

# COVID-19 Mental Health Fallout: How Digital Tools Can Help

May 20 | 1:00 - 2:00PM

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# Webinar Procedures



All lines will be muted



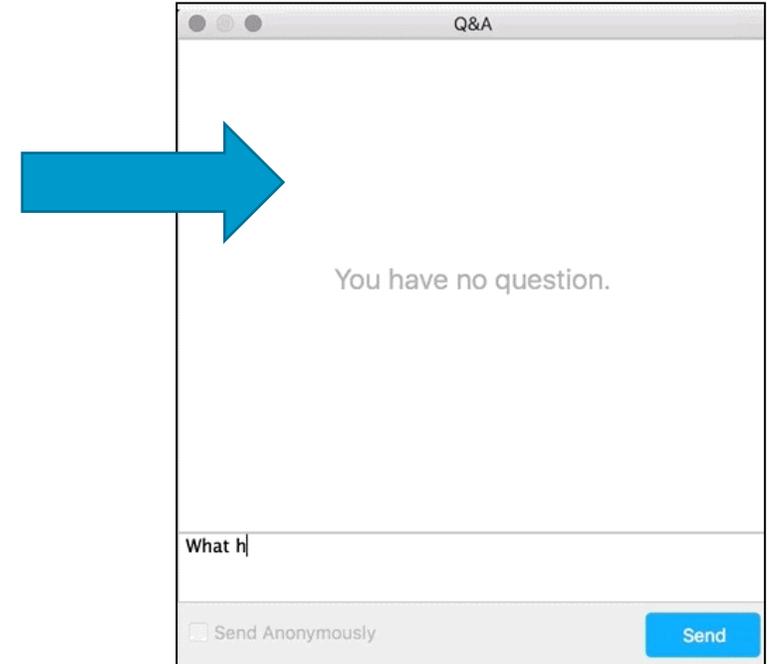
Please submit all questions using the “Q&A” dialog box



Email Diane Engel at [dengel@nebgh.org](mailto:dengel@nebgh.org) with any issues during this webinar



**The recording and a PDF of the slides will be shared**





[www.psyberguide.org](http://www.psyberguide.org)



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



## **Stephen Schueller, PhD**

Executive Director, *One Mind PsyberGuide*

Assistant Professor of Psychological Science, *University of California Irvine*

Adjunct Assistant Professor of Preventive Medicine, *Northwestern University, Feinberg School of Medicine*



## **Martha Neary, MSc**

Project Manager, *One Mind PsyberGuide*

Research Associate in Psychological Science, *University of California Irvine*



## **Dr. Mark Cunningham-Hill**

Medical Director

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

## One of the biggest challenges:

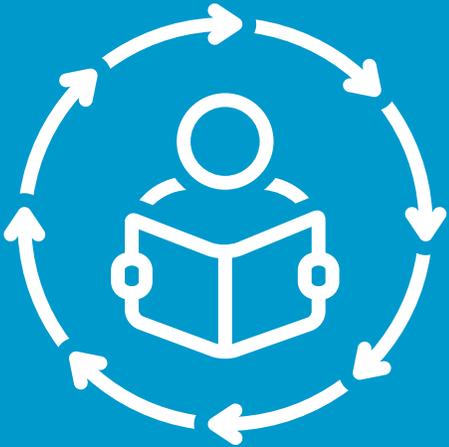
Many platforms to choose from, few guidelines to help employers make their choice.

# 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.





# Navigating the review table

TARGET CONDITION		INTERVENTION										TYPE OF PLATFORM		REPORTING			CONNECTIVITY					TECH SUPPORT			COMPLIANCE			RESEARCH		RATING								
														REPORT FORMAT	DATA IN REPORT		INTEGRATION					METHOD AND AVAILABILITY																
Depression		Symptom Tracking	Physical Health / Well-Being	Manual Wellness / Well-Being	Substance Use/ Addiction	Sleep	Stress	Anxiety	Depression				WAB	Mobile	Online Dashboard	Emailed Report	Engagement	Demographics	Outcomes	ERP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	Available 24/7	Chat	Phone	Email	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

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

# Navigating the review table

TARGET CONDITION	INTERVENTION	TYPE OF PLATFORM	REPORTING			CONNECTIVITY				TECH SUPPORT			COMPLIANCE	RESEARCH	RATING
			REPORT FORMAT	DATA IN REPORT		INTEGRATION		SOCIAL		METHOD AND AVAILABILITY					
Depression	Physical Health / Well-Being	Web	Online Dashboard	Outcomes	EAP	Healthcare Provider	Referral Capability	Family	Chat	Email	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	+++ At least two experimental studies
	Artificial Intelligence AI / Chatbot	Mobile	Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Phone	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	++ At least one experimental research study
	Coaching		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Family	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	+ Other research
	Interactive Tools		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	If blank, no published data available
	Education		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Family	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Cognitive Behavioral Therapy (CBT)		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Mindfulness Meditation		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Family	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Symptom Tracking		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Physical Health / Well-Being		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Family	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Substance Use/ Addiction		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Sleep		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Family	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Stress		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Anxiety		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Family	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	
	Depression		Engagement	Demographics	Other Tools	Wellness Program	Healthcare Provider	Social	Chat	Phone	Phone	Available 24/7	42 CFR	Published Papers Demonstrating	

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



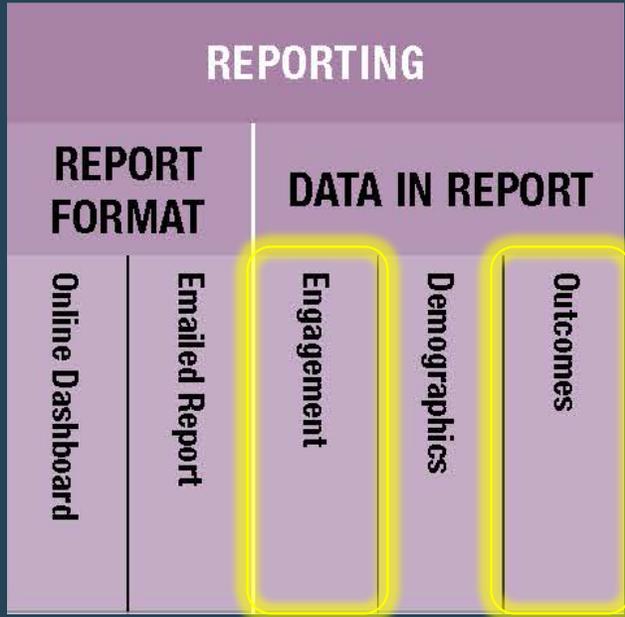


# Worked Example

TARGET CONDITION	INTERVENTION	TYPE OF PLATFORM	REPORTING			CONNECTIVITY				TECH SUPPORT		COMPLIANCE			RESEARCH		RATING							
			REPORT FORMAT	DATA IN REPORT		INTEGRATION	SOCIAL			METHOD AND AVAILABILITY														
Depression	Artificial Intelligence AI / Chatbot	Mobile	Online Dashboard	Engagement	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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

See page 22 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															
<b>Ablate</b>   Ablate, Inc.	Depression	Artificial Intelligence AI / Chatbot	Mobile	Online Dashboard	Engagement	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>Daylight</b>   Daylight	Anxiety	Cognitive Behavioral Therapy (CBT)	Web	Online Dashboard	Demographics	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>Duqer</b>   Duqer	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>DynamiCare</b>   DynamiCare Health	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>wellbabe</b>   wellbabe, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>Slingshot</b>   Slingshot	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>Happyly</b>   Happyly, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+++
<b>HeadSpace for Work</b>   Headspace, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+++
<b> Journey Medication</b>   Journey Medication, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	++
<b>Jayable</b>   Jayable, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>Jaypro</b>   JAYPRO HealthCare	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>LivingLily</b>   LivingLily	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>Lynx</b>   Lynx Health, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+
<b>wellbushines</b>   Wellbushines, Inc.	Stress	Coaching	Web	Online Dashboard	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Social	Family	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	+





# 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	Depressive
<b>Ableto</b>   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.	●
<b>Ginger</b>   Ginger Ginger aims to help users improve symptoms of various mental health conditions by connecting them to licensed therapists and clinicians.	●
<b>Happify</b>   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 five experimental studies ++ At least one experimental research study + Other research If blank, no published data available
●	●	●	●	●		+
●	●	●		●		+
●	●	●		●	●	+++

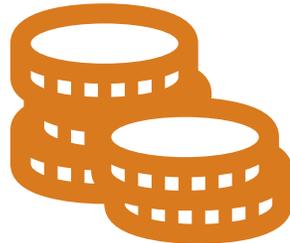
# Selecting the right solution



Who is the target population?

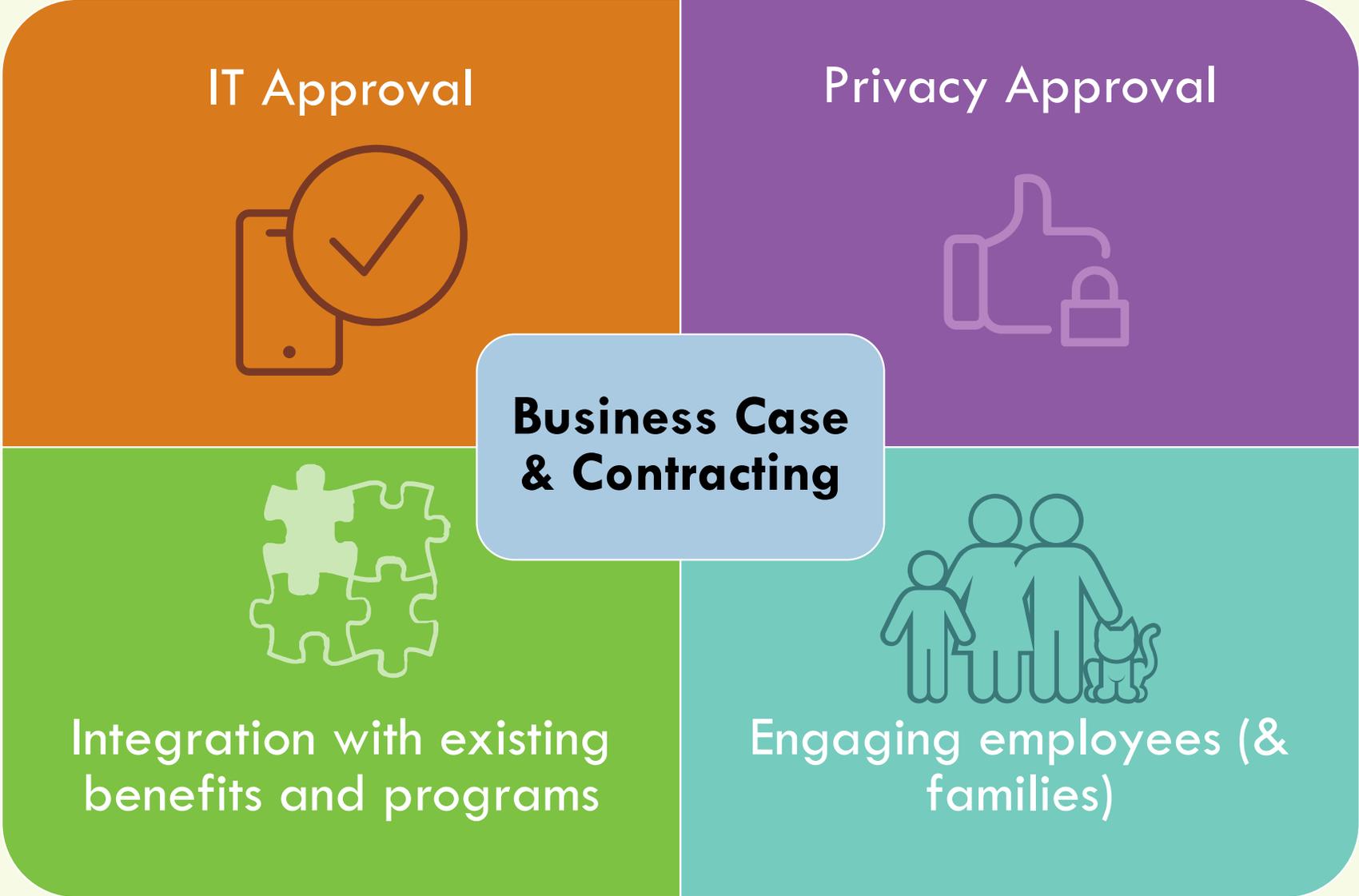


What do you want to achieve?



How much are willing to pay?

# Implementing a DMH solution



# IT Approval

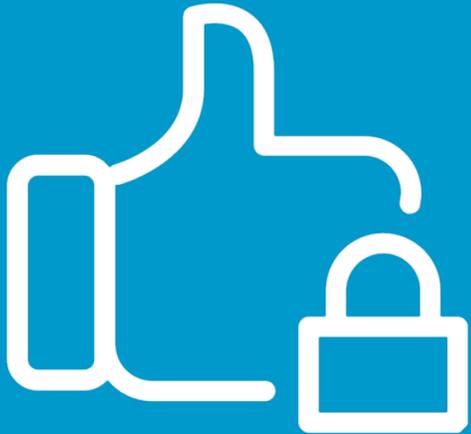


- Business Partner Business Approval Process
- Data sharing e.g. eligibility files
- Data security
- Accessing the app
  - Single point authentication
  - Verification process
  - Single Sign On (SSO)

# Business Partner Risk Assessment

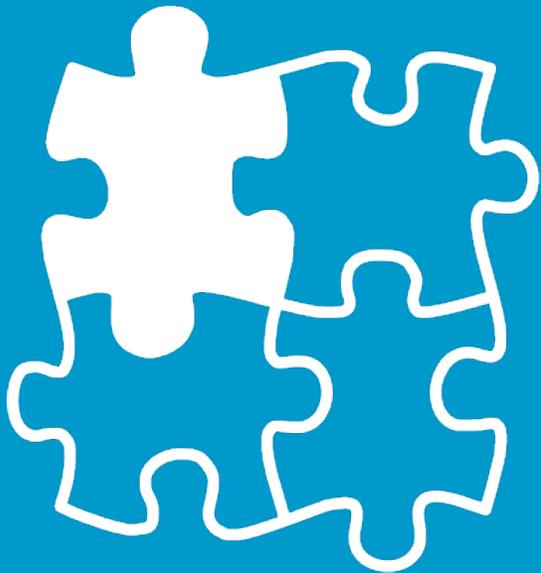


# Privacy approval



- 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

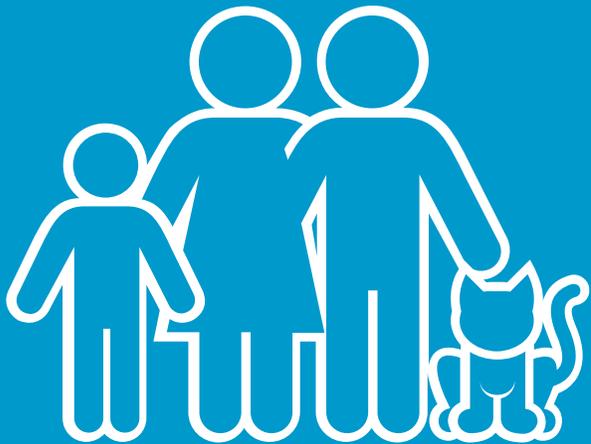
# Integration with existing benefits and programs



- 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.

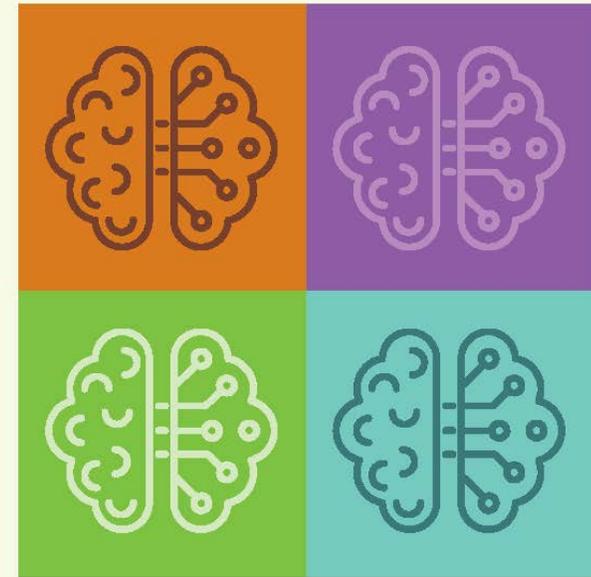
## Polling question

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](http://www.nebgh.org)

One Mind PsyberGuide:  
[www.psyberguide.org](http://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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