



2022

# Together with Virgin Pulse: building better mental health benefits

From happiness to health to  
benefits innovation in design,  
we're rethinking what's possible  
with our mental health and  
resilience partners

# Partner Ecosystem

## Mental Health and Wellbeing

It's hard to navigate the ever-growing universe of mental health point solutions but implementing the right partner can help to improve employee health, increase productivity, and retain high-value talent. Virgin Pulse designed its mental health and wellbeing partner ecosystem to solve this important challenge more effectively with a variety of partners that meet you and your population where they are today.

## Understand the Challenge

### Prevalence

**1 in 5**

U.S. adults live with a mental illness<sup>1</sup>

### Retention

**75%**

of Gen-Z workers have left a job because of mental health issues<sup>3</sup>

### Cost

**~\$5k**

Cost of days lost average per employee due to mental distress

**\$5,733**

Cost of turnover per employee due to lack of mental health support<sup>2</sup>

## Understand the Opportunity

Improving your mental health and wellbeing benefits doesn't have to be a huge undertaking. We're here to help make it easier. Leverage the content in this eBook to learn more about each partner and how they uniquely support mental health and wellbeing needs together with Virgin Pulse.



1. National Institute of Mental Health, 2. NSC.org, 3. Mental Health at Work Survey



# Parenting in today's world

## The Challenge

40–60% of employees are working parents. With the impact of the pandemic, 82% of working parents report that caregiving has had a negative impact on their wellbeing and productivity. Worse, 65% suffer in silence never disclosing their issues to their employer. Children are struggling too. 1 in 6 children are now experiencing mental illness. In the face of a global talent shortage, supporting working parents and their families is the largest challenge for HR in 2022 and beyond.

## How Whil is Uniquely Positioned to Solve this Challenge

Parents need the right training and support to take care of themselves and their families if we expect them to be healthy, happy and productive at work. The more employers lean into their daily wellbeing needs, the more they will be primed to beat the war on talent. This is where Whil comes in. Our Parental Success digital solution is available to help parents 24/7 with their own mental health needs as well as

the mental health needs of the entire family unit. Our clinically validated approach provides support for children of all age ranges and caregiving situations, including children with behavioral challenges. In addition, we provide personalized guidance through our on-staff Board Certified Behavior Analysts, Masters level clinicians who are trained to help parents with vital parenting life skills.

Whil is the leading digital behavioral health platform helping people live happier, healthier lives. The platform's evidence-based content supports the Personal, Parental and Professional needs of employees across all areas of their lives – from work life to home life and everything in between. Whil's enterprise platform offers content in nine languages, integrates with leading corporate wellness platforms and EAPs, and is used by 30 of the Fortune 100 companies to drive organizational performance and competitive advantage. Learn more at [whil.com](https://whil.com)



**Joe Burton**  
Founder, Whil



# Mental health for all

Mental health is more than simply the absence of mental illness. Although 83% of people will experience mental health issues by middle age, it's a topic that has long been misunderstood and stigmatized.

Poor mental wellbeing is as bad for companies as it is for employees. From low productivity to higher healthcare costs, a failure to support employee mental health can come with a big price tag.

Employers are increasing mental health benefits offerings, yet most of these investments focus only on one end of the mental health continuum. This has created a 'missing middle' – the significant portion of your population struggling with their mental health with no easy pathway to care.

Mindfulness and meditation apps are great for those looking for ways to cope with everyday stressors but lack the science-based techniques used in therapy. EAPs and bolt-on therapist networks can help those needing more in-depth support. Providing effective, accessible mental health resources across this continuum addresses the 'missing middle,' meeting the needs of all individuals at all points on their unique journey.

"Everyone has mental health. It continuously changes and evolves depending on your stage in life and the circumstances around you. As part of taking care of your people, you must consider how you can make the right kind of support easily accessible when they need it most."

— **Jennifer Gendron**

At Koa Health, we're on a mission to deliver mental health for everyone—providing simple, personalized support that adapts to users' unique circumstances while breaking down barriers to care.

Koa Foundations is an evidence-based app grounded in cognitive behavioral science, mindfulness, meditation and positive psychology that teaches users the 'why' behind the content, deepening their understanding of their own mental wellbeing. With our digital-first, self-help approach, we're reaching individuals across the care spectrum—the 'missing middle' and beyond.

As Virgin Pulse clients and members know, health starts with behaviors, rooted in daily small habits. A digital-first approach to mental wellbeing allows users to frequently engage in content and activities—when they need it most—leading to longer-lasting outcomes. Learn more at [koahealth.com](https://koahealth.com)



**Jennifer Gendron**  
Chief Commercial Officer,  
Koa Health



# Values as your compass

Here at 2Morrow, we have been turning our attention to the importance of how values guide you in moving toward what matters most.

When it comes to making changes, most of us know what we “should” do, we just have a hard time getting ourselves to do it. This can be for a variety of reasons. It might feel difficult, or not the right time, or too overwhelming. Maybe it’s because you just plain don’t want to. When feelings like this surface, it’s a good time to ask yourself how the change that you are thinking about making aligns with what is most important to you.

Take a moment to think about the things in your life that motivate or inspire you to be the best version of yourself. We call these your values, which also act as your compass. A value – unlike a goal – is not something that can be crossed off a list once accomplished. Values shape behaviors both at work and home, and are about what matters to you, how you live your life, and the kind of person you want

to be. Some examples of values include personal responsibility, family, relationships, community, career and growth.

When busy with day-to-day demands, it’s easy to lose touch with the things that really matter. Add in stress or anxiety, and it becomes even more vital to reorient yourself and remember what is important to you. When dealing with change, the ability to check your compass helps to make sure that at the very least, you’re moving toward what matters.

Because when you’re moving in a direction that matters, you’re moving in the right direction.

2Morrow focuses on new ways to cope with unhelpful thoughts, feelings and urges that get in the way of taking action in alignment with values. Learn more about our unique digital coaching approach to behavioral health at [2morrowinc.com](https://2morrowinc.com).



## Deanna Waters

MA VP Participant Success,  
2Morrow



LIFESPEAK

# The pandemic has forever changed the way people view work, mental health and wellbeing

Employees expect more from their employers, including a range of wellness support options. And while many employers believe they are providing enough help, employees disagree. A recent study from my organization and Lighthouse Research & Advisory, “2021 Mental Health Report Card,” indicates employees give employers a failing grade on mental health support, while employers give themselves a barely passing grade.

To bridge this gap, employers need tools that meet employees where they are in their mental health journeys. It is a business imperative that organizations continue adapting to engage, retain and recruit employees.

LifeSpeak and Wellbeats, a LifeSpeak company, enable organizations to put mental health and wellbeing support in their employees’ hands. The platforms are accessible anywhere and anytime, so employees, clients, and members of organizations can get the help they need on their schedules.

We believe that education is the first step to enacting positive change. To that end, LifeSpeak has created and curated thousands of micro-learning videos, blogs, and other resources with vetted experts to help users understand their mental health challenges and proactively manage their wellbeing. Wellbeats has developed expert-led fitness,

nutrition, and mindfulness classes geared toward supporting mental health. It addresses the complex relationships between mental and physical health, nutrition and mood, and mindfulness and stress.

Mental health and wellbeing issues have always existed, and their impact has been highlighted and exacerbated in the past few years. Tools like these can help employees manage their challenges while remaining present and productive at work. They can transform the way an organization views mental health, eliminating stigma and reducing barriers to help.

Most importantly, they will bridge the gap between employers and employees to ensure organizations can take care of the people who take care of their business.

LifeSpeak is the leading provider of a SaaS-based mental health and total wellbeing education platform for organizations committed to taking care of their employees and customers. It is the parent company of ALAViDA, LIFT sessions, Torchlight, and Wellbeats—the premier provider of on-demand, virtual wellness content and programming for use in corporate wellbeing initiatives. With 18+ years of experience, the LifeSpeak family of companies serves a diverse global client base, including Fortune 500 companies, government agencies, insurance providers, and other health technology firms. Learn more at [lifespeak.com](https://lifespeak.com)



## Jason Von Bank

COO, LifeSpeak Inc.

# Supporting employee mental health is critical to the success of any organization

In support of [Mental Health Awareness](#), meQuilibrium encourages you to prioritize your wellbeing and take care of yourself. According to meQuilibrium [data](#), 27% of individuals who report having a hard time finding time for self-care have high turnover intent.

## meQuilibrium offers these self-care tips:

- 1. Be Self-Compassionate**  
We often berate ourselves at work when we don't get enough done or feel like we don't measure up. The next time critical thoughts arise, reframe them into compassionate, constructive statements.
- 2. Counteract Negativity**  
Our minds biologically tend toward negative thinking, which actually siphons energy, drive, and satisfaction. To counteract habitual negativity, practice small positive actions: Thank one colleague daily. Write three things that went well.
- 3. Create an Inspiring Workspace**  
Design your workspace to reflect your best self. To begin, stay organized. Develop a simple, accessible filing system: Organize by topic and put everything away at the end of the day.
- 4. Practice Mindfulness**

Mindfulness has stress-reducing benefits and an overall positive effect on mental health. Just one session of mindfulness meditation can reduce anxiety. Incorporate it in small ways: Take a slow, deep breath after you send an email. Pay attention to the little things around you, such as a family photo or small plant. Listen to a short, guided meditation.

- 5. Honor Your Social Tendencies**  
How much people-time do you need? Do you feel energized and refreshed after interacting with others or need more alone time to feel your best? If you need more alone time to recharge, consider scheduling weekly lunch dates with yourself.

When you take even the smallest step to own your emotional health—life can feel different, especially on busy days and during difficult times.

meQuilibrium is the #1 digital solution for building resilience at scale for Fortune 500 global enterprises, helping businesses innovate and navigate uncertain times. meQuilibrium harnesses the science of resilience, AI, predictive analytics and neuroscience to help businesses build workforce wellbeing and potential for individuals, managers, leaders and entire organizations. Learn more at [mequilibrium.com](https://mequilibrium.com)



**Kelly Russell**

Vice President, Partners & Channels, meQuilibrium

# Challenges to address

## Keeping the industry honest

The world adjusted fast to digital solutions for work, education, and healthcare – Businesses adapted with new tools and apps coming to the forefront to support the demand and need, particularly around mental health.

With a rise in choice, finding a platform that integrates within a company's culture and is backed by owned science, data, and real-world results will be key to ensuring return on investment for the business and the employee. In addition, employers will start adopting a higher standard and expectation for their chosen mental health digital solution to ensure the best support for their employees. A lot of this will come through during the procurement phase, and the digital mental health industry will need to level up.

## Insights and solutions

As mental health apps and digital solutions flood the market, a greater emphasis will be placed on real-world outcomes & results as well as evidence-based, clinically backed solutions versus simply an "informed" solution.

As this industry rapidly grows, new and established services will need to invest in owned research and demonstrable real-world results to back up the validity of their claimed outcomes for their users. Born from research nearly two decades ago, SilverCloud pioneered a lot of the digital mental health research published today and continues to lean in on research and proof of concept – making our solution not just another evidence "informed" digital mental health solution, but evidence-based.

Our platform has helped nearly 1 Million users access mental health support so far, with up to 80% of users showing improvement according to data on the SilverCloud platform. Learn more at [silvercloudhealth.com](https://silvercloudhealth.com)



**Ken Cahill**

CEO, SilverCloud



# Mental wellbeing. Done well.

Unmind is a cultural change platform for mental health and wellbeing. We help leaders create psychologically safe and engaged cultures, and empower employees to lead more fulfilling lives.

## People-first performance cultures

We work with world class experts to create wellbeing-centered tools and courses that train leaders, empower employees and unite workplaces behind sustainable productivity and growth.

*71% of employees experienced less stress after using Unmind courses, and 62% said they felt less anxious.<sup>1</sup>*

## What gets measured, gets managed

Our partners understand the health of their people, organization, and investment. Unmind Insights provides the power to drive wellbeing strategy based on reliable data. Meanwhile, employees can track, assess and improve their own wellbeing.

*The Unmind Index – a tool to keep track of mental wellbeing over time – has been scientifically validated in collaboration with the University of Cambridge.*



**Dr Nick Taylor**  
CEO | Co-Founder, Unmind

## Psychologically safe workplaces

Businesses flourish when people bring their full selves to work. We help employers craft open and authentic workplaces – free from psychological risk, where staff at every level can reach their potential.

*89% of employees who created Unmind’s ‘Intro to Mental Health’ course reported improvements in their knowledge, application and attitude towards mental health problems.<sup>2</sup>*

## Try it for yourself

You can access a full version of Unmind Wellbeing, right now, via Virgin Pulse.

*“Our goal is to meet people’s unique needs. Unmind has learning, podcasts, mindfulness – all that, and more. It’s about us telling our colleagues that we care. We care about your mental wellbeing, and we want to offer this platform to you, for use anytime.”*

— **Mel Hassan, Engagement Partner, Peabody**

Learn more at [unmind.com](https://unmind.com)



# Level up your benefits with global mental healthcare for employees and their families

The need for mental healthcare is universal, but one size does not fit all. With Spring Health, employers have the flexibility to design a program that’s customized to the needs of their organization—and employees and their families have fast access to care that’s precise, personal, and proven.

**Streamlined digital experience in the member’s language:** Dynamic digital assessment, personalized care plans, appointment scheduling and management, self-guided mindfulness exercises and educational content

**Fast access to diverse, localized care:** a spectrum of support including coaching, medication management, and in-person or virtual therapy through in-country, culturally embedded provider networks. Browse the provider network by specialty, gender, race, LGBTQ+, and language, and book an appointment in less than 2 days, on average.

**Data-driven care delivery and 1:1 guidance:** Each member is matched with a dedicated Care Navigator, a licensed mental health counselor who is available to answer questions, make tailored recommendations and referrals, and lend high-touch emotional support. A fully integrated care team ensures members receive the right care at the right time, to prevent and treat a range of conditions from sub-clinical concerns to high-acuity issues.

The combination of precision mental healthcare and personalized human care delivery has driven industry-leading engagement for clients (28% vs. average EAP utilization of less than 10%). In 2022, Spring Health became the first and only mental health solution proven by a leading medical journal to improve the mental health of employees and their families while driving financial ROI for clients. A landmark three-year study published in JAMA Network Open found nearly 70 percent of participants showed improved mental health, fewer missed workdays, increased productivity, and less likelihood of leaving their job.

## Other key findings:

- Average time to remission was 5.9 weeks – 8x faster than traditional care
- 25 percent fewer missed work days
- 24 percent increase in productivity
- Significantly higher job retention – employees were 60% less likely to leave their job
- Average workplace savings of more than \$7,000 per participant within the first six months

Spring Health is more comprehensive than a point solution and more effective than a traditional EAP. We’re taking mental health from checking a box to raising the bar. Learn more at [springhealth.com](https://springhealth.com)



**April Koh**  
CEO & Co-founder,  
Spring Health



**Dr. Adam Chekroud**  
President & Co-founder,  
Spring Health

1. Economides, M., Bolton, H., Male, R. & Cavanagh, K. (Under Review). Feasibility and preliminary efficacy of a digital intervention for common mental health problems in working adults. 2. Client pilot study of employees who completed our ‘Intro to Mental Health’ Series. (n = 181, client pilot)



See how Virgin Pulse, along with our partners, support mental health as a dimension of health & wellbeing.

Let's Go



Learn more at [virginpulse.com](https://virginpulse.com)  
Find us on [facebook](#) | [twitter](#) | [linkedin](#)