



# More companies now have a strategy for health and well-being

**An increasing number of WTW's pension clients now have a strategy for health and well-being and can document the impact of their initiatives – giving them a stronger position when their pension agreements are up for renegotiation.**

*By Kristine Seest*

More companies are making a strategic effort to strengthen employee health and well-being. This is shown in WTW's latest survey among companies that use WTW as their pension broker and advisor. 55 percent of the 140 companies participating in the 2025 survey have a health and well-being strategy, compared to 45 percent of the 141 companies that took part in 2024.

Companies with a health strategy are seeing improvements in employee well-being. 65 percent report increased employee satisfaction, 33 percent see a reduction in sickness absence, and 25 percent say they have achieved lower staff turnover as a result of their strategic efforts.

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**Søren Egens Petersen**

Practice Lead, Corporate Health & Wellbeing, WTW

»These are strong results, and they are even better than last year. I also notice progress in the measurement of initiatives: In 2024, 26 percent did not measure the effect of their efforts – in 2025 that number has dropped to 15 percent. This confirms the rise in strategic approaches and the understanding that the impact of well-being initiatives must be measured before it can be documented,« says Practice Lead Pathfinder Søren Egens Petersen from WTW Corporate Health & Well-being.

He points out that the companies participating in the survey can use the report as an important benchmark for their health-related efforts.

## Focus on mental work environment

WTW's survey shows that pension clients with a health and well-being strategy have placed greater emphasis on the mental work environment in 2025 compared to 2024. 85 percent have launched new initiatives to strengthen the mental work environment in the past year, while 68 percent have introduced new initiatives to improve the physical work environment.

A little over half (57 percent) of the companies with a health strategy responded in 2025 that the primary goal of their strategy is to improve the mental work environment.

»It is interesting to see that most respondents say they work strategically with health and well-being to improve the mental work environment. Last year, the mental work environment did not even make the top three list of goals for companies' health and well-being efforts. It is positive that our clients have moved mental health higher up on the agenda. It is absolutely the right direction for employers who want to meet some of the most pressing employee needs within health and well-being,« says Søren Egens Petersen.

He refers, among other things, to findings from Falck's Health Barometer, which in 2025 shows that 40 percent of employees in workplaces without a focus on mental health are at risk of developing stress or

depression. In comparison, fewer than 20 percent of employees in workplaces that actively work with mental health are at risk.

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**Nicolai Olsen**

Insurance Broker & Tender Specialist, WTW

### Stronger negotiation position

The increase in strategic work with health and well-being also strengthens a company's negotiation position when the pension scheme is up for renewal with the pension company.

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WTW, we can also see that companies working strategically with health and well-being are attractive to pension companies – even if the results of their strategic work are not yet reflected in their claims history,« says insurance broker and tender specialist Nicolai Olsen from WTW.

WTW Corporate Health & Well-being can help companies identify and prioritize the initiatives that will ensure positive results for employee health and well-being as well as for the company's negotiation position when the pension agreement is renewed.