

resourceful

Meeting the Essential Needs of Your People

Addressing the overlooked issues that impact your workforce

Everyone struggles from time to time. Financial insecurity, unstable housing situations, lack of food and other necessities, and childcare or transportation challenges impact people at surprising rates.

These issues impact people from all different walks of life. Whether you have a full-time job, a part-time job, or you live in urban or rural areas, insecurity surrounding essential needs exists.

In the workplace the longer essential needs go unmet, the more employers pay in other ways — higher healthcare costs, lost productivity, and turnover. People experiencing challenges in essential needs — also known as Social Determinants of Health (SDOH)—impact their organizations with:

14% higher healthcare costs¹

28% higher rate of emergency room visits¹

3x higher likelihood to struggle with depression²

\$2B a year due to absenteeism³

24%

HAVE EXPERIENCED
FOOD INSECURITY²

20%

WORRY ABOUT
STABLE HOUSING²

37%

HAVE FINANCIAL
WORRIES²

27%

HAVE CHILDCARE
CHALLENGES²

¹ ProMedica FrontHealth analysis, December 2020 ² Harris-ProMedica SDOH Poll; December, 2020 ³ Asay et. al, Absenteeism and Employer Costs Associated With Chronic Diseases and Health Risk Factors in the US Workforce, 2016, CDC

While organizations have been addressing many wellbeing challenges, the foundational needs of your people must be met — and employers have a role, just like they do in their physical and emotional wellbeing.

Employers have implemented similar health and wellbeing programs for many years. But forward-thinking employers looking to get to the root of what matters most to employee health know they need to do something different to address the underlying essential needs of their employees. Those needs that, when unmet, are what hold employees back from being their best selves at work.

Kumanu teamed up with the ProMedica Social Determinants of Health Institute, which has a decade of experience addressing SDOH in patients and communities, to take on these unmet needs. ProMedica's focus on redefining health with a national focus on SDOH brought to the table immense understanding and resources for driving local and nationwide change in how healthcare is delivered.

Together, our team understands that for people to achieve wellbeing, their essential needs must first be met.

Those SDOH needs impact your people's health and your business' costs. If one area is unfulfilled then employees can't bring their best selves to work and thrive. So how do you help your people?

Here are some of the many essential needs Social Determinants of Health (SDOH) can consist of:

Food Security

Financial Security

Housing security

Childcare & Eldercare

Transportation

Emotional and Mental Wellbeing

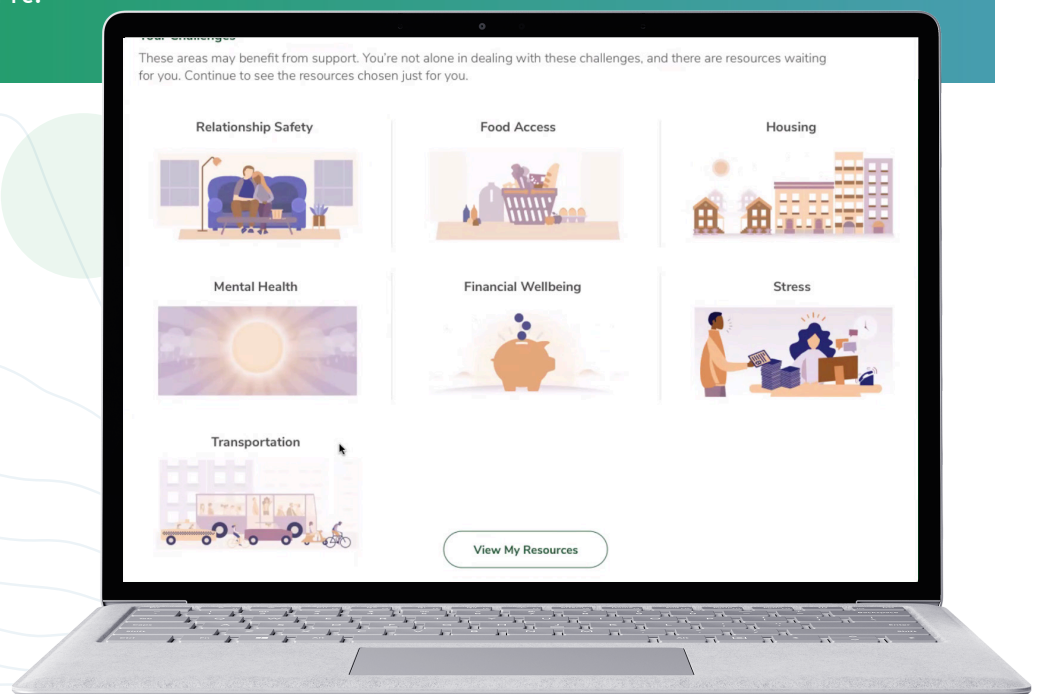


Helping employers address the root cause of their people's essential needs

Sometimes employers are unaware of their people's needs and employees end up suffering in silence.

Resourceful is a **bridge to identify and discuss what would normally be a difficult topic** by making it approachable, all while respecting the sensitivity of the subject and reducing stigma.

Resourceful makes it easy for each person to **identify their needs and get connected to resources** that can help — all in a judgment-free and confidential environment.



How Resourceful works

Resourceful guides people to the right resources in front of each employee. Resources that they may already have access to, like a traditional EAP or financial benefits, but they either don't realize exist or haven't felt comfortable discussing. It also guides and supports employees by connecting them with community-based and national organizations that can help.

Here's how it works:

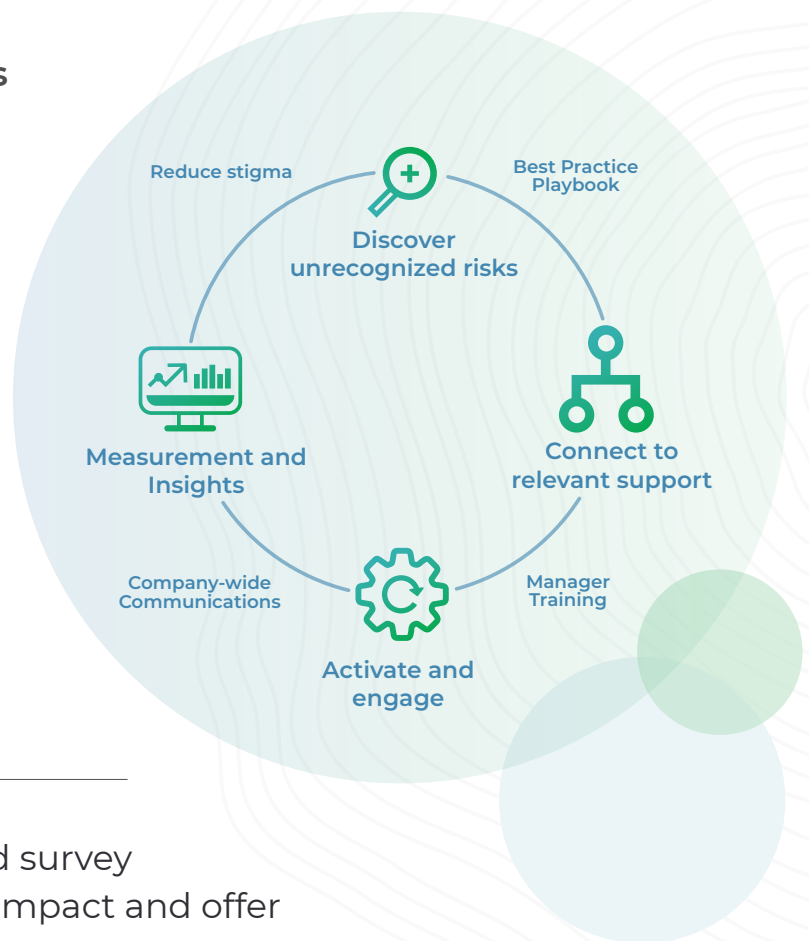
1. **Set the stage** and destigmatize the topic through enterprise-wide communications and leadership training

2. **Identify unrecognized risks** through a confidential, individual assessment that gives immediate feedback

3. **Offer personalized recommendations** available through company benefits, local communities, and other self-guided or nationally available resources

4. **Follow up** via an automated survey to gauge actions, measure impact and offer ongoing support

5. **Measure changes** over time on employee health, quality of life, and engagement with benchmarks that guide you organization to a better program



Resourceful: A first of its kind solution to recognize, activate, and measure essential needs

Resourceful is different from all of the solutions you have that try to address your people's needs.

While EAPs and financial benefit programs are available in many organizations, they often go underused and create limited impact. Bottom line is existing solutions likely don't proactively get at the root of unmet essential needs for a whole organization.

Resourceful works with your existing programs to recognize and activate them to their fullest potential while bringing on new resources that get to the core of your people's needs. You'll also get valuable, anonymized reporting that helps you identify new ways to help your people throughout your organization.

Resourceful's robust reporting gives you:

- **Visibility** into the essential needs that aren't being met in your population
- **Insight** into which of the essential needs are your highest risks
- **Reporting** on which resources are of most interest to your employees as they seek support
- **Summation** of whether your employees feel like their issue/need has been addressed by the experience



Don't get stuck with the cost of doing nothing. We know you care. Create positive change in your organization by recognizing your employees' essential needs.

Ready to see real results? Contact us today to learn more at getresourceful@kumanu.com or visit us at www.kumanu.com