

A decorative wavy line in a light gray color, starting from the left edge and curving upwards and then downwards towards the right, creating a soft, organic shape.

# Significo

## How to Strengthen Employee Engagement

Through Human-Centered Digital Health Principles

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### Applying principles of human-centered digital

healthcare to the workplace is an effective way to foster employee engagement and drive your organization toward success.

Human-centered digital health tools and resources are designed to help users gain both a better understanding of their health and more control over their care. In the same way, implementing human-centered principles helps employees gain understanding and control over their personal and professional well-being.

When employees' needs and interests

are prioritized through human-centered principles, they become incentivized to engage more in their jobs, improve their own health and well-being, and contribute to the organization's overall objectives.

Read on to learn how to implement human-centered digital care principles in the workplace to foster employee engagement, improve employee health, and drive organizational success.



# User Empowerment for Employee Engagement

In the context of digital healthcare, user empowerment refers to the patient's autonomy over which digital health tools they use.

Frauke Steuer, Director of People, Culture, and Organization at Significo, further explains that user empowerment for digital health tools means "you can access these tools whenever you want, in any way you choose. You can self-design and self-manage the improvement of your well-being, so it's up to you, and it's not obligatory."

This level of control over one's own health outcomes is essential. It allows patients to fully understand their current health conditions, survey available options for improvement, and make informed decisions about their own healthcare.

However, user empowerment applies to more than just healthcare. Just as patients desire autonomy over the improvement of their physical and mental health, employees desire control over the improvement of their professional well-being.

By using human-centered digital health tools and resources, employees can gain a deeper understanding of any health-related factors impacting their work performance. They can also learn about methods to improve productivity while protecting their mental and physical health as much as possible.

According to Steuer, offering personalized tools and resources that empower employees to engage with their well-being demonstrates that the employer cares about its employees as individuals. This fosters greater rapport between employer and employees and invites employees to engage more actively with the organization's goals.

Finding trusted resources that empower employee engagement through human-centered care can be challenging. The right digital solutions, however, can provide personalized care for employees that invites them to improve their performance and achieve success on both an individual and an organizational level.

# Personalization & Digital Health Tools

Digital solutions for personalized healthcare play an important role in the workplace by providing both the support and the resources that employees need to make informed decisions about their physical and mental health.

Employees who don't feel supported in taking care of themselves or have the resources to make improvements to their own well-being are unable to perform at their best. As a result, their individual work — as well as overall productivity and employee engagement — suffers.

Effective digital health tools, however, encourage employees to proactively improve not only their health but also their professional skills and daily performance. Examples of effective personalized digital health tools and resources include:

- **Personalized activities.** Offer health-related activities that are tailored to employees' interests and individual goals to increase employee engagement.
- **Nutrition tips.** Provide resources about healthy eating habits that appeal to employees' existing food preferences.
- **Mental health resources.** Create opportunities for employees to learn about work-related mental health topics such as stress, burnout, anxiety, and depression, as well as advice and resources to help them care for their mental health.
- **Other health interventions.** Choose tools and resources that can address a wide variety of possible health concerns and that allow employees to set their own health-related goals.

Each of these examples requires an understanding of employees' specific needs and preferences, as well as an ability to tailor the advice and resources provided accordingly. Additionally, each allows employees the freedom to choose how they wish to engage with the content to achieve their desired results.

# Benefits of Personalized Digital Solutions

Organizations that invest in digital healthcare solutions for their employees reap a number of benefits. Not only do these solutions drive employee engagement and productivity, but they also give the organization a competitive advantage over others in the same field.

## Employee Engagement

Human-centered digital health solutions give individuals access to useful resources and tools without dictating exactly how and when to use those resources. It's up to each person to decide the best way to improve their own health according to their personal goals.

Furthermore, personalized content delivered through user-friendly interfaces creates an engaging and satisfying user experience, incentivizing people to continue using the tools. The more they use the tools, the easier it becomes for them to achieve their desired health outcomes and the more satisfied they feel with their progress.

Satisfaction is essential for driving employee engagement. In fact, studies from the [\*Journal of Emerging Technologies and Innovative Research\*](#) have shown that employees who feel satisfied and excited about their work tend to be more engaged and productive in the workplace.

## Organizational Success

Alongside employee engagement, human-centered solutions also drive success for the organization as a whole. Steuer explains that when employees feel valued as individuals, they're intrinsically motivated to improve their work performance.

Additionally, when employees have access to tools and resources to help them manage their physical and mental health, they can navigate work-related stressors much more easily and produce better-quality work.

Finally, when each employee performs in his or her role to the best of their abilities, the team performs better overall and accomplishes high-level goals together.

## Competitive Advantages

Organizations that prioritize human-centered digital healthcare set a powerful precedent. Because human-centered solutions create a positive work experience, drive employee engagement, and facilitate organization-wide success, they have great potential to attract employees who are in search of a fulfilling, mutually beneficial work environment.

This means that offering personalized digital health tools and resources puts your organization at an advantage over competitors when aiming to acquire new talent and in retaining valuable employees long-term.





# Challenges for Personalized Care

Providing human-centered digital care to improve employee engagement and well-being comes with its own set of challenges. These solutions must be both tailored to individual experiences and accessible to a wide range of users. They must be affordable while also generating enough revenue to justify their development.

Above all, these solutions must offer clear value, both to the individual employees who will use them and to the organization or insurance company that will pay for their implementation.

## Data Sharing

The key to effective personalized care is gathering enough data about the users' health. As Steuer explains, "the better the data, the better the output for the user."

If you don't have enough data to understand individual users' needs, you'll only be able to offer generalized solutions that appeal to users at a superficial level. Conversely, if you gather plenty of specific data, you'll be able to tailor your solution to guide each user through

a unique journey that addresses his or her personal needs and goals.

This means users must be willing to share their health-related data in exchange for personalized care. Thus, they need to see the solution as valuable enough to warrant sharing their personal data, and they need to be confident that the data will be handled securely and ethically.

## Monetization

Within the healthcare industry, monetizing tools for personalized digital care can sometimes pose a challenge, depending on who pays for the employees to use the tool (e.g., the employer versus the insurance company) and the size of the company's budget.

While research is inconclusive about the exact cost-effectiveness of digital health interventions, there is evidence that implementing these tools often produces positive health outcomes,

potentially decreasing the chances of having to pay greater healthcare costs later on.

When choosing digital tools for employee-centered care, then, it's important to think beyond employee engagement and consider both the cost of the tool itself and the value employees can expect to gain from using it.

# Implementing Human-Centered Principles

Digital health interventions don't only drive employee engagement by offering health advice and resources in interesting ways. They also provide a safe, supportive environment for people to learn about their own health conditions and set reasonable goals for self-improvement.

People who are unaware of specific health issues — physical or otherwise — won't know what kinds of solutions to turn to for help.

To implement human-centered digital health care tools and principles, Steuer recommends starting by creating awareness among employees about common health concerns in the workplace and how to deal with them. She also suggests addressing the importance of taking care of oneself physically, mentally, and emotionally.

Then, when selecting a digital health tool or resource to offer employees, ensure that it has a user-friendly interface and that it provides an overall positive experience for employees. Otherwise, they're unlikely to use it at all, let alone achieve positive health outcomes.

That's why, according to Steuer, the best method for developing new human-centered digital health products is to undergo extensive user testing with direct interactions between users and expert developers to perfect an effective final product that boosts employee engagement.

In addition to digital tools, however, Steuer emphasizes the importance of having a strong support system in place so that employees have everything they need to succeed in the workplace. Some ways to support employees beyond digital health tools include:

- **Accommodations for specific health issues or disabilities**
- **Honest, open communication about the organization's goals and challenges**
- **Programs that educate and encourage employees to care for their own health**

Not only does creating a healthy, supportive working environment enable employees to succeed professionally, but it also empowers them to take control of their personal development and health.

# Human-Centered Approaches in Action

In Steuer's experience, effective employee-centered approaches often involve a combination of health improvement, teamwork, and fun.

For example, one company divided employees into teams for a stair-climbing competition. In the end, the winning team had collectively climbed more than 5,000 stairs, and employees reported an overall positive experience.

In another example, company leaders are able to look at their collective company data to see how active their population is, what content is the most preferred, and use that deeper understanding to initiate meaningful conversations in the workplace showing team members that company leaders care and are attuned to their needs and preferences.

However, it's important to keep in mind that people have different ideas of what counts as "fun" and engaging. That's why, much like many online search engines tailor their results to the users' browser history or media preferences,

personalized digital health tools are designed to tailor recommendations and resources to each user's needs and interests.

A study by [Harvard Business Review](#) found that while gamification tactics incentivized certain groups of people to exercise more, they didn't work for everyone. Some groups kept the habit of exercising even after the study had finished, while others quit as soon as the incentive was removed. A third group never participated regardless of the incentive.

The study's organizers concluded that having a better understanding of each group's characteristics ahead of time could have helped them create additional incentives or activities that would appeal to each distinctive group.

Similarly, human-centered approaches for employee engagement and improvement should take employees' unique interests, needs, and preferences into account when designing activities and offering incentives.





# Empowering Employee Well-Being

Just as human-centered digital solutions empower patients to take control of their own healthcare and improve individual health outcomes, those same principles can be applied at an organizational level to strengthen employee engagement and contribute to both individual and collective success in the workplace.

By providing personalized tools, resources, and support, you can encourage employees to improve their own well-being and create a positive, supportive working environment while advancing your organization's overall objectives.

**At Significo, we're committed to developing products that empower organizations and well-being platforms on their journey to better health outcomes and work performance for their employees and users.**

**Schedule a demo to see what Significo can do for your organization.**