



Risk & Insurance | Employee Benefits | Retirement & Private Wealth

Analyzing Data and Resources for an Effective Employee Mental Health Strategy

UPCOMING WEBINAR

Deploying Resources for an Effective Mental Health Strategy

Wednesday, June 14 | 12:00PM CT

Panelists: Fran Scott & Philip Swayze, HUB Health & Performance



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Co-authoring Quality Employee (Wellbeing) Experiences

What We Solve	Our Process	Our Tools
○ The need for wellbeing solutions for all clients across the spectrum – from those just starting out to those wanting highly strategic initiatives	○ Discovery ○ Right Size to Client Level ○ Frame using Evidence Based Practices ○ Operationalize	○ Operational Framework Aligned to Level ○ Proprietary Programming Resource Portal – ChooseWell Online ○ Wellbeing Scorecard ○ BenefitPitch Vendor Database ○ Wellbeing Verticals

Purpose Statement: Create an engaged and thriving workforce that positively impacts our client's people and performance goals through a holistic and strategic approach that aligns with evidence best practices.

Well Designed = Best Practice



Scorecard Section	Maximum Points
Strategic Planning	50
Organizational & Cultural Support	60
Programs	20
Programs Integration	20
Participation Strategies	30
Measurement & Evaluation	20
Total Points	200



Workforce Mental Health & Wellbeing Best Practices



1

Raise Awareness about the importance of Mental Health and Wellbeing

2

Manage Psychosocial Risk Related to Work, Environment, and Culture

3

Access Mental Health and Wellbeing Needs and Measure Intervention Impact

4

Provide and Promote Access to Evidence-Based, High Quality Mental Health Care

5

Integrate Mental Health & Wellbeing into Total Wellbeing Initiative

6

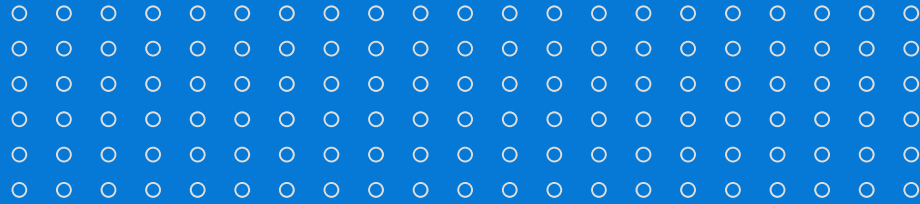
Partner with Local and National Organizations to Extend and Share Mental Health & Wellbeing Practices



Agenda

- 1 | The case for mental health
- 2 | Data analysis & benchmarking
- 3 | Inventorying current resources
- 4 | HUB's approach to best practice strategy

1



The Case for Mental Health



Framing Mental Health in the Workplace



Wellbeing

Wellbeing can be understood as how people think, feel and function — on both a personal and social level — and how they evaluate their lives as a whole.*

Mental Health

Mental health is the capacity to feel, think and act in ways that enhance the ability to enjoy life, and deal with challenges.

Quality Employee Experience (QEX)

Employees are looking for companies to acknowledge and respect their lives outside of work. This can be accomplished by caring for your employees' physical, emotional, and financial needs.



Did you know...

26% of Americans suffer from a diagnosable mental disorder in a given year.*



60% of working parents reported being “**very**” to “**extremely concerned**” about their child’s emotional health and development or behavior in the past 2 years.**

Suicide is the **2nd leading cause of death** among people ages 10-14 and 25-34.***

Declaration of a
National Emergency in Child and Adolescent Mental Health****

* Hopkins Medicine _ Mental Health Disorder Statistics

** Nationwide Children’s _ The Great Collide 2022 Report

*** CDC _ Facts About Suicide 2020

**** American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry and Children’s Hospital Association

7 in 10

employees found it difficult to concentrate at work (2022).*

Employees at high risk of depression remained most strongly associated with increase **(48% higher)** per capita medical spending up to 3 years after.**



When asked if companies were supporting the physical and emotional health of employees, **80%** of executives agreed or strongly agreed.

Yet when the same question was posed to employees, the figure was a glaringly low **46%**.***

*Mental Health America _ 2022 Mind the Workplace Study

**NIH_ National Library of Medicine_ Ten modifiable health risk factors are linked to more than 1/5 employer health care spending

*** 2020 IBM Study

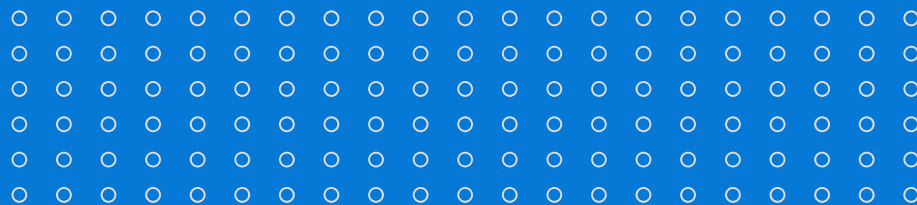
A Concerning Mental Health Gap



More employers feel they have offered workers mental health resources than in previous years, and that their Company culture around mental health has significantly improved. However, workers disagreed.

	Employers	Workers
Feel workers have the flexibility in their schedule to get the mental health they need	80%	53%
Have more access to mental health resources than previous years	82%	50%
Has an open and inclusive environment that encourages a dialogue about mental health	82%	48%
Mental health has improved thanks to resources provided by the company	79%	35%

2



Data Analysis & Benchmarking



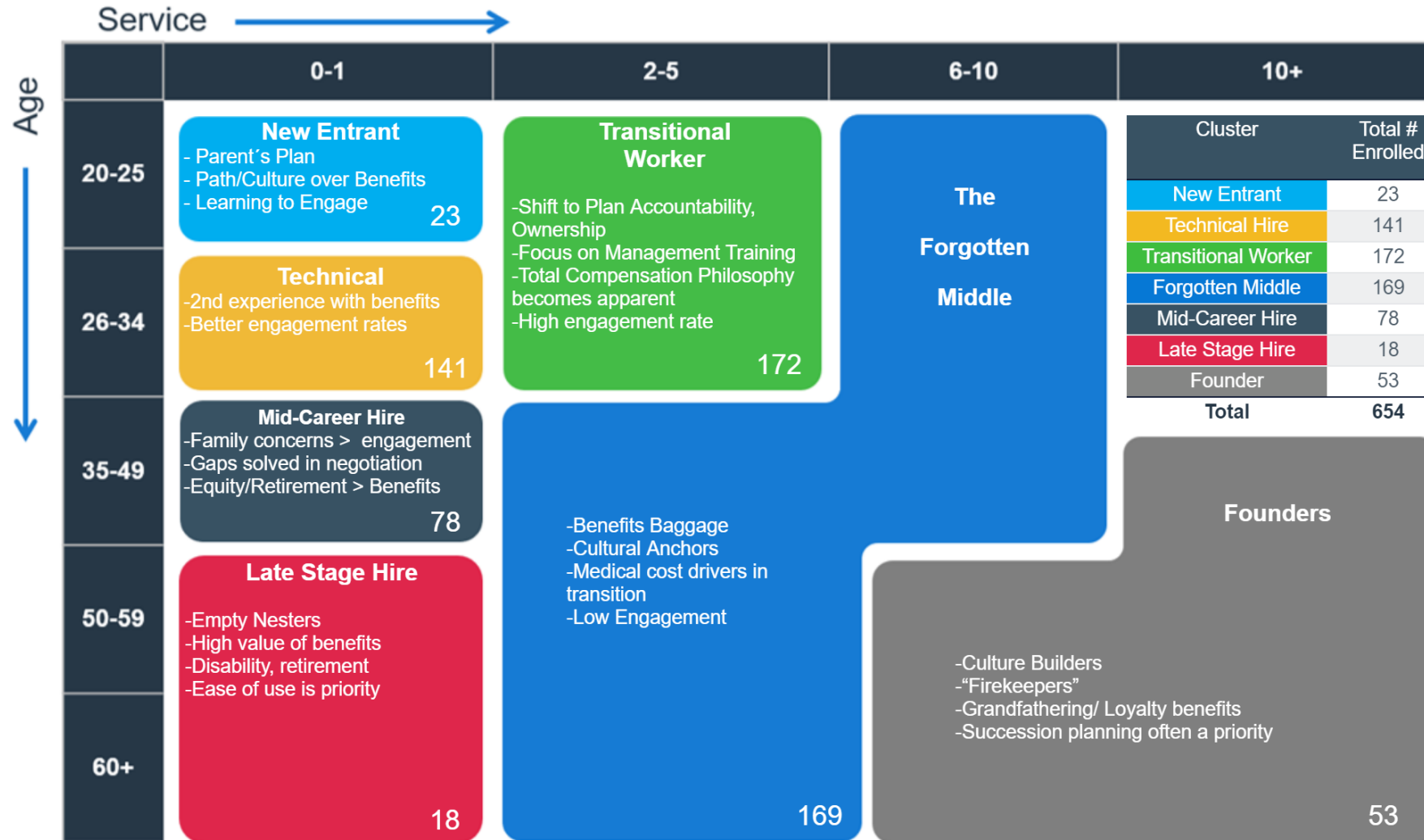
Employee Data

Employee Surveys & Measures



Wellbeing survey	Annual satisfaction, moral surveys or net promoter scores
Emotional wellness surveys	Turnover data
Press Ganey scores	Absenteeism
HERO or WELCOA Scorecard	Sick leave
Gallup surveys	Health plan and Rx claims

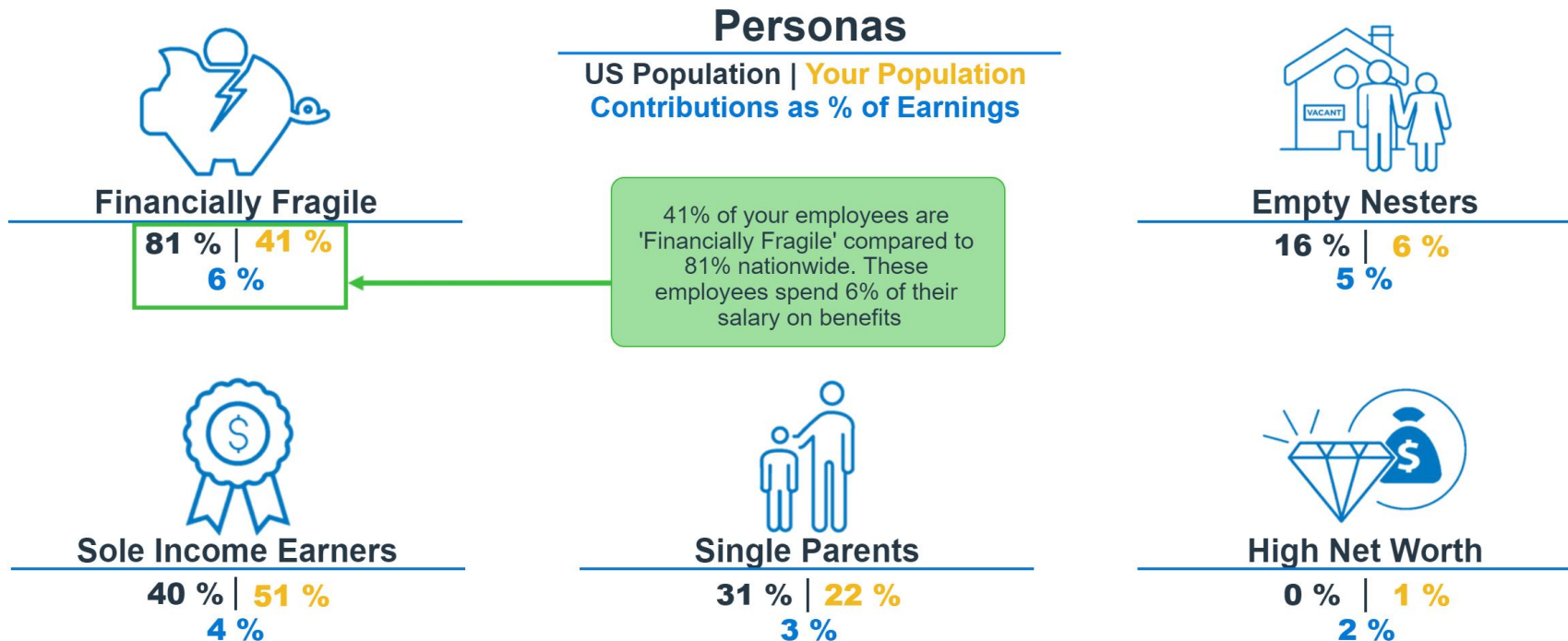
HUB Workforce Persona Analysis



HUB Workforce Persona Analysis



How does your population compare to U.S. Average? What % of salary does your population spend on benefits?

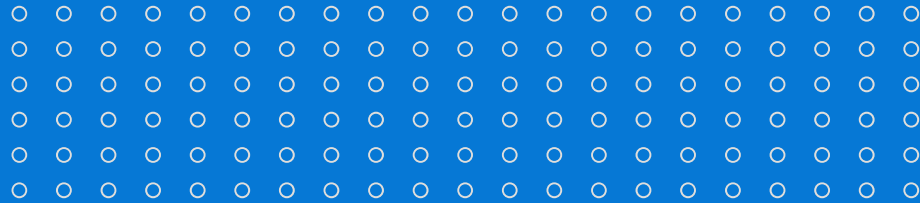


17% of youth 6-17 years old experience a mental health disorder

46% of women say money issues have negatively affected their mental health, prompting feelings of anxiety, depression, sleeplessness and stress (vs. 38% men)

Greif is a top presenting issue for **Baby Boomers** seeking mental health care whereas Relationship issues was a top presenting issue for **Millennials**

3



Inventorying current resources



Communication Channels



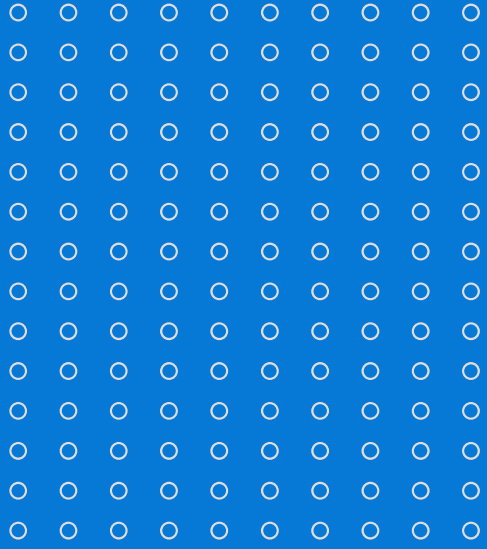
What info are you providing to address mental health concerns to our employees?

- Awareness campaigns, newsletters, posters, electronic news
-

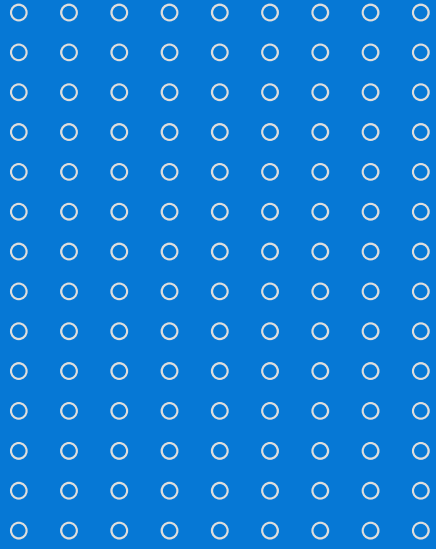
How is the info accessible?

- Multiple locations and formats, with easily understood descriptions and contact information regarding how to access care.
-

Are your mental health resources and preventive services integrated through a comprehensive wellness and health promotions program?



Awareness Campaigns & Challenges



Mental Health S.O.S. Awareness Campaign



12-Month Employee Awareness Campaign

- Customizable with your logo and **mental health resources** you make available
- Administrator's Launch Guide
- Leadership Announcement
 - Email / Letter
- 8.5x11 PDFs for printing as posters
- Newsletter Snippets
- Emails



Mindfulness Challenges



Be Resilient Challenge

Brain Power Awareness Campaign



Public Resources



Call 988 – National Suicide Prevention Lifeline

[Mental Health America](#)

[Seize the Awkward](#) website

Employer Assistance & Resources Network – [Workplace MH](#)

NAMI – [Warning Signs & Symptoms](#)

Psych Hub

ManTherapy.org

The Campaign to Change Direction – GiveAnHour.org (Veterans)

Right Directions – Depression Awareness

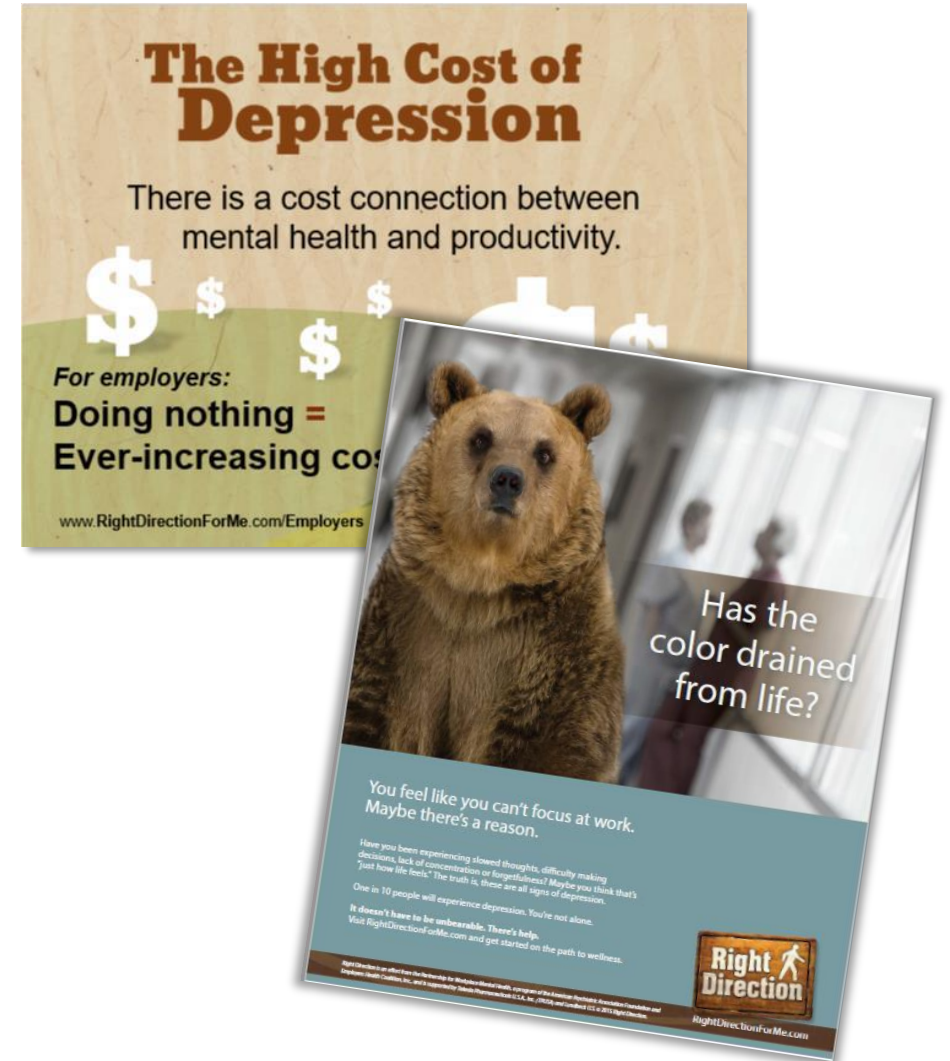


Turnkey initiative that raises awareness about **depression** and other mental health conditions.

Encourages help-seeking when it's needed

Posters, slide decks, handouts, infographics, email templates, how-to's, cost calculators, videos and more!

<https://www.rightdirectionforme.com/for-employers/>



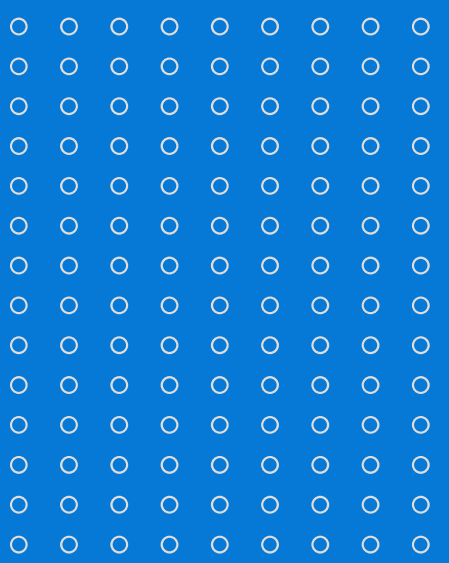
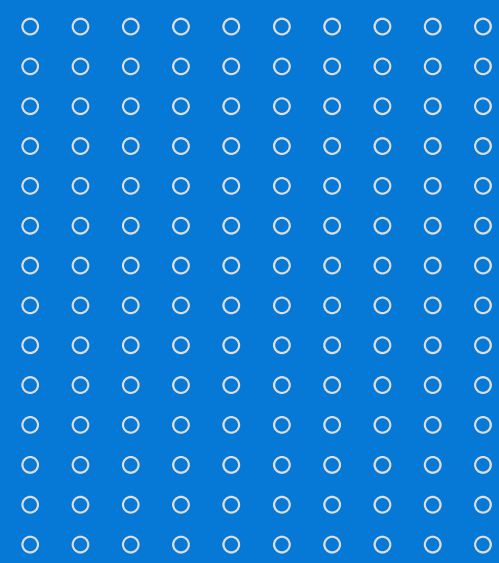
Toolkits

Mental Health America – Self Help Tools



- Screening tools
- Worksheets
- Sample “Conversation Starter” letters
- 31 Tips to Boost Mental Health
- Posters
- Psychiatric Advance Directive
- The Bell Seal for Workplace Mental Health
- www.mhanational.org





Carrier Resources

Carrier Resources



- Happify
- iPrevail
- CIGNA EAP
- Health Coaching
- Psychiatry through the health plan
- Ginger
- Virgin Pulse embedded

An infographic titled "MAKE MENTAL HEALTH TOP OF MIND" with the subtitle "Help your employees get resources for their emotional well-being." It features a woman in a green blazer sitting at a desk, looking thoughtful. The infographic includes statistics on mental health challenges and lists resources like the Network of behavioral health care providers and therapists, and self-service digital tools like iPrevail and Happify.

MAKE MENTAL HEALTH TOP OF MIND
Help your employees get resources for their emotional well-being.

Today's go-go-go world can lead to emotional health challenges. Employees may not be getting the help they need for a variety of reasons - It's hard to know where to look, it's hard to find the time or they may be concerned about what others will think. At Cigna, we understand that physical and mental health are connected. That's why Cigna includes comprehensive coverage for mental health care and resources for emotional well-being in all of our standard plans.

Employees need support now more than ever

- One in five adults in the United States experiences mental illness in a given year.¹
- 80% of those with depression report having difficulty with work, home or social activities.¹
- Suicide is now one of the three leading causes of death among those aged 15 to 44.²

Network of behavioral health care providers and therapists

- Clinically complete national network of clinicians - counselors, psychiatrists and psychologists.
- 300+ substance use Centers of Excellence locations.³
- Virtual counseling sessions available with over 14,000 clinicians nationwide.⁴
- No prior authorizations for routine counseling.
- Specialty programs provide support for autism, eating disorders, substance use and more.
- Live chat on [myCigna.com](https://mycigna.com).

Self-service digital tools.⁵
No charge for Cigna customers to download.

iPrevail
iPrevail offered through Cigna is a digital therapeutics program designed by experienced health care providers, to help employees take control of the stresses of everyday life. It's loaded with interactive video lessons and one-on-one coaching to help with depression and anxiety.

happify
Happify offered through Cigna is a self-directed program with activities, science-based games and guided meditations. These are designed to help employees reduce stress and anxiety, gain confidence, defeat negative thoughts and boost overall health and performance.

Together, all the way.⁶

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Cigna.

Offered by Cigna Health and Life Insurance Company or its affiliates.

Health Plan Considerations

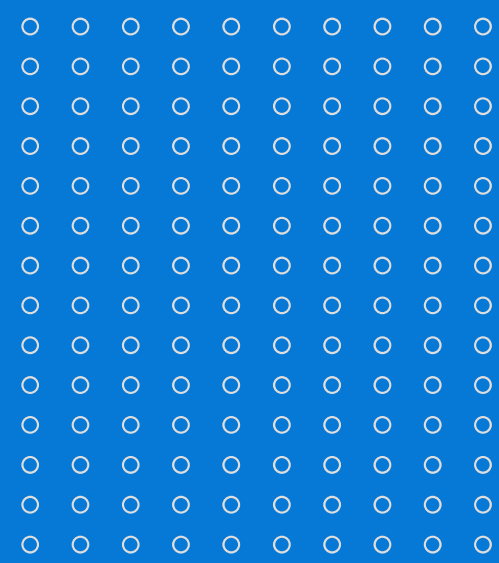
Examine the details of your health plan design to ensure quality, affordability and access

- Broad continuum of services, settings, locations
 - High-quality mental health providers
 - Low out-of-pocket costs
-

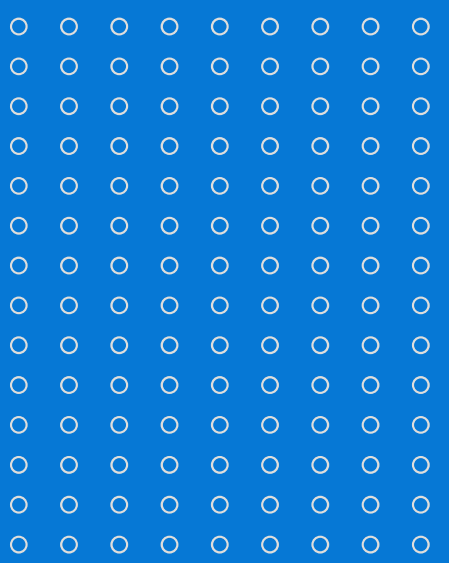
Are we offering effective and affordable prescription medications for mental health conditions?

- Coverage levels
 - Cost and care management protocols encourage appropriate use
-

Teletherapy, outpatient, inpatient care options offered



Employee Assistance Program (EAP)



Employee Assistance Program (EAP)

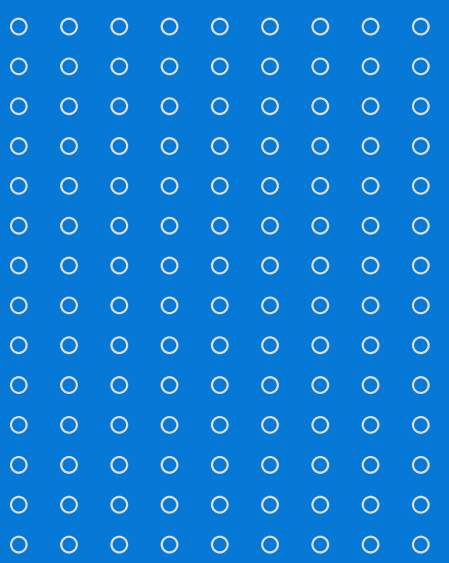
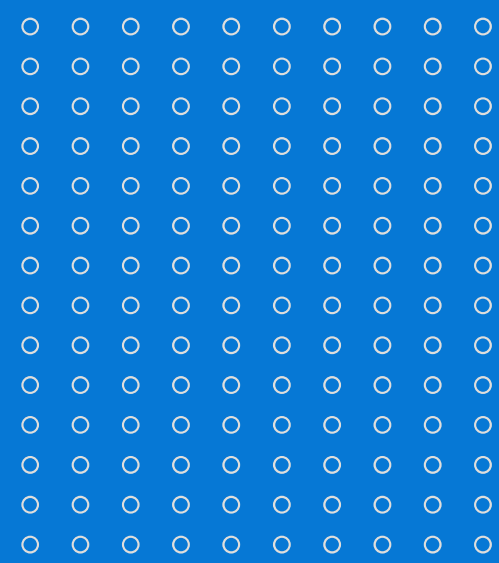
EAP is a comprehensive life-enhancement resource that promotes emotional well-being in your organization by helping your employees navigate personal challenges – and improve productivity – all at the same time.

- Access to our Masters level EAP Care Managers 24/7
- Dedicated EAP support lines, live chat, and online therapy sessions
- Unlimited in-the-moment telephonic support
- Counseling, Face-to-Face Sessions, Work-Life Services, Legal/Financial, Critical Incident Support, Trainings, Mgt Support, Life Coaching, Webinars, Family Referral And Caregiving Services, Daily Living And Convenience Services, Communication Support
- Embedded with a current carrier, or stand-alone options

EAP Gaps Analysis



Do you have an Employee Assistance Program?	Many smaller employers don't
What is your utilization?	Average utilization 4.5% – very low
How well is your EAP communicated?	Typically poorly communicated – with employees unaware of its existence or services available
Who is eligible?	I embedded with a voluntary benefit, not everyone may have access
When are employees using it?	Typically reactive, used for crisis situations only, not proactive
Confidentiality concerns	“Will using it hurt my standing within the organization?”
Limited sessions	2 to 4 sessions on average is not long enough to get resolution
Lack of triage	Pick a bucket, in-person therapy only
Rarely provide reporting on engagement / recovery	How can you make intelligent decisions on if the resource is working
On average 21 days to see a provider	Employees grow frustrated and condition may worsen



Policies | Leave | Culture | Training

Workplace Policies



Policies	Leave	Culture
○ Flex Time/Shortened Work Weeks/Unlimited PTO ○ Manager Training & Support ○ Supportive & Empathetic Employee Review Process ○ Inclusive & Thoughtful Benefits ○ CISD – Critical Incident Stress Debriefing ○ Work From Home	○ Encourage Time Off ○ Mental Health Days ○ Family Medical Leave ○ Paid Bereavement ○ Leave education and support (i.e. TILT)	○ Environmental Safety ○ Psychological Safety ○ Organizational Awareness to Reduce stigma ○ Focus Time Scheduling ○ ERGS ○ Environmental Determinants of Health ○ Informal Wellness Check-Ins ○ Compassionate & Mindful leadership ○ Empathetic culture ○ DEIB

Training Options



EAP

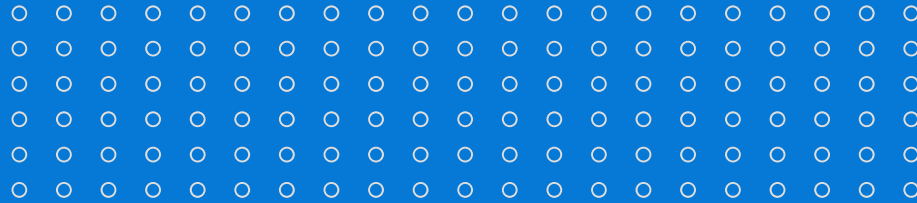
- Embedded
- Buy Up
- Virtual or onsite
- Manager, supervisor, HR level trainings

401k or Financial Advisor

- Financial Stress
- Budgeting

Learning Management System

4



HUB's Approach to Best Practice Strategy



H&P Client Levels

Rightsizing clients to their readiness & commitment to best practice



Level 1: Tactical Self-Administered Annual Program

- Optimize existing resources in a planful way using Choosewell Online & carrier resources
- No or very limited budget or internal resources



Level 2: Tactical Platform Supported

- Technology-enabled wellbeing solution to streamline administration and reporting
- Rewards/incentives and targeted communications to encourage participation



Level 3: Strategic Multi-Year Frame

- More intense application of industry best practices: Mission/vision, measurable KPIs, organizational and cultural support program integration, etc.

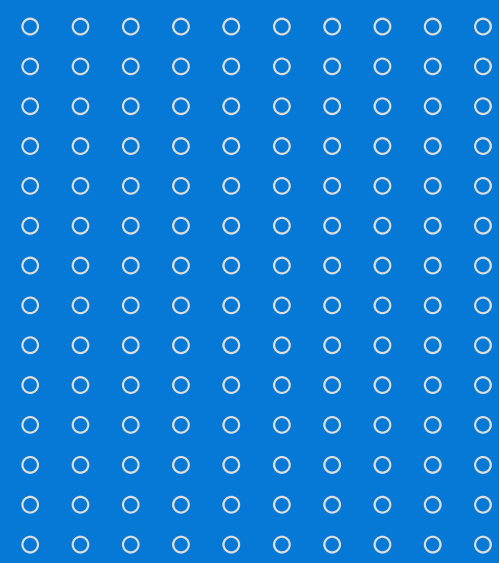


Level 4: Clinically Guided Strategic Partnership (buy-up)

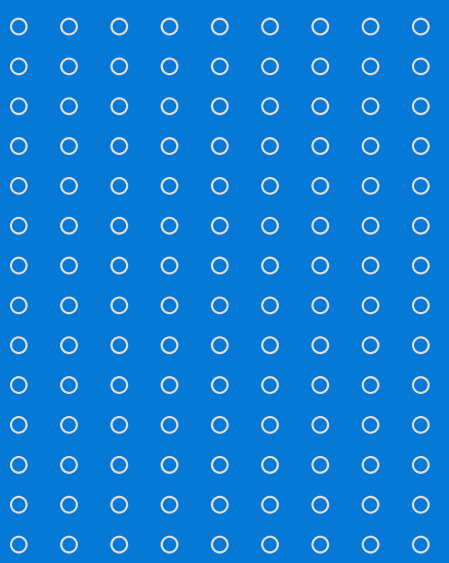
- Strictest adherence to industry best practices guided by HUB & partner HealthNEXT
- Uses a focused prescription and a multi-year road map with oversight from clinical director
- Proven methodology for accelerated culture of wellbeing & sustainable trend control

Increase Adherence to Best Practices Progresses & Potential for Outcomes

Every client can realize value but only a few will achieve an ROI



Audience Questions



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Thank you.