



The Future of Wellbeing: AI and the Healthy Workforce

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Work Inspired

PART 1

IF YOU BUILD IT,
THEY PROBABLY
WONT COME

BJ's

WHOLESALE CLUB

790

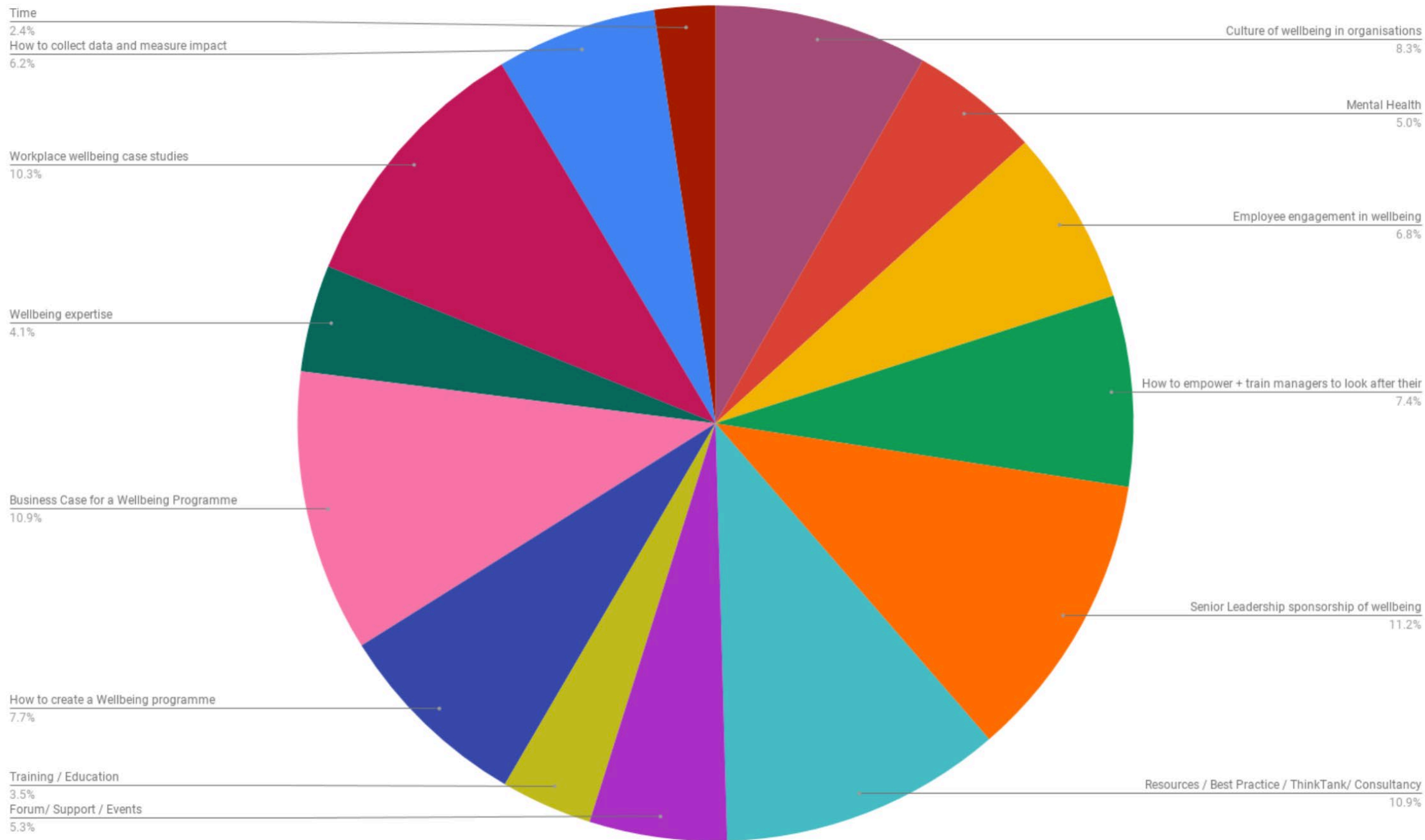
NO
PARKING
FIRE
LAND



PART 2

DESIGNING WELLBEING FOR HUMANS









PART 3

MOTIVATING THE UNMOTIVATED



People don't act rationally

Utility Theory

Health behaviour is driven
far less by conscious
processes



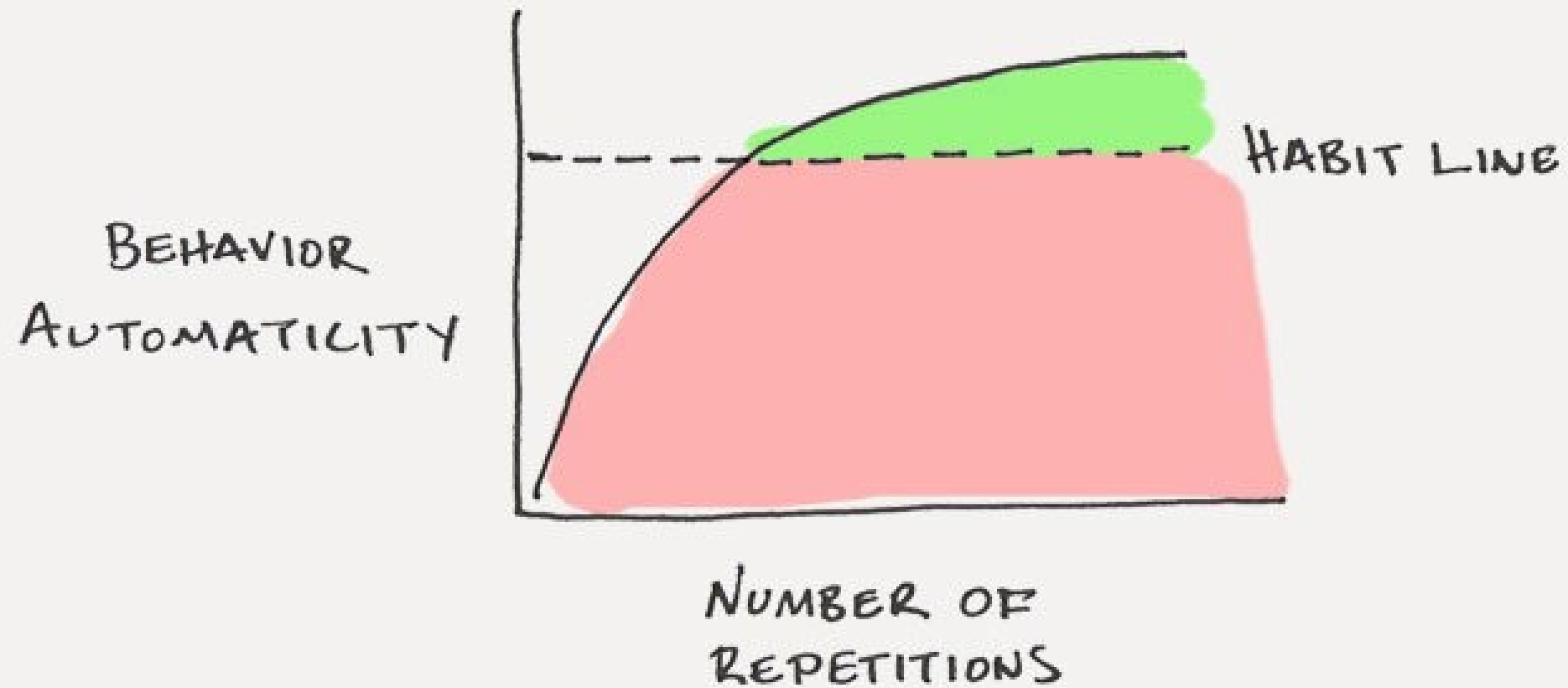
Choice Architecture or Hicks Law / Paradox of Choice

Feedback

The Cocktail Party Effect

PART 4

REAL BEHAVIOUR CHANGE



PART 5

AI IS CHANGING WELLBEING

Smarter Funnels

Machine Learning and
More personalisation

Repeat visits, more loyalty



A smart speaker with a glowing blue ring is in the foreground. In the background, a woman is sitting at a kitchen counter, looking at a tablet. The kitchen has blue cabinets and a fruit basket on the counter.

Cognitive Insights

**Better understand the
individual**

Process large volumes of data

Knowledge Management



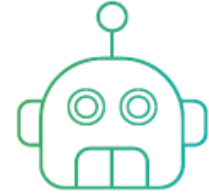
Sites & libraries

- ★ Organised
- Lots of stuff
- ★ Predictable
- Max Curation
- Maximum user training



Search

- ★ Organic
- Everything
- Unpredictable
- ★ Min Curation
- Mid-level user training



Bots

- ★ Direct
- ★ What's needed
- ★ Predictable
- Mid Curation
- ★ Minimum user training

PART 6

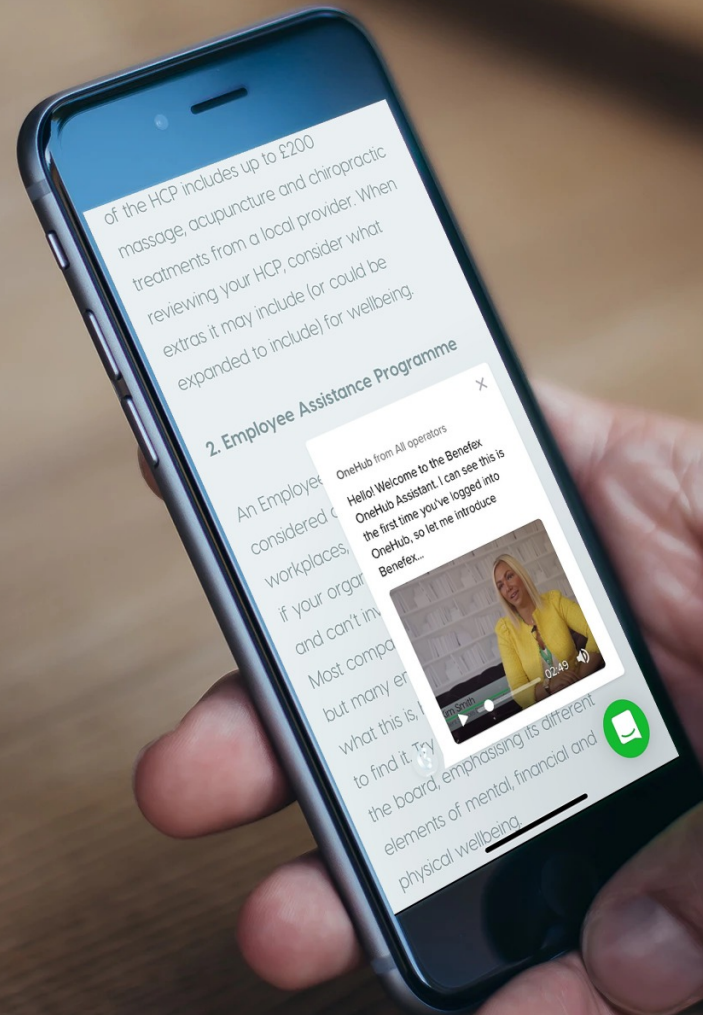
CONTENT AND CHATBOTS



Chatbots *improve*
Learning and
engagement

Chatbots remove
Judgement

Chatbots organise
Information very well





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Thank you!



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