

# Increasing Brand Value through Wellness Ecosystems

Personal health and wellbeing have become front of mind for many during the COVID-19 pandemic. As consumers increasingly expect brands to contribute to their happiness and wellbeing, every business should now view themselves as a Wellness company that invests in their customers' and employees' health and wellbeing.

EPAM Continuum helps businesses understand their role in the Wellness Ecosystem, define their strategy, design, and launch new, high-growth Wellness products and services with data-driven innovation.

## WHY CREATE A WELLNESS ECOSYSTEM?

**Wellness is the context for truly understanding customers and employees. It provides a view into peoples' emotions and surfaces shifts in behavior delivering greater human insights.**

Most of the services we use every day are part of one or more ecosystems where multiple entities interact and operate together to deliver a service. Companies must work collaboratively – compliment, learn, adapt, and innovate – to bring differentiated services to market and meet increasing customer demands. Investing in the long-term health of a shared ecosystem creates mutual benefits for all players.

By exploring new propositions within a Wellness ecosystem, companies can benefit from:

1. Greater understanding of customers and employees, resulting in more relevant offers, higher sales conversion rates, and healthier work processes and environments
2. Clear strategic initiatives unlocking their role-to-play as a Wellness company; supporting their customers' and employees' wellbeing
3. New revenue streams from ecosystem opportunities
4. Cost optimization from leveraging a wider range of partner capabilities
5. Additional resilience through new partnerships

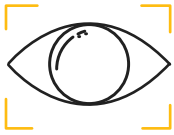


## HOW TO FIND YOUR ROLE IN A WELLNESS ECOSYSTEM

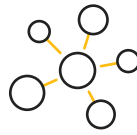
**We offer an accelerated path to the future by helping companies rapidly adapt and change to deliver positive growth in people's lives.**

EPAM Continuum enables businesses to quickly gain new advantages and increase relevance by identifying Wellness opportunities that unlock value. Our consultants and experience designers help to shape your Wellness vision, define your role in the ecosystem and deliver a roadmap for activating opportunities. This will kick-start your journey and form the building blocks for providing new value propositions to customers in the emerging new normal.

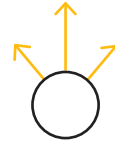
### EPAM CONTINUUM CAN HELP YOU



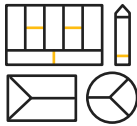
**DEFINE A NEXT GENERATION  
WELLNESS VISION**



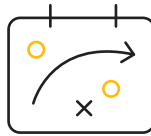
**DEFINE THE DATA-DRIVEN  
WELLNESS ECOSYSTEM**



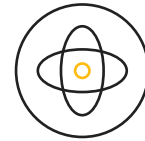
**IDENTIFY OPPORTUNITIES  
THAT UNLOCK VALUE**



**DEFINE NEW VALUE PROPOSITIONS  
FOR STRATEGIC PARTNERS**



**SHAPE THE BUSINESS &  
DATA STRATEGY**



**UNDERSTANDING THE  
WELLNESS CUSTOMER**

## WE DON'T JUST HELP YOU ENVISION IT, WE MAKE IT REAL

**EPAM Continuum is uniquely positioned to help design for Wellness and partner with our clients to take new solutions to market.**

We fuse integrated consulting with EPAM's engineering expertise to help you identify the right ideas and strategic direction, before accelerating to market. We don't just create blueprints, operating models and business plans; our thinking lives in code and products, and in market. Our integrated business, experience, and technology consultants work with you to deliver your Wellness offering at speed and scale.