

Applicant Tips & Tricks for 2026

The Best Employers: Excellence in Health and Well-being application, developed by Business Group on Health, offers companies the opportunity to highlight how they go above and beyond to provide employees with comprehensive, innovative and impactful benefits and programs. The following Q&A offers tips on how to leverage the application to showcase your company's leading initiatives.

Business Group
on Health

Best Employers
Excellence in
Health & Well-being



I'm a first-time applicant. How long will it take me to complete the application?

Returning applicants have noted that for first-time applicants, it may take upwards of 100 hours to complete the application in full. This includes incorporating input from project managers, public relations and communication teams, and other key company leaders. The Business Group encourages applicants to work across internal teams and departments to craft an award-winning application.

How much detail should I include in open-ended responses?

Strong responses demonstrate how your company's benefits and programs are innovative and impactful. Prompts throughout the application indicate the appropriate level of detail.

When writing a response, consider if the details you've provided answer these questions:

- What sets your company's approach to health and well-being apart from other employers?
- How is the benefit or initiative unique to your company's culture, values, workforce and brand?
- What prompted your company to roll out the benefit or initiative? What was the impact?
- What did your organization do in 2025 to make the benefit or initiative successful?

New for 2026!

The Business Group has provided examples of strong answers throughout the application.

How does Business Group on Health define "impact"?

Throughout the application, companies are asked to describe their leading benefits and programs and their impact on employees. In the context of the application, impact can be both quantitative and qualitative. For example, how did the benefit or program improve the health and well-being of your employees? Have you gathered feedback from employees on how the benefit or program made a difference in their health and well-being, and has this feedback influenced decisions about that benefit or program? Including tangible results that showcase how the benefit or program made an impact can help maximize your application's score.

I can't pick just one benefit or initiative to highlight in an open-ended response. Can I list multiple examples?

While it can be difficult to narrow your focus, the Business Group encourages applicants to pick just one initiative per open-ended response, as this allows for a more detailed look at a specific program or benefit. Applicants will lose points for providing a long, bulleted list of benefits and programs rather than choosing one initiative to highlight in depth.

I'm a global applicant. What information should I include?

Global applicants should include details that reflect the depth of programming available to employees across the globe. Strong global responses curate examples that are locally specific or reinforce how your organization is committed to achieving core standards across your geographies. Be sure to include a variety of examples that represent the major locations where your employees are located instead of just focusing on one or two geographies. If you work with health and well-being colleagues in other countries, it can be advantageous to involve them in the application process.

Who judges my application?

Applications are judged by employer members of the Business Group and Business Group team members. The panel of peer judges rotates every year. The Business Group encourages applicants to recruit colleagues who are not as familiar with the health and well-being program to review the application before submission and ensure that the answers are clear and comprehensive for an external audience.

I'm a returning applicant; can I copy and paste from last year?

The Business Group strongly encourages applicants to start fresh every year. While some elements of the application don't change year over year, other questions have been added or altered.

How do I nominate my company for additional recognition in global health and well-being, health inclusion and/or mental health?

Applicants can nominate their company for additional recognition for exceptional leadership in global health and well-being, health inclusion and/or mental health. There is no separate application for the additional

recognition, but companies must indicate on their application that they would like to nominate their organization for consideration and respond to additional questions that emphasize why your company should be considered. To gain additional recognition, applicants must win the core Best Employers: Excellence in Health and Well-being award, demonstrate impact and innovation in their approach, complete the additional questions, and be nominated by a panel of peer judges.

To be considered for additional recognition for Excellence in Global Health & Well-being, the applicant must demonstrate excellence in globally consistent programming or globally tailored programming across all regions in which the company's employee population is located.

What else should I keep in mind for my application?

- **Use the word count as a guide:** Applicants often lose points for failing to include enough information in their response.
- **Steer clear of vendor-focused responses:** Judges want to hear about your company! While it's okay to mention a vendor's name or give a high-level program description, applicants can lose points for focusing too much on vendor capabilities. Instead, focus responses on why you chose that benefit or program, how you worked with the vendor to garner engagement in the benefit, and how you measure success.
- **Focus on your employees:** Tailor your responses to capture initiatives specifically focused on your employee population. Applicants can lose points for describing community-wide initiatives that don't specifically support employees.
- **Mix it up:** Use the application to demonstrate the wide array of benefits and programs you offer employees. Applicants can lose points for featuring one program too heavily throughout the application.

Who doesn't love extra credit?

The application includes an extra credit section at the end of the application. This is an optional opportunity for your company to showcase a final standout health and well-being initiative that might not have fit elsewhere in the application. You will not lose points if you choose not to complete the extra credit section.