

## ● PRODUCTS

# October Health

Private support for your people. Powerful insight for your business.



A complete overview of private support, performance psychology, physical health, learning, expert care and organisational insight. Explore every October Health capability and how they work together.

For HR, wellbeing and business leaders

31 pages · October collection

## ● OCTOBER HEALTH / THE APPROACH

# Support People. Drive Change.

Mental wellbeing is shaped by how we live, learn and work. Performance psychology is the discipline used with athletes and executives, applied to the whole workforce: building the skills, habits and support that help people handle challenges and perform sustainably.



**Support  
People.  
Drive  
Change.**



## The person

Support, skills and healthier habits



## The workplace

Management, workload and culture

## Support the whole person

Private AI support, expert sessions, courses, mindfulness, sleep, nutrition, fitness and care pathways meet people in the moments they need help. Personal growth and physical health belong in the same picture.

## Improve the working environment

Leaders receive group-level insight into wellbeing, engagement and the themes affecting teams. Customer success and embedded experts help turn that understanding into changes to workload, management and culture.

## ● THE OCTOBER APPROACH

# Helping people build healthier habits won't fix a workplace that keeps wearing them down.

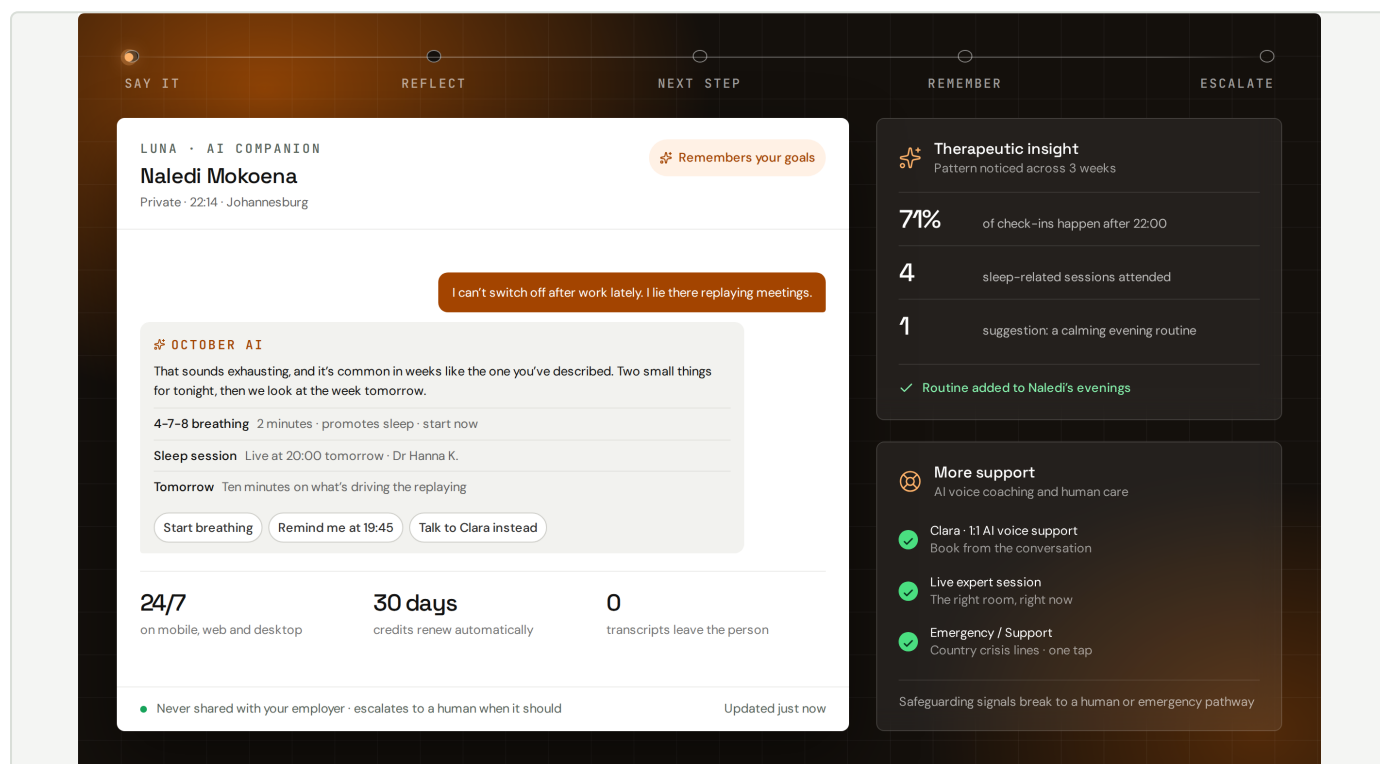
## Both directions matter.

October combines bottom-up participation with top-down responsibility for the conditions people work in.

● THE EMPLOYEE EXPERIENCE

# More ways to begin. More reasons to return.

Employees can start with a conversation, a live session, a short course, a breathing exercise or a personal check-in. The same experience connects everyday support with growth, physical health and a route to care.



Everyday support, sessions and AI voice coaching · Website illustration; example data.

01

## Support

Luna, sessions and mindfulness

02

## Grow

Ash, Ivy, courses and journeys

03

## Connect

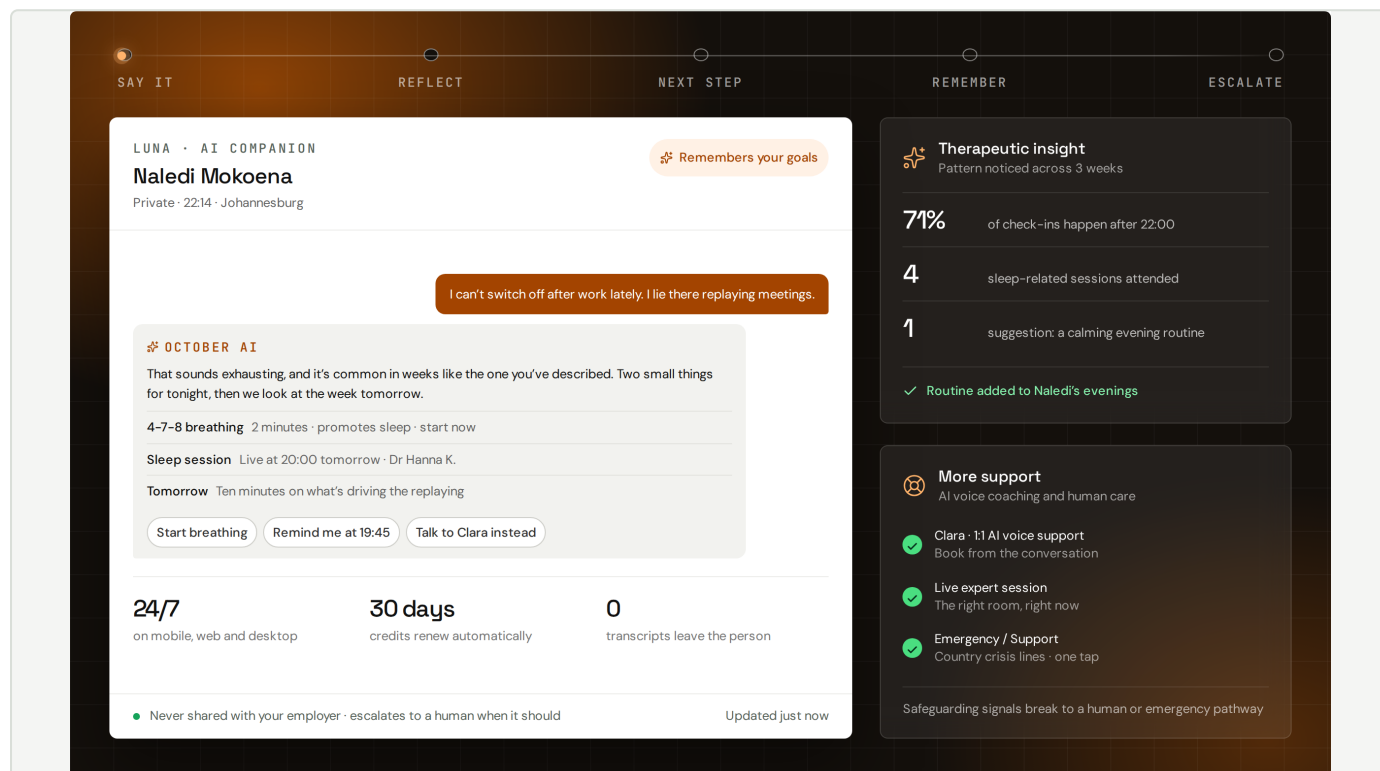
Clara, EAP, dependants and your company hub

The next eleven pages explain each capability, followed by the complete feature directory.

● OCTOBER HEALTH / CAPABILITY DETAIL

# Luna

Luna is the in-app companion every employee gets from day one. Talk about stress, a difficult manager, a sleepless week or a goal you keep missing. Luna listens, reflects back what it hears, and turns the conversation into practical next steps, then remembers, so the guidance gets more personal every time.



Luna: the website's feature illustration · Website illustration; example data.

## Always-on companion

Open Luna and say it plainly: "I've been feeling overwhelmed lately." Luna asks the right next question, helps you find balance and peace, and suggests something you can do today. No forms, no waiting room, no judgement.

Chat about stress, work, wellbeing or goals · Suggested starting points when you're stuck · Practical next steps, not platitudes · Available in the app, on the web and on desktop

[Explore Luna ↗](#)

## Therapeutic insights

"You seem to check in most often at night. Want help building a calming evening routine?" Luna reads how and when you use October, spots what is helping and what is not, and offers a small change at the right moment.

Patterns across check-ins, sessions and journaling · Timely, contextual suggestions · Routines that fit around work and life · Credits that renew every 30 days

## ● LUNA / IN DETAIL

# Luna. Inside the experience.

An always-on AI companion for stress, work, wellbeing and goals. Private, personal and available at 2am.



## THE HUMAN SIDE

## Someone to talk to. Any hour.

### Personal over time

Every conversation makes Luna more tailored: your goals, your triggers, the sessions you liked, the exercises that worked. Think of it as a private place to pause, reflect and get direction whenever you need it.

Memory of your goals and preferences · Reflection prompts that build on last time · Links to the right session, breathing exercise or course · Your data stays yours

[Explore all Luna capabilities ↗](#)

### Safe, governed and escalated

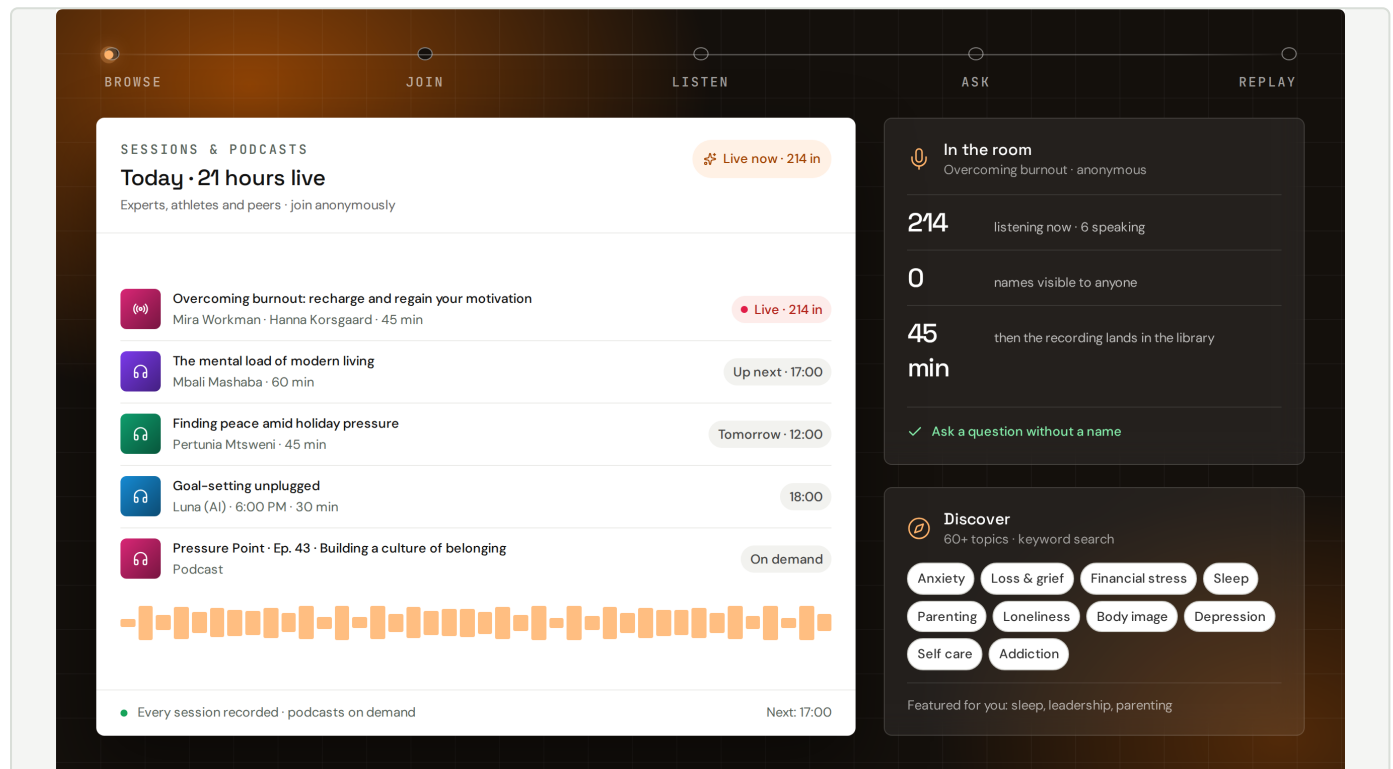
Luna is built for support, not diagnosis. Clinical and safeguarding signals break to a human or an emergency pathway, every model has a named purpose, and no conversation is ever used to train a provider's model.

Crisis and safeguarding escalation · Hand-off to live experts or EAP · Published model register and evaluations · Zero provider training on your data

● OCTOBER HEALTH / CAPABILITY DETAIL

# Sessions & podcasts

From anxiety and burnout to parenting, money and sleep, October runs live, audio-only sessions hosted by psychologists, coaches, athletes and peers more than twenty hours a day. Join anonymously, listen on your commute, ask a question or just be in the room. Missed it? Every session lives on as a recording or podcast.



Sessions & podcasts: the website's feature illustration · Website illustration; example data.

## Live, audio-first sessions

Browse what is live now and up next, see who is hosting and how many people are in, and join with one tap. Sessions are audio-only so you can listen while you work, cook or commute, and anonymous so you never have to be seen.

Live now and up next · 45 and 60 minute expert sessions · Anonymous by default · Remind me before it starts

[Explore Sessions & podcasts ↗](#)

## Discover by topic

Addiction, loneliness, loss and grief, financial stress, sleep, body image, anxiety, parenting, self-care, depression, alternative therapies and more. Search by keyword, follow a topic and October surfaces the sessions worth your time.

Keyword session discovery · Topic chips and follows · Featured sessions chosen for you · Hosted by experts, athletes and peers

## ● SESSIONS &amp; PODCASTS / IN DETAIL

# Sessions & podcasts. Inside the experience.

20+ hours of live, audio-first expert sessions every day, plus podcasts and on-demand recordings. Join anonymously.



## THE HUMAN SIDE

## Experts, live. All day, every day.

### Podcasts and recordings

Every session is recorded and a growing podcast library, including October's own Pressure Point, sits beside it. Revisit what resonated, share an episode with a colleague, or build a listening habit at your own pace.

Every session recorded · Podcast library including Pressure Point · Listen at your own pace · Save and revisit

[Explore all Sessions & podcasts capabilities ↗](#)

### Private company sessions

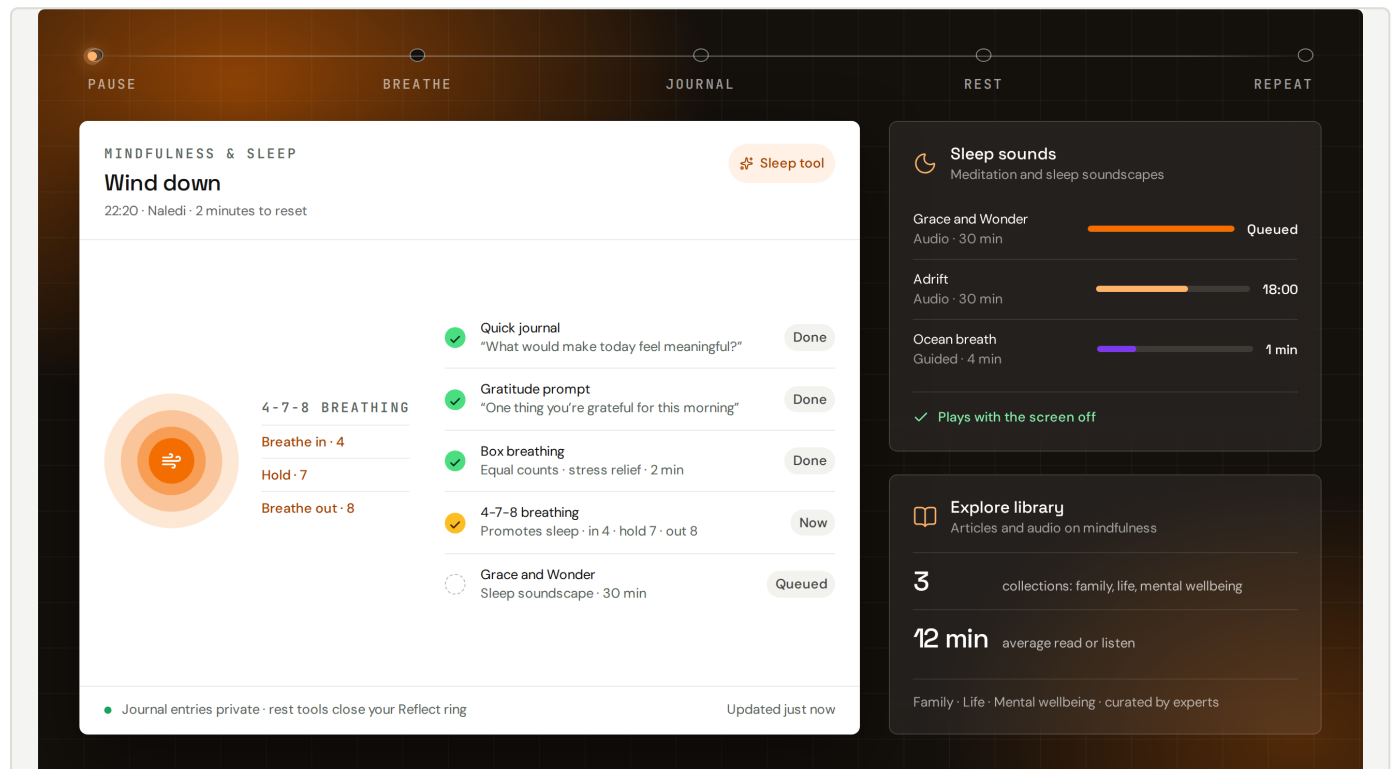
Companies host closed sessions for their own people on the topics that matter to them right now: a restructure, year-end pressure, a leadership change. Only your employees can join, and it is still anonymous.

Closed sessions for your organisation · Topics briefed by your team · Recordings in your company hub · Still anonymous for every attendee

● OCTOBER HEALTH / CAPABILITY DETAIL

# Mindfulness & sleep

Two minutes of box breathing before a hard meeting. A journaling prompt on the train home. Thirty minutes of Grace and Wonder to fall asleep to. October's mindfulness tools are designed for the moments you are overwhelmed, distracted or wound up, whether you dip in once or build a daily practice.



Mindfulness & sleep: the website's feature illustration · Website illustration; example data.

## Journaling

"What would make today feel meaningful?" "What is one thing you are grateful for this morning?" Quick journaling prompts make reflection a thirty-second habit, and your entries feed Luna's understanding of what is really going on.

Daily quick-journaling prompts · Gratitude and intention prompts  
· Private entries, searchable by you · Feeds your personal insights

[Explore Mindfulness & sleep ↗](#)

## Breathing exercises

Guided breathing built for real situations: reduce stress with equal breath counts, promote sleep with 4-7-8, or calm a racing mind with diaphragmatic breathing. Each one is a couple of minutes with a visual guide.

Box breathing for stress relief · Diaphragmatic breathing · Ocean breath · 4-7-8 to promote sleep

## ● MINDFULNESS &amp; SLEEP / IN DETAIL

# Mindfulness & sleep. Inside the experience.

Guided journaling, breathing exercises, calming audio and sleep tools built for real moments in the day.



## THE HUMAN SIDE

## Slow down. Reset. Sleep.

### Meditation and sleep sounds

Thirty-minute soundscapes like Grace and Wonder and Adrift, guided meditations and calming audio for winding down. Start a session, put the phone face-down, and let it run.

Guided meditations · Sleep-focused soundscapes · Calming audio for winding down · Start Meditation with one tap

[Explore all Mindfulness & sleep capabilities ↗](#)

### Explore the library

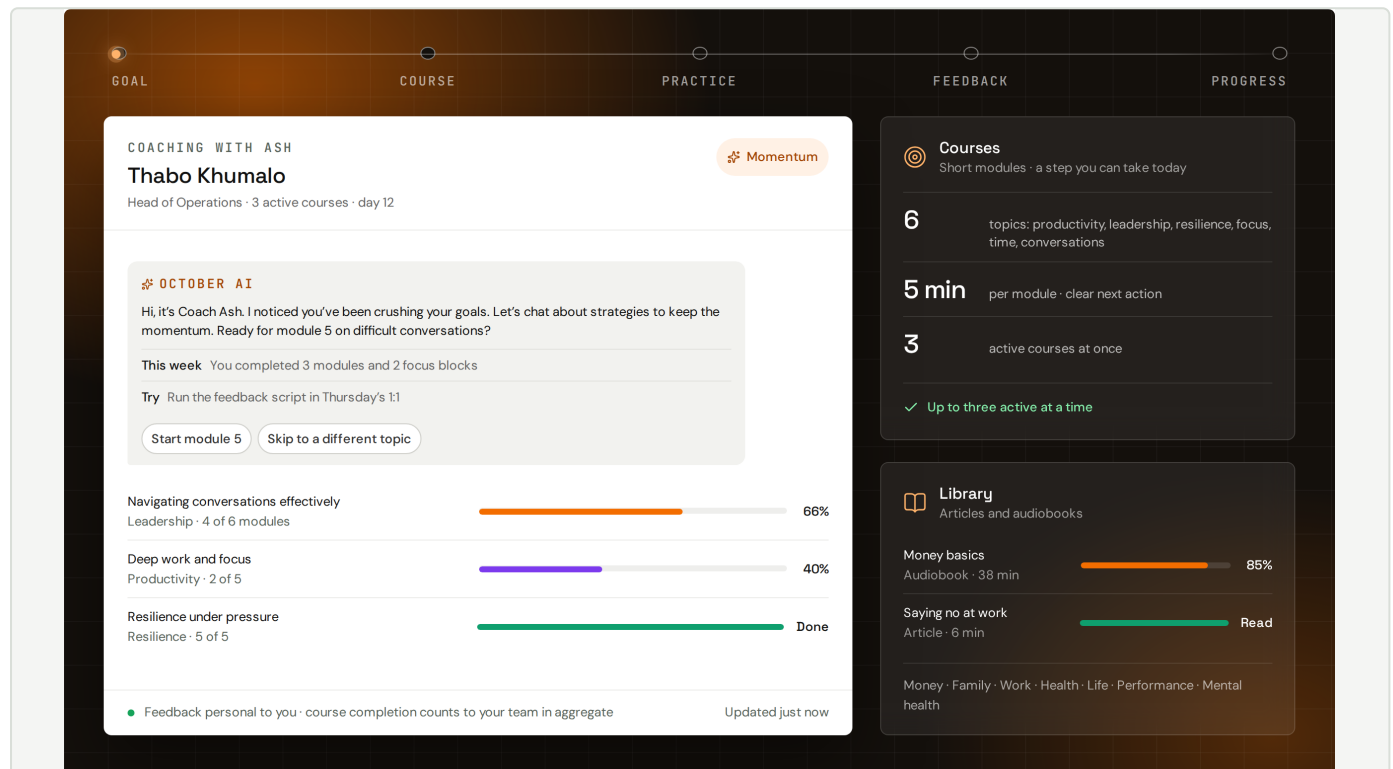
Articles and audio on mindfulness, family, life and mental wellbeing, curated by experts and organised by the situations people search for.

Articles and audio on mindfulness · Family, life and mental wellbeing collections · Expert curated · Listen or read at your pace

● OCTOBER HEALTH / CAPABILITY DETAIL

# Coaching & productivity

October is performance psychology, not only wellbeing. Ash, your AI coach, checks in on your goals and gives you feedback. Short courses on productivity, leadership, resilience, focus and time management give you steps you can apply the same day. A library of articles and audiobooks covers money, family, work, health, life and performance.



Coaching & productivity: the website's feature illustration · Website illustration; example data.

## Coaching with Ash

"Hi, it's Coach Ash! I noticed you've been crushing your goals. Let's chat about strategies to keep the momentum." Ash tracks the courses you start, checks in on progress and gives personalised tips and feedback, day by day.

Personalised tips and feedback · Progress check-ins on every course · Pick a topic, start a course · Up to three active courses

[Explore Coaching & productivity ↗](#)

## Actionable courses

Productivity, leadership, resilience, focus, time management, navigating conversations effectively. Each course is a set of short, guided modules with clear steps you can apply immediately in your day-to-day work or personal life.

Productivity and time management · Leadership and difficult conversations · Resilience and focus · Daily progress tracking

## ● COACHING &amp; PRODUCTIVITY / IN DETAIL

# Coaching & productivity. Inside the experience.

Coaching with Ash, short actionable courses on focus, leadership and resilience, and a library of articles and audiobooks.



## THE HUMAN SIDE

## Work better. Not just feel better.

## Content library

Articles and audiobooks on money, family, work, health, life, performance and mental health. Learn a new skill or work on your own development, in your own time and at your own pace.

Articles and audiobooks · Money, family, work, health, life, performance · Curated by experts · Listen while you commute

[Explore all Coaching & productivity capabilities ↗](#)

## Focus sounds

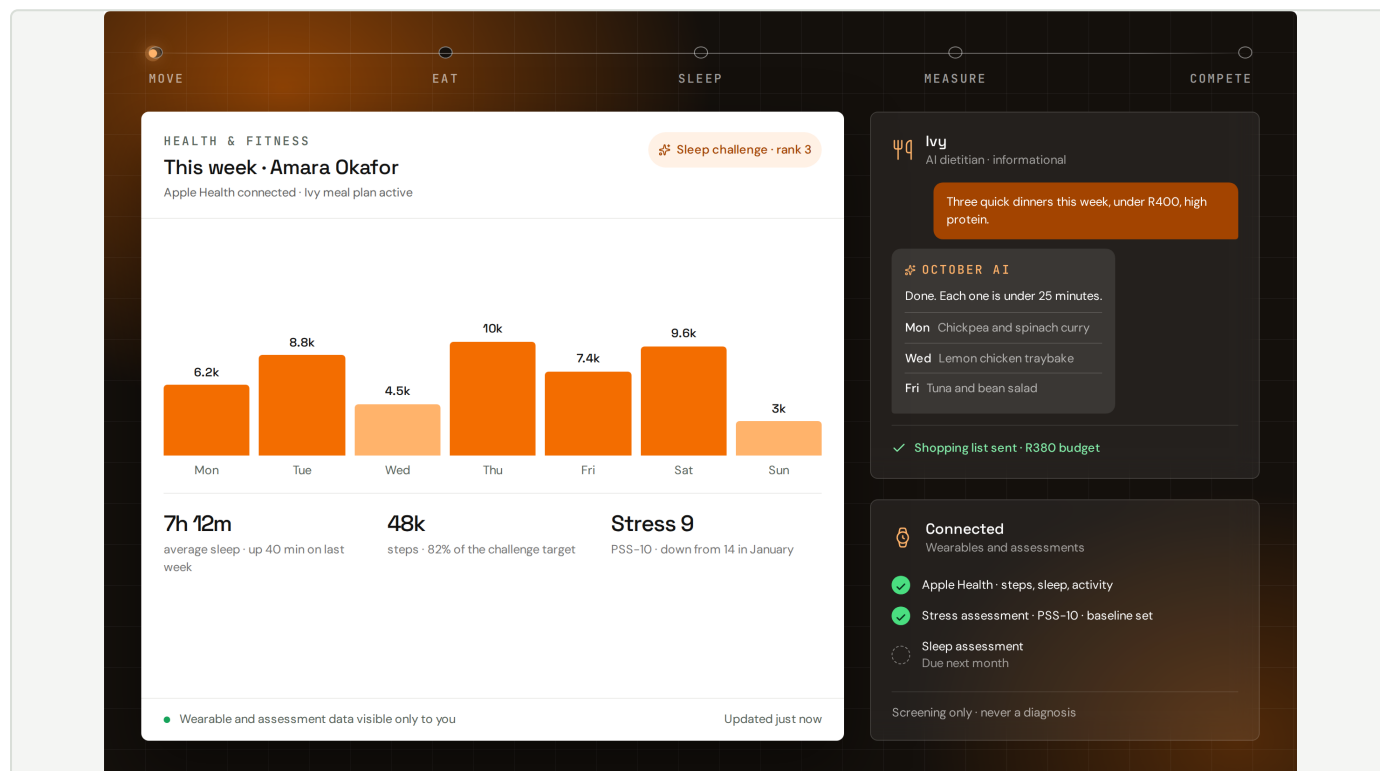
Focus soundscapes to block the open-plan office, get into flow and stay there. Pair a course with a focus block and let Ash check how it went.

Focus soundscapes · Start Focus with one tap · Pairs with your courses · Feedback from Ash afterwards

● OCTOBER HEALTH / CAPABILITY DETAIL

# Health & fitness

Wellbeing is not only what happens in your head. Ivy, October's AI dietitian, helps with nutrition and meal planning. Fitness tracking and coaching connect to the wearables you already own. Clinical assessments show you where you stand, and team challenges turn a step count into a company-wide habit.



Health & fitness: the website's feature illustration · Website illustration; example data.

## Ivy, the AI dietitian

Ivy gives nutritional information and meal planning that fits your goals, your budget and your week. Informational by design, so clinical dietary decisions stay with registered professionals.

Nutritional information on demand · Meal plans for your goals and budget · Shopping lists and prep · Informational, not clinical advice

[Explore Health & fitness ↗](#)

## Fitness tracking and coaching

Connect Apple Health, Google Fit or your wearable and October tracks activity, sleep and recovery alongside how you feel. Coaching content helps you build a routine you will keep.

Wearable integrations · Activity, sleep and recovery · Fitness coaching content · Trends beside your check-ins

## ● HEALTH &amp; FITNESS / IN DETAIL

# Health & fitness. Inside the experience.

Ivy, the AI dietitian, fitness tracking and coaching, clinical assessments, wearable integrations and team challenges.



## THE HUMAN SIDE

## Mind and body. Same app.

### Clinical assessments

Validated assessments for stress, anxiety, sleep and general wellbeing give you a baseline and a way to see change. Screening only, never a diagnosis, with a clear path to a professional if the result suggests one.

Validated screening tools · A baseline you can track · Clear next-step guidance · Never a formal diagnosis

[Explore all Health & fitness capabilities ↗](#)

### Team challenges

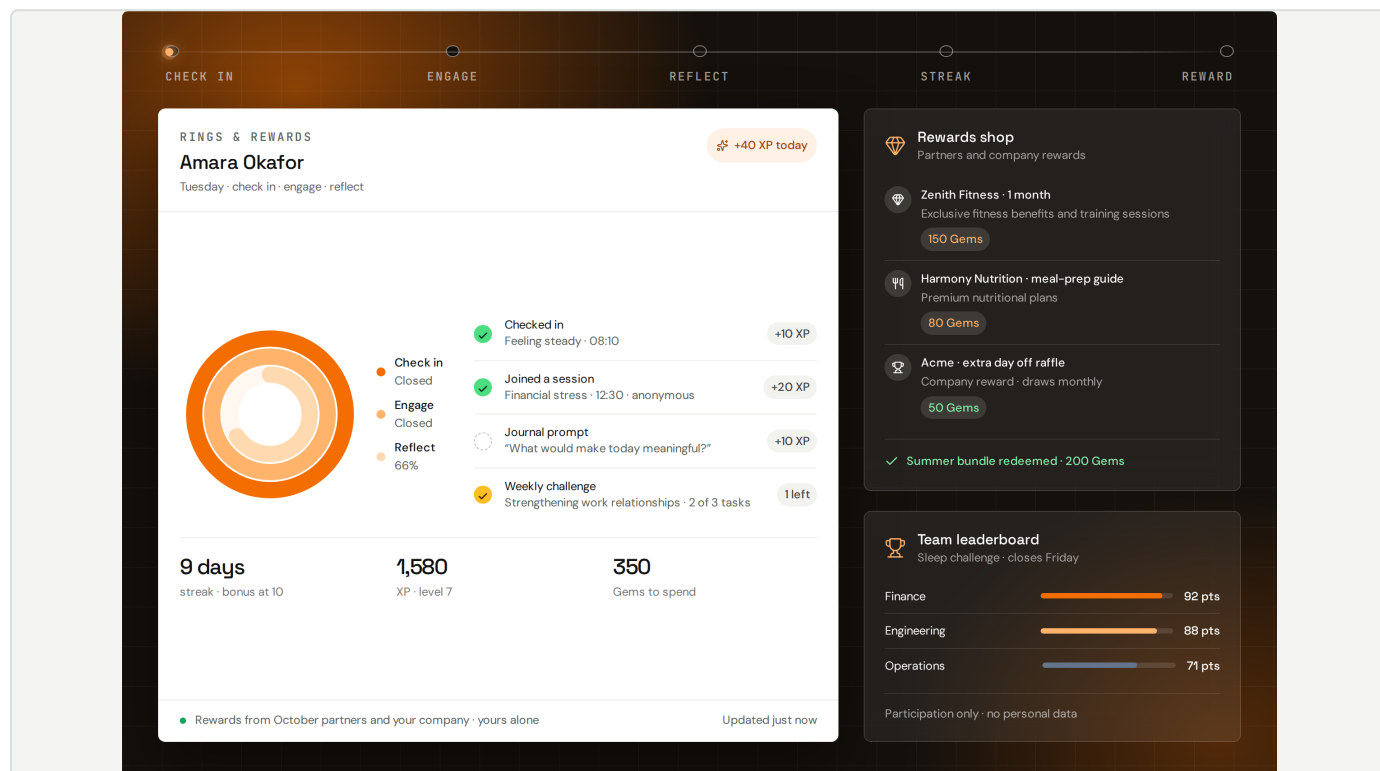
Monthly step, sleep and mindfulness challenges with team leaderboards and Gem rewards. Managers see participation, never individuals' health data.

Monthly team challenges · Leaderboards by team · Gem rewards for completion · Participation only, no personal data

● OCTOBER HEALTH / CAPABILITY DETAIL

# Rings, journeys & rewards

The reason people open October every day is the same reason they close their fitness rings: it feels good and it adds up. Check in, engage, reflect. Build a streak. Earn XP and Gems. Complete weekly challenges, climb your team leaderboard and spend Gems in a shop of partner rewards. Support becomes a habit instead of a hotline.



Rings, journeys & rewards: the website's feature illustration · Website illustration; example data.

## Three rings

Every day has three rings. Check in with how you feel. Engage with a session, a course or a breathing exercise. Reflect with a journal prompt or a conversation with Luna. Close all three and the streak grows.

Daily check-in ring · Engage ring for sessions, courses and exercises · Reflect ring for journaling and Luna · Streaks that build week on week

[Explore Rings, journeys & rewards ↗](#)

## XP, streaks and challenges

Every action earns XP. Weekly challenges like "Strengthening work relationships" give you a handful of tasks: check in four times, chat to Luna, journal. Your home screen adapts to what you do.

XP for every action · Weekly themed challenges · Adaptive home screen · Bonus for completing all three rings

## ● RINGS, JOURNEYS &amp; REWARDS / IN DETAIL

# Rings, journeys & rewards. Inside the experience.

Three daily rings, XP, streaks, weekly challenges, Gems and a partner shop. The engine behind 65% utilisation.



## THE HUMAN SIDE

## Close your rings. Earn your Gems.

### Gems and partner rewards

Earn Gems by engaging with the app and completing activities, then choose a reward from a curated list of partners: fitness, nutrition, mindfulness and more. Past purchases are shown in your history.

Gem balance and history · Curated partner rewards ·  
Exclusive offers · Company-specific rewards

[Explore all Rings, journeys & rewards capabilities ↗](#)

### October Journey

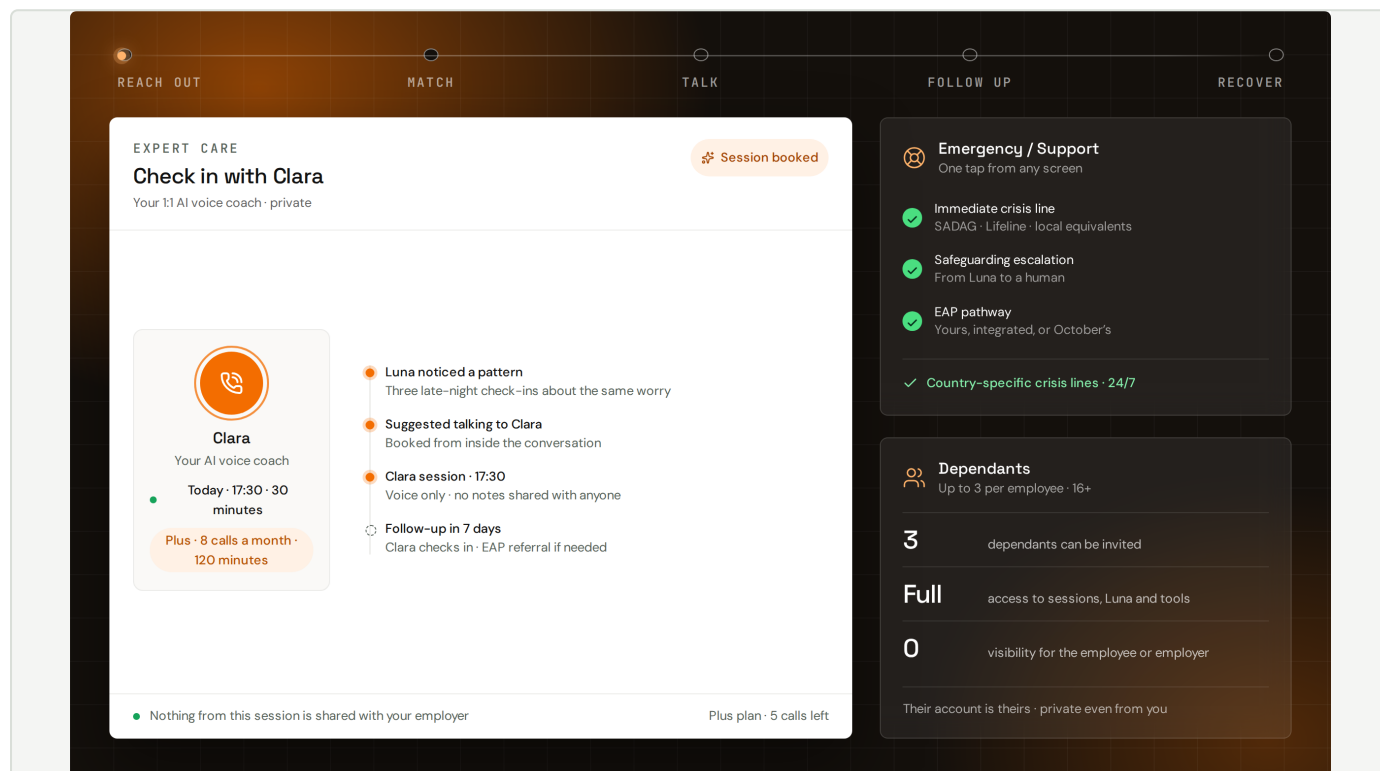
Your safe space for mental wellbeing progress: journey badges for wellness, social, mindset and more, unlocked as you go. A record of the habit you built.

Journey badges · Wellness, social and mindset tracks ·  
Unlocked by real activity · Visible only to you

● OCTOBER HEALTH / CAPABILITY DETAIL

# Clara & expert care

Clara offers private, 1:1 AI voice coaching and support, backed by October's clinical team. When you need a person, connect with human professionals through an EAP you already have or one we provide. Emergency support is one tap from every screen. Cover extends to up to three dependants per employee.



Clara & expert care: the website's feature illustration · Website illustration; example data.

## Clara

Your first session with Clara, your 1:1 AI voice coach, available whenever you need. Clara is voice-only and private: no video, no waiting room, no notes shared with anyone. Plans scale from four to twelve calls a month.

Private AI voice coaching · Standard, Plus and Premier plans · Available whenever you need · Never shared with your employer

[Explore Clara & expert care ↗](#)

## EAP, yours or ours

Already have an EAP? Integrate it so employees reach it from inside October. Don't? October provides virtual or in-person EAP services with the same privacy promise, and the same aggregate reporting.

Integrate an existing EAP · October virtual or in-person EAP · Counselling and referrals · One entry point for employees

## ● CLARA &amp; EXPERT CARE / IN DETAIL

# Clara & expert care. Inside the experience.

Clara, a 1:1 AI voice coach, an EAP you bring or one we provide, emergency support and cover for up to three dependants.



## THE HUMAN SIDE

## Support that meets the moment.

### Emergency support

An emergency and support entry is one tap from every screen, with crisis lines for your country, safeguarding escalation from Luna, and a clear path to a human at any hour.

Emergency support from any screen · Country-specific crisis lines · Escalation from Luna · 24/7

[Explore all Clara & expert care capabilities ↗](#)

### Dependants

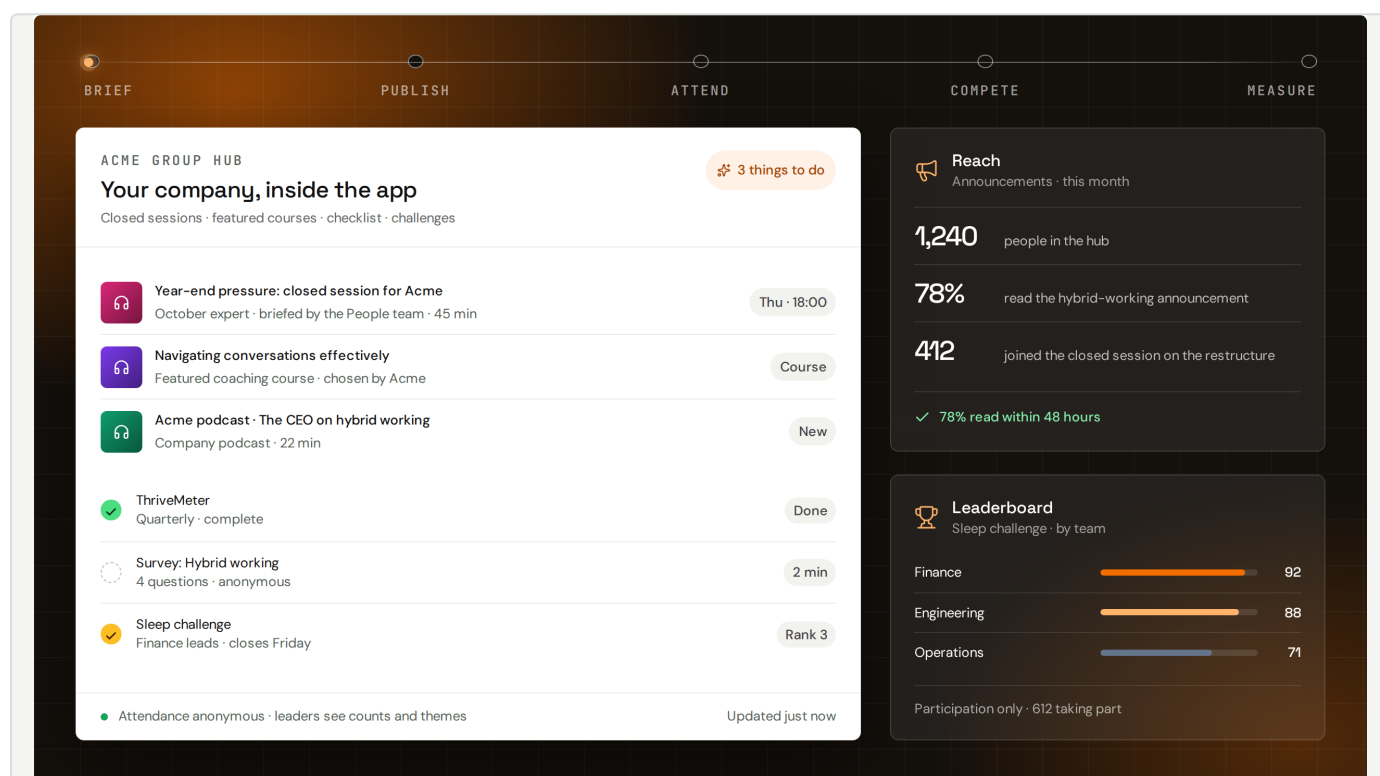
Invite up to three dependants aged 16 and over to join October with their own private account. Their use is theirs alone, never visible to you or your employer.

Up to three dependants, 16+ · Their own private account · Full access to sessions, Luna and tools · Invite from your profile

● OCTOBER HEALTH / CAPABILITY DETAIL

# Company hub

Every organisation gets its own hub inside October: a Werksmans hub, a V&A hub, a Schneider Electric hub. Closed sessions for your people, featured coaching courses you chose, company podcasts and announcements, a checklist of the things you need done this quarter, and challenges with a leaderboard. Everything tailored to your workplace, in the same app people already open every day.



Company hub: the website's feature illustration · Website illustration; example data.

## Closed sessions

Company-specific live sessions on the topics you brief: navigating burnout in year-end, a restructure, a return to office. Hosted by October experts, attended anonymously, recorded to your hub.

Private live sessions for your organisation · Topics briefed by your team · Anonymous attendance · Recordings in the hub

[Explore Company hub ↗](#)

## Company checklist

ThriveMeter complete? New surveys added? A company podcast to listen to, a monthly challenge to compete in. The checklist puts the handful of actions your organisation needs from people front and centre.

ThriveMeter status · New surveys · Company podcasts · Leaderboard and challenges

● COMPANY HUB / IN DETAIL

# Company hub. Inside the experience.

Your organisation inside every employee's app: private sessions, featured courses, announcements, podcasts, checklists and leaderboards.



## THE HUMAN SIDE

Your culture. In every pocket.

## Featured courses and comms

Feature the coaching courses that matter to your strategy, publish announcements and company podcasts, and reach the whole workforce through the app they already use, with read rates you can see.

Featured coaching courses · Announcements and news · Company podcasts · Reach and read rates

[Explore all Company hub capabilities ↗](#)

## Challenges and leaderboards

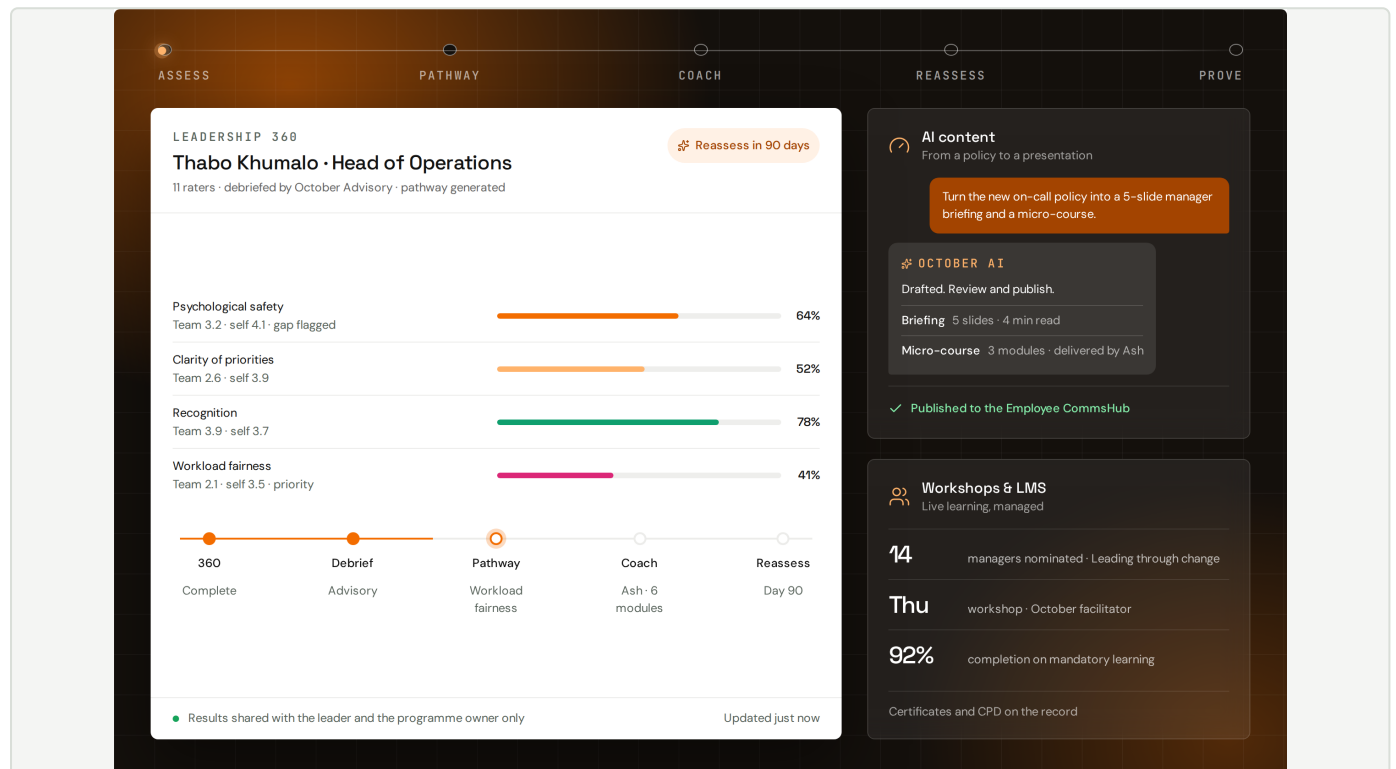
Monthly challenges with team leaderboards and Gems. Sales versus Engineering on sleep. Finance versus Operations on mindful minutes. Participation up, culture visible, nobody's data exposed.

Monthly company challenges · Team leaderboards · Gem rewards · Participation only, never personal data

● OCTOBER HEALTH / CAPABILITY DETAIL

# Leadership & learning

The fastest way to move a team's wellbeing is to move its manager. October's L&D module gives leaders 360s and pathways, lets your organisation publish its own coaching courses, run workshops and manage learning, and use AI to turn a policy or a strategy into a presentation, a course or a communication in minutes.



Leadership & learning: the website's feature illustration · Website illustration; example data.

## Leadership 360 and pathways

Multi-rater 360 assessments for leaders, with a development pathway generated from the results and reinforced through coaching content. Reassess to prove the shift.

Multi-rater Leadership 360 · Pathway generated from results · Coaching content in the flow · Reassessment to show movement

[Explore Leadership & learning ↗](#)

## Custom coaching courses

Turn your management principles, onboarding culture or wellbeing policy into a coaching course delivered by Ash in your own words. Feature it in your hub and track completion.

Author courses in your voice · Delivered by Ash · Featured in the company hub · Completion tracking

## ● LEADERSHIP &amp; LEARNING / IN DETAIL

# Leadership & learning. Inside the experience.

Employee CommsHub, custom coaching courses, workshops and LMS, Leadership 360 pathways and AI-generated learning content.



## THE HUMAN SIDE

## Leaders who change the signal.

### Workshops and LMS

Schedule workshops with October's experts or your own, manage nominations and attendance, and keep the learning record in one place with certificates and CPD where relevant.

Workshop scheduling · Nominations and attendance ·  
Learning records · Certificates and CPD

[Explore all Leadership & learning capabilities ↗](#)

### AI content generation

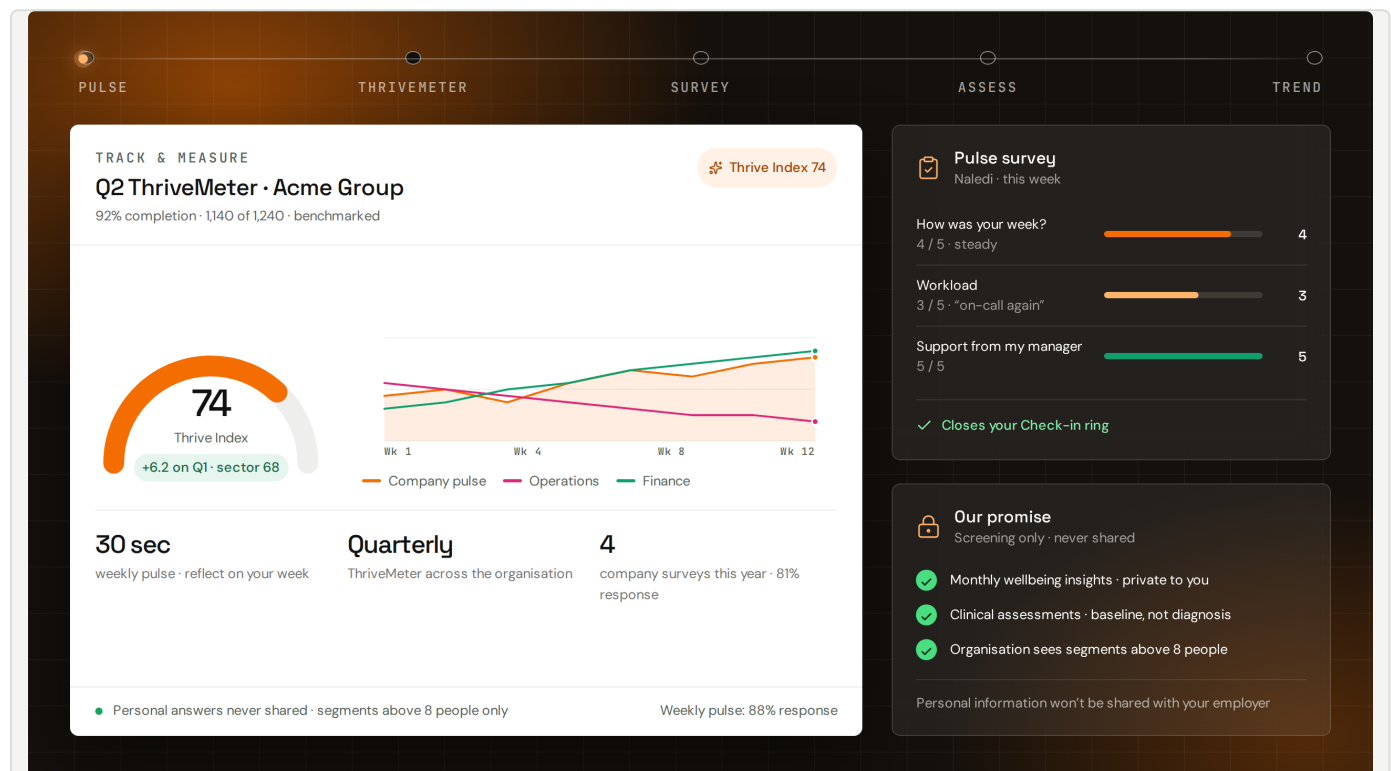
Paste a strategy, a policy or a survey result and October drafts the presentation, the manager briefing or the micro-course. Edit, approve and publish to the CommsHub.

AI presentation generation · Manager briefings · Micro-  
courses from documents · Publish to Employee  
CommsHub

● OCTOBER HEALTH / CAPABILITY DETAIL

# Track & measure

October replaces the annual engagement survey with a rhythm people keep: a weekly pulse that takes thirty seconds, the ThriveMeter every quarter, company surveys when you need them and clinical assessments when someone wants a baseline. Every employee sees their own progress. The organisation sees the aggregate, never the individual.



Track & measure: the website's feature illustration · Website illustration; example data.

## ThriveMeter

A short, validated quarterly assessment that gives every employee a picture of how they are doing across wellbeing, work and life, and gives the organisation a Thrive Index by team, tenure and location.

Quarterly, validated · Personal progress over time · Thrive Index by segment · Completion tracked in the company checklist

[Explore Track & measure ↗](#)

## Weekly pulse

A weekly wellbeing update for you and your workplace: one screen, thirty seconds, done. Over a quarter it becomes the earliest signal that a team's pressure is rising.

30-second weekly check · Personal trend line · Team-level trend for leaders · Earliest signal of change

## ● TRACK &amp; MEASURE / IN DETAIL

# Track & measure. Inside the experience.

ThriveMeter every quarter, a weekly pulse, company surveys, clinical assessments and monthly wellbeing insights for every employee.



## THE HUMAN SIDE

## Measure what actually moves.

### Company surveys

Custom surveys crafted by your team, delivered in the app people already use, with response rates a mailed link never sees. Onboarding, exit, culture, safety: your questions, your cadence.

Custom surveys · In-app delivery · Response rates that beat email · Results in the insights platform

[Explore all Track & measure capabilities ↗](#)

### Assessments and monthly insights

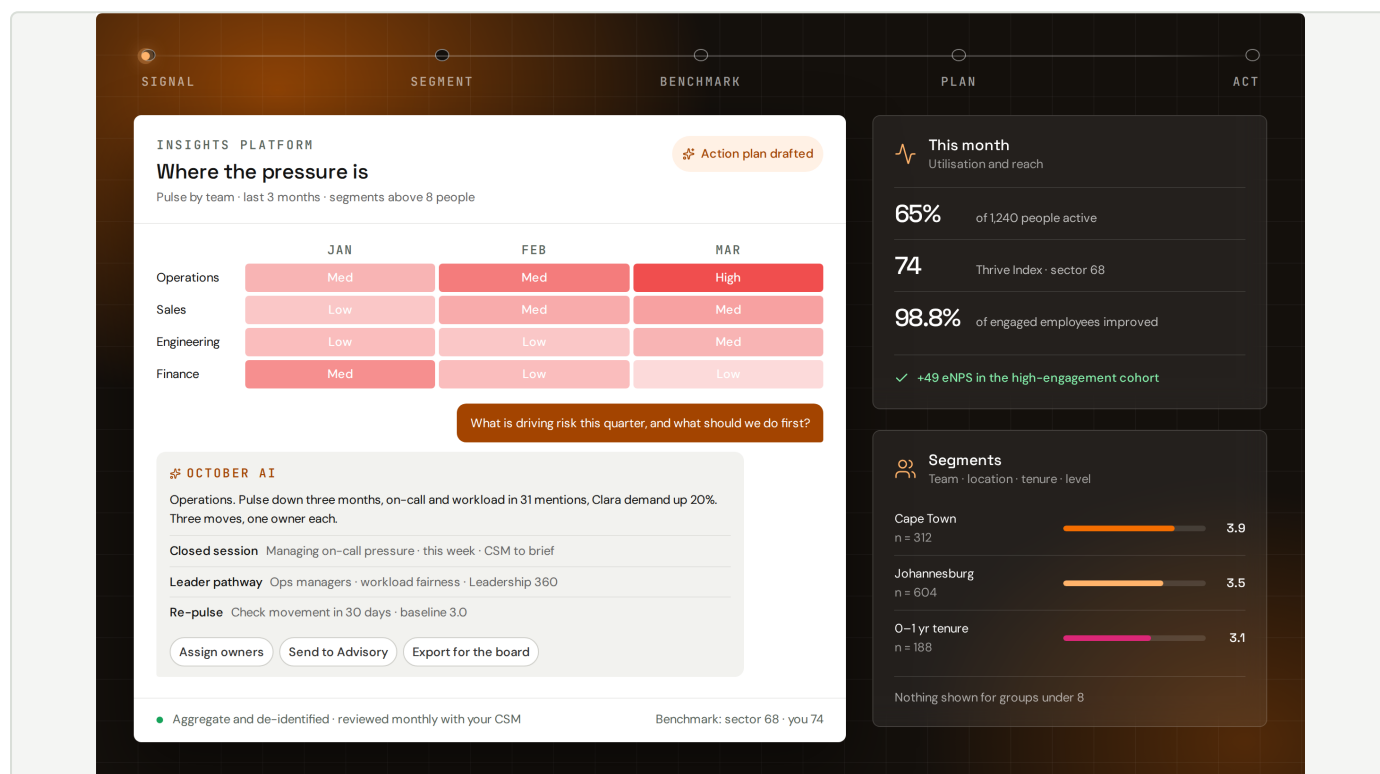
Clinical assessments for stress, anxiety and sleep give you a baseline. Monthly wellbeing insights bring your check-ins, patterns and progress together, privately, with a promise that personal information will not be shared.

Validated assessments · Monthly personal insights · Patterns from your check-ins · Our promise: never shared

● OCTOBER HEALTH / CAPABILITY DETAIL

# Insights platform

The insights platform is where a thousand private conversations become one clear organisational picture. Utilisation, Thrive Index, pulse trends, session themes and care demand, segmented by team, tenure and location, benchmarked against your industry, and turned by AI into an action plan with an owner. Your customer success manager reviews it with you monthly, and October Advisory can take it further.



Insights platform: the website's feature illustration · Website illustration; example data.

## Reporting and analysis

Utilisation, Thrive Index, weekly pulse, session and topic demand, assessment trends and care pathway usage on one screen, updated as people use the app. Export it, or ask October to explain it.

Live utilisation and reach · Thrive Index and pulse trends · Topic and session demand · Care pathway demand

[Explore Insights platform ↗](#)

## Segmentation

Standard segmentation by team, department, location, tenure and level, always above a minimum group size. See that Operations' pressure is rising while Finance is recovering, and know where the intervention goes.

Team, department and location · Tenure and level · Minimum group size enforced · Compare segments over time

● **INSIGHTS PLATFORM / IN DETAIL**

# Insights platform. Inside the experience.

Reporting, segmentation, industry benchmarks, the Wellbeing Index and generative AI action plans for wellbeing and HR leaders.



## THE HUMAN SIDE

**See the system. Move the pressure.**

## Benchmarks and the Wellbeing Index

The Workplace Wellbeing Benchmark and Wellbeing Index put your numbers beside your industry and best-in-class organisations, so the size of the opportunity is visible to the board.

Industry benchmarking · Wellbeing Index · Best-in-class comparison · Board-ready summaries

[Explore all Insights platform capabilities ↗](#)

## Generative AI action plans

October reads the picture and drafts the plan: the three teams to focus on, the intervention for each, the closed session to run, the leader to support, and how you will know it worked. Your CSM refines it with you; Advisory can execute it.

AI-drafted action plans · Named interventions and owners · Baseline and follow-up measure · Reviewed monthly with your CSM

## ● CAPABILITY DIRECTORY

# Everything in the workflow. Directory 1 of 3.

A reference to the published October Health capabilities, organised around the employee experience and the organisation.

 **Luna**

**Conversation** Open chat · Suggested prompts · Reflection questions · Goal setting · Credits and renewal  
**Insight** Therapeutic insights · Pattern detection · Routine suggestions · Session and content recommendations  
**Safety** Safeguarding escalation · Emergency support pathway · Named model purpose · Zero training on conversations

 **Sessions & podcasts**

**Live** Live now · Up next · Schedule by day · Remind me · Anonymous join · Ask a question  
**Discover** Keyword search · 60+ topics · Featured sessions · Follow a topic · Hosts and experts  
**On demand** Recordings · Podcasts · Pressure Point · Company recordings · Saved sessions

 **Mindfulness & sleep**

**Journal** Quick journaling · Daily prompts · Gratitude prompts · Private entries  
**Breathe** Box breathing · Diaphragmatic breathing · Ocean breath · 4-7-8 breathing · Visual guides  
**Rest** Meditation sounds · Sleep soundscapes · Guided meditations · Calming audio · Explore library

 **Coaching & productivity**

**Coaching** Coaching with Ash · Start a course · Three active courses · Daily progress · Tips and feedback  
**Courses** Productivity · Leadership · Resilience · Focus · Time management · Navigating conversations  
**Library** Articles · Audiobooks · Money · Family · Work · Health · Life · Performance · Focus sounds

[Explore the full product ↗](#)

## ● CAPABILITY DIRECTORY

# Everything in the workflow. Directory 2 of 3.

A reference to the published October Health capabilities, organised around the employee experience and the organisation.



## Health & fitness

**Nutrition** Ivy AI dietitian · Meal planning · Nutritional information · Shopping lists

**Movement** Fitness tracking · Fitness coaching · Wearable integrations · Apple Health and Google Fit · Activity, sleep, recovery

**Measure** Clinical assessments · Baselines and trends · Team challenges · Leaderboards · Gem rewards



## Rings, journeys & rewards

**Daily** Check-in ring · Engage ring · Reflect ring · Streaks · Daily bonus

**Progress** XP · Weekly challenges · October Journey badges · Adaptive home screen

**Rewards** Gem balance · Partner shop · Purchase history · Company rewards · Team leaderboards



## Clara & expert care

**Clara** 1:1 AI voice support · Standard · 4 calls · 60 min · Plus · 8 calls · 120 min · Premier · 12 calls · 240 min

**EAP** Integrate your EAP · October virtual EAP · October in-person EAP · Counselling and referrals · Crisis response

**Cover** Emergency / Support · Country crisis lines · Safeguarding escalation · Up to three dependants · Dependant invites



## Company hub

**Sessions** Closed forest sessions · Session briefs · Expert hosts · Recordings · Company podcasts

**Content** Featured coaching courses · Announcements · Company resources · Employee CommsHub

**Engagement** Company checklist · Monthly challenges · Team leaderboards · Company rewards · Branding

[Explore the full product ↗](#)

## ● CAPABILITY DIRECTORY

# Everything in the workflow. Directory 3 of 3.

A reference to the published October Health capabilities, organised around the employee experience and the organisation.



## Leadership & learning

**Leaders** Leadership 360 · Leader pathways · Manager coaching · Reassessment

**Learning** Custom coaching courses · Professional courses · Workshops · LMS management · Nominations · Certificates

**Content** AI presentation generation · Employee CommsHub · Micro-courses · Announcements



## Track & measure

**Rhythm** Weekly pulse · Quarterly ThriveMeter · Company surveys · Onboarding and exit surveys

**Personal** Monthly wellbeing insights · Clinical assessments · Baselines and trends · Check-in history

**Signal** Thrive Index · Team trends · Benchmark comparison · Feeds the insights platform



## Insights platform

**Reporting** Utilisation and reach · Thrive Index · Pulse trends · Session and topic demand · Care demand · Exports

**Analysis** Standard segmentation · Minimum group size · Industry benchmarking · Wellbeing Index · Team leaderboards

**Action** Generative AI action plans · Owners and follow-up · Monthly CSM check-ins · Quarterly strategy · October Advisory

[Explore the full product ↗](#)

● **PRIVACY AND CARE BOUNDARIES**

# Trust is part of the experience.

People need to understand who can see their information and where to go when they need more support. October separates personal support from organisational reporting.



## Private to the person

Conversations · journals · personal results



## Visible across groups

De-identified trends · minimum group size

A privacy boundary separates individual support from organisational reporting.

### Private to the person

### Visible to the organisation

Luna, Ash, Ivy and Clara conversations; journal entries

Aggregated usage and themes, above minimum group sizes

Personal assessments, check-ins and health results

Thrive Index, pulse and wellbeing trends by eligible segment

Individual session attendance and care conversations

Attendance counts, topic demand and care-pathway utilisation

Dependants' separate accounts and conversations

Programme-level utilisation, without private dependent records

## Leadership development has an explicit sharing agreement.

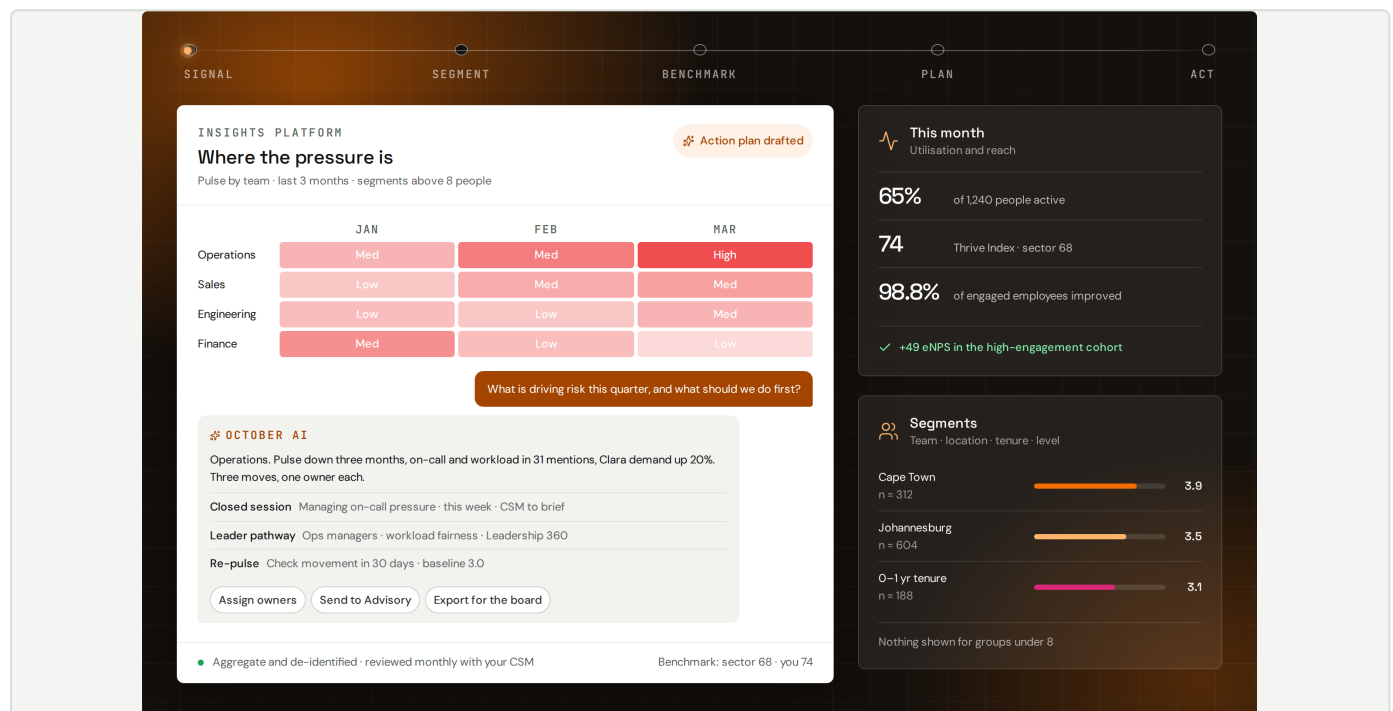
Leadership 360 results are shared with the leader and their programme owner under the programme's rules. This does not give the employer access to private Health conversations.

AI companions provide support and information; they do not make a diagnosis. Care and emergency pathways connect people with appropriate human support.

● FROM PARTICIPATION TO ACTION

# Understand the pattern. Own the response.

The insights platform combines utilisation, Thrive Index, pulse, topic demand and care demand. Segmentation and benchmarking help identify where to ask better questions and act.



Group reporting with an owned organisational response · Website illustration; example data.

## A response with an owner

AI-drafted action plans name priorities and interventions. Your customer success manager reviews progress monthly, with quarterly strategy conversations.

[Explore organisational insights ↗](#)

## Expert help to deliver

October Advisory can support manager development, coaching, workshops and organisational change when the pattern needs more than a communication campaign.

## ● EXPLORE THE FIT

# Build support around your workforce.

October Health brings everyday participation, care access, personal growth and organisational action into one programme.



## THE HUMAN SIDE

## Support that fits a working day.

Private help for employees, with group insight and expert support for leaders.

### 01 Choose the experience

Review employee access, the AI companions, live sessions, company content, dependants and the care pathway. Confirm the service scope and local availability.

### 02 Launch with trust

Explain privacy clearly, introduce the company hub and help employees find their first useful interaction. Equip managers to introduce support without requesting private details.

### 03 Keep improving the conditions

Review reach, participation and group trends. Agree the changes leaders will make, then return to the evidence with your October team.

[Explore October Health](#) ➤[hello@october.health](mailto:hello@october.health)