

Chegg

CASE STUDY



ginger

At a glance

Industry
Education
& Technology

Employee Count
949

Headquarters
Santa Clara, CA

International offices
India, Israel

Key challenge
Addressing mental
health needs of a
young employee
population

By the numbers

949
Covered lives

21.4%
Ginger members

65%
Engagement

4.9 ★
Average
satisfaction rating

Meeting the *Mental Health Needs* of Chegg's Workforce

As an interconnected learning platform used by millions of students globally, Chegg attracts a large millennial employee population, many of whom are navigating major life changes, such as adapting to their first jobs out of college, getting married, buying a first home, and having kids. Chegg's culture is defined by leadership that is dialed into the company pulse and is always looking to support its population.

In 2017, a number of employees notified Chegg CEO Dan Rosensweig about suicide attempts and overdoses, involving employees themselves and dependents. Given Chegg's paternalistic culture, its leadership knew that they had to address the issue head-on.

Chegg looked at the resources that they were providing and found that their EAP was receiving under 2% utilization. Chegg's Manager of Benefits & HR Operations Tracy Clemente shares, "We know that people aren't using it. It's kind of cumbersome. You can always get a call back, [but] people needed something that was immediate."



Introducing *Stigma-Free, Immediate Access* to Mental Healthcare

In evaluating potential solutions, Tracy Clemente shares, "Being the benefit professional that I am, I wanted to test drive Ginger myself, and I haven't stopped using it since."

During an all-hands meeting in November 2017, Dan announced that they were rolling out Ginger's on-demand mental health system. Ginger came on-site to hand out postcards and unique codes for employees to download the app - and employees hopped on board immediately. According to Tracy, "We hit the ground running and we have not seen a slowdown in utilization."

Chegg employees can connect virtually with a Ginger behavioral health coach within seconds. To date, 21.4% of Chegg's workforce have become Ginger

members, and at any given time, approximately 65% of those employees are engaging with the platform at any given time. Chegg employees with more elevated mental health needs get an integrated experience through Ginger's teletherapy and telepsychiatry network and can book appointments within days.

Three Years of Partnership & *Counting*

The success of an on-demand mental health resource has persisted far beyond the 2017 launch of the Ginger benefit. "Word of mouth is key," shares Tracy. "I can't tell you how many moms and dads come to me now asking, 'Hey, can I have the code to access that on-demand benefit?'"

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Chegg continues to communicate out Ginger to new and existing employees through orientations, email campaigns, postcard distribution, and a Slack wellness channel. After acquiring the online coding school Thinkful toward the end of 2019, Chegg is doubling its employee population eligible for Ginger.



“People needed resources to get immediate help anywhere, anytime, without the shame that comes with needing help.”

Tracy Clemente
Manager of Benefits & HR Operations, Chegg

Ready when *you* are

Give everyone a shot at their best through Ginger, the world's most advanced mental health system. With care that's data-driven and powered by AI, every Ginger member has access to high-quality mental health support coordinated across our experienced staff of coaches, therapists, and psychiatrists.

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To learn more, email theteam@ginger.io or visit us at ginger.io