

Best Corporate Wellness Platform

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CoreHealth Technologies Inc. is the leading corporate wellness platform trusted by more than 1000 global organizations, ranging from medium-sized businesses to Fortune 500 enterprises. We invited CEO Anne Marie Kirby to talk us through the firm and the wellness technology they provide.

CoreHealth Technologies has been developing their corporate wellness platform for over 10 years, with a focus on ensuring that their technological infrastructure is current with the latest and greatest innovations.

The firm's flagship product, the CoreHealth Corporate Wellness Platform, offers users one central place to access all corporate wellness programs including: health assessments, biometric management, content and education, challenges, self-help programs, health coaching programs, incentives, surveys, conversations and much more.

Another key service is their CoreHealth Wellness Network, a vast library of content and components (including devices, resources, content, analytics, services and more) from wellness visionaries that customers can access to develop their wellness programs. With over 140 unique wellness initiatives available, customers can mix and match or use their own ideas. Each component integrates seamlessly into the CoreHealth Corporate Wellness Platform for a rich, adaptable user experience.

Anne Marie talks us through the firm's work and the techniques it employs to support its customers which include: corporate wellness providers, insurers and their wellness divisions, employee assistance providers, group benefits brokers, HR consulting firms and health coaching companies.

"At CoreHealth, we believe that developing the best employee wellness programs is all about giving wellness providers the right code, design and access to the latest innovations. With the most customization, integrations and reliability of any software in its class, CoreHealth's powerful platform lets users focus on growing great companies."

"Organizations trust CoreHealth because we provide the technology only and leave the health and wellness program services to our customers, making sure that their ideas and innovations are safe, secure and protected."

Anne Marie highlights that being exclusively a technology provider is unique in the industry and is especially valued by customers.

"In the past, our target markets were both wellness providers and large corporate clients (that provide wellness programs to their workforce); however, we found that this model meant we were competing with our ideal customers, the wellness providers. This created a potential conflict of interest. We wanted to first and foremost help our ideal customers, the wellness providers, be as successful as possible so they can continue to grow their client-base which, in turn, benefits us too. We believe this business model represents a true 'win-win' partnership. As a result, when we are asked to present proposals, if it's not the right fit (because they are looking for wellness services too), we happily forward to our wellness provider customers."

In order to continue developing and keeping pace with the ever-evolving wellness industry, Anne Marie emphasises the need for a collaborative approach which encompasses both the firm's staff and its customers.

"Both our customers and our team are integral to ongoing success and help us stay ahead of emerging developments. We listen carefully to customer requests while spending at least 50% of our resources keeping our platform and infrastructure up-to-date. Our development team is constantly researching trends and new innovations while our Client Services and Support teams keep the 'pulse' on our customer requirements which drive future feature development."

Security is also vital for the platform, and as such, the firm works tirelessly to ensure that their technology is secure and always cutting edge.

"Because our platform hosts personal health information (PHI), privacy and security is top priority. Since we service wellness providers around the world, our internal IT team is constantly working to ensure data is compliant with global privacy standards."

Looking to the future, Anne Marie explained that the firm is looking into a number of exciting developments which will help expand the platform and provide invigorating opportunities for growth.

"We work closely with researchers at the University of British Columbia Okanagan (UBCO) to innovate new wellness ideas and solutions."

We also continue to monitor and stay on top of evolutions such as Apps to APIs (APIs will enable the next generation of mobile applications and replace tens of thousands of Apps with a few elegant implementations) and the evolution of Internet information. Soon the Internet will tell us what we need to know instead of us having to search for it. A great example is Google Drive which volunteers information about the traffic on your commute as you drive out of your carpark."

CoreHealth is truly a global leader in corporate wellness technology helping wellness providers deliver the most fun, engaging and successful programs possible.

"Organizations trust CoreHealth because we focus on our core expertise, the technology, and they are able to focus on theirs, providing wellness programs. We're not here to compete but rather to partner for growth. We allow wellness providers to go fast, wide and deep with their wellness programs and help them find their competitive advantage. Together we build high performance, technology-fuelled wellness enterprises."