

Business Group
on Health

Best Employers

Excellence in Health & Well-being



Overview

Business Group on Health's **Best Employers Award: Excellence in Health & Well-being** recognizes companies for advancing employee well-being through comprehensive, innovative benefits and initiatives. A Best Employers Award is a high achievement and demonstrates a strong commitment to your employees. The award application is designed to evaluate companies on the following core areas:

- Leadership, Culture and Well-being Strategy;
- Holistic Well-being;
- Engagement and the Employee Experience;
- Health Inclusion and Social Determinants of Health; and
- Metrics and Evaluation.

Beyond recognition for a company's overall approach, Best Employers award winners may also receive recognition for exceptional accomplishments in global health and well-being, health inclusion, and/or mental health.



Winning a Best Employers award elevates your company as an employer of choice and provides local, national and global exposure. Best Employers winners receive a digital award seal to use for promotional and recruitment purposes, a press release template, recognition at the Business Group's Annual Conference, a discounted Annual Conference registration rate, a listing on Business Group on Health's website and an optional individual feedback report.

Eligibility

Both Business Group on Health members and non-member companies can apply. Non-member companies must meet at least one of the following criteria:

- Fortune 500 company;
- Top 100 of Forbes America's Largest Private Companies;
- Forbes Global 2000; or
- A global workforce with at least 5,000 employees.

All companies can apply, regardless of where headquarters are located. Also, if a sub-unit or division wishes to apply under the parent organization's membership, the Business Group will allow one parent and one sub-unit/division to each apply.

How to Apply

Applications must be submitted online (**September 1—November 13, 2026**). The online application allows you to save your information at any point and return to complete it. To complete the application:

1. Submit a [registration form](#). Your form will be reviewed and approved within 1 business day.
2. **Returning applicants:**
 - a. You will receive an email on September 1 inviting you to log into your existing SurveyMonkey account. Click the green "Join Now" button in that email. (If you did not receive this email, submit a registration form, and you'll receive the email within 1 business day.)
 - b. You will be directed to the login page.
 - c. If you remember your password from the prior application cycle, use it to log in. If you do not remember your password, reset your password to access the application platform.
 - d. Once you've logged in, you will see your prior applications housed in one place. Click "Programs" in the top right corner to access the 2027 Best Employers Application.
3. **New applicants:**
 - a. You will receive an email inviting you to create a SurveyMonkey account. Click the green "Join Now" button in that email.
 - b. You will be directed to the login page.
 - c. You will be asked to create a SurveyMonkey account. Register as an individual, not an organization. You'll receive a confirmation email that you've successfully registered. From there, you can click the green "Go to site" button to log in.
4. Once you establish your SurveyMonkey account, all applicants can access the online application by [logging into the application portal](#).

This document includes the exact questions of the online application, along with a glossary and guiding resources. Questions? We encourage you to review our [Best Employers website](#) and [FAQs](#). If you have additional questions, please contact the Business Group at bestemployers@businessgrouphealth.org.

[Click here for Application Tips and Tricks](#)

[Click here for Sample Application Responses](#)

Company and Contact Information

Instructions: Please complete the fields below. Include at least two Best Employers contacts and a public relations contact. If you are a global company, it is recommended that you include at least one contact responsible for global and/or regional health and well-being.

Formal Company Name: _____

Preferred Company Name (this company name will be used in all formal Business Group on Health communications, press releases and on the Best Employers website):

Primary Best Employers Contact (must be an internal-facing contact; cannot be an external vendor or consulting partner):

Name: _____

Title: _____

Email: _____

Phone: _____

Contact Location:

- ☐ U.S.-based
- ☐ Based outside the U.S.

Best Employers Contact #2:

Name: _____

Title: _____

Email: _____

Phone: _____

Company (if different from company applying; e.g., external vendor or consulting partner):

Contact Location:

- ☐ U.S.-based
- ☐ Based outside the U.S.

Best Employers Contact #3 (optional):

Name: _____

Title: _____

Email: _____

Phone: _____

Company (if different from company applying; e.g., external vendor or consulting partner):

Contact Location:

- ☐ U.S.-based
☐ Based outside the U.S.

Internal Public Relations Contact (optional; will be included in communications from the Business Group with the media toolkit and press release emails):

Name: _____

Title: _____

Email: _____

Phone: _____

Multinational companies are encouraged to apply based on their full global workforce rather than a subset of employees in the U.S.

Please indicate which describes your company and the population covered by this application:

- ☐ We only have employees in the U.S. and are applying based on our entire workforce and approach
☐ We have employees globally but are applying based on only our U.S. workforce and approach
☐ We have employees globally (in and O.U.S.) and are applying based on our entire global workforce and approach
☐ We only have employees outside the U.S. (O.U.S.) and are applying based on our entire workforce and approach

Please note that if you are a global company applying based on your U.S. workforce only and you win the award, the Business Group website will indicate that you've won the award based on a subset of your population.

Total number of employees globally: _____

Total number of employees covered by this application: _____

If you are responding for your global population, mark the regions where your company's employees are located and provide an approximate percentage of your workforce in each region.

Please enter a round number with no symbols or decimals (e.g., if 25% of your population is located in Asia, write "25" instead of "25%" or "0.25").

- | | |
|--|---|
| ☐ Africa ____% | ☐ India ____% |
| ☐ Asia (excluding India) ____% | ☐ Latin America (Mexico, Central & South America and in the Caribbean) ____% |
| ☐ Australia and Oceania ____% | ☐ Middle East ____% |
| ☐ Canada ____% | ☐ United Kingdom ____% |
| ☐ Europe (excluding the United Kingdom) ____% | ☐ United States ____% |

Strong global applications will:

- Clearly identify countries and/or regions covered by each initiative
- Be explicit about what employees are eligible for the benefits described
- Include both globally consistent and/or locally tailored examples where possible
- Describe programming that is developed with large portions of your company's population in mind

Which best describes your workforce addressed by this application?

- ☐ Remote-first, most employees work remotely full-time
- ☐ Hybrid, our employees work a mix of on-site, hybrid and remote jobs
- ☐ On-site-first, most employees work on-site full-time

Are you a returning Best Employers Award: Excellence in Health and Well-being Applicant? Please indicate the award cycle in which you applied.

Business Group on Health did not host an award cycle in 2021.

- ☐ 2026
- ☐ 2025
- ☐ 2024
- ☐ 2023
- ☐ 2022
- ☐ Applied in 2020 or prior
- ☐ My company is a new applicant
- ☐ Don't know

Well-being Summary Description

Provide a public relations-approved statement describing your company's well-being programming and overarching approach to well-being. This description should be approved by your company's Public Relations team and able to be released to the media. When award winners are announced on April 29, 2027, summary descriptions of each winner's well-being approach will be listed on Business Group on Health's website. **By including the well-being summary description in your application, you give Business Group on Health permission to share this description on our website.** Please see the [2026 Best Employers Winners](#) page for a sample of how the well-being summary descriptions are displayed. (150 words or less)

Additional Recognition

Beyond the overall Best Employers Award: Excellence in Health & Well-being, indicate below if you would like to nominate your company to be considered for additional recognition for exceptional leadership in global health and well-being, health inclusion and/or mental health. A small cohort of Best Employers award winners will be selected to win each of these awards. The winners must demonstrate impact and innovation in their approach, complete additional essay questions, and be nominated by a panel of peer judges. To be considered for additional recognition for Excellence in Global Health & Well-being, the applicant must demonstrate excellence in globally consistent programming and/or globally tailored programming across all regions in which the company's employee population is located.

- ☐ Best Employers: Excellence in Mental Health
- ☐ Best Employers: Excellence in Health Inclusion
- ☐ Best Employers: Excellence in Global Health & Well-being

Confidentiality Statement

Business Group on Health recognizes the importance of data security and privacy. We are dedicated to protecting your privacy and handling any personal information you provide with care and respect. Please review our Privacy Policy, viewable at <https://www.businessgrouphealth.org/privacy-policy>, which is incorporated herein by reference, to understand how we collect, use, and share personal information you provide to us. By submitting this application, you consent to the Business Group's use of your information in accordance with the Privacy Policy.

Elevating Examples from Winners

If your company is chosen as a winner of the 2027 Best Employers Award: Excellence in Health and Well-being, are you interested in being selected for opportunities to highlight your award-winning approach to well-being? This could include, but is not limited to, webinars, presentations, panels, and employer-to-employer sharing calls. The Business Group will *always* contact you for permission before including your company in any events and/or using examples from your application.

- ☐ Yes, I am interested in being considered for these sharing opportunities if my company wins the award
☐ No, I would not like to be considered for these sharing opportunities

Leadership Recognition

As part of the recognition for Best Employers Award: Excellence in Health and Well-being, Ellen Kelsay, President and CEO of the Business Group, will send an email to senior leaders at each winning company, acknowledging your team's commitment to advancing corporate health and well-being. The email will be sent shortly after winners are announced. Would you like to opt into this communication?

- ☐ Yes
☐ No

If you would like to opt into this communication, include up to two senior leaders who will receive this communication (e.g., CEO, CHRO):

Required:

Senior Leader Name #1: _____

Senior Leader Title #1: _____

Senior Leader Email #1: _____

Optional:

Senior Leader Name #2: _____

Senior Leader Title #2: _____

Senior Leader Email #2: _____

If you'd like Business Group on Health to copy your team on this senior leader communication, please provide up to two email addresses of those who should be copied:

Email #1: _____

Email #2: _____

Commemorative Poster:

Winners have the option to receive a complimentary, commemorative awards poster mailed directly to them following the 2027 Annual Conference. If your company wins, would you like to receive a poster?

☐ Yes

☐ No

If yes, please indicate where this poster should be shipped:

Contact Name:

Street Address

Street Address 2:

City:

State:

Zip:

Country:

Leadership, Culture and Well-being Strategy

Business Group resources:

- [2026 Employer Well-being Strategy Survey](#)
- [Taking Action on Well-being: A Business Group Viewpoint](#)
- [Employer Trends Across Six Dimensions of Well-being](#)
- [Global Benefits and Well-Being Trends to Watch](#)
- [Infographic: Global Well-being Strategy and Initiatives, 2026](#)
- [5 Questions to Guide Your Next Global Benefits Decision](#)

- 1. In 2026, which leaders were directly involved in the development and execution of health and well-being initiatives? (Choose all that apply.)**
 - CEO
 - Chief Well-being Officer
 - Chief Medical Officer/Chief Health Officer
 - Chief Human Resources Officer/Chief People Officer/Vice President of Human Resources
 - Other C-suite leader/direct report to CEO
 - Country/regional leaders
 - Other senior leader – please provide the leader's job title (10 words or less)
- 2. In 2026, were leaders held accountable for employee health and well-being in their performance standards? (Choose all that apply.)**
 - **Yes**, one or more senior leaders were accountable for employee health and well-being in their performance standards
 - **Yes**, managers/site leaders/team leads were accountable for employee health and well-being in their performance standards
 - **Yes**, regional/country leaders were accountable for employee health and well-being in their performance standards
 - No
- 3. In 2026, did your company have a formally established committee comprised of senior leaders and/or executives from across the organization who meet regularly to serve as a steering committee for health and well-being?**
 - Yes
 - No
- 4. In 2026, did your company have a well-being strategy with goals and measurable objectives?**
 - Yes
 - No

4a. [If yes...] Which best describes your company's well-being strategy? (Choose all that apply.)

 - Global
 - Regional
 - Country-specific
 - O.U.S.-only
 - U.S.-only

5. In 2026, did you actively collaborate with any of the following departments? (Select all that apply)

- Corporate and/or local facilities teams to improve elements of the built environment that directly contribute to employee health and well-being (e.g., improvements to ventilation and filtration, water quality, thermal heating, lighting and views, and noise and moisture)
- Corporate social responsibility (CSR) teams to incorporate well-being goals into broader CSR initiatives
- Team responsible for inclusion to ensure that health and well-being offerings address the needs of the workforce holistically
- Employee listening functions to gather feedback and inform health and well-being strategic decisions
- Local/regional health and well-being colleagues for insights on location-specific needs
- Occupational health and safety teams to integrate aspects of health and well-being into broader worker safety initiatives
- Talent and development teams to incorporate well-being into onboarding or other human resources practices (e.g., engagement surveys, trainings)
- Teams responsible for on-site clinics and health services to promote employee access to preventive, primary and/or mental healthcare
- Teams responsible for corporate risk, finance and/or governance to drive global consistency
- Teams responsible for environmental, social and governance (ESG) and sustainability reporting and initiatives
- None of the above

5a. [If yes...] Choose **one** of the collaboration initiatives above and describe in detail how you worked together on a health and well-being initiative. Strong responses will describe the cross-collaboration initiative, including: (250 words or less)

- What employee and/or organizational need the collaboration was intended to address;
- What the initiative entailed and the specific actions taken in 2026;
- Which department(s) or team(s) you partnered with and how they contributed to the design, implementation, promotion and/or evaluation of the initiative;
- Innovation and creativity in the partnership and/or initiative design; and
- 2-3 metrics your company uses to demonstrate the success of the partnership and initiative, and any results or outcomes observed to date.

6. If you are applying based on your global or O.U.S. population, does your company have global consistency/core standards for benefits (healthcare, well-being, leave, etc.)?

- Yes
- No
- Not applicable – not applying based on global population

6a. [If yes...] What benefits are included in your company's global consistency/core standards? (Choose all that apply.)

- Family forming benefits (e.g., coverage for fertility treatments, surrogacy and adoption benefits)
- Financial well-being
- Holistic well-being
- Mental health
- Leave
- LGBTQ+ health services
- Preventive services
- Reproductive health services (e.g., birth control benefits, sexually transmitted disease prevention and treatment benefits, menopause benefits)

- Other, please list (100 words or less):

7. Applicants can respond to one of the two open-ended questions below. Each question is worth the same number of points, and applicants will not receive additional points for responding to both questions.

7a. Choose **one** of the core standards listed in question 6a and describe your company's global consistency approach for that benefit. An exceptional response will describe: (250 words or less)

- Why that core standard is a priority for your organization;
- Specific details about what is offered (e.g., up to 20 days of bereavement leave per year for all employees globally);
- How and where you have achieved global consistency for the benefit;
- 2-3 metrics your company uses to indicate success; and
- One opportunity your organization has identified to further strengthen your global consistency strategy for this benefit in the future.

OR

7b. Choose **one** of the benefits listed in question 6a and describe how your company tailors this benefit to address the unique needs of employees in different countries or regions. An exceptional response will describe: (250 words or less)

- Why this benefit is a priority for your organization;
- How you identified the need for regional adaptation (e.g., employee feedback, utilization data, cultural considerations, local regulations or workforce demographics);
- A specific example of how the benefit has been tailored for a country, region or employee population;
- 2-3 metrics your company uses to indicate success; and
- One opportunity your organization has identified to further strengthen your global adaptation strategy for this benefit in the future.

Holistic Well-being

[Optional] You are invited to upload your company's well-being pillars to highlight the overall mission of your health and well-being programming.

1. Describe one exemplary health and well-being initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Exceptional responses will describe: (250 words or less)

- Why this initiative was an organizational need or priority in 2026;
- What the initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the benefit or initiative was implemented, enhanced, communicated, promoted or scaled; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

1a. Describe the *impact* to date of the health and well-being initiative that you are most proud of in 2026. Exceptional responses will incorporate specific results and will describe: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative, including the actual metrics, percentages, scores and/or year-over-year changes observed to date (e.g., 30% utilization, 85% participant satisfaction, 20% increase in engagement from 2025 to 2026); and
- Any measurable improvements or changes observed since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, and/or retention).

Mental Health:

Business Group resources:

- [Taking Action on Mental Health: A Business Group on Health Viewpoint](#)
- [6 Key Considerations When Assessing Global Capacity of Mental Health Providers](#)
- [Engineering Mental Health: Building a Strategy from the Ground Up](#)
- [Redesigning the EAP: Employer FAQs for Getting Started](#)
- [Reducing Mental Health Stigma: Employer FAQs](#)
- [The Vital Role of Employers in Suicide Prevention and Postvention](#)

2. In 2026, did your company have specific goals related to mental health that included measurable outcomes?

- Yes
- No

2a. What are your company's goals related to mental health in 2026? Be specific (e.g., expand access to mental health provider network; reduce average wait time to first appointment from 10 days to 5 days; expand mental health coverage to all employees regardless of medical enrollment; etc.). (200 words or less)

2b. What are the top 2-3 indicators of mental health that your company measures? You are encouraged to incorporate data from both 2025 and 2026 YTD to demonstrate how mental health has changed over time. A thorough response will incorporate quantitative data from a variety of sources (e.g., changes to the prevalence of mental health diagnoses in your company's claim data from 2025 to 2026; changes in EAP utilization YOY; the percentage of the eligible population engaged with the EAP YOY; aggregate improvements on GAD-7 and PHQ-9 scores for participating members; outcomes and referrals; disability claims for mental health; etc.) (200 words or less)

3. In 2026, what organizational practices or initiatives did your company have in place to support employee mental health? (Choose all that apply.)

- Assessment of mental health stigma in the workplace and/or anti-stigma campaigns
- Active leadership involvement in addressing mental health (e.g., leaders sharing personal experiences with mental health, leaders participating in mental health trainings)
- Employee trainings on how to identify early warning signs and appropriately talk with and refer peers to available benefits and resources
- Goals for well-being and/or organizational culture in manager performance reviews
- Manager trainings on how to identify early warning signs and appropriately talk with and refer employees to available benefits and resources
- Mental health allies and/or champions

- Organizational changes to address burnout (e.g., modify workloads, recognize employees)
 - Process to identify psychosocial risk factors in the workplace
4. In 2026, what **benefits or programs** did your company have in place to support employee mental health? (Choose all that apply.)
- Benefits or programs that address substance use disorders (SUDs) (e.g., coverage of medication assisted treatment (MAT) therapy, elimination of out-of-pocket costs for SUD treatment)
 - Benefits and programs that support adolescent and/or pediatric mental health
 - Initiatives or programs that address suicidal ideation, suicide and post-suicide intervention
 - Program(s) that addresses resilience, stress management and/or mindfulness
 - Sleep improvement programs
5. In 2026, which of the following strategies did you have in place to **enable timely access to mental health services**? (Matrix response options—for **most** employees, for **some** employees or not in place)
- Enhanced coverage for out-of-network mental health providers
 - Expanded networks of mental health providers covered by health plan
 - Virtual mental health services for all employees, regardless of medical plan enrollment (e.g., through an employee assistance provider)
 - Free or low-cost virtual mental health services for all employees, regardless of medical plan enrollment
 - Integration of mental health in primary care programs
 - Mental health navigation or advocacy services
 - On-site or near-site counseling services
6. Describe **one** of the programs, benefits or initiatives listed in questions 3, 4 or 5 in detail. Strong responses will describe: (200 words or less)
- Why this was an organizational need or priority in 2026;
 - What the organizational practice, initiative, benefit or program entailed and what your organization did in 2026 to make it successful;
 - Innovation and/or creative in how you deployed the practice, initiative, benefit or program;
 - How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country; and
 - The top 1-2 indicators your organization uses to measure the impact of this initiative, including the actual metrics, percentages, scores and/or year-over-year changes observed to date.
7. In 2026, which of the following practices were in place to promote inclusivity in your mental health benefits and programs? (Choose all that apply.)
- A means for employees to find mental health providers that match their desired culture and identity (e.g., provider directories)
 - Assessment of mental health needs by employee demographics (e.g., race, gender, geography) or job category (full vs. part-time)
 - Commitment to inclusive and culturally competent mental health communications
 - Cultural competency training requirements for mental health professionals, including those that are part of the health plan, EAP and mental health point solutions
 - Partnership with Employee Resource Groups (ERGs) or other employee stakeholders to solicit feedback on the needs and experiences of employees with mental health conditions

8. Describe one exemplary mental health benefit or initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Strong responses will describe: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the mental health benefit or initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the mental health benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

8a. Describe the *impact* to date of your exemplary mental health initiative of 2026. Exceptional responses will incorporate specific results and will describe: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in mental health since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

Question for applicants nominating their companies for Excellence in Mental Health:

Does your company want to be considered for additional recognition for Excellence in Mental Health? Winning companies will demonstrate a comprehensive mental health strategy, a robust suite of benefits and initiatives to support employees across the mental health spectrum, and measurable outcomes that demonstrate improvements over time.

- ☐ Yes
☐ No

9. If you choose to nominate your company for Excellence in Mental Health, tell us why your company deserves to be recognized. Strong responses will describe: (300 words or less)

- What distinguishes your company's approach to mental health from other leading employers;
- 1-2 mental health benefits, practices, programs and/or initiatives that serve as the hallmark of your mental health strategy, including what they entail, how they anchor your mental health strategy, and why they are impactful;
- Specific ways your organization has worked to embed mental health into organizational culture, leadership practices, employee experience and/or everyday ways of working;
- How your organization continuously evaluates and evolves its mental health benefits, practices, programs and/or initiatives, including how employee feedback, data or emerging workforce needs inform ongoing improvements

9a. [Optional] You are invited to include an employee testimonial(s) to highlight the positive employee experience with your mental health benefits (150 words or less).

Physical Health:

Business Group resources:

- [An Employer's Practical Playbook for Treating Obesity](#)
- [Managing GLP-1 Medications and Related Costs](#)
- [Coverage for GLP-1s: Employer Perspectives and Strategies](#)
- [Food as Medicine: Nutrition Interventions for a Healthier Workforce](#)
- [Podcast: Your Workforce is Interviewing Your Building](#)

10. In 2026, did your company support physical health in the following ways? (Matrix response options—for most employees, for some employees or not in place)

- Apps, digital health solutions for chronic condition management, and/or discounted or free wearable devices
- Fitness activities, classes, clubs or challenges (on-site or virtual) (e.g., steps challenge)
- Musculoskeletal programs
- On-site or near-site health clinic(s)
- On-site fitness center(s) or subsidy/reimbursement for fitness center membership
- On-site biometric screening events
- On-site vaccination events
- Sit-to-stand or treadmill desks

11. In 2026, how did your company support healthy eating? (Matrix response options—for most employees, for some employees or not in place)

- Access to nutrition-focused resources (e.g., nutrition and cooking courses, meal preparation guidance, in person or virtual nutritionist and/or registered dietician support)
- Collaborated with a registered dietician or nutritionist to support company-wide healthy eating efforts
- Environmental or behavioral nudges in cafes or mini-markets (e.g., color coded labels, smaller portion sizes)
- Free, healthy snacks (on-site or via delivery)
- Fresh produce available on-site or via delivery (i.e., through Community Supported Agriculture, farmer's markets or mobile markets)
- Meal vouchers and/or stipends (e.g., vouchers employees can use at on- or off-site restaurants)
- Nutrition counseling available for employees (non-disease specific)
- Efforts to ensure culturally inclusive food practices
- Price differential to promote healthy food purchases at work (i.e., unhealthy food choices are more expensive in cafes or vending machines)
- Requirement of more than 50% nutritious items in on-site cafes and/or vending machines
- Subsidized program that supports healthy food choices outside of the workplace (e.g., healthy meal kits, benefit that supports healthy grocery shopping)

12. In 2026, did your company support employees with obesity in the following ways? (Matrix response options—for most employees, for some employees or not in place)

- Access to weight management programs
- Coverage of anti-obesity medications
- Coverage of bariatric surgery
- Weight bias addressed in inclusion and/or anti-harassment workplace trainings

13. What are the top 2-3 indicators of physical well-being that your organization measures? You are encouraged to incorporate data from both 2025 and 2026 YTD to demonstrate how

physical health has changed over time (e.g., changes to population risk burden YOY, improvements to chronic conditions as a result of employee engagement with point solution vendors, etc.). A thorough response will incorporate quantitative data from a variety of sources (e.g., percentage of eligible employees receiving annual preventive screenings, percentage of eligible employees utilizing on-site or near site health clinics, percentage of eligible employees engaging in health coaching or other targeted chronic condition management programs, etc.). (150 words or less)

14. Describe one exemplary physical health benefit or initiative you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled or promoted in 2026. Strong responses will detail: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the physical health benefit or initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the physical health benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

14a. Describe the *impact* to date of your exemplary physical health initiative of 2026. An exceptional response will indicate: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in physical health since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

15. In 2026, what tobacco use policies and tobacco cessation benefits and initiatives were in place? (Choose all that apply.)

- Coverage for more than two quit attempts per year
- Digital apps/solutions to assist with tobacco cessation
- Policy banning tobacco use at worksites
- Prescription tobacco cessation medications at no cost to employees
- Over-the-counter nicotine replacement products at no cost to employees
- Vaping cessation assistance
- Virtual reality therapies

16. In 2026, what features were in place to improve the health of your company's buildings/workplaces? (Matrix response options—at most locations, at some locations, or not in place).

- Access to outdoor space (e.g., walking trails, patios, pollinator gardens, recreation spaces, and/or rooftops)
- Access to quiet rooms for religious observances and/or meditation
- Achieved external recognition for a healthy workplace (such as WELL Certification or Fitwel)
- Adjustable thermal temperature
- Exposure to natural light for the majority of workstations
- Minimal to no use of volatile organic compounds in furniture, adhesives, sealants and/or paint
- Noise reduction features, including noise reduction technology, white noise machines, and/or sound dampening materials and design
- Permanent, dedicated space for nursing parents to pump

- Ventilation features, such as improvements to central HVAC systems, installation of in-room cleaning devices (e.g., HEPA or MERV 13 filters), and/or increased supply of outdoor airflow
- Water features, including removal of contaminants through filtration and treatment and employee access to filtered drinking water stations
- Not applicable, most employees worked remotely in 2026

Financial Well-being

Business Group resources:

- [Survey Results: Employer Approaches to Financial Well-being](#)
- [Strategies to Support Financial Well-being](#)
- [Designing Incentives and Lifestyle Spending Accounts For a Modern Workforce](#)

17. In 2026, how did your company support financial security? (Matrix response options—for most employees, for some employees or not in place)

- A retirement savings plan (e.g., pensions, 401k) with company-provided contribution above 5% of salary (e.g., 100% match at 6%) and/or above statutory requirements
- Access to an employer-sponsored 529 plan
- Access to earned wages before payday and/or paying wages weekly
- Access to free 1:1 financial well-being consultations
- Access to low-interest loans (e.g., consumer loans, mortgage and equity loans, and/or education loans)
- Access to an employer-funded lifestyle spending account
- Access to voluntary benefits (e.g., hospital indemnity, critical illness and accident coverage, as well as legal and identity theft protection)
- Auto-enrollment and/or annual contribution escalator for retirement savings accounts
- Childcare subsidies or discounts
- Educational assistance for employees, such as tuition assistance and scholarships
- Education assistance for employees' dependents, such as scholarships, tuition assistance or contributions to education savings plans
- Emergency relief funds
- Employee stock purchase plan
- Estate planning/will or trust preparation
- Locally curated financial well-being content (i.e., content relevant and tailored to the individual region)
- Programs or benefits designed to increase emergency savings
- Programs or curriculum designed to enhance financial literacy
- Student loan repayment benefit (employer contribution to loan repayment)
- Peer support for positive financial behaviors, such as collective saving/saving circles

18. What are the top 2-3 indicators of financial well-being that your organization measures? You are encouraged to incorporate data from both 2025 and 2026 YTD to demonstrate how financial well-being has changed over time (e.g., changes to the number of employees contributing to a 401k or emergency savings account, improvements to retirement readiness scores, etc.). A thorough response will incorporate quantitative data from a variety of sources (e.g., 401k contribution rates, percentage of eligible population attaining the full company retirement match, 401k loans and hardship withdrawals, retirement readiness scores, percentage of eligible employees contributing to an HSA, average HSA balances, emergency savings account balances, engagement with financial education resources, engagement with financial well-being vendors, etc.) (150 words or less)

19. Describe one exemplary financial well-being benefit or initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled or promoted through a novel engagement in 2026. Strong responses will incorporate: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the financial health benefit or initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the financial health benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

19a. Describe the *impact* to date of your exemplary financial well-being benefit or initiative of 2026. An exceptional response will indicate: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in financial health since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

Social Connectedness:

Business Group resources:

- [Social Connectedness: Building Bonds in the Workplace](#)
- [Podcast: Friends at Work: Why Connecting with Colleagues is Good For Business](#)
- [Podcast: Embrace Generational Diversity to Create an Organizational Advantage](#)
- [Employer Trends Across Six Dimensions of Well-being](#)

20. In 2026, how did your company support social connectedness among employees? (Choose all that apply.)

- Access to virtual platforms or forums for employees to connect on shared interests
- Employee/Associate resource groups
- Cross-functional opportunities for employees from various lines of business or locations to interact with one another
- Initiatives specifically designed to combat loneliness and isolation
- Peer mentors for new employees
- Random acts of kindness or gratitude campaigns
- Recognition platforms or programs
- Virtual and/or in-person events (e.g., cooking classes, book clubs)
- Virtual and/or in-person community service activities

21. What are the top 2-3 indicators of social connectedness that your organization measures? You are encouraged to incorporate data from both 2025 and 2026 YTD to demonstrate how social connection has changed over time. A thorough response will incorporate quantitative data from a variety of sources (e.g., percentage of employees who have a best friend at work, percentage of eligible employees participating in ERGs, percentage of eligible employees participating in volunteer events, employee engagement with online social and/or recognition programs, etc.) (150 words or less)

22. Describe one exemplary social connectedness benefit or initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Strong responses will describe: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the social connectedness benefit or initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the social connectedness benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

22a. Describe the *impact* to date of your exemplary social connectedness initiative of 2026. An exceptional response will indicate: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in social connectedness benefit or initiative since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

Job Satisfaction (Including Flexibility and Time Away)

Business Group resources:

- [2026 Employer Leave Strategy and Structure Survey](#)
- [An Inclusive Look at Leave](#)
- [Integrating Flexible Work and Well-being](#)
- [The Family Benefits Bundle: Full Guide](#)

23. In 2026, how did your company promote job satisfaction (including flexibility)? (Choose all that apply.)

- Core working hours
- Flexible work schedules (e.g., flexible hours, reduced hours, compressed workweeks, hybrid work where feasible, meeting-free blocks of time, summer hours)
- Initiatives to promote intergenerational friendship and/or mentorships
- Initiatives to promote meaning and purpose at work among employees
- Opportunities to swap shifts without affecting attendance standards (for hourly employees)
- Predictable work hours with work schedules provided at least 14 days in advance (for hourly employees)
- Professional development opportunities (e.g., mentorships, stretch assignments)
- Recognition of team accomplishments through awards and/or sharing success stories company-wide
- Regular check-in and feedback opportunities between employees and supervisors (e.g., bi-weekly check-ins, quarterly reviews)
- Self-scheduling (i.e., allowing employees to choose which shifts they want to work)

24. Are managers involved in amplifying health and well-being throughout your organization (e.g., through specific trainings, programs, initiatives, and/or performance standards)?

- Yes
- No

25. In 2026, what leave and time away benefits and practices did your company provide beyond those legally required? (Matrix response options—for most employees, for some employees or not in place)

- Equal paid parental leave regardless of gender
- Paid parental leave for all types of parents (e.g., biological, adoptive, foster and/or parents through surrogacy)
- Paid caregiver leave
- Paid bereavement/compassion leave
- Paid time off for prenatal care
- Paid time off for pregnancy loss (including miscarriages, stillbirths, and/or failed surrogacies and adoptions)
- Paid time to participate in well-being activities and/or personal well-being days
- Paid time off to volunteer or engage in social justice activities
- Paid time off to vote
- Paid time off donation program for employees in need
- Paid sabbaticals

26. In 2026, what benefits and supports did your company provide for new mothers and birth parents? (Choose all that apply.)

- Access to lactation support
- Breast milk shipping services
- Coverage for doulas
- Discounted or free birthing/parenting classes
- Gift bag for expectant parents (e.g., pre-natal vitamins, diapers, books, onesies, etc.)
- Healthy pregnancy/maternity management program and/or digital tool/app for prenatal and postpartum coaching, care and/or education

27. In 2026, what benefits and supports did you provide to employees who are parents and caregivers, where legally possible? (Choose all that apply.)

- Access to free or discounted 1:1 college coaching
- Back-up care benefits
- Coordination/navigation benefits that connect employees with care experts to assist with care plans, tutors, medical care, insurance, legal needs and/or financial assistance
- Dedicated mentor for employees returning to work after parental leave
- Employee/Associate resource groups for parents and/or caregivers
- Financial support for adoption
- Financial support for surrogacy
- On-site or near-site childcare/crèche
- Reduced hours/ramp back program for employees returning to work after parental leave
- Stipends, discounts or company-wide bulk purchases of tutoring services
- Subsidized childcare benefits or childcare stipend
- Supports and benefits for children with disabilities (e.g., coverage for ABA therapy)

28. What are the top 2-3 indicators of parental and caregiver well-being that your organization measures? You are encouraged to incorporate data from both 2025 and 2026 YTD to demonstrate how parental and caregiver well-being has changed over time. A thorough response will incorporate quantitative data from a variety of sources (e.g., percentage of eligible parents utilizing entire available parental leave; engagement with pregnancy and

parenting support apps; percentage of eligible employees utilizing caregiver leave; percentage of eligible employees engaging with parent and/or caregiver ERGs; utilization of childcare subsidies and/or tutoring support, etc.). (150 words or less)

29. Applicants can respond to one of the two open-ended questions below. Each question is worth the same number of points, and applicants will not receive additional points for responding to both questions.

29a. Describe one exemplary parental and/or caregiver benefit or initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Strong responses will describe: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the parental and/or caregiver benefit or initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the parental and/or caregiver benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

Describe the *impact* to date of your exemplary parental and/or caregiver benefit or initiative of 2026. Exceptional responses will incorporate specific results and will describe: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in the parental and/or caregiver benefit or initiative since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

29b. Describe one exemplary paid leave benefit or initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Strong responses will describe: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the paid leave benefit or initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the paid leave benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

Describe the *impact* to date of your exemplary paid leave benefit or initiative of 2026. Exceptional responses will incorporate specific results and will describe: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in the paid leave benefit or initiative since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

Engagement and the Employee Experience

Business Group resource:

- [Expert Tips to Transform Your Health and Well-being Communications Strategy](#)
- [Harnessing the Power of Managers in Your Well-being Strategy](#)
- [Value-Based and High-Performance Networks: Five Tips for Effective Communications](#)
- [Delivering Direct Messages: Do's and Don'ts for Benefit Communications](#)
- [Powering Engagement and Improving Outcomes Through Effective Navigation](#)

Resources

Business Group on Health defines the **health and well-being experience** as employee perceptions of their interactions with employer-sponsored benefits and programs and the healthcare system. The health and well-being experience is shaped by:

- The degree to which interactions align with employee-specific needs and expectations;
- The ease or difficulty of interactions;
- The way interactions make employees feel; and
- The degree to which interactions connect and coordinate with the broader benefit landscape and the employee's health and well-being journey.

Business Group on Health defines **health engagement** as the degree to which employees are taking care of their own health and well-being, which is typically measured in the following ways:

- Effective interactions with the healthcare system,
- Ongoing utilization of company-sponsored tools and programs, and
- Personal commitment to health and well-being.

1. Describe one exemplary health and well-being experience and/or engagement initiative that you are most proud of in 2026. The initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Strong responses will describe: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the health and well-being experience and/or engagement initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the health and well-being experience and/or engagement benefit or initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

1a. Describe the *impact* to date of your exemplary health and well-being experience and/or engagement initiative of 2026. Exceptional responses will incorporate specific results and will describe: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in health and well-being experience and/or engagement initiative since implementation (e.g., employee participation,

engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

2. Choose one 2026 health and well-being communication campaign (unique from a campaign described elsewhere in this application) and describe it in detail. An exceptional response will describe: (250 words or less)

- The benefit, program, or initiative promoted via the campaign;
- Why this campaign is an organizational need or priority in 2026;
- The specific goals of the campaign (e.g., encouraging age-appropriate cancer screenings or annual preventive visits);
- The target audience and desired behavior change or action;
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country;
- How partners (internal and/or external) contributed to the campaign;
- What types of visuals were incorporated;
- What channels were utilized to deploy the campaign; and
- What made the campaign innovative, creative and effective.

2a. Describe the impact of the communication campaign. Strong responses will include: (150 words or less)

- The top 2-3 metrics used to evaluate success (e.g., increased traffic to benefits intranet, newsletter open rates, etc.); and
- Any measurable improvements or changes observed as a result of the campaign (e.g., actions taken as a result of the communication).

3. In 2026, in what ways did your company demonstrate its commitment to inclusive, culturally competent health and well-being communications? (Choose all that apply.)

- Focused on improving health literacy (e.g., avoiding jargon, using plain language, using visual aids)
- Provided health and well-being communications in multiple languages
- Reviewed to avoid bias, stereotypes or hurtful cliches (e.g. weight bias)
- Used authentic imagery (e.g., employee photos) vs. stock photos
- Used images that feature diversity
- Used gender-neutral language
- Used person-first language (e.g., person with diabetes or obesity)
- None of the above

4. In 2026, did your company have a well-being champions network?

- Yes
- No

4a. [If yes...] How did you support well-being champions in 2026? (Choose all that apply.)

- Created a calendar of health and well-being events and global celebrations
- Created communication templates and resources for well-being champions to promote and share with colleagues
- Offered regular opportunities to convene with other champions and discuss successes, challenges and ideas
- Provided regular trainings on health and well-being topics
- Recognized champions for their efforts through public recognition, well-being points, gift cards and/or performance reviews
- Recommended health and well-being activities for champions to lead (including how to modify health and well-being activities for remote work)
- None of the above

5. In 2026, did your company have a network of Employee/Associate Resource Groups (ERGs)?

- Yes
- No

5a. [If yes...] How did you engage ERGs in health and well-being engagement initiatives? (Choose all that apply.)

- Centralized ERG ownership at a corporate level for consistency
- Created ERG-specific newsletters or communications (e.g., onboarding presentations targeted to the needs of that specific ERG) and/or offer dedicated resources to each ERG
- Established/offered ERGs to create communities around a variety of employee identities and interests (e.g., parents, PRIDE, etc.)
- Partnered with ERGs to inform the development of health and well-being communications (i.e., inclusive benefits guides or new parent toolkits)
- Partnered with ERGs on a regular cadence to bring forth topics and education opportunities (i.e., Women and Financial Well-being or Veterans ERG and Mental Health)
- Provided leadership opportunities and recognition for employees engaged with ERGs
- Sought feedback from ERGs on whether available benefits specifically met the needs of their ERG population
- None of the above

6. For the following question, applicants should respond to one of the two open-ended questions below. Each question is worth the same number of points, and applicants will not receive additional points for responding to both questions.

6a. Describe how you collaborated with ERGs on one specific health and well-being-related project, partnership or initiative in 2026. Strong responses will describe: (250 words or less)

- What the project, partnership or initiative entailed and what your organization did in 2026 to make it successful;
- What ERG(s) you partnered with and how the ERG contributed to the design, implementation, promotion and/or evaluation of the initiative;
- Innovation and/or creativity in the approach; and
- The top metrics, outcomes and/or feedback mechanisms used to evaluate success of the partnership, program or initiative, and any measurable results achieved to date.

6b. Describe how you collaborated with well-being champions on one specific health and well-being-related project, partnership or initiative in 2026. Strong responses will describe: (250 words or less)

- What the project, partnership or initiative entailed and what your organization did in 2026 to make it successful;
- How the well-being champions contributed to the design, implementation, promotion and/or evaluation of the initiative;
- Innovation and/or creativity in the approach; and
- The top metrics, outcomes and/or feedback mechanisms used to evaluate success of the partnership, program or initiative, and any measurable results achieved to date.

7. In 2026, how did you collect feedback on the employee experience with health and well-being benefits and initiatives? (Choose all that apply.)

- Employee surveys (e.g., benefits survey, employee engagement survey with well-being questions)
- Feedback/evaluation surveys after participation in specific health and well-being activities
- Focus groups/listening sessions
- Metrics (e.g., satisfaction, Net Promoter Score (NPS) from health plans and vendors)

- User testing (e.g., pre-implementation testing for the flow of a new benefit, resource or program)
 - None of the above
8. **If you are applying based on your global or O.U.S. population, did your company adapt health and well-being communication to be culturally relevant to different countries and/or regions?**
- Yes
 - No
 - Not applicable – not applying based on global population

8a. [If yes...] Describe in detail **one** example of how your company adapted health and well-being communication to be culturally relevant to different employee populations. Strong responses will detail: (200 words or less)

- The health and well-being topic, program or initiative that was communicated;
- Why cultural adaptation was needed for the communication (e.g., employee feedback, health literacy considerations, engagement data, religious and social norms, local workplace culture, etc.);
- How the communication was adapted to improve relevance, understanding, and/or engagement (e.g., language, imagery, messaging, communication channels, and/or local champions); and
- If and how employee feedback is collected and incorporated.

Health Inclusion and Social Determinants of Health

Business Group resources:

- [Employer Guide to Health Inclusion](#)
- [Taking Action on Health Inclusion: A Business Group on Health Viewpoint](#)
- [Disability Inclusion in Health and Well-being](#)
- [Podcast: Managing Equity, Fostering Innovation in Rural Health Care Delivery](#)
- [Social Determinants: Acting to Achieve Well-being for All](#)

Employers can play a significant role in developing inclusive benefits and programs that provide employees with the opportunity to reach their full health potential regardless of demographic, social and geographical differences. This includes deploying strategies that provide healthcare access through employer and supplemental insurance and enabling all employees and covered family members to find, understand and engage in benefits that support their health and well-being.

1. **In 2026, did your company have specific goals related to health inclusion that included measurable outcomes?**
- Yes
 - No

1a. What are your company's goals related to health inclusion in 2026? Be specific (e.g., identify gaps in access to care for marginalized populations, provide core standards for benefits offered globally, enhance out-of-network coverage for rural employees, provide affordable healthcare benefits for all employees regardless of income, etc.). (200 words or less)

1b. What are the top 2-3 indicators of health inclusion that your company measures? You are encouraged to incorporate data from both 2025 and 2026 YTD to demonstrate how health inclusion has changed over time (e.g., improvements to provider access for rural employees YOY, improvements to preventive screening rates for groups with a higher prevalence of health disparities, etc.). A thorough response will incorporate quantitative data from a variety of sources (e.g., demographic information, employee feedback, claims data, cohort analyses, Healthcare Effectiveness Data and Information Set (HEDIS), etc.). (200 words or less)

2. In 2026, which of the following practices were in place to optimize inclusivity in your health and well-being programs? (Choose all that apply.)

- Coordinated efforts with leaders across the organization
- Tailored health and well-being communications for distinct populations (e.g., based on parental status, race, sexual orientation, ability status)
- Provided opportunities for employees to find health providers that match their culture and identity (e.g., language(s) spoken, expertise/sub-specialty for certain populations), such as reflecting this information in provider directories
- Required cultural competency training for those responsible for health and well-being services for employees (including both internal team members and external vendor partners)
- Provided opportunities, either internally or through a vendor, to listen to employee's experiences and feedback, assist with individual cases of bias/discrimination/mistreatment, and identify systemic issues for intervention
- None of the above

3. In 2026, what did your company do to identify and reduce health disparities that stem from racial and ethnic variations in care access and delivery? (Choose all that apply.)

- Assessed benefits to identify gaps in accessibility, participation, employee experience, outcomes and/or cultural consciousness
- Engaged ERGs and/or community leaders in health awareness and education campaigns (e.g., preventive screenings, mental health stigma)
- Ensured best practices were in place to address maternal health disparities (e.g., affordable access to certified midwives and doulas, preconception counseling, maternity centers of excellence, required use of clinical guidelines)
- Provided a means for employees to find and choose providers of a similar background
- Provided access to affordable, high-quality condition management (e.g., diabetes)
- Provided on-site screenings for chronic diseases (e.g., diabetes, obesity)
- None of the above

4. In 2026, what benefits did your company offer to support LGBTQ+ employees, where legally possible? (Choose all that apply.)

- Coverage of high-quality health services for transgender people, including gender affirmation treatments and/or surgery
- Fertility benefits to cover all types of families (e.g., do not require medical diagnosis of infertility to access benefit)
- Healthcare benefits for domestic partners
- LGBTQ+ employee/associate resource group
- Point-of-contact at each health plan to support the transition of transgender employees
- Provided a means for employees to find and choose providers who are LGBTQ+ or with a background, experience or expertise in this population
- Removing exclusions (e.g., HIV/AIDS) from local/regional plans
- None of the above

5. In 2026, what benefits and/or practices did your company offer to support employees with disabilities and/or covered dependents with disabilities (including physical, cognitive or developmental disabilities)? (Choose all that apply.)
- Assessed health and well-being benefits, initiatives and communications through a disability lens
 - Offered care coordination benefits and/or healthcare navigators to help employees and families find top providers, contest bills, ensure shared decision-making, etc.
 - Centralized the cost of employee accommodations to remove budget concerns from department leaders and managers
 - Provided coverage for assistive devices (e.g., hearing aids)
 - Offered early diagnosis tools and intervention for autism and other neurodevelopmental conditions
 - Ensured networks and vendors providing healthcare and well-being services incorporated disability inclusion trainings for all providers
 - Provided corporate support for a disability-related ERG
 - None of the above
6. In 2026, did your company have employees living in rural locations *and/or* regions with limited access to healthcare services?
- Yes
 - No
- 6a. Does your company have initiatives in place *beyond* access to virtual care and mail order pharmacy to promote access to care for employees with limited access to healthcare?
- Yes
 - No
- 6b. [If yes to both...] Describe how you support rural employees and/or employees with limited access to healthcare *beyond* access to virtual care, mail order pharmacy and/or medical travel benefits (e.g., mobile mammogram/preventive screening vans, access to doulas and/or midwives, coverage for physician extenders, hospital-at-home, broadband internet stipends, partnerships with community health workers, and/or home delivery screening kits). (150 words or less)
7. In 2026, which of the following practices or benefits were in place to ensure inclusive leave benefits, where statutory requirements allow? (Choose all that apply.)
- Campaign or strategy to promote use of paid parental and/or caregiver leave by men
 - Equal amounts of parental leave for bonding purposes regardless of caregiver status (e.g., no distinction between primary and secondary caregivers or birth parents and non-birth parents)
 - Floating holidays and/or recent adjustments to make the holiday calendar more inclusive
 - Paid leave benefits for hourly employees (e.g., pro-rated based on hours worked)
 - Parity between leave benefits available for employees' spouses and partners (e.g., parental, caregiver or bereavement leave for domestic partner)
 - None of the above
8. In 2026, did your organization assess the social needs of employees to inform your health and well-being strategy?
- Yes
 - No

8a. [If yes...] Please describe the methods used to identify social determinants of health or other social factors affecting your workforce. Strong responses may include examples of: (200 words or less)

- Employee listening strategies (e.g., surveys, health risk or well-being assessment, focus groups)
- Partnerships with health plans, vendors or analytics organizations to identify social needs
- Use on internal or external data, including public health, claims of community-level social determinants of health data
- Collaboration with local public health agencies, community-based organizations or global organizations to understand regional or local needs

9. Describe one benefit, program, partnership, or initiative that your organization has implemented to address social determinants of health. Include the specific employee populations it was designed to impact (e.g., all employees, employees in a specific region or country, etc.). Quantify or qualify the impact to date on employees using metrics and/or anecdotal feedback. Strong responses will include data from 2025 or 2026. (200 words or less)

10. In 2026, which of the following practices were in place to ensure affordable healthcare access to all employees? (Matrix response options—for most employees, for some employees, or not in place)

- Affordable health plan option with lower deductibles and coinsurance
- Evaluation of annual premium increases compared to annual merit increases to ensure premium increases do not detract from wage increases
- Healthcare coverage for part-time employees
- Health savings account contribution above benchmarks
- Non-preventive generics covered at 100%
- Tiered healthcare premiums, salary-based premiums, and/or salary-based account contributions
- Supplemental coverage outside the U.S.
- Not applicable to my company's global or O.U.S. population due to access to state-provided coverage

11. Describe one exemplary health inclusion initiative that you are most proud of in 2026. The benefit or initiative could have been introduced, refreshed, relaunched, scaled, or promoted through a novel engagement strategy in 2026. Describe a benefit or program not already shared in this section. Strong responses will describe: (250 words or less)

- Why this is an organizational priority or need in 2026;
- What the health inclusion initiative entailed and what your organization did in 2026 to make it successful;
- Innovation and/or creativity in how the health inclusion initiative was implemented, enhanced, communicated, promoted or scaled;
- How the benefit or initiative sets your organization apart from other leading employers and is unique to your organizational culture, workforce, and priorities; and
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country.

11a. Describe the *impact* to date of your exemplary health inclusion initiative of 2026. Exceptional responses will incorporate specific results and will describe: (200 words or less)

- The top 2-3 indicators your organization uses to measure the impact of this initiative (e.g., engagement, utilization, satisfaction and/or outcome metrics associated with this initiative); and
- Any measurable improvements or changes observed in health inclusion since implementation (e.g., employee participation, engagement, feedback on experience, utilization, health outcomes, productivity, retention or organizational culture).

Questions for applicants nominating their companies for Excellence in Health Inclusion:

Does your company want to be considered for additional recognition for Excellence in Health Inclusion? Winning companies will demonstrate an inclusive health and well-being strategy that includes robust suite of benefits and initiatives that grant employees access to affordable, quality healthcare that meets their individual needs, and measurable outcomes that demonstrate improvements over time.

- ☐ Yes
- ☐ No

12. In 2026, how did your organization promote inclusion in your health and well-being initiatives? (Choose all that apply.)

- Audited health and well-being initiatives to assess their level of inclusivity
- Created inclusion standards for vendors and suppliers
- Designed initiatives to support marginalized/under-resourced populations
- Hosted conversations on topics that impact employees' feelings of inclusion and belonging at work
- Required manager trainings on topics related to inclusion
- Selected vendors that are specifically focused on supporting the health and well-being needs of historically marginalized populations
- None of the above

13. If you choose to nominate your company for Excellence in Health Inclusion, tell us why your company deserves to be recognized for Excellence in Health Inclusion. As a part of your answer, share how your company's approach to health inclusion stands out from the pack, and the difference it's made in employees' lives. (300 words or less)

13a. [Optional] You are invited to include an employee testimonial(s) to highlight the positive employee experience with your health inclusion benefits (150 words or less).

Metrics and Evaluation

Important Note: Responses to this section, including participation rates, metrics and results shared, must be current and active, and can span the last two calendar years (2025 & 2026 year to date).

Any data or metrics shared in this section are *only* used for the purposes of judging and scoring the application. Strong responses will demonstrate how you're using the available data to make your company's well-being program better.

Business Group resources:

- [Leveraging Workforce Data for Health and Well-being Success: Guidance for Employers](#)
- [From Data to Impact: How Dashboards Elevate Employee Well-being](#)

1. Which best describes your overall health and well-being metrics strategy?

- Global
- Regional
- Country-specific
- U.S.-only
- Other, please describe (50 words or less):

2. Describe one significant measurement or evaluation initiative your team undertook in 2025 and/or 2026. Strong responses will include: (250 words or less)

- The specific goals of the measurement project or evaluation initiative;
- Why it was an organizational need or priority in 2026;
- What you hoped to learn or identify from it, and what you actually learned;
- How partners (internal and/or external) contributed to it;
- The data sources that informed it; and
- How this project is influencing or guiding your health and well-being programming.

3. Does your company or a vendor partner (e.g., consultant or data warehouse vendor) create a well-being dashboard incorporating key health and well-being metrics?

- Yes
- No

3a. [If yes...] Describe the purpose of your dashboard. Who is the intended audience of this dashboard and how often is the dashboard produced for the audience? What are the top 2-3 metrics highlighted on the main page of the dashboard? (200 words or less)

You have the optional opportunity to upload your well-being dashboard *in addition to* responding to the question above. A dashboard uploaded without an accompanying written response to 3a will not earn points.

4. Did your company assess the relationship between employee health and well-being benefits/initiatives and the following metrics? Select all that apply.

- Absence
- Customer experience (e.g., customer voice survey, net promoter score)
- Disability claims
- Employee engagement
- Profitability or other KPIs (e.g., store profitability, business goals)
- Safety incidents and workers' compensation
- Voluntary turnover
- Other, please describe (50 words or less)
- None of the above

4a. [If any above selected...] Choose one of the above and describe the findings of your assessment. Be specific with examples of the relationship identified between the metrics listed above and health and well-being (for example, enrollment in X program resulted in X fewer days of unscheduled absence or X fewer accidents at work). (200 words or less).

5. Describe 1-2 planned changes, not yet implemented, that your company plans to make in 2027 based on data to advance employee health and well-being. Strong responses will indicate: (150 words or less)

- The quantitative metrics your organization used to support the decision to implement these changes (e.g., employee feedback or claims data insights)
- A thorough description of the change(s)
- The metrics or data points that will be most important to your organization in determining the initiative or benefit's success.

Recognition for Excellence in Global Health and Well-being

Questions for applicants nominating their companies for Global Health and Well-being:

Does your company want to be considered for additional recognition for Excellence in Global Health and Well-being? Winning companies will demonstrate a thoughtful approach to globally consistent programming and/or globally tailored programming across all regions in which your employees are located.

- ☐ Yes
- ☐ No
- ☐ N/A – not applying based on global population

- 1. If you choose to nominate your company for Excellence in Global Health and Well-being, tell us why your company deserves to be recognized for Excellence in Global Health and Well-being. As a part of your answer, share how your company's approach to global benefits stands out from the pack, and the difference it's made in employees' lives. (300 words or less)**

1a. [Optional] You are invited to include an employee testimonial(s) to highlight the positive employee experience with your global health and well-being benefits. (150 words or less)

Extra Credit

Applicants have the opportunity to respond to an extra credit question to showcase any stellar initiatives you did not get a chance to highlight elsewhere in the application and earn additional points. Applicants will not lose points for not responding to this question; this is simply an additional opportunity to showcase the great work your company has done in 2026.

- 1. Is there a specific health and well-being benefit or initiative that was *not* highlighted elsewhere in this application that you are proud of and would like to highlight for the panel of judges? If so, describe it below (note: choose only one benefit, program or initiative). Strong responses should include: (200 words or less)**
 - A benefit or program not already shared in this application;
 - Why it was an organizational need or priority in 2026;
 - What it entailed and what your organization did in 2026 to make it successful;
 - How it sets your organization apart from other leading employers;
 - Innovation and/or creativity in how it was implemented, enhanced, communicated, promoted or scaled; and
 - The top indicators your organization uses to measure its impact, including the actual metrics, percentages, scores and/or year-over-year changes observed to date.

Individual Best Employers Report

Best Employers: Excellence in Health and Well-being applicants have the option to receive an individual feedback report. This report provides benchmarks from the 2027 award winners and insights into your program's strengths and opportunities for growth. Applicants have the opportunity to receive various types of information in the report, including individualized company feedback from the panel of peer judges and point ranges indicating how your company compares to the pool of winners across various sections of the application. Applicants must indicate what level of detail they would like included in their individual feedback report. Individual feedback reports will be provided in early summer 2027.

Our company would like to receive the following”

- ☐ Individual feedback report with benchmark scores and individualized peer judge feedback
- ☐ Individual feedback report with only benchmark scores and no peer judge feedback
- ☐ No Individual feedback report

Addendums

Upload Company Logo (Submitted logos will be used on the Best Employers website and promotion for the award program). Please make sure your file meets the following requirements:

- Image size request: 220W x 269H pixels
- Format: PNG

Best Employers Application Glossary

Burnout: Results from chronic workplace stress that has not been successfully managed. It is characterized by feelings of energy depletion or exhaustion; increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and reduced professional efficacy.¹

Collective saving/saving circles: A means for a group of people to save emergency funds together (e.g., each person contributes \$25 monthly to the group's emergency fund). More information is available through [Commonwealth's website](#).

Cultural competency: System elements are aligned with and respect different cultures;² particularly important within employee benefits, as cultural attitudes toward health and healthcare can have significant health consequences. More information is available [here](#).

Gender affirming: Behaviors or interventions that affirm a transgender person's gender identity.³

Health and well-being executive sponsorship/leadership committee: A group of senior leaders who may advise on the company's health and well-being strategy and/or serve as executive allies and champions for health and well-being efforts.

LGBTQ+: An acronym that stands for Lesbian, Gay, Bisexual, Transgender, Queer or Questioning and others (such as allies, asexual, non-binary).

MAT therapy: An acronym that stands for medication assisted treatment (MAT), a treatment combining the use of medications (methadone, buprenorphine, or naltrexone) with counseling and behavioral therapies to treat opioid and alcohol addiction.⁴

Mental health allies and/or champions: A network of employees, often trained volunteers, who listen supportively to colleagues about mental health issues, work to address the stigma associated with mental health, and build awareness of mental health services.

Metrics: Measures used to track the effectiveness of health and well-being benefits, programs and initiatives; these can include participation rate (number of program participants/ eligible population) or biometric screening results. Business performance metrics, such as rates of absence, OSHA reportables or percent of employees with intent to depart, may also be relevant, especially when correlated with health and well-being initiatives.

Senior leader: A leader at or above the Vice President level or equivalent; typically responsible for broader organizational strategy and goals rather than day-to-day activities of the business.

Substance use disorders: A chronic disease related to brain rewards and motivation with serious consequences, including the following: inability to abstain from addictive substances; impairment of behavioral control; cravings; difficulty in maintaining positive interpersonal relationships; and dysfunctional emotional responses.⁵

Vaping: Use of e-cigarette or other product that converts a liquid substance into an aerosol.⁶

Well-being champions: A network of employees, often trained volunteers, who work to enhance the company's culture of health, educate colleagues about well-being programs and opportunities and encourage participation.

If you have a question about a term in the application that's not defined here, please contact the Business Group at bestemployers@businessgrouphealth.org.

¹ World Health Organization. 2019. Available at: <https://www.who.int/news/item/28-05-2019-burn-out-an-occupational-phenomenon-international-classification-of-diseases>.

² Bell-Laroche D. Beyond Cultural Competence. 2020. Available at: <https://sportlaw.ca/beyond-cultural-competence/>.

³ John Hopkins Medicine. Glossary of Transgender Terms. 2018. Available at: <https://www.hopkinsmedicine.org/news/articles/glossary-of-terms-1#>.

⁴ Centers for Disease Control and Prevention. 2019. Available at: <https://www.cdc.gov/opioids/Medication-Assisted-Treatment-Opioid-Use-Disorder-Study.html>.

⁵ Business Group on Health. Evidence-based Approaches to Substance Use Disorder Treatment. Available at: <https://www.businessgrouphealth.org/en/resources/evidence-based-approaches-to-substance-use-disorder-treatment>.

⁶ Centers for Disease Control and Prevention. E-cigarette, or Vaping, Products Visual Dictionary. 2020. https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf