

Applicant Tips & Tricks

The **Best Employers: Excellence in Health and Well-being application**, developed by Business Group on Health, offers companies the opportunity to highlight how they go above and beyond for employees' comprehensive, innovative, and impactful benefits and programs. The following Q&A offers tips on how to leverage the application to showcase your company's leading initiatives.

Business Group
on Health

Best Employers
Excellence in
Health & Well-being



I'm a first-time applicant. How long will it take me to complete the application?

Returning applicants have noted that for first-time applicants, it may take upwards of 100 hours to complete the application in full. This includes incorporating input from project managers, public relations and communication teams, and other key company leaders. Additionally, it may take time to collect key performance indicators and impact data from internal teams or vendors. The Business Group encourages applicants to work across departments to craft an award-winning application.

How much detail should I include in open-ended responses?

Strong responses demonstrate how your company's benefits and programs are innovative and impactful. Prompts throughout the application indicate the appropriate level of detail. We recommend that applicants take full advantage of the available word count to ensure a robust response; applicants often lose points for failing to include sufficient information.

When writing a response, consider if the details you've provided answer these questions:

- What sets your company's approach to health and well-being apart from other employers?
- How is the benefit or initiative unique to your company's culture, values, workforce, and brand?
- What prompted your company to roll out the benefit or initiative? What was the impact? What was the employee feedback?
- What did your organization do in 2026 to make the benefit or initiative successful?

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The Business Group has provided **examples of strong answers** throughout the application.

How does Business Group on Health define "impact"?

Throughout the application, companies are asked to describe their leading benefits and programs, and their impact on employees. In the context of the application, impact can be both quantitative and qualitative. For quantitative examples:

- How did the benefit or program improve the health and well-being of your employees?
- What measurable improvements resulted from this benefit or program (e.g., participation engagement, health outcomes, etc.)?
- How have key health metrics changed year-over-year, or before and after implementing the benefit or program?

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Including tangible results that showcase how the benefit or program made an impact can help maximize your application's score. For qualitative examples:

- How have employees or employee resource groups advocated for the expansion or change in benefits or programming?
- How have you gathered feedback from employees on how the benefit or program made a difference in their health and well-being?
- How has employee feedback influenced decisions about that benefit or program?

*Responses should be shown as a percentage or denominator of eligible employees (e.g., 15% of eligible employees had at least one EAP visit in 2025, or 150 out of 1,000 eligible employees had at least one EAP visit in 2025). Applicants will lose points for including numbers without clear context.

I can't pick just one benefit or initiative to highlight in an open-ended response. Can I list multiple examples?

While it can be difficult to narrow your focus, the Business Group encourages applicants to pick just one initiative per open-ended response, as this allows for a more detailed look at a specific program or benefit. Applicants will lose points for providing a long, bulleted list of benefits and programs rather than choosing one initiative to highlight in depth.

I'm a global applicant; what information should I include?

Global applicants should include details that reflect the breadth and depth programming available to employees across the globe. Strong responses provide examples that are both locally relevant and globally consistent, demonstrating how the organization maintains core standards while tailoring programs to meet regional needs. Throughout the application, clearly identify the countries and/or regions represented, specify which employee populations are eligible for each program or initiative and include examples from the major locations where employees are based. When reporting metrics, clearly indicate whether the data represents your global workforce or employees within a specific country or region.

Who judges my application?

Applications are judged by employer members of the Business Group and Business Group team members. The panel of peer judges rotates every year. The Business Group encourages applicants to recruit colleagues who are not as familiar with their health and well-being program to review the application before submission and ensure that the answers are clear and comprehensive for an external audience.

I'm a returning applicant; can I copy and paste from last year?

The Business Group strongly encourages applicants to start fresh every year. While some elements of the application don't change year-over-year, other questions have been added or altered.

How do I nominate my company for additional recognition in global health and well-being, health inclusion and/or mental health?

Applicants can nominate their company for additional recognition for exceptional leadership in global health and well-being, health inclusion and/or mental health. There is no separate application for the additional recognition, but companies must indicate on their application that they would like to nominate their organization for consideration and respond to additional questions that emphasize why your company should be considered.

To be considered for additional recognition for Excellence in Global Health & Well-being, the applicant must demonstrate excellence in globally consistent programming or globally tailored programming across all regions in which the company's employee population is located. Applicants must win the core Best Employers: Excellence in Health and Well-being award, demonstrate impact and innovation in their approach, complete the additional questions, and be nominated by a panel of peer judges to gain additional recognition.

What else should I keep in mind for my application?

- Steer clear of vendor-focused responses: Judges want to hear about your company! While it's okay to mention a vendor's name or give a high-level program description, applicants can lose points for focusing too much on vendor capabilities. Instead, focus responses on why you chose that benefit or program, how you worked with the vendor to garner engagement in the benefit, and how you measure success.
- Focus on your employees: Tailor your responses to capture initiatives specifically focused on your employee population. Applicants can lose points for describing community-wide initiatives that don't specifically support employees.
- Mix it up: Use the application to demonstrate the wide array of benefits and programs you offer employees. Applicants can lose points for featuring one program too heavily throughout the application.
- Get into the nitty-gritty: Contextualize responses with datapoints; how many employees were eligible for a program? How many participated? Has the rate of participation or uptake increased or decreased year-over-year?
- Be time-specific: Applicants often lose points for detailing a benefit or program that was not meaningfully changed over the application cycle's year. Be sure to identify when a program was first implemented, and how that program changed over time.

Who doesn't love extra credit?

The application includes an extra credit section at the end of the application. This is an optional opportunity for your company to showcase a final standout health and well-being initiative that might not have fit elsewhere in the application. You will not lose points if you choose not to complete the extra credit section.