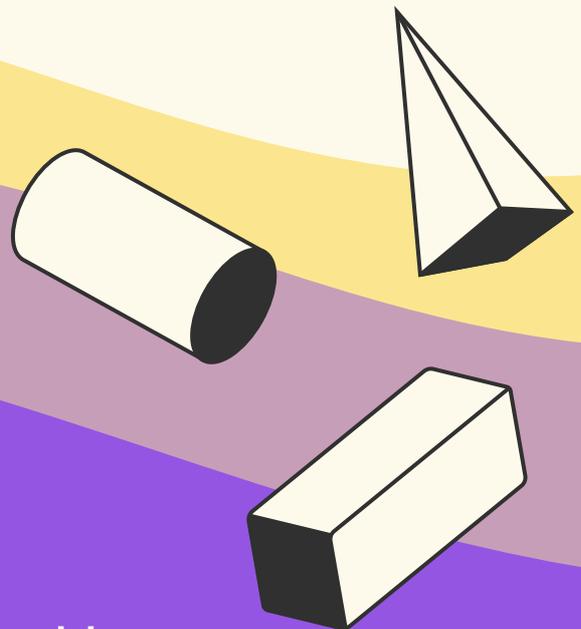




The New Vision for Supporting Employee Mental Health:

Prevention over cure



Stop Waiting for Mental Health
to Become Mental Illness

Contents



Introduction: Employee Mental Health Needs a Reboot

- 1 A Whole-person, Whole-organization Mindset
- 2 No Employee Left Behind
- 3 Empowerment for Employees, Insight for You
- 4 Human Touch, Solid Science
- 5 The New Vision for Supporting Employee Mental Health Revealed

Employee Mental Health Needs a Reboot

Why do we brush our teeth, get at least a little exercise, and wear seat belts?

The answers may seem like common sense: to avoid rotten gums and losing our teeth. To reduce the risk of heart- and weight-related illnesses. To lower the odds of being seriously injured or killed in a car crash.

But brushing, exercising, and wearing seat belts didn't happen overnight. Over the years, we've been greatly encouraged to take these proactive measures. Warnings, guidance, and lessons have come from our parents and loved ones, from our peers and employers, and from our culture norms and public policies. Those same influencers have given us the necessary tools to routinely brush, exercise, and buckle up.

It's time for businesses and HR leaders who want all of their employees to live better lives to take the same proactive attitude and preventive actions toward employee mental health. Full stop.

Instead, we continue to live with these oddly unaligned realities:

- One study found 79% of employees today are experiencing mild, moderate, or severe burnout.
- Another said roughly 1 in 3 employees (50 million U.S. workers) today feel tired, stressed, and/or burned out at work.
- Mental health-related absenteeism is costing U.S. businesses more than \$52 billion annually.
- We meanwhile focus our mental health programs — if we have any at all — on the 1 in 5 employees who experience some form of mental health crisis every year.

Unmind invites you to share our vision of a different world — one where mental health is universally understood, nurtured, and celebrated.

The first step is to understand the four (yes, only four!) foundational elements of a workplace technology solution that will help you achieve that vision for proactive employee mental health.

With that awareness, you can see where most of today's mental health-related solutions and apps are failing you and your workforce, and get a clear picture of what an optimal employee mental health platform would look like — one that empowers you to be proactive and support every employee, every day.

1. A Whole-person, Whole-organization Mindset

Unfortunately, too many of today's solutions are not underpinned by clinical psychology. They started life as calming or centering apps, or as apps and platforms aimed at helping you sleep better or get a little more exercise. Some were offshoots of gamification software — technology in search of a solution. Then these vendors either brought on board thought leaders or experts in various fields to support their cases or went outside for validation.

They didn't start from a mindset of addressing the whole person, which in turn addresses the whole organization. For a mental health platform to succeed company-wide and nourish every employee, a mental health platform must take a whole-person approach to mental health.

This needs to be the north star for any vendor that hopes to do more than continue responding to mental health events or just easing stress and anxiety.

A mental health platform needs to understand and proactively deliver tools to nourish:

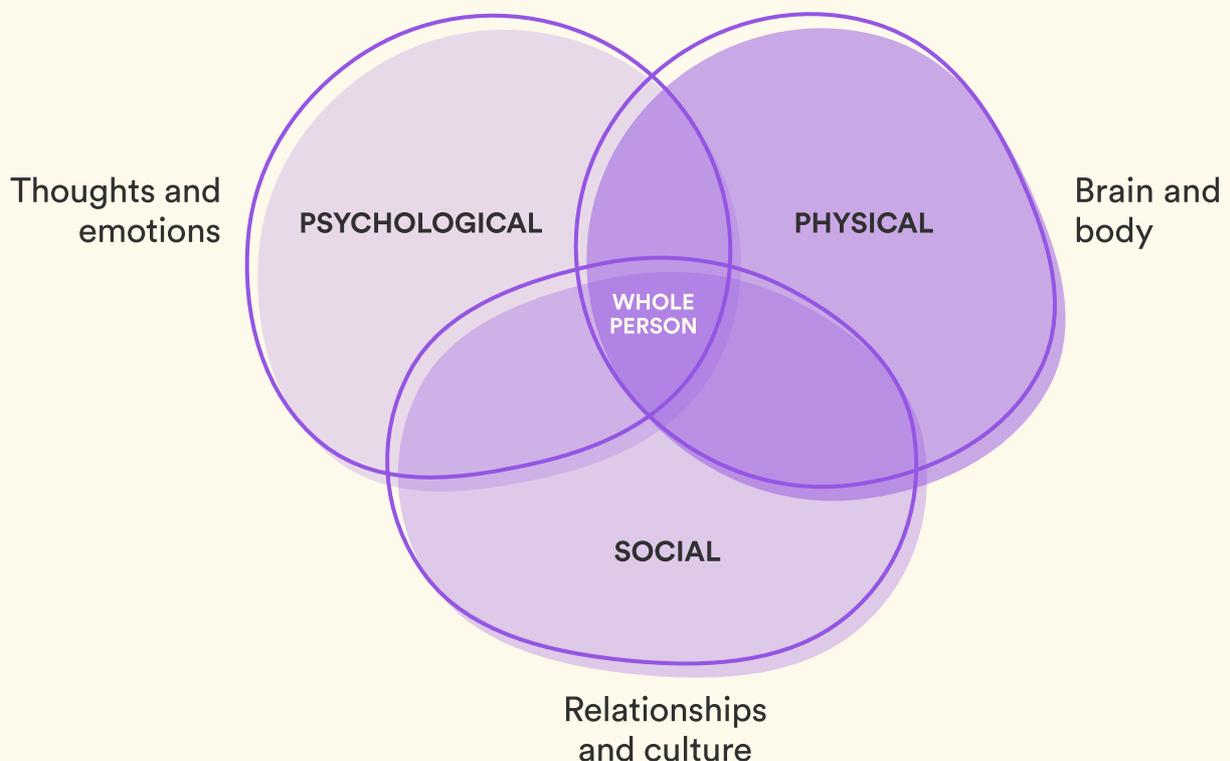
- The three spheres that make up the “whole person”
- The seven aspects of daily life that affect mental wellbeing and each of those spheres

The 3 Spheres That Make Up the Whole Person

Modern psychology, several philosophies, and many ancient traditions share at least one thing in common: They describe the human experience as comprising three spheres. Have you ever heard the phrase “mind, heart, and body”? A valid employee mental health platform needs to be based on an understanding of all three of those same spheres — however you define them — and offer tools that address all three.

Modern behavioral science uses these terms:

- **Psychological** — our thoughts and emotions
- **Social** — our relationships and culture
- **Physical** — the functions of our brain and body



The 7 Aspects of Life That Affect Mental Wellbeing

An optimal employee mental health platform will also recognize and address the seven fundamental aspects of anyone's daily life that affect their mental wellbeing. Not only are these parts of each employee's life interwoven, but they in turn affect and depend on the three areas that an employee's whole person comprises.

 Happiness	Contentment and zest for life. The inverse of low mood and depression.
 Sleep	The quality of, and satisfaction with, sleep and its impact on our functioning.
 Coping	Our ability to manage the demands of life and handle any stressors.
 Calmness	The absence of worry and rumination. The inverse of anxiety.
 Health	Overall satisfaction with physical health and its impact on daily life.
 Connection	Quality of social relationships and the sense of feeling supported and valued.
 Fulfilment	Our sense of accomplishment, growth and purpose.

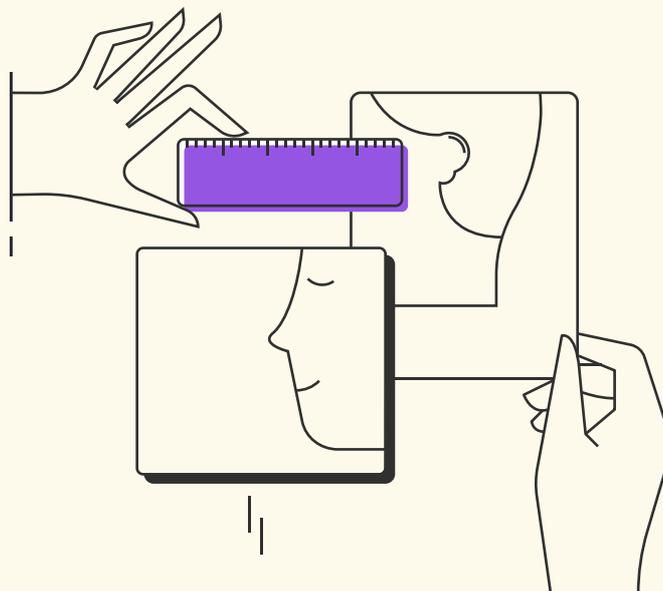
For example:

- If an employee is so stressed they're unable to sleep well, their physical (body) or maybe their psychological (mind) sphere will suffer most obviously.
- If they are seriously and continually unhappy, it's likely their psychological (mind) and social (heart) spheres will suffer.

Ultimately, any of those seven aspects of daily life can be so badly unfulfilled or lacking that the way an employee thinks, feels, or acts could be damaged to the point of what we call mental illness or poor mental wellbeing.

An authentic and effective workplace mental health platform will empower employees to understand, measure, and improve these seven aspects of their life. It will also support people no matter where they are on individual spectrums and scales of mental health.

Organizations in turn get higher-performing, more engaged teams; company cultures united behind openness and authenticity; and stronger brand reputations.



2. No Employee Left Behind: Prevention for 5 of 5 vs. Treatment for 1 in 5

Imagine if you could, in fact, support and nourish the mental wellbeing of every employee on an ongoing basis rather than following the most common current path: Wait until the damage is done and offer assistance and programs to support the statistical 1 in 5 annually who will have a mental health issue.

This consideration bears even greater attention when you think about the consequences of trends and events in the last year that have dramatically changed the face of the workplace and the nature of how work gets done.

- During late June 2020, a full 40% of U.S. workers reported struggling with mental health or substance abuse, according to the Centers for Disease Control and Prevention (CDC).
- Rates of “adverse mental health conditions” associated with COVID-19 were “considerably elevated” among younger adults, racial and ethnic minorities, and essential workers, the agency reported.

Too many platforms and apps today simply fail to speak to the entire employee base. They fail to empower the 5 in 5 to navigate their own situation.

Instead, the 1 in 5 approach has given credence to solutions that are **not only reactive but are also stigmatized, prohibitive, and expensive** in return for what they deliver:

- EAPs — These programs only average 3% to 5% engagement.
- In-person Training — 13% of managers have attended training on mental health, according to a report in the October 2019 issue of Business in the Community.
- Health Insurance — Insurance averages 10% growth in mental health costs, compared with 5% for other health costs over the past five years, according to Aetna’s Behavioral Health study.



Employee Assistance Programs

3 - 5%

average engagement of traditional EAPs¹



In-person training

13%

of managers have attended training on mental health²



Health Insurance

10%

growth in mental health costs³

We put seatbelts on every driver on the road. Why shouldn't we have a mental health program that reaches and nourishes every employee? Why wouldn't you want to support the mental health of each person who, in their own way, helps drive success for your company?

3. Empowerment for Employees, Insight for You

The next challenge is how to activate those two foundations of a proactive mental health platform. You would need a solution that can deliver the necessary programs and tools for employees, and unlock actionable insights for you. The problem is that too many of today's solutions instead focus on one of the three areas of the whole person. Or they offer tools to support only a few of the seven aspects of mental wellbeing.

You need to be able to influence all of that to achieve a new, proactive vision of mental health for your workforce. What will get you there?

¹ Willis Towers Watson (2019). Available [here](#).

Why now is an opportune time to revisit your employee assistance program.

² Business in the Community (2019). Available [here](#).

Mental Health at Work 2019 Report - Time to Take Ownership.

³ CNBC (2018). Available [here](#).

Employee mental health costs rise twice as fast as all other medical expenses.

3 Value Drivers

An optimal mental health platform will only succeed if it can deliver on three critical drivers of its value:

- **Measurement** — Is clinical assessment built into the platform? Does it personalize content recommendations?
- **Variety** — Does the platform have real depth and breadth, or is it one-size-fits-all? Does it have content that might range from a one-minute audio exercise to longer-term learning and development programs on subjects such as suicide, body image, and burnout?
- **Accessibility** — Are the employee tools and insights accessible on any device at any time? Equally important, does the platform integrate into all of the other wellbeing programs and services you provide?

Empowerment for Employees

The optimal mental health platform will empower employees to proactively manage their mental health through tools, learning and development programs, and assessments that are all clinically backed.

Tools will need to include, but certainly shouldn't be limited to:

- **Self-guided programs** — Created in collaboration with clinicians, academicians, and field experts, optimal programs equip employees with strategies to thrive in the seven aspects of life that affect mental wellbeing.
- **In-the-moment exercises** — Short audio clips and videos should enhance daily wellbeing, leverage a wide range of modalities, and be offered in a way that is accessible, targeted, creative, and impactful.
- **Daily diary** — A “mood tracker” helps employees identify and reflect on subtle changes in their emotions — a proven way to recognize patterns and grow emotional self-awareness for greater mental wellbeing and higher performance.
- **Gratitude and praise** — Science has proved that an authentic compliment boosts positivity for the recipient and the person expressing it. Messages of gratitude and praise also bring company values to life and enhance camaraderie.

Insight for You

Does the platform anonymize and aggregate all the employee data? Does it allow you to meaningfully segregate the data for your workforce based on cohorts such as demographics or worksites? Does it enable you as a company to get real-time insights into the mental wellbeing of your people?

In an optimal platform, this level of insight should come alive in the form of a dashboard and empower you with actionable understandings to inform and hone your wellbeing strategies.

4. Human Touch, Solid Science

The last foundational building block for the new vision of workplace mental health is to have the right support for you and your employees — and get that support from experienced, dedicated client service specialists.

Why?

- 1 The science and software behind even the best-planned solution will be next to useless if you and your employees don't get the vendor support you need to make it work — for you.
- 2 Just as everyone is at a different stage in their mental health journey, so is every organization.
- 3 Just like each of your employees, your needs and goals from a mental health platform are unique to you.

It's not cliché to say you should feel cared for and supported as early as during the sales process. Then, real-person, high-touch support should go with you through strategic planning, implementation, and program launch. It should continue during your entire relationship with the vendor.

In fact, you should be able to depend on customized support to drive engagement and awareness of the platform and its tools and programs, as well as help you interpret the insights gleaned from the employee data.

This kind of support will ensure you achieve your goals and results, including:

- Successfully launching a data-driven and proactive mental health strategy.
- Putting mental wellbeing at the center of your total reward initiative to enhance the employee experience.
- Ensuring experienced, expert guidance for your proactive approach to workplace mental health.
- Making your mental health platform a true vendor-employer partnership.
- Reaching employees throughout your organization, wherever they are, whenever they need to, on any device.

Maybe that level of knowledgeable support isn't as important for mental wellness solutions — whether they are apps or full platforms — that rely heavily on their bells and whistles and a snazzy user interface. They go long on the strength of their software, or at least on the piece of their software that employees engage with.

The reality is that you should expect dedicated support from experienced people to help you launch and embed a truly proactive and effective mental health platform, regardless of your and your organization's understanding of and experience with workplace health platforms.

5. The New Vision for Supporting Employee Mental Health Revealed

If you could have all of that, what would it look like? What would that proactive workplace mental health platform and the workplace technology company behind it look like?

In a nutshell, they'd be an authoritative and trusted partner to help you deliver better wellbeing, improve employee performance, enrich your company culture, and develop a stronger brand.

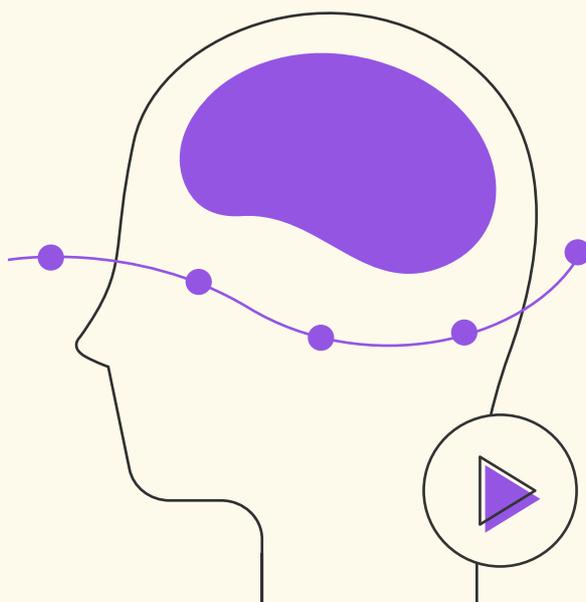
It would be very, very much like Unmind. We were passionately founded to deliver the science-driven beliefs that a new vision of employee mental health must have:

- A foundational belief in addressing the whole employee, with a method built on proven, clinical underpinnings and expertise, to affect wellbeing and change throughout the whole organization.
- A strategy that reflects the importance of reaching everyone in the organization, supporting anyone, anywhere on the spectrum of mental wellness.
- The necessary assessment, measurement, and tools to empower employees and give you the critical insights you need to engage your workforce, measure results, and amend the program as you need.
- Support that delivers compounded value and return on your investment; support to help you and your people thrive.

As a business or HR leader who wants employees to live better lives, you know a workplace mental health platform is essential to your vision. And you know that now is the time to move beyond traditional, treatment-focused solutions. It's time to go deeper and broader than you can with mindfulness-type solutions that don't truly address mental health or fail to affect the whole person — and the whole organization.

Unmind is an authoritative and trusted partner for better wellbeing, improved performance, a richer culture, and a stronger brand. We empower people with proven, expert tools to improve their mental health anywhere, anytime.

**Mental wellbeing.
Done well.**



See Unmind in Action

Schedule a time to talk with one of our specialists to see how Unmind could support your organization's wellbeing.

About Unmind

Unmind is a workplace mental health platform. We empower employees to measure, understand, and improve their mental wellbeing.



Proactive support for all areas of life

We work with clinicians, authors, and academics to provide digital tools that nourish all aspects of mental wellbeing. From sleep to calmness, fulfilment to happiness.



What gets measured, gets managed

Empower employees to track, assess, and understand their wellbeing – and how it changes over time. Enable leaders to make more informed decisions with aggregated and anonymous data.



The right care at the right time

We all have mental health all the time. So wherever your employees are based – in the office, on-site, out in the field, or at home – they can access Unmind from any device, whenever they need.



An ongoing campaign for cultural change

Launch day is when our partnership begins. We'll help you to engage your people with the platform, and to continue experiencing the benefits of nurturing a healthy mind.

Organizations we work with...



Want to find out more?
Book a demo today.

www.unmind.com

