



Welcome to Benestar®

For 30 years, we've championed the unlimited potential of good health and we've demonstrated the clear link to great performance. Now, I'm delighted to share with you our new brand and direction.

Benestar translates to 'wellbeing' and that is the essence of our promise—helping you and your employees to be the best you can be.

Why change?

We've observed the growing shift towards a more proactive approach to health and wellbeing. We engaged with industry specialists and with our customers. We listened carefully to what you said about the quality, consistency and breadth of services you require. And now, we're delivering an engaging new approach that encourages individuals to take greater accountability for their own health and wellbeing.

Good health is about proactively looking after all aspects of your life, for life. Our aim is to make health and wellbeing an effortless and everyday proposition. That means helping more people when and where they need us, with all aspects of their life – physical, mental, social and financial. It's about helping individuals to be their best – at work, and in life.

Apart from our name, what's new?



Ultimately we all want to be our best but sometimes we just need a little help or inspiration to achieve it. That's where we come in. Happy and healthy people equate to a productive, engaged workforce and enhance the overall wellbeing of an organisation.

We've extended our services to embrace the full work, health and life journey. That means we're here to support your entire workforce with services that anyone can benefit from, at any time—not just during times of challenge.



We've created an ecosystem of health services curated for the modern world. Keeping pace with the rapidly-shifting way people consume and share information. Our new tools, resources and 'on demand' digital formats deliver the content people want, when they want it, and on the device they want to access it on. And, we'll continue to innovate.

We've overhauled our service offerings and, as Benestar, we bring new content, new initiatives and new partnerships covering every aspect of life.



With our new brand comes engaging new technology to support the needs of today's employees and encourage and support their health and wellbeing journey.

This includes a new corporate website, an exciting transformation of our online health and wellbeing portal, and BeneHub, our new interactive App—all available 24/7, 365 days a year. These actively support and complement our telephone and face-to-face support while providing a strong platform for continued technological innovation into the future.

We've been industry innovators for many years and now we're stepping beyond EAP to provide a holistic approach to health and wellbeing. Why? Because we believe there is nothing as powerful and empowering as good health.

Our team will be in touch soon to share details of our new platforms and to guide you in getting the most from our new direction.

We look forward to sharing the next stage of our journey with you.

Yours in wellbeing

Michele Grow

Chief Executive Officer, Benestar Group

