

PHILIPPINE NATIONAL BANK: INVESTING IN WELLNESS AT THE WORKPLACE

PBCWE Member since: 2019



8,880



34%



66%

Challenge

Recognizing that the employee well-being is one of the keys to the success of the business, the Philippine National Bank (PNB) provides its employees equal access to programs that can enhance productivity and improve quality of life. This approach has helped the bank adapt quickly to the challenges formed by the COVID-19 pandemic.

Strategy

PNB has rolled out various employee wellness programs to encourage healthy lifestyles and improve overall well-being. As the pandemic increased anxiety among employees, PNB focused on mental health programs to manage growing stress, fear of infection, and disruption of normal life.

Actions

PNB is leveraging technology to sustain its lineup of wellness programs, some of which were discontinued in light of the pandemic. The once popular weekly power classes and one-day wellness fair of PNB have shifted online with a pilot e-Zumba session and a weeklong digital wellness and sustainability fair with webinars and online catalogues. PNB has also enhanced company health services to include telemedicine consultations, a 24/7 mental health hotline, and an alternate internal mental health helpline.

To further amplify mental health support, PNB launched Mental Health in a Pocket, a two-hour webinar designed to raise awareness on mental health, train employees on managing mental health problems, and break the stigma surrounding mental health.

Employee Support Provided



24/7

- 24/7 mental health hotline
- Internal mental health helpline



- Mental health related webinars



- Free consultations with psychologists and psychiatrists

Outcomes

Despite the shift to digital platforms, the turnout for the e-Zumba and wellness fair webinars was still substantial at 70 attendees for the special Zumba session and more than 100 attendees for each webinar, though not quite up to par with the numbers before the pandemic. On the other hand, the 12 runs of the Mental Health in a Pocket webinar garnered over 600 participants in total.

Employee Experience

Both men and women have experienced negative impacts on their mental health because of worries about COVID-19, but the PNB wellness programs are helping employees cope by giving them equal access to professional help and offering practical advice on their particular concerns. Such programs help not only to protect the well-being and welfare of employees but also gain their trust and loyalty in the long run.