

YuLife Success Story:

How YuLife Inspires Life at Fladgate

Bringing a wellbeing programme to the next level

As a growing, modern company, you want to make sure your employees aren't just getting the basics: they're getting what makes them happy. That's why Fladgate, a leading City law firm, put a lot of effort into their wellbeing programme, that focuses on physical, mental, financial and social wellbeing.

In 2019 Fladgate sought to take their wellbeing programme to the next level and provide something 'different' by promoting and encouraging mental and physical wellbeing across the firm in a fun way.

YuLife's health and wellbeing programme provided the essential Group Life Insurance along with a gamified wellbeing app that rewarded employees for living their best lives everyday. By participating in various challenges (e.g., brisk walks, mindfulness), individuals earn 'YuCoin', and exchange these into rewards such as air miles or vouchers from brands such as Amazon or ASOS. Bonus challenges incentivised more healthy behaviour with bonus YuCoin.

"I've really enjoyed the app, it encourages me to get out. We've got our internal competition in the firm and it's exciting. I'm competitive, so it's encouraged me to walk more, get up the leaderboard, and I have now started to walk to work once a week, which is about 2 and a half hours of walking."

— Partner, Fladgate

"YuLife has encouraged me to consider other aspects of health, such as mental wellbeing, I've started meditating daily thanks to the app."

— Trainee Solicitor, Fladgate

Encouraging healthy competition for a good cause

Fladgate launched YuLife, a wellbeing app with gamification in its DNA, with a creative, fun and immersive firm-wide event combining wellbeing, friendly competition and charity.

Fladgate timed the launch of YuLife a couple of weeks before the 'Tour de Fladgate', a charity event where teams competed against each other on bikes and rowing machines, to further drive engagement.



Everyone who participated in the competition was awarded bonus YuCoin and Fladgate raised over £6,000 for the firm's selected charities.

YuLife brought in some 'create your own smoothie' bikes to Fladgate's office for its launch event, for some pedal power. Throughout the day, YuLife also hosted mindfulness sessions to promote mental health, another pillar of Fladgate's wellbeing programme.

The YuLife leaderboard, which continued to create healthy competition, encourage participation and inspire Fladgate's people to walk more and be more mindful, creating sustainable change in employees lifestyles. Fladgate's team climbed the stairs in the office instead of the lift, to boost their YuCoin and stay on the leaderboard!

Supporting the team in time of need

The Fladgate team has access to **YuMatter** - YuLife's Employee Assistance Programme (EAP) - in order to provide extra support if and when they need it. The team can get advice from anything on their financial wellbeing, to life coaching, and legal support.

Included in Fladgate's policy with YuLife is 24/7 access to a virtual GP with **Smart Health**; This gives employees the flexibility to seek medical care in a time where it is becoming increasingly difficult and less desirable to seek face-to-face appointments.

Leading by example

**PEOPLE
IN
LAW
AWARDS 2020**

WINNER: Best Health and Wellbeing Initiative

"The judges were impressed with this firm's wellbeing programme as it combined gamification with technology to maximise engagement levels and introduced genuine behavioural changes."

Fladgate is the first in the legal industry to adopt YuLife as a core component of their wellbeing programme. Wellbeing is not a one-off event, but a journey that requires continuous long-term engagement. YuLife itself promotes physical and mental wellbeing, and at the same time offers benefits that Fladgate could benefit from physically, mentally and financially - three of our four wellbeing programme pillars.

Oftentimes, companies launch wellbeing initiatives that draw a lot of initial attention but the passion quickly fades. Fladgate saw the benefits of the interactive, fun yet practical nature of YuLife, and believed in (and are seeing) the genuine and sustainable impact it can bring to their people.



272 total Fladgate employees



52% have downloaded YuLife



55% are active on the app after 70 weeks

7,400 !

number of steps walked a day on average per employee

3x

the national daily step average (Source: NHS)

11 min

average mindfulness session per day per employee



About Fladgate

Fladgate is one of the UK's leading law firms focused on delivering practical legal solutions to the diverse challenges. An internationally focused law firm that combines a genuinely partner-led, commercial approach with legal expertise, Fladgate helps clients achieve their goals and protect and preserve their assets. Fladgate's success is inextricably linked to the quality of their people, making the wellbeing of their 272 people a key business priority.

About YuLife

YuLife is a tech-driven insurance company on a mission to inspire life and turn financial products into a force for good. By harnessing the power of gamification and the latest behavioural science, YuLife insurance rewards healthy living and puts everyday wellness within reach of everyone. Find out more at www.YuLife.com