal chat apps.

Discovery Questions for Stakeholders



- What makes employees trust or not trust a wellness app with their health data?
- How do you currently communicate new wellness benefits to employees?
- What are the most common health questions employees ask HR that could be automated?
- How do you support employees dealing with long-term or emotional health issues today?
- Where do employees feel most stressed due to heavy workloads, and how can we ease that?

Thank you for
your attention

