



LifeDojo Saves the Day for Adobe

With lockdown throwing life out of gear, Adobe immediately resorted to using technology measures to ensure business continuity and mental wellbeing, in addition to launching a new app called LifeDojo. Find out more

RAPID ROUNDUP

- Positively utilising the tech-usage tendency by launching an app for habit management and wellness
- Financial support through wellness reimbursement, insurance cover and expenses for home office setup
- Sustained employee engagement on mental resilience and overall wellbeing

There was a significant enhancement in the provision of virtual services for employees:

Resilience Building: Sessions focusing on stress management and physical fitness hosted by celebrities

Mind Over Matter: Partnering with EAP provider for speaker series and efforts to increase uptake of counselling. 10 free sessions are provided for each family member, per issue, in a year

Global Wellbeing Series: Bringing experts to Adobe to discuss common mental health challenges and share how we can better respond to stress and build resilience

Health Coaching and Health Risk Assessment Program: Employees get personalized reports and counselling sessions on health risks, and guidance on actions to improve overall wellbeing.

Wellness Reimbursement Program: With a cap of USD 600 per employee per annum, the program covers expenses for a variety of eligible wellness activities for gym memberships, fitness classes, massages and nutritional counselling.

Work from Home Expense Fund: A cap of USD 500 per employee to set up a home office

Covid19 Time Off: 20 days paid time off each year (applicable for 2020 and 2021) for COVID-19 recovery, childcare etc.

Doctor Consultation: Video and telephonic medical consultation services

We launched LifeDojo in July 2020 for India employees. LifeDojo is a wellbeing app that allows one to design their own behavior-change program with the support of a personal health coach. There were a total of 872 signups, incl. 514 users who opted to work with a LifeDojo health coach. These coaches, who are trained psychologists and social workers, registered dietitians, personal trainers and certified health coaches, help employees discover new habits and adjust in new settings.

In the first 7 weeks out of the 12-week habit change program, Adobe India employees have averaged 5.8 coach sessions, significantly exceeding LifeDojo 's usual book of business. Adobe India employees have selected a total of 12 different LifeDojo coaches located in India, USA, UK, Germany, and Malaysia.

