

Tarek Nour Communications takes a step towards better employee health and wellbeing.

A multifaceted powerhouse, we are the first communications firm of its kind in Egypt and widely considered to be the pioneer of advertising in the Middle East. We have launched numerous firsts in the region and paved the way for a generation of creative minds to shape our evolving field. We are known as a school – our people learn, grow and develop through expansive exposure to all the parts that make an Ad tick.

Here at Tarek Nour communications, their number one priority is people. That's why they have joined forces with MindNation to support their employee's mental health wellbeing needs and goals. Investing in corporate wellness does not just benefit employees but also employers. By receiving proper mental health care, productivity increases, absenteeism decreases, and total medical costs decrease. Having a healthy workforce that shows up to work in a good frame of mind, ready to work benefits everyone. Healthier and happier teams are more productive and motivated to perform better. They are also equipped with grit and resilience in facing challenges.

The objective of this partnership is to help our employees in their general well-being be it mental health, well-being, work-life balance, etc. The objective is for us to be a conscious company prioritizing mental health as it is becoming the number one priority in employee satisfaction. Providing good mental health coverage is a way to empower employees in taking their mental health into their own hands. This can allow people to proactively take care of their mental health consistently rather than reactively. Changing and improving employee behaviors is the goal of this wellness program as well as adopting healthy habits that will in return benefit all areas of their lives. MindNation ensures that our employees get the help they need. Through their

expert-backed CareNow plan, they will provide holistic well-being services that align with our journey towards better mental health and wellbeing.

MindNation is a company based in Singapore that has had a high success rate in Dubai and they just started operating in Egypt. They are an innovative mental health and wellbeing organization that has grown globally as a trusted partner for organizations and communities alike.