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Madlen Jekoff is the founder of Stellium Group and creator of the Stellium Wellbeing Index (SWBI), a benchmarkable framework for measuring institutional and workforce wellbeing across healthcare and other high-stress systems. She also serves as Managing Director of AI-driven data intelligence platform - work that informs SWBI's approach to converting qualitative wellbeing signals into structured, decision-grade metrics. She writes and speaks on systems thinking, organisational wellbeing, and the measurement of what most institutions treat as invisible.