



WISE-QM

WELLBEING INITIATIVES
AND SERVICES FOR
EMPLOYEES QUALITY MARK

Wellbeing Initiatives and Services for Employees Quality Mark

Launch webinar

15th April 2026

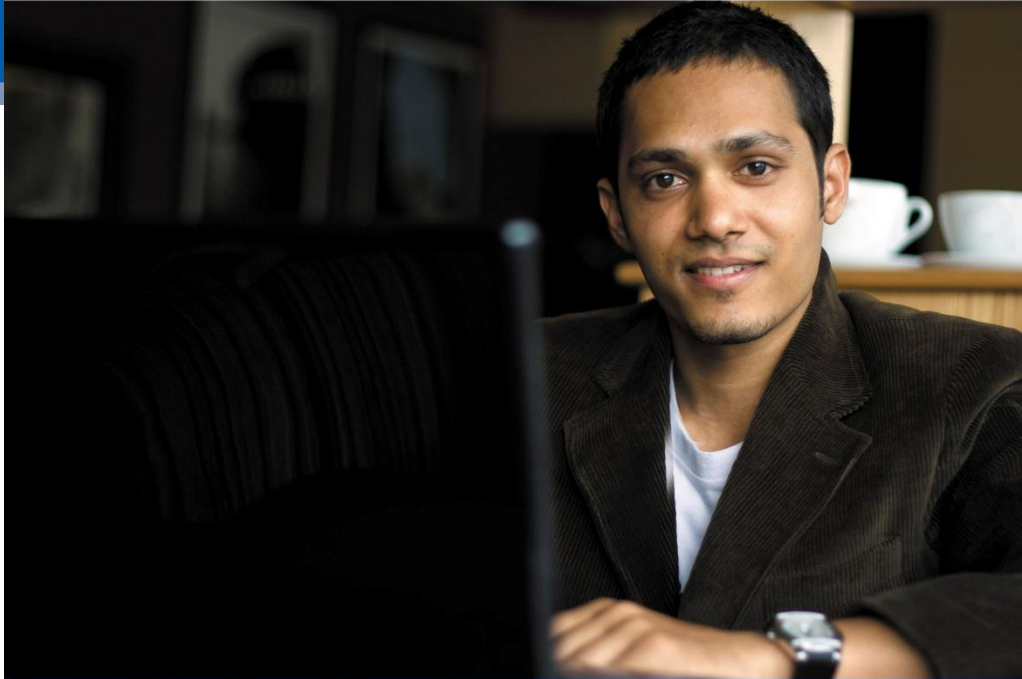
Agenda



WISE-QM
WELLBEING INITIATIVES
AND SERVICES FOR
EMPLOYEES QUALITY MARK

- Welcome and introduction
- Background to WISE-QM
- Aims and scope of the Quality Mark
- Introducing the standards
- QM methodology
- Q&A

Background into WISE-QM



Buyers' guide
Wellbeing products or services

September 2024

SOM Buyer's Guide



This SOM guide to buying wellbeing products or services, aims to provide those responsible for purchasing wellbeing products or services, with evidence-based frameworks to make informed and effective decisions and make sure there are no unintended consequences for your workers.

Covers:

- the importance of choosing the right wellbeing interventions and avoiding non-evidence-based, potentially harmful, solutions
- evidence-based frameworks to help identify gaps in provision to inform purchasing needs
- the role of OH services in providing support and advice on improving work environments and cultures
- the challenges posed by the increasing number of digital health solutions, such as insufficient evidence of effectiveness, data security issues, and ensuring access and engagement
- ongoing monitoring of impact and evaluation of wellbeing interventions to confirm they are achieving the desired outcomes.

[Download the guide here.](#)

WISE-QM



- A Joint initiative between SOM and the Royal College of Psychiatrists
- QM will recognise, strengthen, and standardise the provision of workplace wellbeing services
- Helping purchasers make informed decisions about an evidence-based framework
- Reduce the challenges posed by the increasing number of health solutions (inc. digital),
- Focus on monitoring of impacts and evaluation of wellbeing interventions
- Aims to provides a trusted benchmark for excellence
- Website [here](#). Register to become pilot members [now open!](#)

Aims and scope of WISE-QM

A subscription-based quality improvement programme designed to assess and recognise providers delivering wellbeing services and initiatives to employees.

From coaching and therapeutic support to wellbeing programmes, digital tools, apps and EAPs, WISE-QM sets clear standards to support consistent, high-quality practice.

WISE-QM aims to:

- provide independent assurance of the quality, safety, and effectiveness of wellbeing products and services
- support providers to improve and strengthen their delivery, regardless of organisational size
- offer employers confidence when purchasing wellbeing services
- promote transparency and consistency across a diverse wellbeing marketplace
- encourage innovation while ensuring essential standards are met.

WISE-QM ensures that wellbeing providers demonstrate:

- safe and ethical practice
- high-quality delivery
- effective service design
- transparent communication
- meaningful outcomes for employees
- robust governance appropriate to their scale.

With WISE-QM, organisations can demonstrate their commitment to responsible wellbeing provision, while providers gain recognition for achieving high standards in practice and delivery.

WISE-QM is designed not just to assess quality, but to help providers grow and strengthen their services. Participating organisations undertake a structured quality assurance process that includes:

- review of governance, policies, and delivery standards
- evaluation of service effectiveness and impact
- constructive, specialist feedback from trained assessors
- opportunities for reflection, improvement, and innovation.

The process is designed to be developmental, supportive, and focused on long-term excellence.


Existing models

WISE-QM was developed through a cross comparison of other existing models:



som
Supporting occupational health and wellbeing professionals

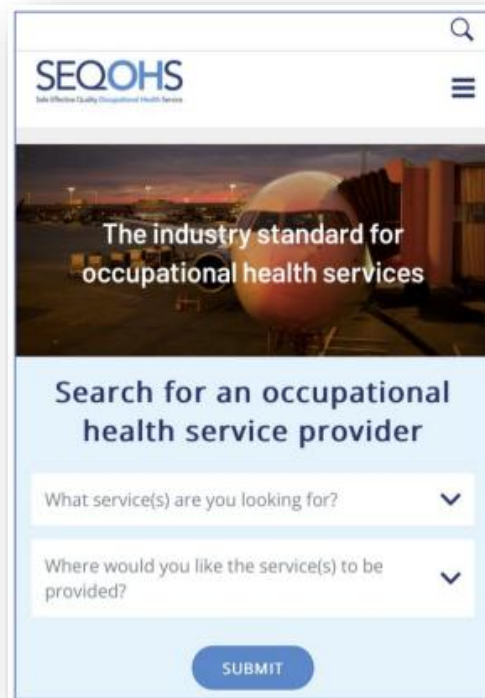
Produced in association with
affinity
health at work



Buyers' guide
Wellbeing products or services

September 2024

som.org.uk



SEQOHS
Safe Effective Quality Occupational Health Services


The industry standard for occupational health services

Search for an occupational health service provider

What service(s) are you looking for? ▼

Where would you like the service(s) to be provided? ▼

SUBMIT



Nesta

STANDARDS OF EVIDENCE:
AN APPROACH THAT BALANCES THE NEED FOR EVIDENCE WITH INNOVATION

October 2013, Ruth Puttick and Joe Ludlow

Introduction

Nesta's mission is to support innovation by helping bring great ideas to life. Understanding impact is an integral part of this.

This paper provides an overview of the Nesta Standards of Evidence. Our aim is to find alignment with academically recognised levels of rigour, whilst managing to ensure impact measurement is appropriate to the stage of development of a variety of different products, services and programmes. The Standards of Evidence were developed based upon those used in Project Oracle (see text box for further details).

Why evidence is important

Put simply, innovators, commissioners, service users and investors all need evidence to know whether the products or services they develop, buy or invest in make a positive difference.

For us good intentions are not good enough. We know that good intentions don't always lead to good outcomes. Programmes like Scared Straight or DARE, are a good example of this, having been found to be harmful to the young people they set out to serve.

HOW THE STANDARDS OF EVIDENCE WERE DEVELOPED

It is worth noting that Standards of Evidence are not new. There are numerous 'levels' and 'standards' of evidence that have been developed to help structure how evidence is gathered, interpreted and assessed. Our starting point was the standards of evidence that underpin the Greater London Authority's Project Oracle: an innovative, city-wide programme that seeks to build the evidence behind youth programmes in London. We started with these because they effectively manage to retain rigorous academic standards whilst ensuring that the evidence requirements are appropriate to the development of services and products. We have amended and adapted the Oracle standards to fit with the requirements of our innovation programmes.



RAND EUROPE

Promising practices for health and wellbeing at work

A review of the evidence landscape

Michael Whitmore, Katherine Stewart, Jack Pollard, Anna van Belle, Miaoqing Yang, Christian van Stolk

..and more

WISE-QM Standards

Standards development

20 expressions of interest received from providers

1-1 meetings with RCPsych colleagues and providers

Challenges raised (lack of regulation and oversight, fragmentation, need for clarity)

Standards development workshop

Several rounds of draft standards out for e-consultation

Standards available now!



- **37 standards**
- Developed in consultation with a range of stakeholders
- Designed to reflect good practice and how providers should be operating
- Pilot standards to be tested with members during first year
- Standards consultation and revision to take place next year

Standard domains

Domain
Service design and delivery
Information and communication
Accessibility of services
Quality of delivery
Outcomes and impact
Governance

QM Methodology

Review process



Methodology

Initial scoping call

- Understand the nature and scope of the offer
- Clarify evidence expectations
- Consider potentially N/A standards

Self-assessment via online portal

- Scores and commentary
- Evidence upload
- Collect feedback (purchasers and practitioners)

Independent review

- Panel of two external assessors to review evidence
- Agree applicability of standards
- Request further evidence (if required)

Award Committee

- Made up of SOM/RCPsych staff, key stakeholders and lay representative(s)
- Review reports
- Make decisions about awards

The award

- Providers need to demonstrate they are meeting **all applicable standards** by the end of their assessment window
 - Opportunity for further submissions/clarification if needed
- Award Committee (AC) will meet approximately quarterly to review reports
- The award will be in place for a period of three years
 - Subject to light-touch review after 18 months
- Cycle begins again

Next steps

Membership benefits



Find examples of good practice that can be shared across services



Dedicated time to think about quality improvement



Network with people in similar fields, building connections



Recognition and demonstration of service quality

Registration now open!



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Become a pilot
member of the
**WISE Quality
Mark!**



Q&A

Contact us



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Contact us!

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