



## EMPLOYEE MENTAL HEALTH, WELLNESS & DISEASE MANAGEMENT PLAN

### Your Workforce's Health Is Your Largest Hidden Cost

Bria is the world's first 24x7 omni-channel AI Health Coach - built to reduce absenteeism, reverse burnout, and deliver measurable ROI on every rupee invested in your people.

#### THE STRATEGIC THREAT

##### The Hidden Crisis Draining Your Business

###### What Employers Are Losing

###### ₹1.1 Lakh Crore

Annual productivity loss & attrition cost

*Deloitte 2024*

###### 50–60% of Salary

Cost to replace one exiting employee

*NewsVair*

###### 15 Days/Month

Lost per employee affected by chronic illness

*Economic Survey 2024–25*

###### What Employees Are Facing

###### 62% Burned Out

3× the global average - India leads in burnout

*MediBuddy & CII 2024*

###### Age 32–34

Median age for cardiac & diabetes consult in India

*Plum Report 2025*

###### 70% At Risk

Indian employees carry at least one lifestyle health risk

*India Workforce Study*

#### THE SOLUTION

##### Bria - Proactive. Predictive. Profitable.

Bria is a **complete health ecosystem** powered by Generative AI, Voice + WhatsApp, and a 1-Year Proactive Care Plan. Bria initiates interactions - so employees never need to remember, follow up, or act alone. 70%+ adoption across all workforce segments.

✓ 24x7 AI Coach

✓ Voice + WhatsApp

✓ Multi-Language

✓ 1-Year Care Plan

✓ Gen AI Insights

✓ 70%+ Adoption

#### WHAT BRIEA DELIVERS

##### Mental Health

PSS-10, GAD-7, PHQ-9, PSQI & WHO-5 assessments. Continuous AI follow-ups & personalized care plans.

##### 1-Year Care Journey

Adaptive weekly consultations, dynamic coaching, and schedule-driven nudges per individual.

##### Physical Wellness

AI-guided diet, fitness & scheduled checks (HbA1c, BP, BMI). Zero missed preventive tests or reminders.

##### India-Built

Multi-language, low-data, WhatsApp-native. Works for C-suite, field staff & factory workers alike.

##### Diagnostics

Home collection, AI-interpreted reports in plain language, qualified health coach follow-ups.

##### Rewards & Family

Diagnostic coupons (₹1,000+), 50–75% discounts, festive vouchers, family health coverage.

#### PROVEN IMPACT

**+22%**

PRODUCTIVITY GAIN

**-41%**

ABSENTEEISM REDUCTION

**-31%**

LOWER ATTRITION

**3–6×**

ROI PER ₹1 INVESTED

#### SHARED VALUE ECOSYSTEM

##### For Employees

- **12-Month Wellness & Fitness Plan** - DIY mode, accessible anywhere
- **12-Month Disease & Lifestyle Plan** - continuously AI-adaptive
- **Weekly Gen AI Consultations** - dynamic diet, workout & care updates
- **Proactive Reminders** - medicine & diagnostics initiated by Bria
- **Diagnostic Coupons (₹1,000+)** - for employee & family
- **Mental Health Tools** - stress, addiction & women's health support

##### For Employers

- **+12–22%** improvement in workplace performance & focus
- **Up to 41%** fewer sick days and absenteeism incidents
- **31%** reduction in employee turnover & attrition
- **80%** of enrolled employees report stronger loyalty
- **₹3–₹6 ROI** for every ₹1 invested in wellness
- **Employer Brand Advantage** - attract Gen Z & millennial talent

### Empower People. Protect Profit.

Become a Wellness-Driven, High-Performing Organisation.

[wellness@thebria.com](mailto:wellness@thebria.com) | [+9193130 16890](tel:+919313016890) | [www.thebria.com/empwellness](http://www.thebria.com/empwellness) | <https://youtu.be/utPDRUBNx4M>