

Thirteen Group:
Providing a dynamic health solution

Thirteen is a social landlord and housing developer based in the North East of England. They provide customers with homes, support and opportunities to grow. The company wanted an improved benefit that could support their staff with all aspects of health and wellbeing.



Industry:
Housing



1,500+ employees



Main challenges:
Improved provision of employee health and wellbeing benefits



Challenge

At the start of Thirteen’s journey with Simplyhealth, the business was working with another provider. As part of their commitment to health and wellbeing, they were keen to provide improved healthcare benefits to their workforce. First meeting us at an industry event, Kenny Wardhaugh, Thirteen’s Senior Reward Business Partner, was impressed by Simplyhealth’s enthusiasm about the product on offer.

“Simplyhealth stood out as being a passionate provider of improved access to health and wellbeing. The people I spoke with were truly interested in finding out who we are, understanding what our drivers are, where we’re trying to go, and what our workplace culture is.”

Thirteen’s workforce is diverse; a mixture of office-based roles as well as a large population of employees who work off-site. We had to think of ways, other than email and poster campaigns, to effectively reach everyone.

Solution

We provided a week of staff presentations, in a range of locations to reach off-site workers, to help introduce and promote their new health benefit. Kenny says, “Promoting to remote staff was fantastic and has set the benchmark for us with other providers. Half the workforce attended the sessions and afterwards, many were also reached by word of mouth. The presentations really caught attention and sparked conversation across the business.”

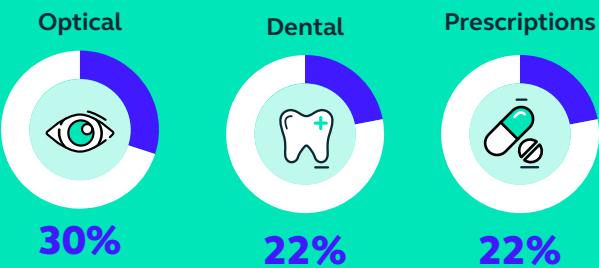
We also helped to upskill a number of people at Thirteen so that they were able to continue to promote the health plan to the workforce.

Benefit

With the plan in place for six months, we can see that take-up for Thirteen is as expected and employee feedback has been positive. Kenny tells us, “We’ve had a lot of good feedback on the ground. Many of the comments I hear are about how easy it is to use the plan and make claims, as well as the quick claims turnaround.”

The employee assistance programme, provided as part of the Optimise health plan, is a key element that supports the company’s strategy. Kenny explains, “Accessing the counselling service is quick, easy and issues are sensitively handled.”

Top three claimed for benefits



Kenny Wardhaugh, Senior Reward Business Partner said,
“The health plan has become part of the very being of our organisation. It’s so much more than claiming some of your healthcare fees back. Simplyhealth have been really keen to get involved, and invest their time, resources and people in supporting our health and wellbeing strategy.”

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