

COVID-19 Mental Health Fallout:

How Digital Tools Can Help

May 20 | 1:00 - 2:00PM

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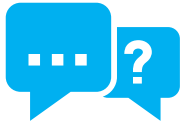
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Webinar Procedures



All lines will be muted



Please submit all questions using the “Q&A” dialog box



Email Diane Engel at dengel@nebgh.org with any issues during this webinar



The recording and a PDF of the slides will be shared



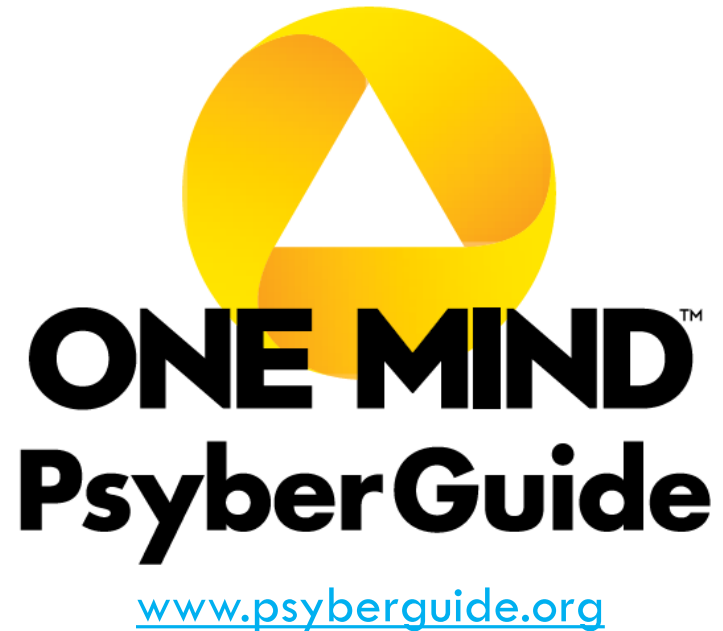
Q&A

You have no question.

What h

☐ Send Anonymously

Send



<https://nebgh.org/initiative/>



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NEBGH

Polling question

1. How concerned are you about the mental health of your employees as a result of COVID-19?
 - A. Not at all concerned
 - B. Slightly concerned
 - C. Somewhat concerned
 - D. Moderately concerned
 - E. Extremely concerned

COVID-19

Mental health issues arising from the COVID-19 crisis:

- Fear and anxiety
- Isolation
- Caregiving challenges
- Childcare
- Eldercare
- Financial concerns
- Miss-information and confusion
- Family or friend with the disease

In this time of physical distancing and reduced in-person contact, digital interventions will play a critical role in delivering care and support

COVID-19 has also rapidly accelerated the need for digital solutions for mental health.



One in five adults in the U.S. experiences some type of mental illness each year



The average delay between symptom onset and treatment is 11 years



The annual cost to the global economy from mental illness



\$1T

In 2018, the average cost of an employee with depression was

\$16,613

Polling question

2. Has your organization implemented a digital mental health tool?
 - A. Yes more than 12 months ago
 - B. Yes within the last 12 months
 - C. No, but considering
 - D. No, not considering

Digital Mental Health Solutions



Vitamins

- Use them to boost overall wellbeing
- A doctor may suggest using them, but many people use them without professional consultation

Aspirin

- Use when you have a short-term ailment for relief in the moment

Antibiotics

- Use when you become unwell, for an extended amount of time, but not permanently
- Stop taking once you have recovered

Digital Mental Health Solutions

Can contain multiple active components, often:

Modular

Didactic

Interactive

Standalone Apps

Self-guided Apps

Apps used with guidance from a professional coach (may be in-app)

Guided Apps

Apps used in the context of traditional face-to-face treatment

Adjunctive Apps

Pros	Cons
<ul style="list-style-type: none">• Extension of care• Cost-effective• Scalable• Discreet and mobile• Uses what people already have and use every day• Real-time, real-world intervention• Real-time data collection & tracking• Promising outcomes	<ul style="list-style-type: none">• Technology changes rapidly• Sustainability or “shelf life”• Disengagement• Privacy concerns• Access issues• Lack of regulation• “High availability but low evidence base”

One of the biggest challenges:

Many platforms to choose from, few guidelines to help employers make their choice.

Purpose & Goal of the Guide

This guide aims to answer the following questions about digital mental health solutions:

1. What are they, and how can they help?
2. What tools are out there?
3. How do I choose the tool that's the best fit for my workplace?
4. How do I build my business case?
5. How do I implement a digital mental health tool in my workplace?

Methodology



1. We searched for mental health solutions being marketed to employers.
2. Information was collected through online marketing materials, a survey completed by vendor, demos, and follow-up calls.
3. Supporting research for the platforms was also reviewed; research studies that showed efficacy or effectiveness, published in a peer-reviewed journal.
4. Our review was completed in February 2020. Note that some programs may have more capabilities than those indicated in the table.

Mental Health Tool Chart

Show tools on other tabs →

See page 23 of the accompanying brochure for a full description of all tools listed in this chart, including company URLs.

Tool Name Company	Target Condition							Intervention							Type of Platform		Reporting				Connectivity						Tech Support				Compliance				Research		Rating		
																	Report Format		Data in Report		Integration				Social		Method and Availability				Compliance								
	Outcome	Demographics	Engagement	Feedback Report	Outcome	Demographics	Engagement	Feedback Report	EAP	Other Tools	Webinar Program	Helpline Provider	Referral Capability	Family	Social	Email	Phone	Chat	Available 24/7	Data Retention	Third Party Sharing	HIPAA	GDPR	Published Reports	Research Conducted														
Abileto Abileto, Inc.	Abileto aims to help users improve symptoms of behavioral health conditions through personalized programs. The online platform connects trained therapists with users experiencing a variety of medical conditions.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												++
Daylight Big Health	Daylight is a digital program that aims to help users develop strategies for overcoming worry and anxiety. Personalized programs are developed based on each user's challenges and goals.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												+
Dayez Dayez	Dayez aims to help users improve their quality of sleep and cope with sleeping difficulties through personalized programs.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												
DynamixCare DynamixCare Health	DynamixCare supports users to monitor and reduce their use of alcohol, tobacco, and other substances.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome										+		
enVitals enVitals, Inc.	enVitals aims to help users and their care providers assess and track risk for common behavioral health conditions.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												
Ginger Ginger	Ginger aims to help users improve symptoms of various mental health conditions by connecting them to licensed therapists and clinicians.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												+
Happyly Happyly, Inc.	Happyly is a digital program that aims to help users improve overall well-being and happiness through short, daily interactive activities.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome										+++		
HeadSpace for Work HeadSpace, Inc.	HeadSpace for Work supports users to improve various aspects of physical and mental health by practicing mindfulness meditation.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome										+++		
Journey Meditation Journey Meditation, Inc.	Journey Meditation aims to help users improve various aspects of physical and mental health by connecting them to a live meditation community.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome										++		
Joyable Joyable, Inc.	Joyable is a platform that aims to help users improve symptoms of depression and anxiety. Users are connected with a live coach who guides them through their unique program.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome										+		
Joyages ADAP HealthWorks	Joyages is a digital health coach that aims to help users proactively care for their mental health, deal with daily stressors and build habits.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												
LivingEasy SelfUpWorks	LivingEasy is a platform that aims to help employees change the way they react to stress and improve resilience, through activities such as video sessions, interactive tools and personal coaching.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												
Luma Luma Health, Inc.	Luma aims to help users improve various aspects of their mental health through personalized programs that connect them with licensed therapists and clinicians.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome												
meQuilibrium Neo Life Solutions, Inc.	meQuilibrium is a platform that supports users to improve outcomes in stress management, productivity, health and wellbeing through validated assessments and personalized training.														Mobile		Web		Custom Dashboard		Email Report		Demographics		Engagement		Outcome										+		

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** Privacy policy states that personal information will not be sold, rented or shared to third parties.

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TARGET CONDITION	
Physical Health / Well-Being	
Mental Wellness / Well-Being	
Substance Use/ Addiction	
Sleep	
Stress	
Anxiety	
Depression	

INTERVENTION		TYPE OF PLATFORM		REPORTING		CONNECTIVITY					TECH SUPPORT		COMPLIANCE			RESEARCH	RATING																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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						Online Dashboard	Enabled Report	Outcomes	Demographics	Engagement	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability					Family	Social	Email	Phone	Chat	Available 24/7	Identifiable Data Collected	Data Removal*	Third Party Sharing**	HIPAA	42 CFR	Published Papers Demonstrating Effectiveness	Research Conducted in Employment Setting	+++ At least two experimental studies	++ At least one experimental research study	+ Other research	If blank, no published data available																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Mindfulness Meditation	Cognitive Behavioral Therapy (CBT)	Education	Interactive Tools	Coaching	AI / Chatbot	Clinical Therapy	Web	Mobile																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

TARGET CONDITION	
Physical Health / Well-Being	
Mental Wellness / Well-Being	
Substance Use / Addiction	
Sleep	
Stress	
Anxiety	
Depression	

Navigating the review table

RATING	RESEARCH	COMPLIANCE	TECH SUPPORT	CONNECTIVITY		REPORTING	TYPE OF PLATFORM	INTERVENTION	TARGET CONDITION											
				SOCIAL	INTEGRATION					DATA IN REPORT	REPORT FORMAT									
++ + ++ + If blank, no published data available	Research Conducted in Employment Setting	Data Removal + Identifiable Data Collected	Available 24/7	Email	Phone	Chat	Social	Family	Referral Capability	Healthcare Provider	Wellness Program	Other Tools	EAP	Engagement	Demographics	Outcomes	Online Dashboard	Enrolled Report	Artificial Intelligence AI / Chatbot	Clinical Therapy
																</				

REPORTING			
REPORT FORMAT	DATA IN REPORT		
	Engagement	Demographics	Outcomes
Online Dashboard			
Emailed Report			

Navigating the review table

RATING	++ + At least two experimental studies ++ At least one experimental research study + Other research If blank, no published data available	
	RESEARCH	
	Published Papers Demonstrating Research Conducted in Employment Setting <small>See Appendix A for more information</small>	
COMPLIANCE	42 CFR	
	HIPAA	
	Third Party Sharing** Data Removal* Identifiable Data Collected	
TECH SUPPORT	Available 24/7	
	Method and Availability	
	Chat Phone Email	Social Family
CONNECTIVITY	Integration	
	Referral Capability Healthcare Provider Wellness Program Other Tools	
	EAP	
REPORTING	Data in Report	
	Outcomes Demographics Engagement	
	Report Format	Enrolled Report Online Dashboard
TYPE OF PLATFORM	Web	
	Mobile	
INTERVENTION	Clinical Therapy	
	Artificial Intelligence AI / Chatbot	
	Coaching	
	Interactive Tools	
	Education	
	Cognitive Behavioral Therapy (CBT)	
	Mindfulness Meditation	
	Symptom Tracking	
	Physical Health / Well-Being	
	Mental Wellness / Well-Being	
TARGET CONDITION	Substance Use/ Addiction	
	Sleep	
	Stress	
	Anxiety	
	Depression	

COMPLIANCE	
42 CFR	Identifiable Data Collected
HIPAA	Data Removal *
Third Party Sharing **	

Navigating the review table

RATING										RESEARCH	COMPLIANCE				TECH SUPPORT			CONNECTIVITY				REPORTING		TYPE OF PLATFORM	INTERVENTION										TARGET CONDITION				
+++ At least two experimental studies ++ At least one experimental research study + Other research If blank, no published data available										Published Papers Demonstrating Effectiveness	42 CFR HIPAA Third Party Sharing** Data Removal* Identifiable Data Collected Available 24/7 Chat Phone Email				Method and Availability			Social		Integration		Data in Report		Report Format	Web Mobile	Clinical Therapy Artificial Intelligence AI / Chatbot Coaching Interactive Tools Education Cognitive Behavioral Therapy (CBT) Mindfulness Meditation Symptom Tracking										Physical Health / Well-Being Mental Wellness / Well-Being Substance Use/ Addiction Sleep Stress Anxiety Depression			

Worked Example

TARGET CONDITION		INTERVENTION								TYPE OF PLATFORM		REPORTING			CONNECTIVITY					TECH SUPPORT		COMPLIANCE			RESEARCH		RATING								
												REPORT FORMAT	DATA IN REPORT		INTEGRATION			SOCIAL		METHOD AND AVAILABILITY															
										Web	Mobile	Online Dashboard	Email Report	Outcomes	Demographics	Engagement	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Family	Social	Chat	Phone	Email	Available 24/7	Identifiable Data Collected	Data Removal*	Third Party Sharing**	HIPAA	42 CFR	Published Papers Demonstrating Effectiveness	Research Conducted in Employment Setting	+++ At least two experimental studies ++ At least one experimental research study + Other research If blank, no published data available
																																		</	

Worked Example

[illegible][illegible]

Worked Example

RATING		RESEARCH		COMPLIANCE		TECH SUPPORT		CONNECTIVITY		REPORTING		TYPE OF PLATFORM		INTERVENTION		TARGET CONDITION																										
										REPORT FORMAT	DATA IN REPORT																															
+++ At least two experimental studies ++ At least one experimental research study + Other research If blank, no published data available	Research Conducted In Employment Setting	Published Papers Demonstrating Effectiveness	42 CFR	HIPAA	Third Party Sharing**	Data Removal*	Identifiable Data Collected	Available 24/7	Chat	Phone	Email	Method And Availability	Social	Family	Referral Capability	Healthcare Provider	Wellness Program	Other Tools	EAP	Integration	Outcomes	Demographics	Engagement	Enabled Report	Online Dashboard	Web	Mobile	Clinical Therapy	Artificial Intelligence AI / Chatbot	Coaching	Interactive Tools	Education	Cognitive Behavioral Therapy (CBT)	Mindfulness Meditation	Symptom Tracking	Physical Health / Well-Being	Mental Wellness / Well-Being	Substance Use/ Addiction	Sleep	Stress	Anxiety	Depression

RESEARCH		RATING
Published Papers Demonstrating Effectiveness	Research Conducted In Employment Setting	+++ At least two experimental studies
		++ At least one experimental research study
		+ Other research
		If blank, no published data available

Worked Example

See page 23 of the accompanying brochure for a full description of all tools listed in this chart including company URLs.

Tool Name Company	Depression
Ableto AbleTo, Inc. Ableto aims to help users improve symptoms of behavioral health conditions through personalized programs. The online platform connects trained therapists with users experiencing a variety of medical conditions.	●
Ginger Ginger Ginger aims to help users improve symptoms of various mental health conditions by connecting them to licensed therapists and clinicians.	●
Happify Happify, Inc. Happify is a digital program that aims to help users improve overall well-being and happiness through short, daily interactive activities.	●

Ableto | AbleTo, Inc.

Ableto aims to help users improve symptoms of behavioral health conditions through personalized programs. The online platform connects trained therapists with users experiencing a variety of medical conditions.

Ginger | Ginger

Ginger aims to help users improve symptoms of various mental health conditions by connecting them to licensed therapists and clinicians.

Happify | Happify, Inc.

Happify is a digital program that aims to help users improve overall well-being and happiness through short, daily interactive activities.

COMPLIANCE				RESEARCH		RATING
Data Removal*	Third Party Sharing**	HIPAA	42 CFR	Published Papers Demonstrating Effectiveness	Research Conducted in Employment Setting	+++ At least two experimental studies ++ At least one experimental research study + Other research If blank, no published data available
●	●	●	●	●		+
●	●	●		●		+
●	●	●		●	●	+++

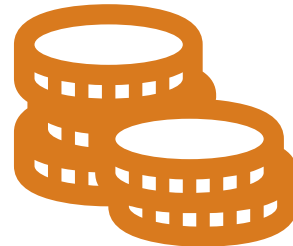
Selecting the right solution



Who is the target population?

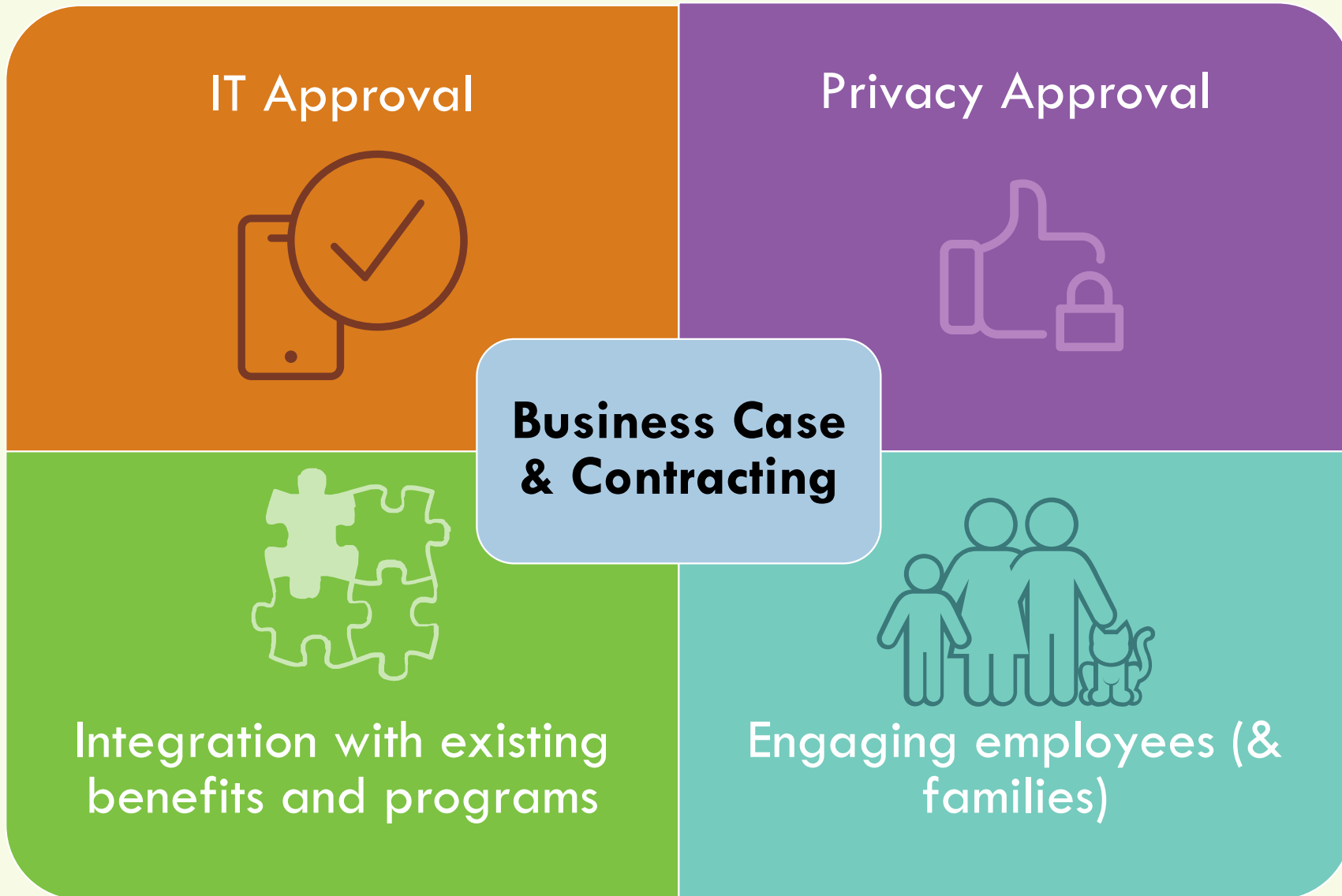


What do you want to achieve?



How much are willing to pay?

Implementing a DMH solution



IT Approval

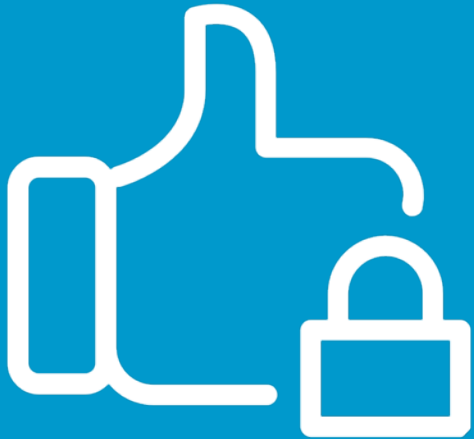


- Business Partner Business Approval Process
- Data sharing e.g. eligibility files
- Data security
- Accessing the app
 - Single point authentication
 - Verification process
 - Single Sign On (SSO)

Business Partner Risk Assessment

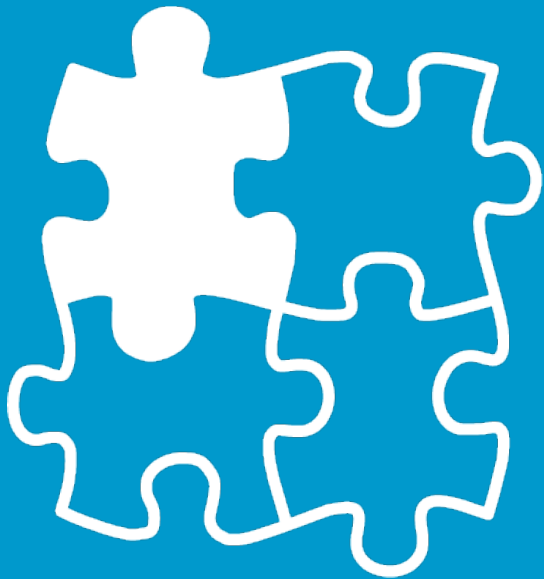


Privacy approval

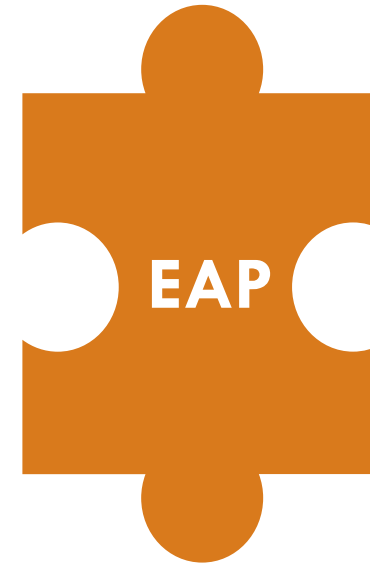


- Sensitive Personally Identifiable Information (SPII)
- Medical information
- Voluntary opt in or opt out
- Data retention
- “Identity” theft
- Privacy Laws:
 - CCPA
 - GDPR
 - China, Russia, Japan and S Korea

Integration with existing benefits and programs



- Integration with existing benefit and wellness resources
 - Additive or replacing existing resources
 - Handoff between resources and benefits



Engaging Employees (& Families)



- **Communication for employees**
- **Communication for family members**
- **Communication for/by the business**
- **Marketing plan**
 - Launch
 - Ongoing
- **Branding**
- **Business leaders and Health Champions**

Measuring Success



- **Engagement**
 - # users
 - Time
 - # repeat use
- **Satisfaction**
 - User satisfaction surveys
- **Outcomes**
 - Health costs
 - Mental health outcomes

Polling question

3. How important is building a business case for implementing digital mental health tools?
 - A. Not at all important
 - B. Slightly important
 - C. Neutral
 - D. Moderately important
 - E. Very important

Building The Business Case



- Adults spend most of their waking hours at work.
- Mental health conditions and stress are very common.
- Conditions such as depression and anxiety often coexist with expensive chronic conditions
- Mental health conditions are a leading cause of lost workdays
- The ROI is between \$2 and \$4 for every dollar spent on mental health
- Digital tools can be effective and affordable
- Helps reduce stigma and increase access
- Prevention = lower total medical costs, increased productivity, reduced absenteeism and decreased disability costs.

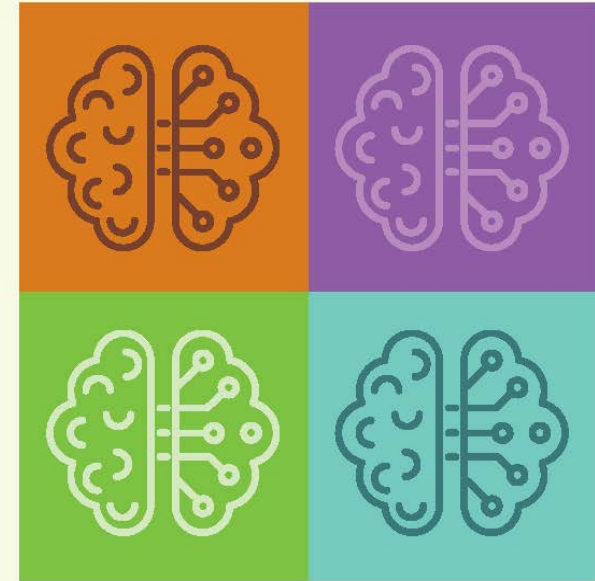
Polling question

4. How would you rate your consideration of adding a new digital mental health tool, or replacing one you have, as a result of the COVID-19 crisis?
 - A. Definitely not consider
 - B. Probably not consider
 - C. Neutral/Not considered
 - D. Possibly would consider
 - E. Definitely would consider

Read the full results!

Employer's Guide: www.nebgh.org

One Mind PsyberGuide:
www.psyberguide.org



Digital
Tools
and
Solutions
for
Mental
Health

**An
Employer's
Guide**

May 2020



“The support and services employers offer are often the first place people go for help when they are experiencing a mental health challenge, but employers provide more than that.

The culture, and especially the leadership, of organizations have an enormous impact on attitudes and willingness to access mental health services. We fully support taking steps such as integrating digital tools to put companies on the leading edge of demonstrating their commitment to a positive mental health environment for their workforce and improving accessibility to care.”

**Garen Staglin, Co-Founder and Chairman
One Mind**

Thank you!

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FOUNDATION

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Have a question? Use the Q&A box!

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