

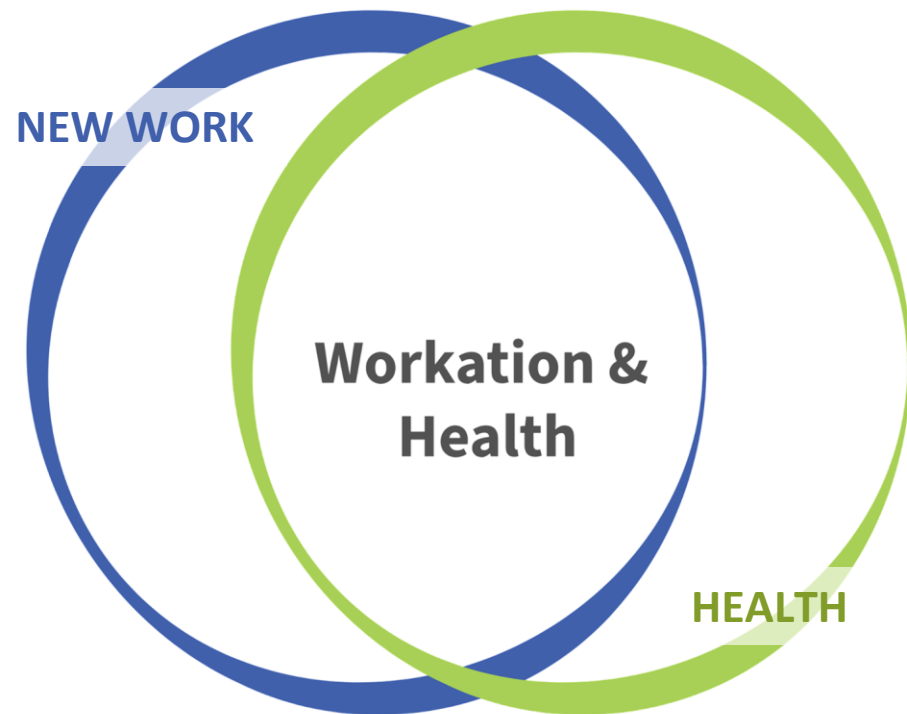


From Theory to Practice

Workation with a Preventive Health Focus in Selected Pilot Locations

Deggendorf, October 21, 2025

Health-Oriented Workation = A Practical and Innovative Approach



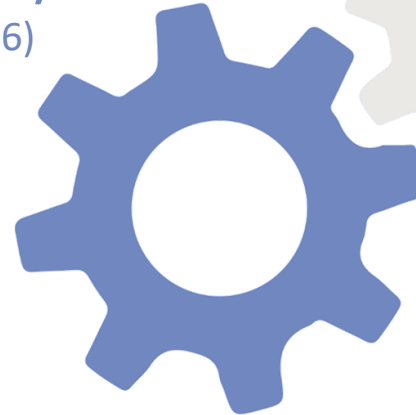
- **Workation stay** in a Bavarian health resort
- **Work and prevention:** productive work in a health-oriented workspace + analysis and improvement of lifestyle and work habits
- **Duration:** approx. 5 days
- Professional support for **lasting impact:** on-site experts + digital follow-up care + optional refresher stay
- **No vacation required:** participation takes place during regular working hours
- **Added value for everyone:** employees (strengthen health & build resilience), employers (motivated staff, fewer absences, attractive benefit), health resort (new and younger target groups), health insurers (reduced healthcare costs)

Is There a Target Group for Health-Oriented Workation Offers in Bavarian Health Resorts?

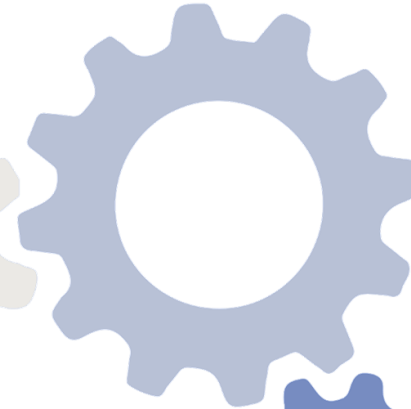
Dezember 2023 – November 2024



Employee
Survey
(n=936)



In-depth
Interviews



Employer
Survey
(n=169)



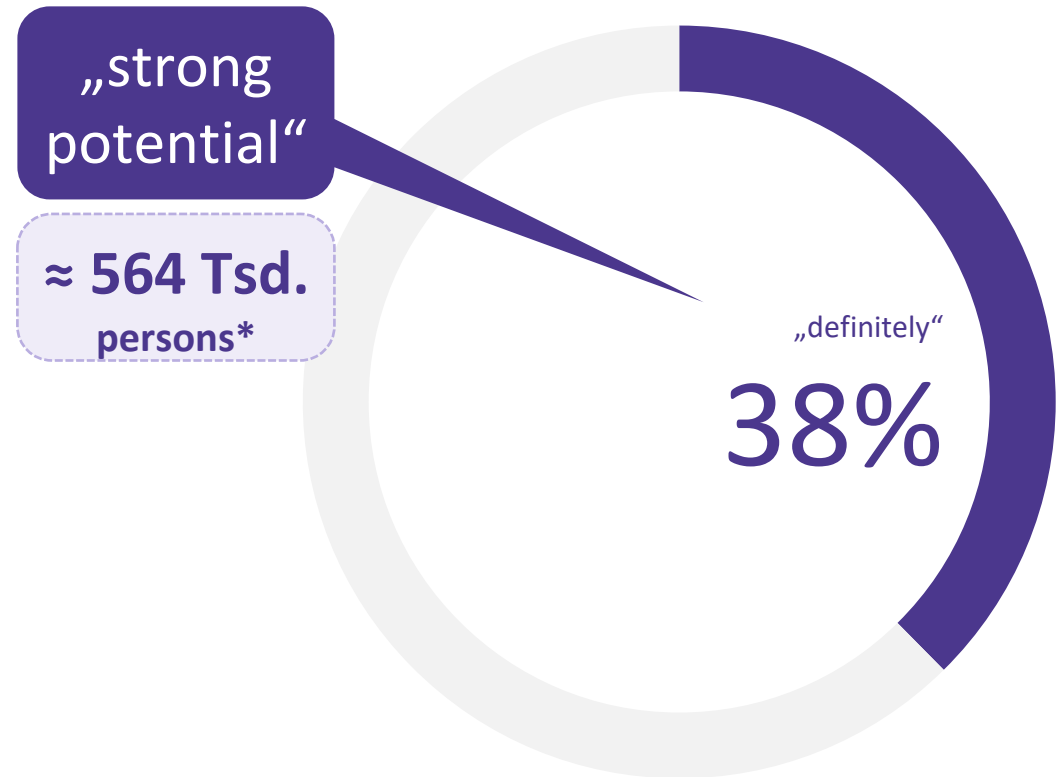
Workshop with
BHV*

Focus: Employees in Bavaria who regularly work from home, and companies based in Bavaria that employ staff who can at least theoretically work remotely

*Bayerischer Heilbäderverband e.V.

Roughly One in Three Employees Shows Clear Interest in (Co-)Workation in Health and Thermal Resorts

*“Can you imagine taking part in a **health-oriented (co-)workation** in a **Bavarian health or thermal resort?**”*



(Base: n=936 employed persons in Bavaria who can work remotely)

Base: approx. 1.5 million employed persons in Bavaria who regularly work from home
(Source: Bayerisches Landesamt für Statistik und Datenverarbeitung).

Clear Potential: Companies See (Co-)Workation as an Additional Employee Benefit

*“Would you, as an employer, generally support a **health-oriented (co-)workation** for your employees in a **Bavarian health or thermal resort?**”*



Staying Healthy and Fit – the Greatest Benefit for Employees!



staying physically
& mentally fit

1

2

being able to
focus on work



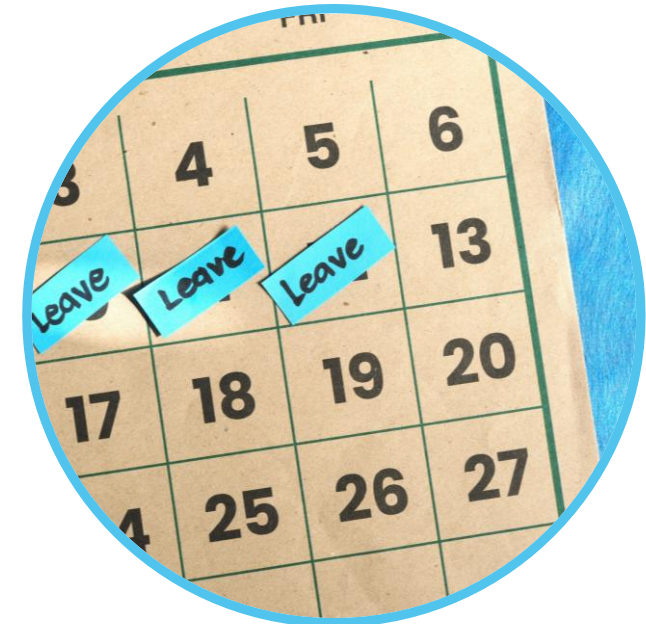
3

finding calm and
releasing stress



4

time out without
using vacation days





1

2

Motivation & Productivity



3



Flexibility & Work-Life Balance

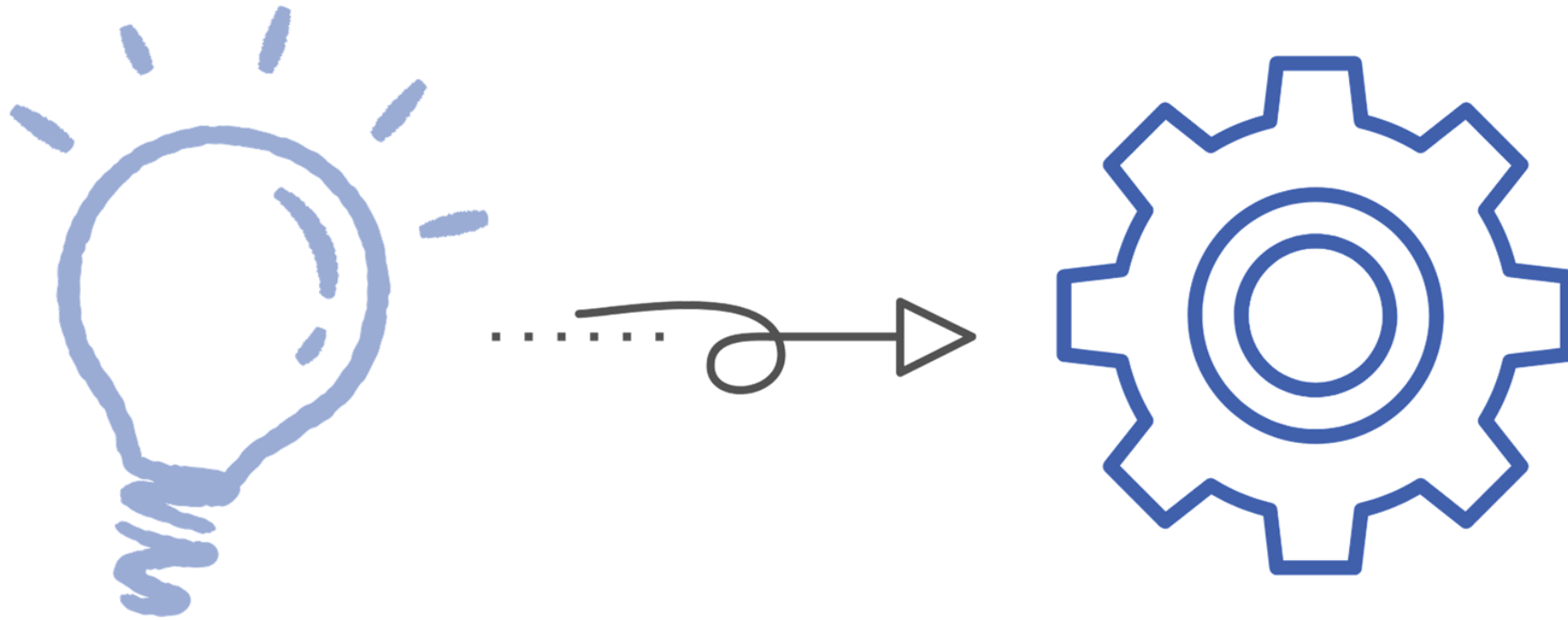


Workation With a Health Focus Convinces When It Has a Lasting Impact!

- **Health focus** is seen as an **added value**
- Willingness to **(co-)finance** – on both sides
- Great potential, but **prerequisite** = **lasting impact**



Next Step: Unlock Potential Through Implementation

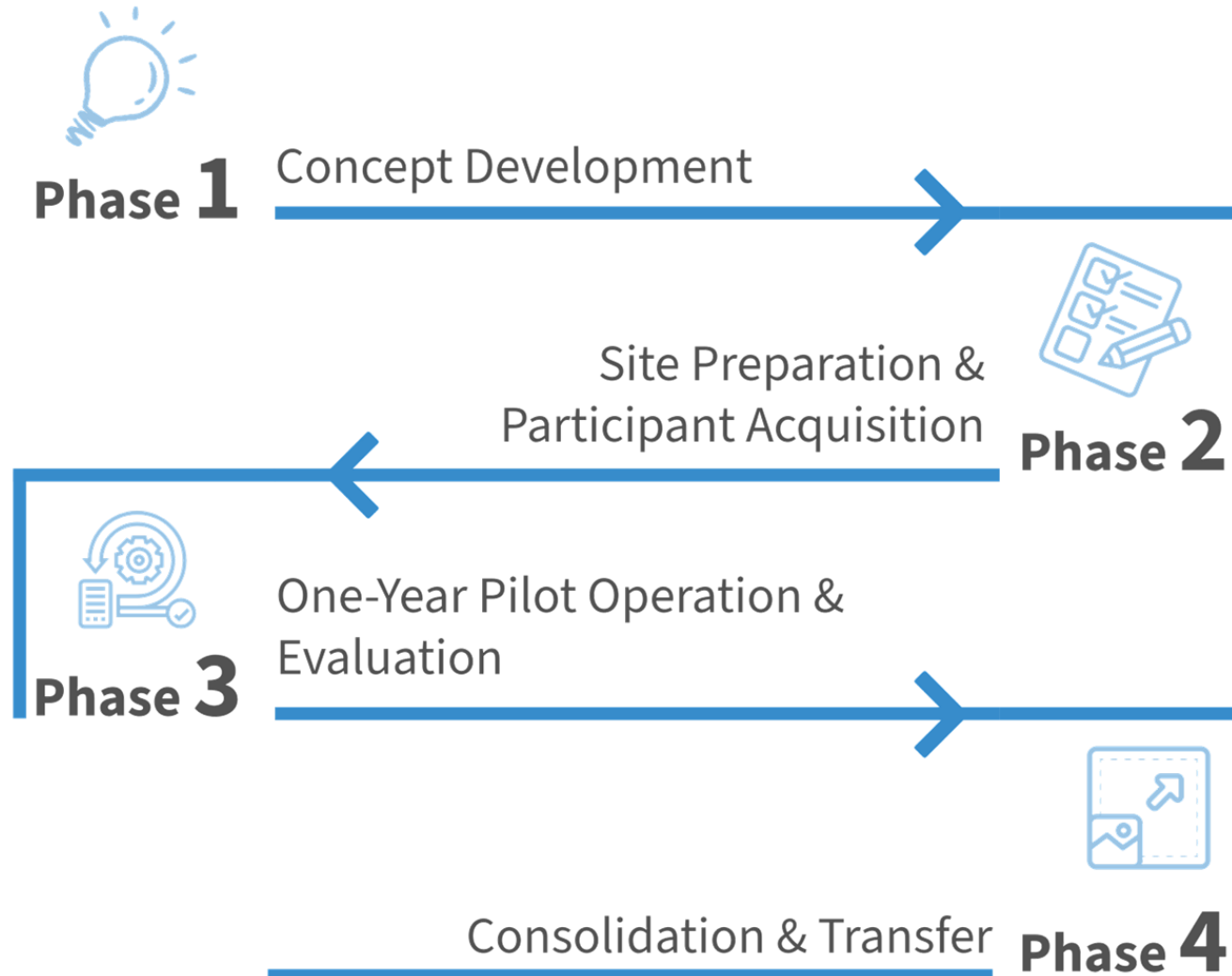


Next Step: Unlock Potential Through Implementation

- Currently: Research for a suitable funding program to initiate the implementation project (e.g., KuHeMo¹)
- Partners: Gesundheitscampus Bad Kötzing (TH Deggendorf), Bayerischer Heilbäder-Verband e.V., and up to five pilot locations (ideally distributed across Bavaria)

1) Funding of measures to improve medical quality in Bavaria's highly accredited health resorts.
The KuHeMo program is funded by the Bavarian State Ministry for Health, Care and Prevention.

A Structured Four-Phase Process Leads From Idea to Sustainable Transfer



The PICO Design Examines the Feasibility, Acceptance, and Effectiveness of a Health-Oriented Workation

Population

Employed persons who can work remotely

Intervention

structured, **multi-phase prevention program** as part of a **5-day** health-oriented workation

Comparator

intra-individual pre-post comparison; evaluation points:
T0 (start of stay), T1 (immediately after the stay), T2 (after approx. 3 months during digital follow-up), T3 (after approx. 6 months, before the optional on-site refresher stay)

Outcome

Feasibility, Acceptance, Effectiveness

Questions? Feel Free to Contact Us!

Image Source: Adobe Stock



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