

COVID-19: Radical Changes in Workforce Mental Health Needs

May 13, 2020



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What you'll learn today:

- How COVID-19 is impacting the workforce
- Tips and resources to support your employees
- Breathing exercise with Ginger Coach Elissa
- Q&A



Today's Presenters



Nicola Kamath
Head of
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Ginger



**Justin Hunt,
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Head of Psychiatry
and Medical Director
Ginger



Gregg Mauro
Program Director,
Employee Health Care
Conferences and
Resilience Conference
The Conference Board



ginger

On-Demand Mental Health System



Behavioral health coaching



Therapy & psychiatry

TECHNOLOGY
PLATFORM



Clinically-validated content

A complete health system, for all life's challenges

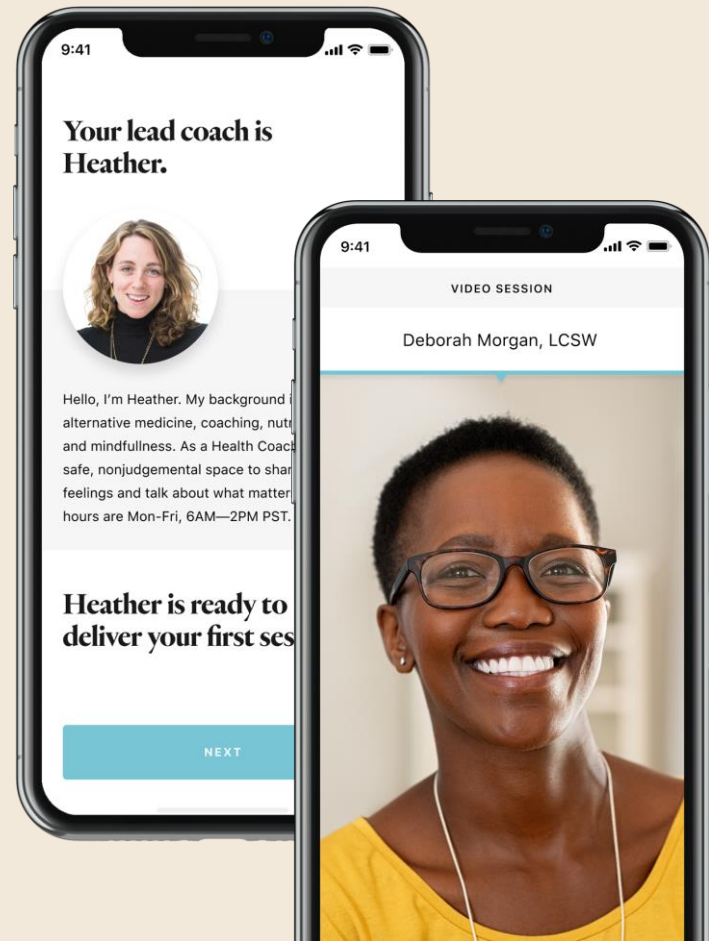
Immediate access to *real care*

44

Median number of *seconds* to connect to care with a coach

10.5

Median number of *hours* for the first available clinical appointment



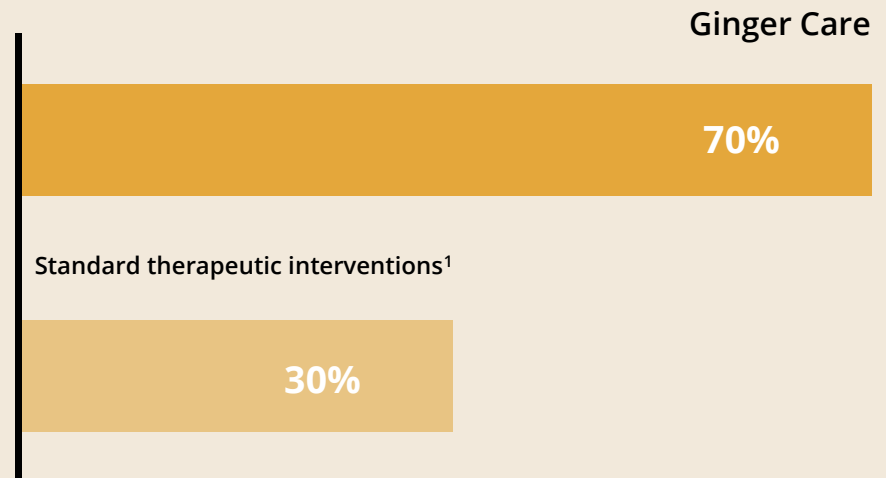
Clinically proven, universally loved

Our health system is committed to high quality, measurement based care.

70%
of people see an improvement

4.7★
Satisfaction rating of each session

Industry Leading Outcomes



Percent of members whose depression improved in a 10-14 week period

¹Sources: Unützer J, Park M. Strategies to Improve the Management of Depression in Primary Care. *Prim Care - Clin Off Pract.* 2012. doi:10.1016/j.pop.2012.03.010; Casacalenda N, Perry JC, Looper K. Remission in major depressive disorder: A comparison of pharmacotherapy, psychotherapy, and control conditions. *Am J Psychiatry.* 2002. doi:10.1176/appi.ajp.159.8.1354

We're seeing a massive shift in employee needs

91%

Increase in Ginger members using behavioral health coaching

148%

Increase in number of Ginger therapy and psychiatry sessions

Layoff

Isolation

Overwhelmed

Financial Stress

Fear

Parenting

Panic attack

Relationships

Anxiety about return to work

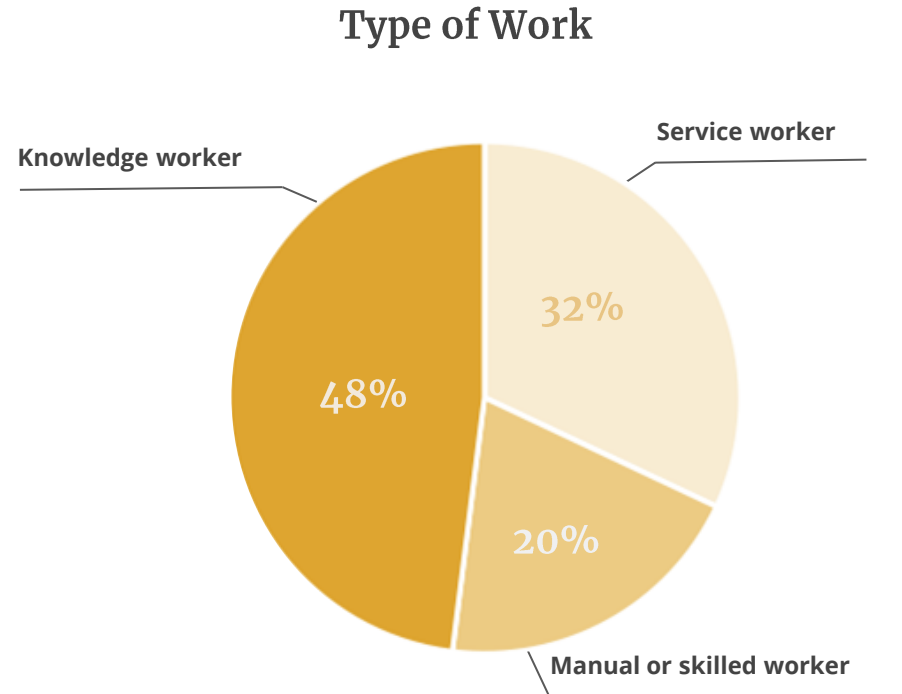
COVID-19: *Four Radical Changes* in U.S. Worker Mental Health Needs



April 2020

Goals and Methodology

- Partnered with a 3rd party researcher to understand the impact of COVID-19 on employee emotional and mental health
- Over 500 U.S. workers, across a variety of industries, demographics, and work types, were surveyed between April 1-3, 2020
- All participants were employed for over 30-hours a week at a job with benefits



Source: Ginger Workforce Attitudes Towards Mental Health Research, COVID-19 addendum, fielded April 1-3, 2020

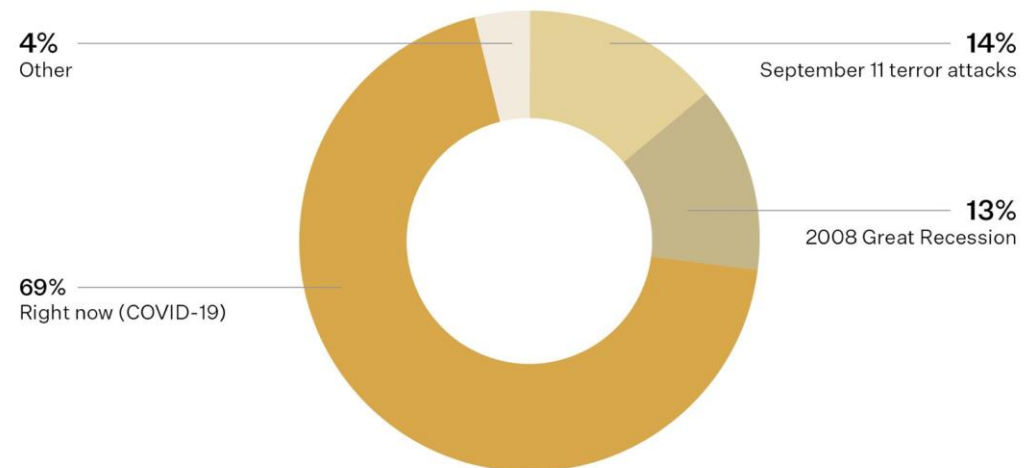
KEY FINDING #1

**Dramatic increase in
employee stress levels**

Stress levels are through the roof

- **88%** of workers reported extreme stress, compared to 16% before the onset of COVID
- **69%** of workers claimed this was the most stressful time of their entire professional career

“During what period of time were you the most stressed at work?”



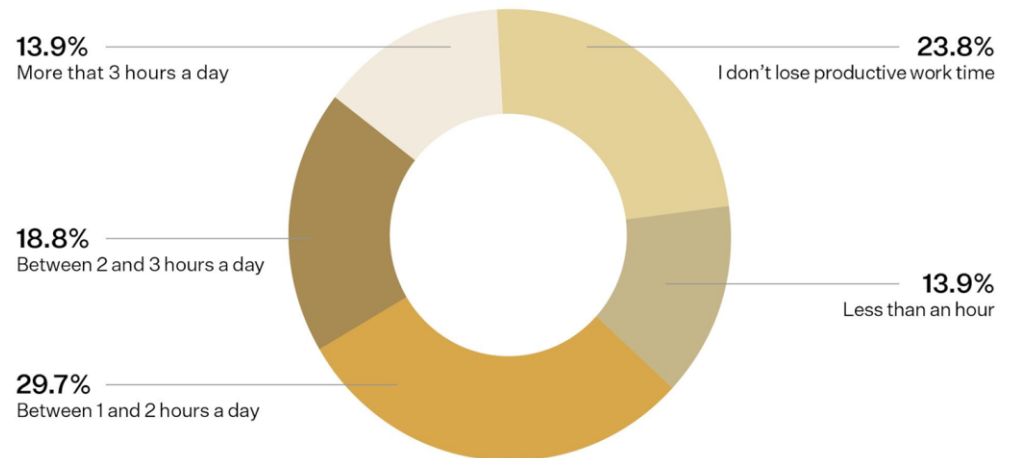
KEY FINDING #2

**Significant drop in
employee productivity**

The unexpected and widespread shift to remote work has impacted productivity

- **62%** of workers reported losing at least one hour a day in productivity
- **91%** of employees working from home reported experiencing moderate to extreme stress

“Approximately how many hours of productive work time are you losing each day as a result of COVID-19 pandemic-related stress?”



Source: Ginger Workforce Attitudes Towards Mental Health Research, COVID-19 addendum, fielded April 1-3, 2020

Men appear to be disproportionately impacted

- Across the board, men reported that their work lives are significantly more impacted by stress
- Men are **27%** more likely to lose hours of productivity

| Impact | Men | Women |
|--------------------------------------|-----|-------|
| Unable to attend meetings | 33% | 13% |
| Harder to collaborate with coworkers | 51% | 36% |
| Missed days of work | 28% | 15% |
| Increase in illness or health issues | 36% | 21% |

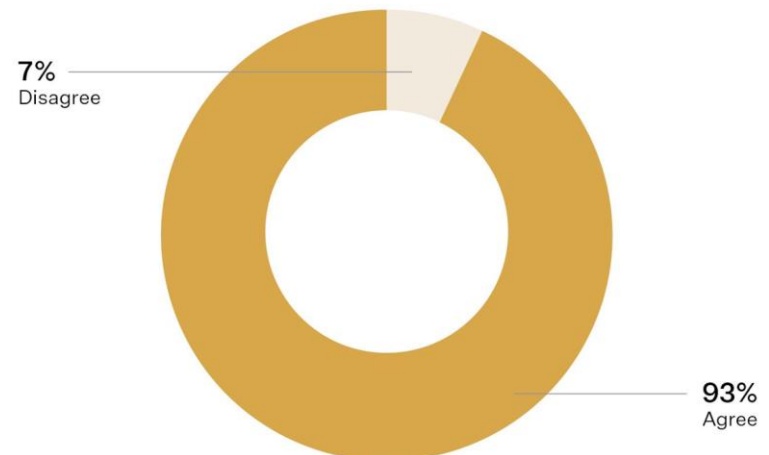
KEY FINDING #3

**Current employer programs
aren't meeting employee needs**

Employees believe their company could do more to support their emotional and mental health

- **Only 35%** strongly agreed their employer is taking more of an interest in the emotional and mental health of employees now
- Of those reporting their company could do more, **22%** said their company's response was "barely adequate", "a disaster" or "non-existent"

"Companies that have strong emotional and mental health support for employees will be more likely to survive the impact of COVID-19"



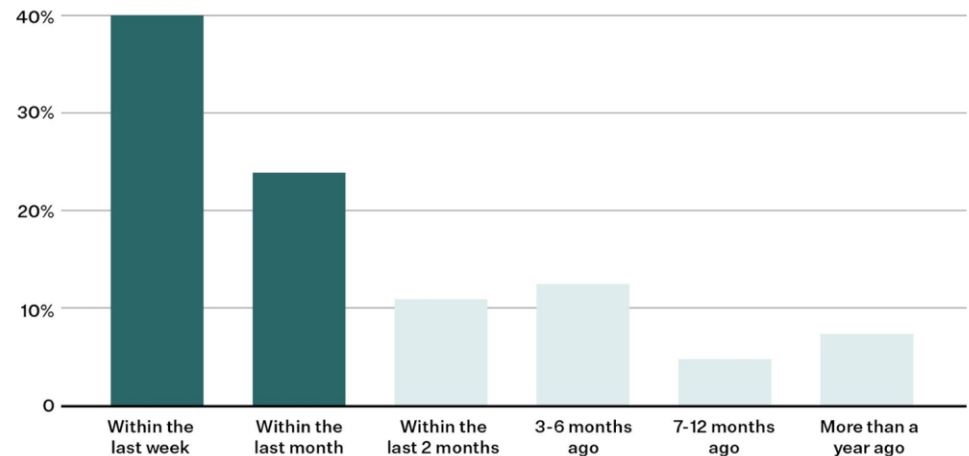
KEY FINDING #4

**Virtual delivery of mental
healthcare is the new normal**

Employees were already interested in virtual delivery; now they're quickly turning to it for support

- **62%** seeking help for the first time in the last month
- **70%** of those did so only to deal with COVID-19 stress
- **48%** went online because their regular counselor went online

“When was the first time you used a technology-based emotional or mental health service such as online counseling or a mental health app?”



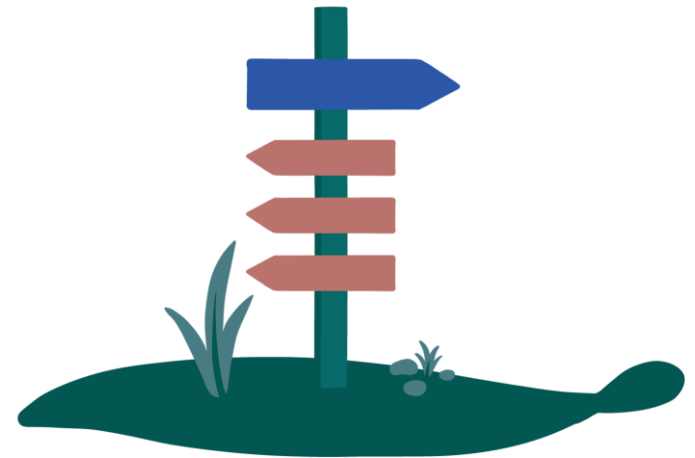
What HR leaders can do

Create a predictable working environment amidst the unpredictable

Maintain open communication with employees.

Empower them by defining clear goals and establishing regular routines (e.g., standing meetings).

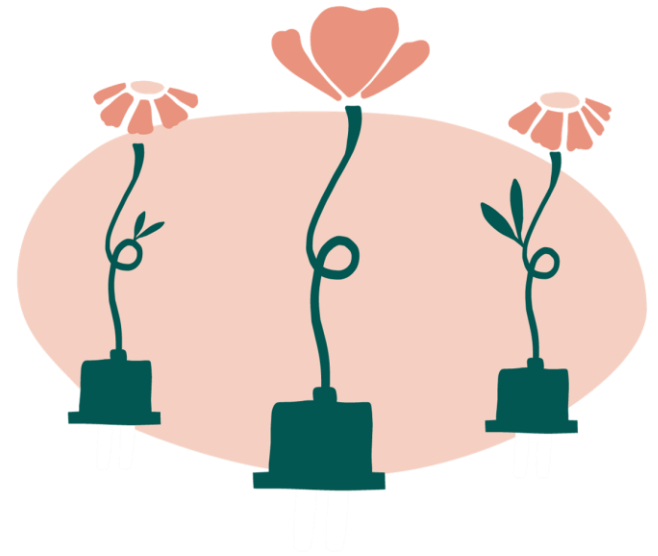
Create opportunities for independent decision-making so that they can feel more in control.



Promote a healthy work-life balance

Enforce workforce policies that support boundaries, such as not sending emails late at night, and keeping to time and agenda during meetings.

Consider offering mental health days for your employees to relax and refresh, especially since a physical getaway might not be feasible.



Invest in employee mental health

Support flexible work conditions that minimize employees' stress levels.

Normalize grief by letting your workforce know that grief is to be expected during times like these.

Provide employees with access to a virtual behavioral healthcare experience as part of your return-to-work strategy.





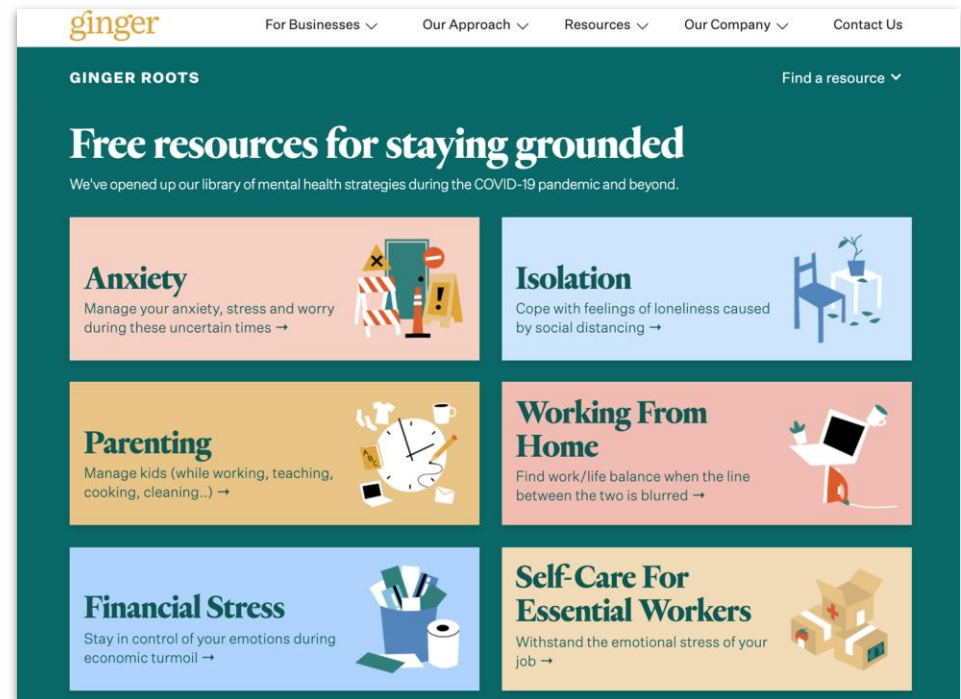
Taking time for ourselves to support our mental health and well-being has never been more important — particularly as our time “on” often looks a lot like our time “off”.

Prioritize time for yourself & your employees to recharge:

1. Determine what’s possible.
2. Uncover what nourishes you.
3. Consider microbreaks.

Free Online Mental Health Resource Centers

- Curated selection of interactive and audio content, addressing the top challenges we have seen surface for members due to COVID-19
- Available to help Ginger members and the general public navigate the new normal
- We encourage you to promote on your internal employee channels



ginger.io/roots

Breathing with Ginger Coach Elissa Video

Better, for everyone



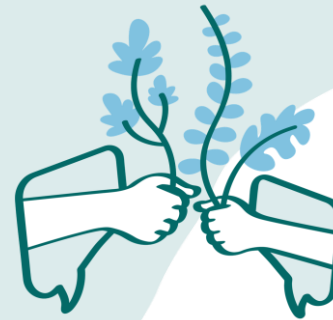
On-Demand Mental Health System

A complete health system, for all life's challenges

In-network

50 states and 23 countries around the world

Integrated with your benefits design



Behavioral health coaching



Therapy & psychiatry

**TECHNOLOGY
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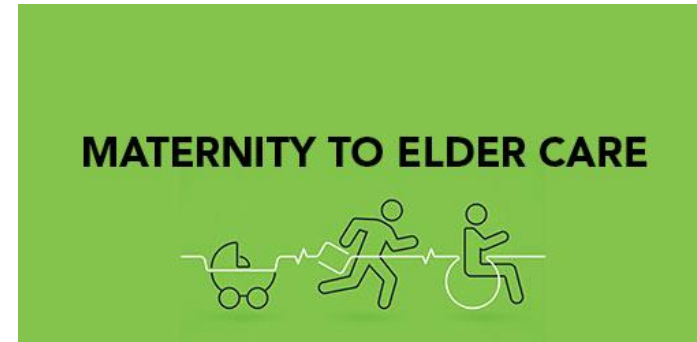
2020 Employee Health Care Conference

June 24 – July 2, 2020
(Virtual)



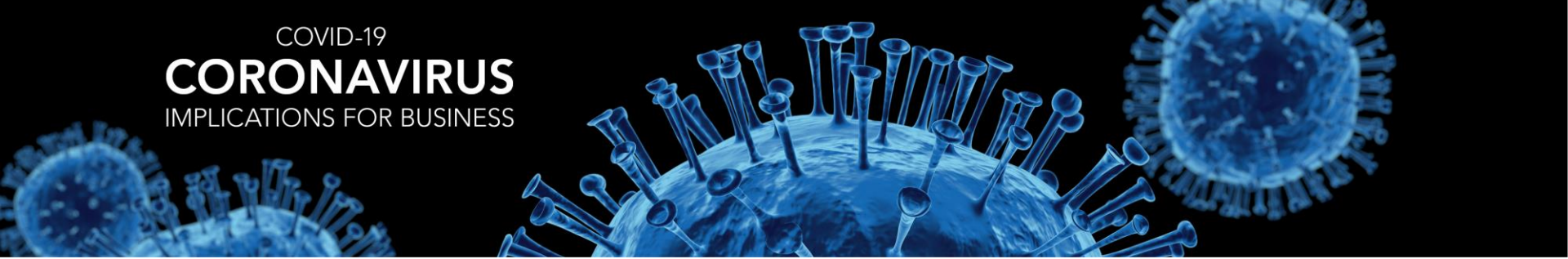
Maternity Through Elder Care Seminar

November 9-10, 2020
(New York, NY)



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Want to learn more how the spread of COVID-19 will impact the global economy and business world?

The Conference Board has gathered insights and learnings from our thought leaders, researchers, economists and Members that we hope will be helpful as you formulate, implement and manage your own crisis response. You'll find podcasts, on-demand webcasts, research and economic projections on coronavirus impacts for HR, CSR, disaster philanthropy plans, crisis communication, governance, supply chain disruptions and much more.

For Human Capital practitioners: <https://www.conference-board.org/topics/covid-19-human-capital-responses>





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