

Pål Henrik Hagen, Partner Tappa Service

- What large companies and multinationals expects in their future health promoting programs.

Who are we ?

Tappa Service AB

Locations:

- Founded in Varberg 2005
- Norway, Sweden, Denmark, Germany, Holland and Switzerland
- Biggest in Scandinavia, 700 000 users
- Activity competitions
- Online health profiles

Supplier of health promoting
concepts:

University of Halmstad:

- Collaboration with CAISR
- Soon to launch activemeter

Different stakeholders

Who defines our industry

- Medical doctors
- Government
- Insurance companies
- HR directors
- News/debate
- Employees

Decision makers

Their needs

➤ **Lower sick leave by focusing on:**

✓ Physical activity

✓ Nutrition

✓ Smoking

✓ Alcohol

✓ Mental health/stress

➤ **Measuring** the effects

Decision makers

More expectations:

- ↳ The concept should not conflict WHO's, or the government's guidelines
- ↳ They want it to be easy to roll out
- ↳ They want it to be cost saving
- ↳ They want it to be modern, and use it as an employer branding tool.

Users

Their needs

➤ **Feel healthier by experiencing:**

- ✓ Fun and engaging concept
- ✓ Modern solutions
- ✓ User friendly solutions
- ✓ Good service
- ✓ Focus on their personal situation

Users

More expectations

- ✓ Smartphone is or will be their preferred platform
- ✓ The concept must entertain, educate and communicate one to one
- ✓ Community for collaboration

How Can You Manage Your Stress?



Challenges

- ✓ Important stake holders find a lot of modern apps and devices unprofesional
- ✓ Register food is to time demanding
- ✓ How to keep it fun and engaging
- ✓ Never forget those without smartphones
- ✓ EX safety demands in the oil and energy industry