



# **PIETENTIAL:**

## The Wellbeing Intelligence Platform

# Measure What Matters. Empower Action. Validate Outcomes.

Pietential is the world's first Wellbeing Intelligence Platform (WIP)—a science-backed, psychometrically validated SaaS platform that enables organizations to measure, monitor, and improve holistic wellbeing across their workforce in real time.

Pietential operates as a layer between the benefits ecosystem and the people analytics stack. Unlike wellness apps, content vendors, or biased engagement surveys, Pietential is a standalone measurement and analytics layer. It provides organizations with objective, actionable insights into what truly drives engagement, retention, and performance—employee wellbeing.



# Why Choose Pietential

- **Psychometrically Validated:** Built on a non-hierarchical reinterpretation of Maslow's Hierarchy of Needs, Pietential has been reviewed and found to be highly reliable by independent psychometricians.
- **Independent and Unconflicted:** No wellness solutions content, coaching, or therapy is sold—Pietential's only product is psychometrically validated insight.
- **Real-Time and Predictive:** Individual, cohort, and total population-level dashboards with wellbeing decline alerting functionality.
- **Fast Setup:** Fully functional in under 30 minutes, with no integration necessary, or recommended.
- **AI-Driven Guidance:** MyMazlow™ recommends underutilized employer-sponsored benefits based on wellbeing scores.
- **IRS 125 Plan Ready:** Supports defensible monitoring of wellbeing for benefits compliance.
- **Gamified Development Tools:** Personalized feedback and wellbeing monitoring over time, and self-directed personal growth exercises.
- **Demographic Insights and Alerts:** Track wellbeing shifts across teams, roles, or identities—intervene early and strategically.



## Use Cases That Deliver ROI

- **Validate program efficacy:** Benchmark wellbeing before and after interventions like DEI, leadership training, or EAP promotion.
- **A/B test benefits:** Use cohort analysis to compare the impact of different benefit offerings or programs.
- **Increase benefit usage:** MyMazlow™ nudges employees toward underused, high-impact resources that the employer is already paying for.
- **Identify burnout risk early:** Detect dips in wellbeing and respond before performance or morale erodes.
- **Meet compliance goals:** Track and demonstrate utilization and impact of pre-tax benefit plans.
- **Connect wellbeing to KPIs:** Link wellbeing insights directly to lagging business outcomes like turnover, disengagement and productivity.

## Who It's For

- Mid-market and enterprise organizations (150–5,000+ employees) needing scalable, real-time wellbeing insights to connect employee wellbeing to business KPIs.
- Total Rewards and Benefits teams accountable for benefit engagement, utilization, and ROI.
- People Analytics professionals tying wellbeing to core HR metrics.
- IRS 125 Plan and EAP administrators needing compliance and utilization reporting.
- NGOs, school systems, and distributed workforces setting wellbeing baselines and crisis-response protocols.

## A New Category

Pietential is not a wellness tool, a coaching platform, a sentiment survey, or an EAP. It is a new category: a Wellbeing Intelligence Platform. It works across your existing benefits and people systems to tell you, in real time, whether your efforts are improving wellbeing—who it's working for, and where gaps remain.

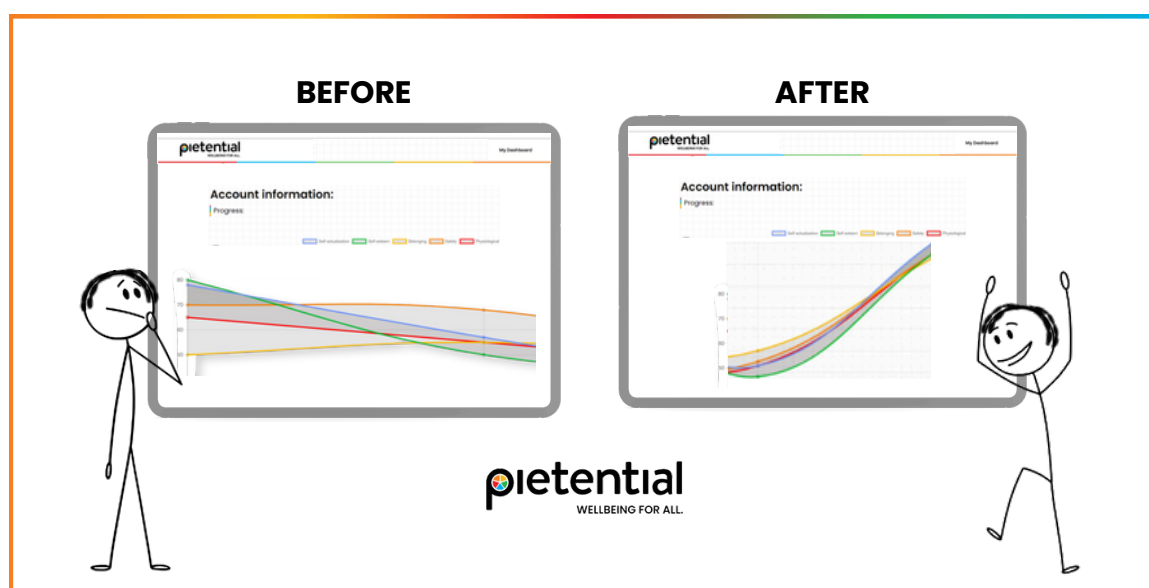
It is the measurement layer your programs have been missing, and the strategic insight your leaders have been waiting for.

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Demo access, platform walkthroughs, and case studies available upon request.



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