



Creating a SAFE SPACE for Talent

In addition to enabling mental wellness measures, AstraZeneca came through for another crucial band of their ecosystem – medical representatives – especially during the pandemic. Read on to find out how AstraZeneca’s wellness programmes have panned out

RAPID ROUNDUP

- Their wellness program was initiated in 2007.
- A combination of Physical & Mental Wellness programme finds great participation and acceptance in employees. These programmes (specific ones) are held at a certain time of the day. This ensures discipline and employee connect.
- Strives hard to remove stigma and create a SAFE SPACE where employees can voice their opinions/thoughts. Sets the tone from the top.

Mental Wellness: AstraZeneca has partnered with a leading EAP vendor – providing professional counselling support. Awareness has been raised and counseling services provided to employees on areas of Stress, Anxiety, Depression, Loneliness, Smoking dependence, Burnout, digital life balance, Relationship Parenting, to name a few.

Pandemic Times: Observation & Response: During critical business phases employees prioritized work over wellness. Newer employees continued to join the Fitness Club. It can thus be inferred that while organizations initiatives have been able to raise awareness around Wellness, it is required to invest a lot more for motivating employees in building a ‘habit of wellness’.

Mindfulness Sessions: Partnering with a leading wellness provider for mindfulness sessions (including but not limited to Pranayama, Meditation, discussions on required life skills during the lockdown, managing anxiety, the importance of SELF) via digital platform at 2 PM every weekday, wherein Business Leaders and Regional Managers rally their entire team to join the sessions.

Financial Wellbeing: Series of webinars and discussions positioned to raise awareness on managing wealth (income tax, investments, financial planning) to equip employees to overcome the anxiety of financial loss during COVID-19

Physical Wellness: Partnering with a leading wellness provider for physical wellness sessions such as Cardio, Strength & Conditioning, Tabata, Pilates, Dance Fitness, and Yoga via digital platforms at 8.30 AM every weekday

COVID-19 Helpline: Dedicated helpline and point of contact for employees to seek support during COVID-19. Administered by Admin and SHE department.

Medic Channel and Last Mile Support: Unique initiative of building a support network of internal medical talent responsible for providing medical advice to employees in times of crisis and also provide help in diagnosis and hospital admission (utilizing their personal network) as required.

Awareness Drive: The awareness drive has been through communications via email; posts and experience sharing (announcements, pictures and videos) at Workplace – AstraZeneca’s internal social media; zonal Business Team Meetings; bi-weekly meeting with Leadership (during COVID-19); and Townhall.

AZ India Wellness Day: An employee-led initiative commemorating 4 months of Wellness initiatives post lockdown as a milestone. Celebrated by an engaging panel discussion on a holistic approach to wellness. Management allowed employees to suspend work at 4 PM and spend the rest of the evening with loved ones and pursuing areas of interest.

