

# Your people have access to support. *What they lack is orientation.*

Most organizations have invested significantly in wellbeing: benefits, EAPs, coaching platforms, mental health resources, and wellness programs. Utilization stays low. Not because people do not need support, but because they do not know where to start within what you have already built. The investment is real. The navigational layer to make it work is missing.

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## Two problems most programs do not solve

### PROBLEM 1

#### **Wrong-fit support damages trust**

When employees engage with support that does not fit their actual need, they do not simply find it unhelpful and move on. They conclude that seeking support does not work for them, or that they lack the discipline to follow through. The issue was fit, not the person. But the damage to willingness is real and lasting.

### PROBLEM 2

#### **The medical handoff has nowhere to land**

When an employee is medically stable and advised to sleep better, reduce stress, and improve their lifestyle, conventional medicine cannot provide what comes next: the education to understand where to start, the accountability to sustain change, or the guidance to find the right type of support. That referral is genuine. The infrastructure to receive it does not exist.

*Both problems share a root cause. People are entering the wellbeing ecosystem without a map. Navigation has to come before engagement for engagement to work.*

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## How the Hub works with your organization

The Hub is not a wellness platform, a clinical service, or a traditional wellness vendor. It is the navigational layer: the infrastructure that sits between your people and the support you already offer, and makes it easier to access and more likely to be used.

### STEP 1

#### **Understand**

### STEP 2

#### **Orient**

We begin by clarifying your audience, context, and existing initiatives to understand where the navigational gaps are.

STEP 3

**Navigate**

Oriented employees are guided toward the resources and specialists that fit their specific pattern, including what your organization already provides.

Employees take the Snapshot: 15 questions, 15 minutes, instant personalized results. Each person discovers their support type, priority dimension, and starting point. Private and self-paced.

STEP 4

**Engage**

Educational presentations, facilitated discussions, and subject matter expertise extend engagement and support a culture where wellbeing is understood, not just offered.

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## What your organization gains

FOR YOUR PEOPLE

**Orientation before engagement**

Employees understand what they need before they choose, so the support they select has a genuine chance of fitting and sustaining.

FOR YOUR INVESTMENT

**Higher utilization**

When people have a clear starting point, they engage more deliberately with what is already available, reducing wasted spend.

FOR YOUR CULTURE

**Wellbeing that makes sense**

A shared framework across 8 dimensions and 6 support types gives your workforce a common language for understanding wellbeing.

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## Ready to explore this for your organization?

No commitment required. Just a conversation about where you are and what might help.

[insightswellbeinghub.com/for-organizations](https://insightswellbeinghub.com/for-organizations)

INSIGHTS WELLBEING HUB

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