



HERO FORUM²⁰²³
Doing Well by Doing Good:
How Responsible Organizations are
Addressing Societal Challenges

Using Experience-Based Co-Design to Drive Evidence-Based Decisions in Workplace Health & Well-Being

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Nine out of ten employers plan to change health and well-being vendors in 2023 and 2024, yet employers and benefits consultants lack the information and infrastructure to use evidence-based criteria to make these decisions. There is a rising awareness of the urgent need to address burnout, productivity, employee satisfaction, and retention. While most vendors incorporate evidence-based information into their solutions, this information is not readily accessible to purchasers of health and well-being programs. As such, this project aimed to develop a new approach to making *the evidence-based choice the preferred choice* with health and well-being subject matter experts who learned and practiced Experience-Based Co-Design methods and tools.

Experience-Based Co-Design (EBCD) is an approach that enables users to collaboratively design products, processes, services, and experiences, together in partnership with the people they serve. EBCD is extremely useful in tackling “wicked problems” by understanding human needs, re-framing the problem in human-centric ways, generating ideas and adopting a hands-on approach to prototyping and testing. This session will share the decision-making criteria developed through EBCD and why addressing the social aspects of ESG are foundational. Attendees will participate in activities used in EBCD to learn how lessons from this project apply to their own organizations. This interactive component will illustrate how useful, timely, and approachable EBCD is for working with complex health and well-being challenges to drive solutions.

Learning Objectives

After completing this session, participants will be able to:

1. List at least two decision-making categories rooted in population health for selecting point solutions.
2. Describe the benefits of using Experience-Based Co-Design (EBCD) to develop collaborative solutions for complex health and well-being challenges.
3. Demonstrate at least one EBCD technique to use for addressing challenges in workplace health and well-being.

1.5 CEU (ADV)

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