

## Application Form - Excellence in Health and Well-being

### Category Definition

Excellence in Health & Well Being recognizes organization that demonstrate significant success in promoting the health and well-being of their employees, effectively showcasing their understanding of the linkage of employee health to business productivity. Organizations should have implemented innovative and comprehensive health and well-being programs, creating a supportive and health-prioritizing work environment that enhances both employee well-being and organizational performance.

### Evaluation Parameters

INNOVATION	IMPACT	SCALABILITY
<ul style="list-style-type: none"> <li>• Creative and tech-enabled solutions for driving health &amp; Well-being awareness and engagement, creating flexibility &amp; work-life balance, employee support opportunities and enabling systemic changes at an organisation level that cater to health &amp; well-being challenges/ potential issues</li> <li>• Variety of approaches/delivery modes/platforms used in the project/ initiative</li> <li>• Awareness generation and popularizing the system/process in the organization (communication &amp; engagement)</li> <li>• Integration of the project/ initiative with the HR strategy and overall organization strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Measuring success through direct and indirect, observable metrics and benefits resulting from the initiative action items (at employee, stakeholder and systemic levels)</li> <li>• Parameters used to measure business and strategic impact of the project/ initiative (qualitative and quantitative metrics)</li> <li>• Parameters used to measure the satisfaction level, usage, and value of the project/ initiative for the target audience and employees covered by the program (people impact metrics)</li> <li>• Recognition of the initiative/ project in internal and external forums</li> </ul>	<ul style="list-style-type: none"> <li>• Self-sustaining, and technology enabled action plan, showcasing future forward approach in business sustainability that fosters employee health focused engagement, organisational resilience and cultural impact towards healthier choices and work-life balance</li> <li>• Financial and people related investments, leadership and strategic buy-in, employee driven agendas and clear stakeholder wise ownership &amp; accountability (e.g. details of organizational culture and infrastructural changes made, alignment with strategic business goals)</li> <li>• Adequate balance between a human touch (exceptions, personal connect) of the project/ initiative and transactions required due to processes implemented (through established norms, detailed guidelines)</li> <li>• Continued improvement in the metrics/sustained reasons made through design elements and implementation planning</li> </ul>

## **Eligibility Criteria**

Eligible initiatives may be single or multiple programs that have been effectively operational (implemented and not just in planning phase) for at least 12 months. The following are indicative disciplines that the initiative could fall under:

- Physical Health Programs
- Mental Health Support
- Financial Wellness Support
- Work-Life Balance Programs
- Nutrition and Wellness
- Occupational Health and Safety
- Holistic Well-being Programs
- Employee Assistance Programs (EAPs)

## APPLICATION FORM

**As a reminder, please specify if you are applying as the local entity/subsidiary/independent firm in the given geography. And ensure that the project/ initiative has been in operation (been implemented and not only in planning phase) in the entity applying for the award for minimum 12 months.**

Details of SPOC (Single Point of Contact): This could be the CHRO or relevant Functional Head.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Number: \_\_\_\_\_

### Section A - Participant Information

All questions are mandatory. Your questionnaire may not be considered complete if these questions are left blank.

1. Company/Entity Name Applying for the Award (share full registered name):
2. Please share abbreviation of the Company/Entity Name (this is for publishing/printing on certificates and additional collateral, if you are a winner of the SHRM STAR Awards 2025):
3. Upload a hi resolution jpeg file of your company logo (this is for our records and publishing on the website, if you are a winner of the SHRM STAR Awards 2025):
4. Date of Incorporation of Company/Entity:
5. Parent Company Name (if applicable):
6. Parent Company Headquarters (if applicable):
7. Regions of Operation (if applicable):
  1. GCC (Gulf Countries Corporation)

2. Levant
3. North Africa
4. Europe
5. Americas
6. Asia-Pacific
7. Others (please specify)

8. Nature of Business/Industry Type:

1. Healthcare
2. Pharmaceuticals
3. Manufacturing
4. Services
5. Hospitality
6. IT/ITeS
7. Consulting
8. Education
9. Automotive
10. Military
11. Real Estate
12. Others

9. Nature of Ownership:

1. Corporate
2. Partnership
3. Trust
4. Government
5. Semi-Government
6. Foreign Owned Multinational

10. Revenues (as of Financial Year 2025)

1. < \$ 5mm

2. > \$5mm < \$20mm
3. > \$20mm < 50mm
4. > \$50mn

11. Structure of the HR function

1. Centralized versus decentralized
2. Outsourced/In-House HRIS
3. Extent of automation

12. Financial Year followed (Responses provided in Section A and B will be considered accordingly)

1. Jan – Dec
2. Apr – Mar
3. Jun – Jul
4. Other

13. HR Metrics:

Metrics	Unit	FY 2023-24	FY 2024-25	FY 2025-26
Revenue Growth	%			
Profit Growth	%			
Total Employee Headcount (Full Time Equivalent/ Permanent Employees)	Nos.			
Total Contractual Employee Headcount	Nos.			
Total HR Employee Strength (FTE)	Nos.			
HR to Employee Ratio	%			
Diversity Ratio [females, males, differently abled]	%			
Average Employee Age	Years			
Voluntary Attrition Rate (Annual)	%			
Employee Engagement Scores	On a scale of 1 to 10			

## **Section B – Quantitative and Qualitative Metrics**

This section covers the **quantitative and qualitative aspects of the initiatives** under the concerned category. Providing all the information under this section will enhance your nomination and aid the jury in accurate evaluation of your application.

For the **qualitative** section, space is available to capture **details of the depth and breadth of your organization’s initiative**. Please restrict your responses in this section to approximately **500 words per response**.

For the **quantitative** section, please provide **metrics that support the responses provided in the qualitative section with tangible metrics that show the direct and indirect impact of the initiative/s**. A few indicative options of metrics tracked for this award category are provided for each sub-element. You may fill the details basis the metrics that are tracked in your organization.

Both the quantitative and qualitative aspects follow the **three pillars of evaluation, which are Innovation, Impact and Scalability**. Each evaluation criteria is clearly defined. Please go through the definitions for each and share your responses accordingly.

## INNOVATION

This criterion looks at:

- Creative and tech-enabled solutions for driving health & Well-being awareness and engagement, creating flexibility & work-life balance, employee support opportunities and enabling systemic changes at an organisation level that cater to health & well-being challenges/ potential issues
- Variety of approaches/delivery modes/platforms used in the project/ initiative
- Awareness generation and popularizing the system/process in the organization (communication & engagement)
- Integration of the project/ initiative with the HR strategy and overall organization strategy

### INNOVATION: Qualitative Metrics

For the qualitative section, space is available to capture details of the depth and breadth of your organization's initiative. Please restrict your responses in this section to approximately 500 words per response.

1. **What were the key problem areas/ issues faced by the organization that required an innovative initiative/ organization-wide change to be implemented?**

[Indicative qualitative metrics – employee stress, absenteeism, challenging work environment, social and economic constraints, productivity issues, talent attrition, etc.]

2. **Describe the initiatives that emerged to address the above-mentioned problem areas/ issues and their key objectives. Do also mention how these initiatives reflect in your company's policies?**

## INNOVATION: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well ([click here](#)). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
Metric #1 (i) <a href="#">&lt;click here to view sample metrics&gt;</a>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #2 (i) <a href="#">&lt;click here to view sample metrics&gt;</a>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #3 (i) <a href="#">&lt;click here to view sample metrics&gt;</a>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #4 (i) <a href="#">&lt;click here to view sample metrics&gt;</a>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 (i) <a href="#">&lt;click here to view sample metrics&gt;</a>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

### Indicative Quantitative Metrics:

- Creative and tech-enabled solutions:
  - Adoption rate of digital health tools (e.g., app logins, wearable device usage, telehealth consultations per employee, nutrition tracker, working hours vs breaks taken, walking steps around the office, etc.), % of employees using AI-driven or personalized health recommendations (nutrition, sleep, stress risk alerts, micro-coaching, posture at work, team wise health indicators, etc.)
  - Reduction in response time for health support services through tech-enabled systems (e.g., 24/7 virtual care, symptom checkers, workplace ergonomics to reduce emergency response time, etc.)
- Variety of approaches/delivery modes/platforms used in the project/ initiative
  - Number of diverse delivery formats used (telemedicine, VR well-being sessions, mobile apps, hybrid workshops, gamified modules to engage, raise awareness and resolve health and well-being related issues), Number of well-being interventions offered across physical, mental, emotional, and financial well-being pillars (e.g., mindfulness programs, on-site wellness facilities, financial literacy programs, hospital/ health check-up partnerships)
  - % increase in cross-platform engagement (e.g., initiative implementation and participation through digital, onsite, and hybrid formats)
- Awareness generation and popularizing the system/process in the organization (communication & engagement)

- Employee feedback and evaluation scores for health and wellbeing initiatives, change in health literacy scores (measured via quizzes, knowledge assessments before & after initiatives)
- % increase in voluntary participation in well-being challenges, screenings, or campaigns after awareness drives
- **Integration of the project/ initiative with the HR strategy and overall organization strategy**
  - No. and type of Health and Well-being metrics tracked across various HR systems and platforms (metric name, tangible improvements observed)
  - % of employee level KPIs incorporating Health and Wellbeing metrics at business unit or leadership levels

## IMPACT

This criterion looks at:

- Measuring success through direct and indirect, observable metrics and benefits resulting from the initiative action items (at employee, stakeholder and systemic levels)
- Parameters used to measure business and strategic impact of the project/ initiative (qualitative and quantitative metrics)
- Parameters used to measure the satisfaction level, usage, and value of the project/ initiative for the target audience and employees covered by the program (people impact metrics)
- Recognition of the initiative/ project in internal and external forums

### IMPACT: Qualitative Metrics

#### 3. How did you assess the effectiveness of the initiatives undertaken and what were the results?

[Indicative qualitative metrics – Reduced Absenteeism, Better Employee Engagement, Reduced work distress, Business impact, Productivity Impact, etc.]

#### 4. What impact have your initiatives had on your key stakeholders?

[Indicative qualitative metrics – Employee Satisfaction, Better Engagement, Talent attraction & retention, reduced hiring costs, controlled health care losses, etc.]

## IMPACT: Quantitative Metrics

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

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Metric #1 <sup>(i)</sup> <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
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Metric #4 <sup>(i)</sup> <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only
Metric #5 <sup>(i)</sup> <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

### Indicative Quantitative Metrics:

- **Business and Strategic Impact**
  - Reduction in healthcare costs for the organization (e.g., lower insurance claims, reduced medical leave)
  - Improvement in productivity metrics following the implementation of health and well-being programs, Reduction in burnout/high-risk employees identified through well-being assessments (% improvement)
- **Systemic Impact**
  - Increase in participation in proactive health screenings (e.g., annual health check completion rate), % of employees showing improved biometric markers (BP, BMI, cholesterol, etc.) after program implementations
  - Reduction in workplace incidents or safety-related events linked to improved health and alertness, coverage ratio—% of workforce reached across multiple locations, job levels, and shifts; Number of employees seeking healthcare support or wellbeing counselling through the workplace services
- **People Impact**

- Improvement in well-being index scores (physical, mental, emotional well-being via pulse surveys), employee satisfaction and engagement with well-being programs (participation NPS, program ratings)
- Retention improvement among employees actively engaged in well-being programs (% difference vs. non-participants), reduction in reported stress levels or mental health concerns (survey-based % improvement)
- **Stakeholder Perception and Recognitions**
  - Improvement in brand reputation and stakeholder trust, increase in perceived sentiment scores (e.g., workplace practices, focus on health at the office, policies for health and well-being)
  - Increase in health and well-being-related positive media mentions or social engagement metrics, awards received for the initiative in internal or external forums, industry associations, regional/ global forums

## SCALABILITY

This criterion looks at:

- **Self-sustaining, and technology enabled action plan, showcasing future forward approach in business sustainability that fosters employee health focused engagement, organisational resilience and cultural impact towards healthier choices and work-life balance**
- **Financial and people related investments, leadership and strategic buy-in, employee driven agendas and clear stakeholder wise ownership & accountability (e.g. details of organizational culture and infrastructural changes made, alignment with strategic business goals)**
- **Adequate balance between a human touch (exceptions, personal connect) of the project/ initiative and transactions required due to processes implemented (through established norms, detailed guidelines)**
- **Continued improvement in the metrics/sustained reasons made through design elements and implementation planning**

### SCALABILITY: Qualitative Metrics

**5. What are the key factors that are required for the initiatives to sustain and grow over the next few years?**

[Indicative qualitative metrics – Budget allocations, periodic audits, formal defined policy, increasing level of employee involvement etc.]

**6. What are some of your planned/ projected Health and Well-being Initiatives for the next 2 to 3 years?**

**7. What was the cost effectiveness of the interventions?**

[Indicative qualitative metrics – Cost per employee, tangible business impact, etc.]

**SCALABILITY: Quantitative Metrics**

For the quantitative section, please **provide metrics that support the responses provided in the qualitative section with tangible metrics** that show the direct and indirect impact of the initiative/s.

A **few indicative options of metrics** tracked for this award category are provided as well (**click here**). You may fill the details basis the metrics that are tracked in your organization.

Metric Name	Unit of Measurement	FY 2023-24	FY 2024-25	FY 2025-26
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Metric #5 <sup>(i)</sup> <click here to view sample metrics>	[%,#,\$,Hrs]	Enter a numerical value only	Enter a numerical value only	Enter a numerical value only

**Indicative Quantitative Metrics:**

- **Long-term Commitment and Resource Prioritization:**
  - Timelines or financial commitments, resource allocations for long-term goals and milestones set for health and wellbeing initiatives (consistency in planning and implementation, success metrics for employee engagement, organizational resilience and cultural impact, % of health & well-being funds allocated across multi-year cycles)
  - Milestones for an employee led, technology enabled action plan with data driven tracking & implementation (dashboards, impact-tracking tools), number of dedicated resources/roles (full-time well-being staff, ambassadors, champions) added annually
- **Continuous Improvement:**
  - Number of evaluations and audits conducted to assess health and well-being program effectiveness, frequency of program updates based on feedback and performance reviews, reduction in identified gaps or risks across annual well-being audit cycles (% improvement)
  - Adoption rate of digital health and wellbeing platforms or tools across departments/regions (% coverage)
- **Integration with Business Strategy:**
  - Degree of alignment between health and wellbeing initiatives and the company's core business strategy, inclusion of health and wellbeing goals in employee performance metrics and reports (Consistent financial and people related investments, % of business units with health and wellbeing-linked KPIs)
  - Number of strategic projects directly informed by well-being data or workforce health insights
- **Transparency and Reporting:**
  - Quality of Health and Wellbeing reporting (for e.g. data on health care services, absenteeism, attrition due to workplace illnesses, improvements in employee health metrics)
  - Frequency of internal communication of well-being results (monthly, quarterly, biannual tracking)
- **Sustainable Impact:**
  - Expansion of health and wellbeing initiatives across regions/business units (scalability index), for current or predicted challenges outside the organizational business purview, % of well-being programs sustained 2+ years with consistent participation and outcomes
  - Long-term improvement trend (%) in core metrics such as absenteeism, health-risk scores, or employee well-being index

**8. Please use the space below to add any further details/information to supplement your responses provided in the above three sections for Innovation, Impact and Scalability.**

*Note: You may choose to attach up-to five supporting collaterals for a particular award category (maximum file size: 5 MB for PDF and 2 GB for MP4). These collaterals will be accepted only in the form of PDF documents or MP4 video files. [Please note no excel formats, links hyperlinked in text will be accepted. In case of a video submission, this video needs to talk specifically about the intervention/ practice been showcased and should not be a generic one.]*

**GLOSSARY OF KEY TERMS USED/STANDARD UNDERSTANDIGN OF TERMINOLOGY**

<b>Terms</b>	<b>Descriptions</b>
FY (Fiscal Year)	Refers to the financial year followed in the region. 1 <sup>st</sup> April to 31 <sup>st</sup> March (Please clarify in Section A in case of exception)
Leadership Team	The top 2 tiers of your organization i.e. the Chairman/ MD/ CEO and Executive Board (or equivalent).
Senior Management	This includes first level reports of the Leadership Team
Middle Management	This includes senior managers with experience ranging between 8 to 16 years
Junior Management	This includes first level managers with experience ranging between 2 to 8 years
Staff	This includes Individual contributors with no people managerial responsibility (i.e., no one reporting to them)
Blue Collar	Skilled and unskilled workers
Full Time/ Permanent Employees	These are employees, who are on the payroll of the organization and work a normal week. These do not include seasonal staff, temporary staff, contractors, consultants, vendors etc.
Employee Growth Rate	Year on Year increase in the number of employees (Full time and Permanent employees only)
Average Employee Age Group	This refers to the average age group (range) within which most of the organization’s employees would fit.
Offer Drop %	Percentage of Employment Offers rejected
Employee Engagement Scores	We are referring to the Employee Engagement survey which is conducted every year in the organization. Calculated as number of respondents (employees who have responded to this area/shared this as a factor of engagement related to the organization) as a percentage of the total number of respondents.
Customer Satisfaction Scores	Customer Satisfaction Scores captured through a survey. This includes external customers only.