



Your 4-Step Checklist for a Comprehensive Mental Health Care Strategy

The latest employer guide for building a resilient workforce.

presented by

ginger

For many employers, rethinking mental healthcare is a top priority in 2020. *While 1 in 5 adults experience a diagnosable mental health illness in any given year,* most people could benefit from emotional support at various junctures in life. Absenteeism-related productivity losses and the rising cost of mental health claims are a rallying cry for employers to change how they are delivering care to employees.

The good news: HR leaders understand that happy, healthy employees are the most engaged and productive, and they're giving employees more resources to this end. The ROI for investing in mental health care is pronounced, with a recent Mercer study citing a \$3 return on investment for every \$1 employers invest in behavioral health care.

As the stigma around mental health is lifted, employers are assuming a central role in providing tools to support their employees' emotional wellbeing. By implementing a mental health care strategy that follows this 4-step framework – Stress Management, Therapeutic Care, Emergent Resources, and Professional Development – you, too, can build a more resilient workplace.

Stress Management

According to Ginger's Workforce Attitudes Toward Behavioral Health Report, 83% of US workers experience stress on a regular basis. Yet, the mental health industry isn't adequately resourced to meet growing demand, as *the average wait time for mental health appointments is up to 25 days.* In response to the shortage of providers, employers are turning to new labor pools – like behavioral health coaches – to provide their workforce with in-the-moment emotional support.

Leading employers offer on-demand coaching to empower anyone to get immediate support at anytime. Based on data culled from the Ginger platform, the top stressors that individuals discuss with their coaches include relationship challenges, work-life balance, and meeting personal or professional goals. By leveraging clinically-validated methods, coaches help employees get better faster, without the need for more advanced clinical intervention. Over 90% of Ginger members find that their needs are met through coaching, and don't require therapy or psychiatry; this coaching-centered system translates to a more scalable, accessible experience.

What to consider



- ✓ Is your mental health strategy supporting not just those with a diagnosable condition, but those dealing with the day-to-day stressors in life?
- ✓ Are you offering tools and resources that empower your employees to build emotional resilience and develop coping skills?
- ✓ Do your employees have access to support in their moment of need, so their situation doesn't get worse?

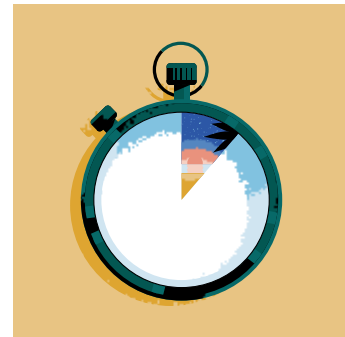
Therapeutic Care

In many cases, therapy and/or psychiatry are an appropriate intervention. Therapy is designed for people who need to deepen their self-awareness or better understand their thoughts and feelings, while psychiatry can offer medication as a course of treatment.

A growing trend within psychotherapy and psychiatry is improving access to mental healthcare with technology. Employees in remote areas, with mobility impairments, or that prefer the flexibility and convenience of receiving care through their devices, can benefit from digital access to providers. Still, results matter. Make sure that the clinical care your employees are receiving is effective. After 12 weeks, 70% of Ginger members experienced symptom improvement – these are the benchmarks you should be aiming for in your mental health care offering.

What to consider

- ✓ Is your mental health care strategy improving access to high-quality therapy and psychiatry?
- ✓ Can your employees make appointments quickly - within hours or days, not weeks?
- ✓ Is the care that is being delivered discreet and easy-to-use?
- ✓ Is the care that they're receiving enabling them to do better at work?



Emergent Resources

It's not the kind of thing we like to plan for, but in the case of a workplace crisis, it's important to have easily deployable resources that can handle both the gravity of the event and the volume of help that may be needed. To ensure that your employees are cared for and that business objectives are not compromised, make face-to-face therapy sessions available, preferably within 24 hours of the event. Many EAPs offer some level of crisis response through disruptive event management (DEM) services, which in addition to therapy, may also include group debriefs, assessments and recommendations for additional care. Ongoing sessions with a coach or therapist can support your employees' recovery and normalization.

What to consider



- ✓ Do your mental health resources address a breadth of events, from employee death to active shooting?
- ✓ Do your mental health resources help staff return to work and function well?
- ✓ Do your mental health resources integrate with coaching and/or therapeutic care, when necessary, to ensure that staff are supported holistically?

Professional Development

Most employees spend the majority of their week with their coworkers. Make sure your managers know what you know well: when unaddressed, stress and anxiety can lead to employee burnout, lower productivity, and higher churn rates. It's critical for companies to empower managers to look for the signs of stress and train them on how to appropriately direct employees to available resources. Managers should be provided training on how to best support their teams, so that they can create a positive work environment where employees feel engaged, challenged, and stimulated.

If available, behavioral health coaches can help both employees and managers alike by providing a more goal-oriented layer of support, leveraging proven methodologies, such as motivational interviewing and goal setting. For example, if an employee is feeling burnt out, a coach can help them uncover why, and develop an action-based plan to find more fulfillment through work.

What to consider

- ✓ Does your company offer a training program or module that provides managers with the skills and tools to provide resources for their employees?
- ✓ Are employees encouraged to embody a growth mindset, resilience, and communication skills to allow them to get ahead?
- ✓ Do employees have a support system that helps them achieve professional goals and celebrates milestones with them?



The STEP Checklist

Following this 4-Step Checklist for a Comprehensive Behavioral Health Strategy is sure to leave your workforce more resilient in the face of life's many challenges. Consider partnering with a mental health provider with deep knowledge of these four steps, to ensure a robust offering.

	<i>What</i>	<i>For whom</i>	<i>Solutions</i>
S	Stress management	Everyone	Behavioral health coaching Support groups for life stages
T	Therapeutic care	People struggling with anxiety, depression or major life challenges	Therapy Psychiatry
E	Emergent resources	Specific populations afflicted with a sudden event, either within or outside of the workplace	Critical incident response services Crisis line
P	Professional development	Everyone	Manager training New hire training Behavioral health coaching

About Ginger

Ginger brings high-quality mental health support within seconds to those in need. Through the Ginger app, members can connect with our team of coaches via text, 24/7, 365 days a year. For those in need of additional support, a therapist or psychiatrist can be added to their care team for video sessions. Over half a million people have access to the Ginger on-demand mental health system through our work with employers, health plans, and other partners.

To learn more about how Ginger can support your workforce, contact us at ginger.io/contact.