

Nomination: 8212

BetterMe

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

BetterMe

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

BetterMe

Category

D01 - D08 Solution Provider > D04 - Health, Wellness and Safety Solution Provider of the Year

Solution Provider Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

BetterMe is a health & wellness platform with accessible digital health products, activewear, and wearables for people of all ages, backgrounds, and physical abilities, with 150M+ users worldwide. BetterMe has developed 2 supportive apps, BetterMe: Mental Health and BetterMe: Health Coaching. Also, the company launched BetterMe Store with athleisure and wearables to improve users' experience, as well as to give them the motivation to reach their goals.

BetterMe is unwaveringly dedicated to personalized and holistic health and wellness solutions. We go beyond merely offering health and wellness products; we have been pioneering personalized health solutions since day one, adapting to each user's unique journey.

Our goal is to make healthy lifestyles accessible to everyone, regardless of age, sex, physical ability, or background, to achieve long-term health benefits. Therefore, whether our user is a fitness beginner or a pro, a pregnant woman, using a wheelchair, an amputee, a senior, or managing diabetes, etc., BetterMe has everything needed to build a healthy lifestyle and achieve lasting results.

Our personalized holistic tools include customized workout and nutrition plans, social support networks, effective goal-setting, and other tools. Thus, BetterMe strives to encourage everyone to recognize what suits one's body.

b. Outline the organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

As a company headquartered in Ukraine, since 2022, BetterMe drew special attention to Ukraine's mental & physical health due to the full-scale Russian invasion. For example, the company launched Limb Loss Workouts to support amputees in regaining optimal limb functionality and preparing for the prosthetic process.

One acute problem on which BetterMe is also focused is burnout. According to a 2022 McKinsey Health survey, it has reached epidemic proportions, impacting a staggering 25% of the global workforce. This challenge poses a significant threat not only to individual well-being but also to businesses worldwide, directly influencing global economic performance.

As a leading health & wellness platform, BetterMe is deeply committed to prioritizing the well-being of its nation and people around the world. This commitment led to the launch of a groundbreaking global corporate wellness program designed to address the specific needs of today's workforce.

Moreover, BetterMe also focuses acutely on understanding the profound impact of the full-scale war on the well-being of its citizens and businesses. Recognizing this critical need, BetterMe, in collaboration with the Ministry of Economy of Ukraine, part of the overarching All-Ukrainian mental health initiative, "How are you?" led by First Lady Olena Zelenska, developed a special tool — the Nationwide Productivity Revival Program, which stands as a proactive and impactful response to the pressing needs of Ukrainians in the contemporary workplace.

Through collaboration with non-governmental organizations and the public sector, this program serves as a transformative formula for enhancing the well-being system even during a full-scale war.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

BetterMe advocates for a holistic approach to health and wellness, addressing both mental and physical well-being. This philosophy underpins the Nationwide Productivity Revival Program, launched in November 2023.

The program features curated office workouts in the BetterMe: Health Coaching app and a dedicated burnout prevention program in the BetterMe: Mental Health app.

Developed by psychologists from Ukraine and the USA, the latter includes a comprehensive training course to prevent burnout and an engaging audio course to restore productivity. Simultaneously, according to the ACE study, short workouts at workplaces boost productivity by 22% and enhance creativity by 17%. Thus, short office workouts promote the mental, physical, and emotional revitalization of employees, exemplifying our small-steps well-being strategy.

What sets our tool apart from competitors is its unwavering focus on providing an individualized approach. BetterMe believes in the uniqueness of each employee. Thus, our program is designed to accommodate individuals with various needs and abilities, whether they are absolute beginners, senior citizens, wheelchair users, expectant mothers, or individuals with specific health conditions like diabetes. This level of inclusivity distinguishes our program, making it a transformative and inclusive solution that empowers all employees to thrive.

REDACTED FOR PUBLICATION

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

1. https://www.researchgate.net/publication/323441593_The_Impact_of_Active_Workstations_on_Workplace_Productivity_and_Performance_A_Systematic_Review

2. <https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/chart-of-the-day/the-burnout-continues>

3. <https://betterme.world/ua/for-business> (It's a Ukrainian-language landing page for the Nationwide Productivity Revival Program.)

Webpage Link

<https://www.me.gov.ua/News/Detail?lang=en-GB&id=c8b1f520-afe0-4226-b22e-426a032e5748&title=BettermeAndTheMinistryOfEconomyHaveLaunchedTheProgrammeOnImprovingTheProductivityOfUkrainiansWithinThehowAreYou-Initiative->
(<https://www.me.gov.ua/News/Detail?lang=en-GB&id=c8b1f520-afe0-4226-b22e-426a032e5748&title=BettermeAndTheMinistryOfEconomyHaveLaunchedTheProgrammeOnImprovingTheProductivityOfUkrainiansWithinThehowAreYou-Initiative->)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://interestingengineering.com/innovation/ukrainian-startups-prosthetic-innovation-war-amputees> (<https://interestingengineering.com/innovation/ukrainian-startups-prosthetic-innovation-war-amputees>)

Would you like to add an additional webpage link?

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Webpage Link 3

<https://tech.eu/2024/02/23/ukrainian-tech-shows-unwavering-resilience-two-years-after-russian-invasion/> (<https://tech.eu/2024/02/23/ukrainian-tech-shows-unwavering-resilience-two-years-after-russian-invasion/>)

Would you like to add an additional webpage link?

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Web Page Link 4

<https://www.fastcompany.com/90953727/health-and-wellness-brands-that-matter-2023> (<https://www.fastcompany.com/90953727/health-and-wellness-brands-that-matter-2023>)

Would you like to add an additional webpage link?

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Web Page Link 5

<https://www.euronews.com/culture/2022/06/08/amidst-the-war-lgbtq-ukrainians-share-their-stories-to-support-mental-health-this-pride-mo>
(<https://www.euronews.com/culture/2022/06/08/amidst-the-war-lgbtq-ukrainians-share-their-stories-to-support-mental-health-this-pride-mo>)

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Web Page Link 6

[https://adage.com/article/special-report-creativity-top-5/top-5-dei-efforts-ranked-august-3-2023/2508276?](https://adage.com/article/special-report-creativity-top-5/top-5-dei-efforts-ranked-august-3-2023/2508276?CSAuthResp=1691057137264%3A0%3A5782985%3A150997699%3A24%3Asuccess%3A30E4201938FDD1F67856D734D822D0F3&adobe_mc=MC MID%3D78413659852551290710536959361894299502%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1691057040)
CSAuthResp=1691057137264%3A0%3A5782985%3A150997699%3A24%3Asuccess%3A30E4201938FDD1F67856D734D822D0F3&adobe_mc=MC MID%3D78413659852551290710536959361894299502%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1691057040 (https://adage.com/article/special-report-creativity-top-5/top-5-dei-efforts-ranked-august-3-2023/2508276?
CSAuthResp=1691057137264%3A0%3A5782985%3A150997699%3A24%3Asuccess%3A30E4201938FDD1F67856D734D822D0F3&adobe_mc=MC MID%3D78413659852551290710536959361894299502%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1691057040)

Would you like to add an additional webpage link?

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Web Page Link 7

<https://fortune.com/recommends/health/best-anxiety-apps/> (https://fortune.com/recommends/health/best-anxiety-apps/)

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Web Page Link 8

<https://www.thesun.co.uk/shopping/product-reviews/24990696/betterme-review/> (https://www.thesun.co.uk/shopping/product-reviews/24990696/betterme-review/)

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Web Page Link 9

<https://graziomagazine.com/mx/articles/dance-into-confidence-el-nuevo-lanzamiento-de-betterme/> (https://graziomagazine.com/mx/articles/dance-into-confidence-el-nuevo-lanzamiento-de-betterme/)

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Web Page Link 10

<https://www.yahoo.com/lifestyle/not-forget-restock-leggings-black-152200947.html> (https://www.yahoo.com/lifestyle/not-forget-restock-leggings-black-152200947.html)

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/20426/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDQyNiwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm91Nationwide%20Productivity%20Revival%20Program.png>)

Would you like to add an additional supporting document?

No

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