

**<reframe>**

A new kind of digital health and wellbeing company

**Attract, protect  
and retain your  
valuable people**





## Transforming people's experience of healthcare

The complexity and constraints of healthcare systems often lead to a loss of focus on the individual, leaving most non-clinical needs unmet. Furthermore, the healthcare system has become harder than ever for people to navigate and access since the pandemic.

We're offering an innovative solution that's proactive, connected and hyperpersonalised. We ensure individuals' personal, practical and professional needs are met and maintained - bridging the path back to wellness so they can continue to work and live life to the fullest.

## 141 million working days

were expected to be lost last year due to sickness and injury in the UK<sup>1</sup>

## 17 days

is the average time taken off work by people with a health condition, stress or anxiety<sup>2</sup>

## Reframe; *verb*

Signifies a transformational change from old ways of working and thinking – empowering people with positivity and new possibilities to thrive in life.





“I believe Reframe has definitely filled an important gap in the market. It is such a rare and personalised benefit that aligns nicely to our own people strategy.”

**Mark Fowkes,**  
Reward Business Partner at the Rugby Football Union

## Employers

**Deliver a differentiated employee value proposition**

- Boost workforce motivation and productivity
- Create a resilient and forward-thinking culture
- Reduce staff turnover and sickness absence

## Employee Benefits Consultants

**Strengthen offering and reinforce long-term value**

- Increase benefit engagement and utilisation
- Accelerate new business revenue and client growth
- Demonstrate an understanding of a modern workforce

## Insurance providers

**Enhance proposition and create competitive advantage**

- Deliver a high performing and profitable portfolio
- Grow and protect customer base
- Demonstrate value beyond a claim or premium



## Proactive, personal and ongoing support

We combine technology, data and outstanding service to deliver support to people facing, or caring for someone, during an unexpected or life-changing health event.

“During worrying times, my support team helped me remain optimistic and achieve my goals at my own pace - a service that I didn't imagine I'd have funded by my employer.”

Emma Davies,  
Employee at the Royal College of Nursing

## Hyperpersonal support

With the individual at the centre of everything that matters to them, we tailor our role as a supporter, coach and connector, to provide the right support at the right time. Delivering improved personal outcomes for individuals by ensuring the right balance of their needs are met and maintained.

Our proactive and ongoing support is delivered by a dedicated support team whose priority is fulfilling their holistic needs and achieving their personal goals. Our services include:

### Info hub

Self-serve support for instant advice or access to resources.

### Support line

Guidance from nurses and in the moment concierge assistance.

### Case management

A real-time resilience plan and ongoing support for up to 24-months.\*

\*dependant on the programme and health event



## Critical Support Programme

A comprehensive support service for people with an ongoing and significant health condition such as cancer, musculoskeletal, cardiovascular disease, or stress and anxiety. Our highly trained and experienced team provides support from diagnosis, through to recovery. Our priority is on saving time, reducing uncertainty and empowering individuals to move forward with their condition where possible.

## Urgent Support Programme

A short-term service for people facing a severe and sudden illness, planned medical procedure, an accident or unforeseen health emergency. Our team offers immediate assistance to individuals, helping to expedite urgent care, supporting recovery and empowering them to cope with long-lasting impacts on wellness - enabling them to transition back into their work and home life as best, and as quickly, as they can.





## Your safety net

Our innovative services can easily wraparound your existing offering to give you true peace of mind. We help people maximise the resources they have available, by coordinating and connecting them to existing benefits, workplace policies, health services and insurance products.



## COVID-19 Support Programme

A unique service for people whose wellness has been affected by COVID-19, such as heightened stress and anxiety or awaiting elective surgery. Our team is on hand to build their resilience by providing short-term support to help them regain control and maintain their wellness.

## Carer Support Programme

A carefully developed service for people who find themselves bearing significant responsibility for the care of another. Many of our team are carers who understand the physical, practical and mental strain of providing round-the-clock care. We help carers better understand how to support their dependant and accelerate access to sources of support, to help carers manage their commitment while preserving their very own wellbeing.

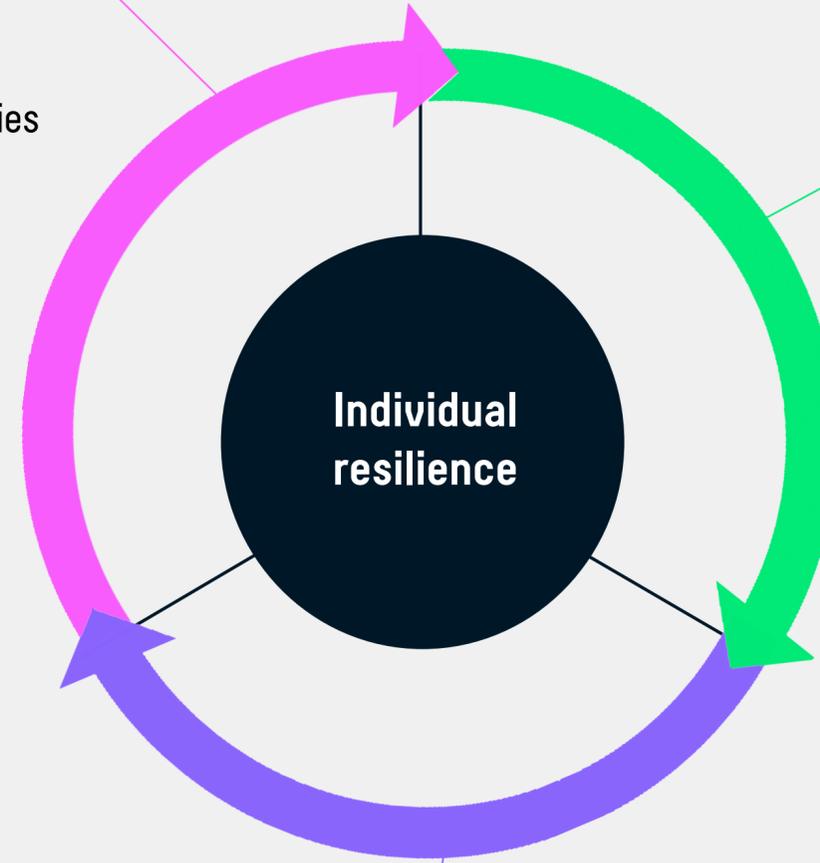


## Our Resilience Framework

Our unique approach empowers people to regain control and improve wellness. Our Resilience Framework enables us to help them build and maintain the resilience they need to cope better with their situation, pre-empt challenges and move forward with confidence. It's designed to ensure the right support is provided to each wellbeing need.

### Social & environmental wellbeing

A sense of support and belonging from family, friends, professional relationships, communities and faith.



### Cultural & emotional wellbeing

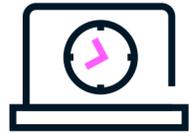
Individual identity, beliefs and the mindset to adapt and cope in life.

### Physical, mental & financial wellbeing

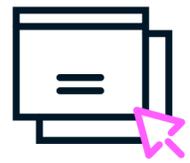
The strength, endurance and flexibility to function in life and sustain the home life.



A network of carefully selected clinicians matched to each case



Flexible contact options via a portal, live chat, email or phone



24/7 access to an extensive range of verified resources



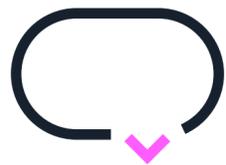
Data is held securely on individuals' terms



“A diagnosis can be traumatic for all involved so the need to support those affected was clear to us. It’s one of the reasons why Reframe has been so well received by our clients and their employees.”

Ambika Fraser,  
Head of Propositions at Unum

## Our proactive account management includes:



Communications plan and marketing literature to drive engagement



HR and line manager support for dealing with health events and making workplace adjustments



Monitor and review service usage on a quarterly basis



Comprehensive analytics and reporting



We are a digital health company that has been transforming the way individuals experience healthcare since 2012.

We help some of Europe's biggest organisations and healthcare providers deliver proactive and ongoing support. Our innovative approach combines technology, data and outstanding service to support for people on their preferred terms.

Building on our experience and success in cancer, we support people living with, or caring for someone, with an unexpected or life-changing health event.

**800k**

individuals have access to our support

**500+**

top UK companies

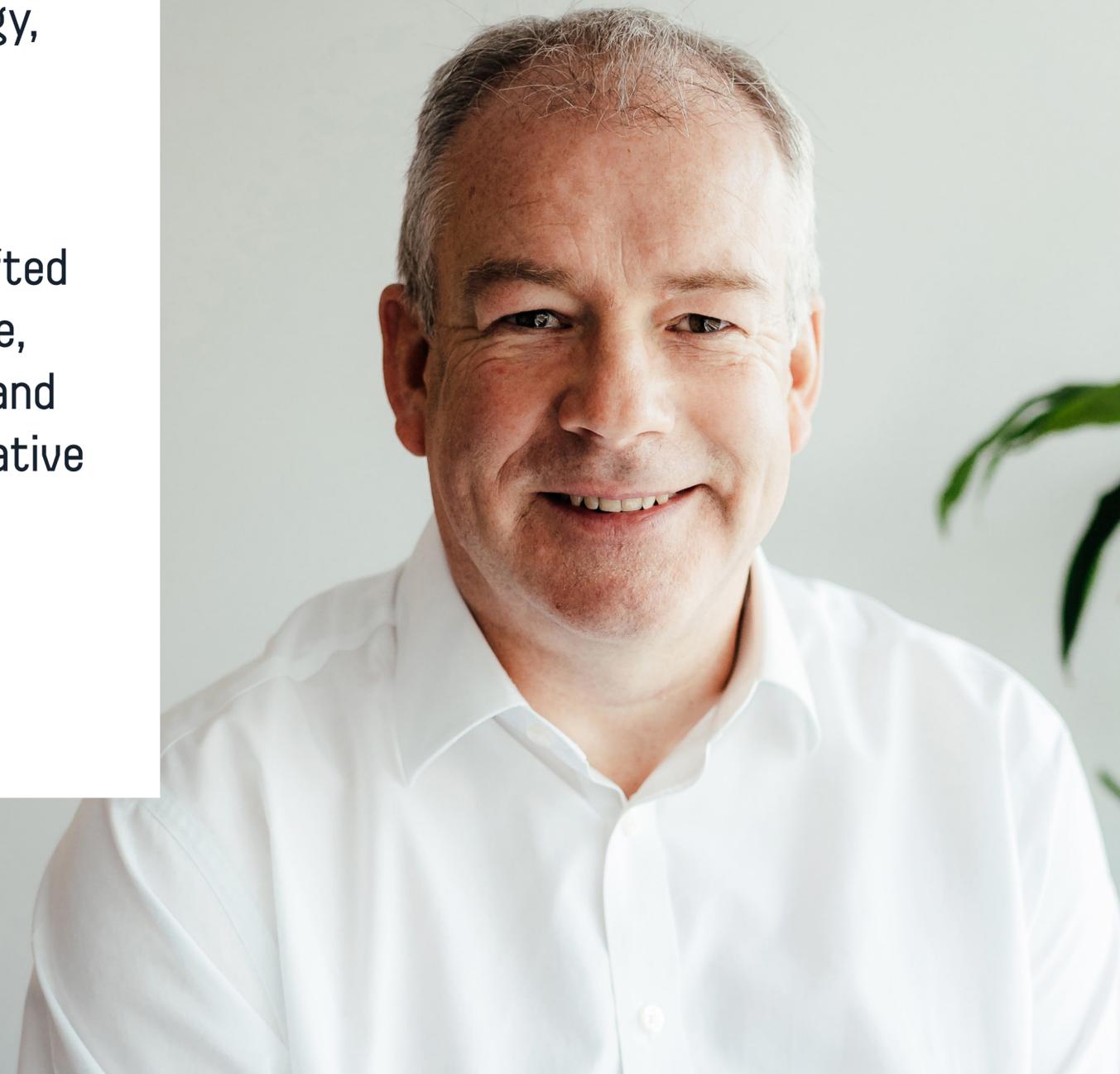
**99%**

client satisfaction rate

\* based on cases in 2020

“Having spent almost 20 years in healthcare, Reframe is where I've finally been able to deliver 'care of one'. Leveraging technology, data and service to deliver hyperpersonalised support and an enhanced patient experience. Reframe has shifted the focus from providing care, to sustaining overall health and wellness, to create an innovative solution that progressive companies need.”

**Malcolm Cairns,**  
CEO at Reframe





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**Get in touch**

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