

Global financial education in Vertex DNA



THE COMPANY

Established:
1989

Industry:
Pharmaceuticals

No. of employees:
4,800

INTRODUCTION

Vertex's financial wellbeing has been live for employees over one year across 20 countries around the world. Vertex's aim was to contextualize both financial education and employee benefits, to make a difference to different employee groups within the business, at different times of year. The goal through working with nudge is to ensure financial education and benefit communication is impartial yet personalized to individuals.

THE CHALLENGE

Vertex's global employee community was fragmented with no active conversation around money. And the team didn't know what benefits employees needed to support their unique set of circumstances.

THE SOLUTION

Vertex developed a 360-degree approach to financial inclusion, and designed a financial education experience that was consistent for all global employees. The team has created a holistic approach to financial wellbeing with inclusive communications that drive awareness of the full benefit program.

The strategy utilizes awareness campaigns to draw attention to financial education and supporting benefits from the program e.g. over the festive period, they issued communication directing people to wellbeing benefits like Headspace, Ginger and a fitness benefit to help people navigate the festive season. The team has also hosted a series of in-person training sessions for different groups, including: 'women and finance' following International Women's Day.



THE SOLUTION CONTINUED...



Creating a holistic approach to financial wellbeing has meant the team has delivered inclusive communications that have increased awareness of the full benefit program. The team has, alongside nudge, produced engaging, interactive money masterclasses suitable for employees across all locations. The team has focused on global benefits with actionable steps for employees. For example, Vertex's employee share purchase plan info was included in a recent masterclass, as well as in a reward nudge.

Vertex ensures the financial education covers globally applicable topics that are inclusive of global benefits. The team uses data from nudge's platform to shape their strategy for the future. What's more, Vertex supports their people's family finances because of the insight gathered in their nudgenomics.

THE RESULTS

Since the launch, Vertex has run two company-wide surveys including benefits/wellbeing and in the latest pulse survey that closed on 23rd January 2023, the score was 81. Where Glint's benchmark for the Pharmaceutical Industry is 73, Vertex easily beat the industry benchmark thanks to the boost from the benefits/wellbeing scores.

Overall, 84% of users have engaged with nudge and 93% are regular users. 21% have updated their profile, ensuring they receive a fully personalized financial education experience.

110 Vertex employees globally attended the Money and Mental Health masterclass, and 120 attended the Women and Finance session (over 10% of the Vertex population). Attendees gave the session an average of 5/5 for presentation and 4.8/5 for content.

The festive finances campaign had a 75% engagement rate and 75.5% of Vertex employees engaged with financial wellbeing communications during this period. The Vertex team saw a slight decrease in finance related stress calls by employees to their EAP partner during the Nov-Jan 2023 quarterly report.



Vertex is immensely proud of the financial wellbeing program, particularly because of the results and positive impact it's having on employees. Now that it's won an award for the global impact via financial education, we know that all the time and resource invested has been worth it. We are looking forward to what we can achieve together in financial education with nudge in the future.


Peter Csanyi
International Benefits Senior Manager



nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

 **300+** global clients

 **100+** countries

 **1.5 million** lives

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