

Building a Proactive Mental Health Service



Meet the team



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Agenda

Workplace mental health today

**Four pillars of a modern
mental health service**

The benefits of a new approach

Q & A



Employee mental health and well-being in the UK is **declining**

79%

of UK workers experience work-related stress, making it the most common form of stress.¹

61%

cite mental health as a reason for leaving their jobs.²

1 in 2

employees in the UK don't feel their mental well-being is supported by their employers.³

¹ Perkbox

² Mind Share Partners

³ Deloitte

Employer cost of mental health related sickness at a **record high**

£53bn

the cost of poor mental health in 2021.¹

25%

increase in cost of poor mental health in 2021 compared to 2019.¹

40%

total turnover costs now attributable to mental health issues.¹

¹ Deloitte

Four pillars of a modern mental health service

Approachable



Immediate



Personal



Continuous



Care Services

Immediate support across the mental health spectrum

MENTAL WELLNESS

MENTAL HEALTHCARE



Self-guided care

Hundreds of meditations, courses, sleepcasts, workouts, Focus music, and more to build skills and enhance everyday well-being.

ON-DEMAND

Coaching

Live coaches help members manage challenges, stay on track between clinical appointments, and provide long-term support after clinical care.

ON-DEMAND LIVE CHAT

Counselling

Access to licensed counsellors and therapists across clinical specialties with training in evidence-based approaches.

VIDEO, PHONE, OR IN-
PERSON SESSIONS

EAP

Global EAP services including work/life support, management consultations, and workplace training.

ORGANISATIONAL
DEVELOPMENT, CRITICAL
INCIDENT RESPONSE

¹In-person and onsite counselling sessions are offered through the EAP

FOUR PILLARS OF A MODERN MENTAL HEALTH SERVICE

Pillar 1: Approachable

Approachable



Immediate



Personal

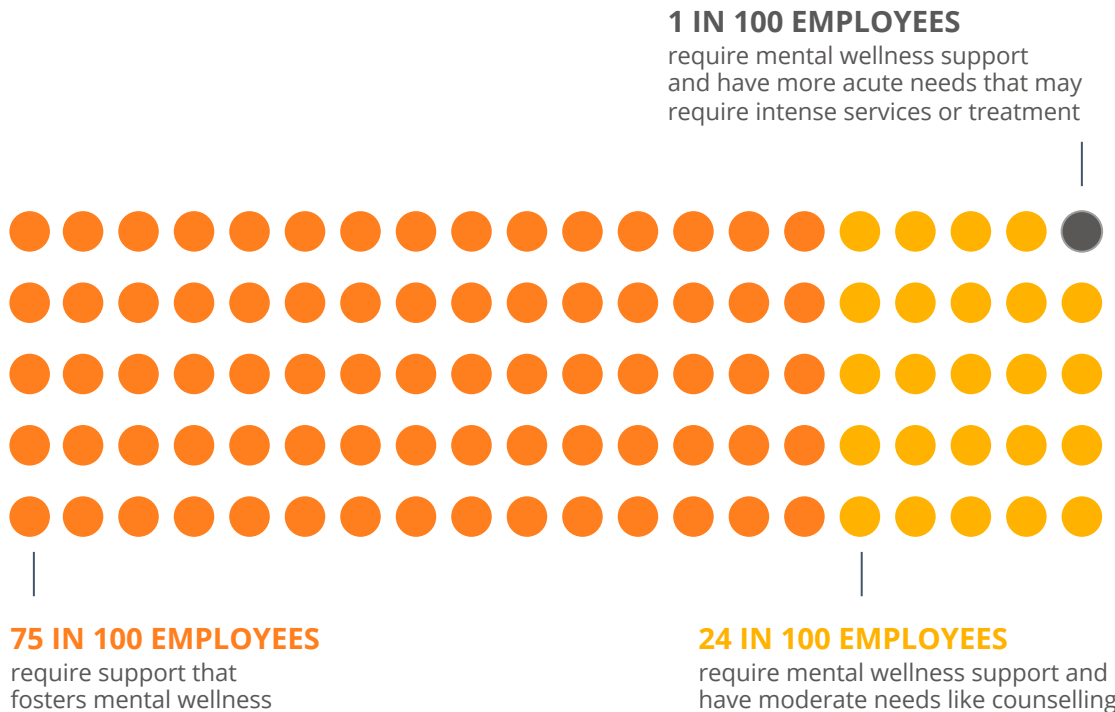


Continuous



THE OUTSIZED OPPORTUNITY

Not everyone needs counselling, but everyone needs support



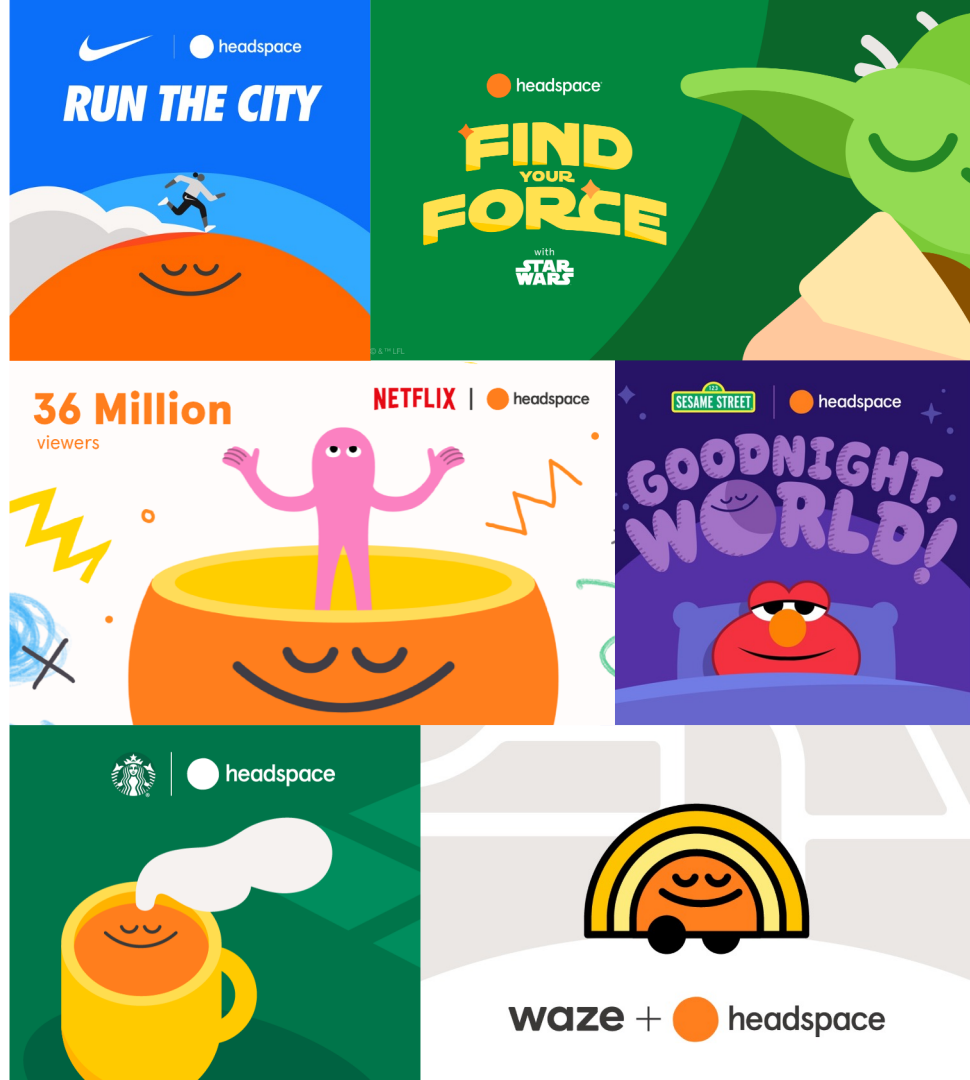
The beloved Headspace brand reduces stigma, drives adoption, and opens the door to lifelong support

73%

of employers agree the Headspace brand is key to driving adoption

70

Our world-class NPS score



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Our world-class NPS score

Trusted by Employers & Strategic Partners





DISCUSSION

**How do you currently deliver
approachable mental health
support in your organisations?**

FOUR PILLARS OF A MODERN MENTAL HEALTH SERVICE

Pillar 2: Immediate

Approachable



Immediate



Personal



Continuous



Explore a library of meditation and mindfulness content to help you sleep, stress less, feel calmer, focus more, and work sharper.

Meditation

Guided meditations and mindfulness exercises to help you care for your mind

Sleep

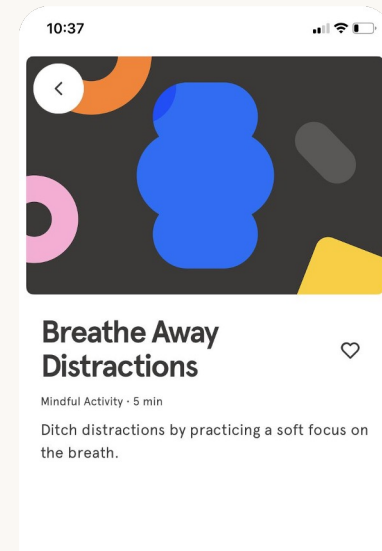
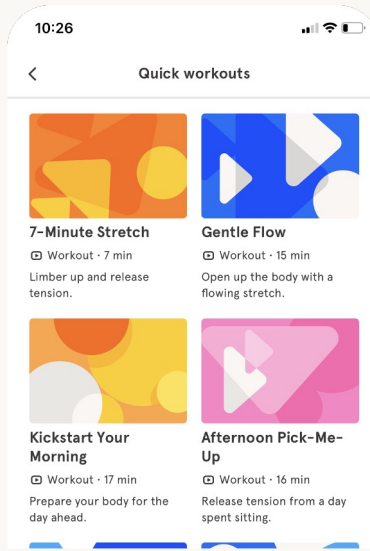
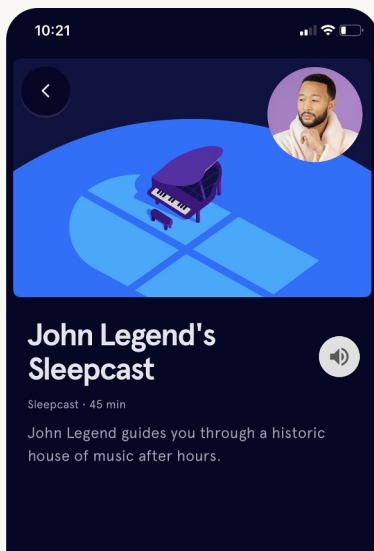
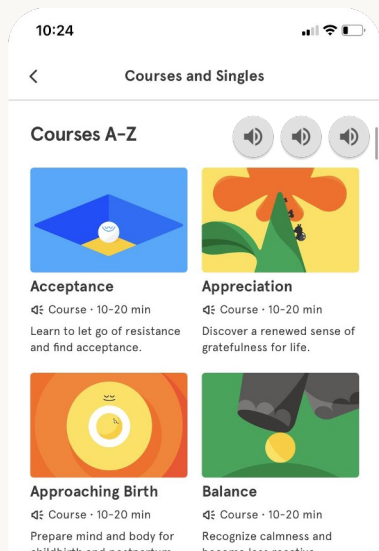
Sleepcasts, sleep music, and wind downs to help you drift off

Movement

At-home workouts, like yoga and stretching, walks, jogs, runs, and rest-day exercises

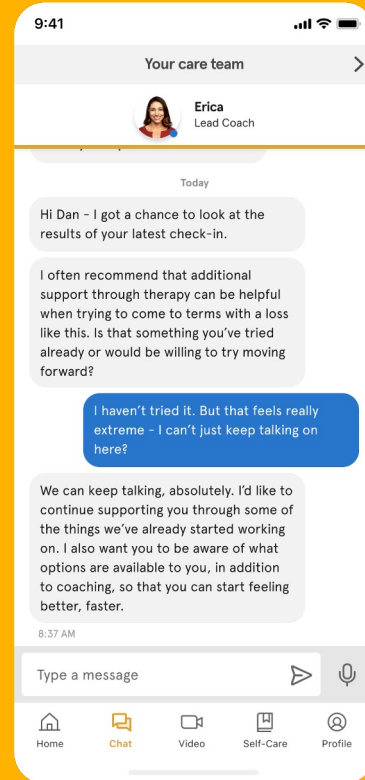
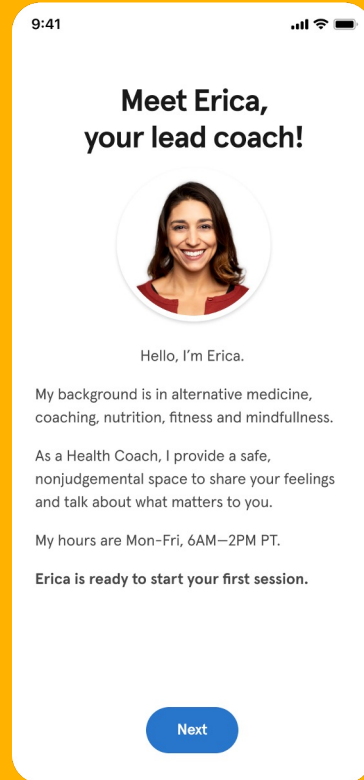
Focus

Curated music and meditations to increase productivity and boost performance



Behavioural Health Coaching

- 24/7 support from a team of highly trained behavioural health coaches.
- Help members build coping skills to manage day-to-day stressors related to anxiety, work, family, and relationships.
- Available within 2 minutes for on-demand support, or during regularly scheduled sessions.



Immediate access to care that drives *outcomes and satisfaction*

Fast access

51 seconds to connect to a behavioural health coach

Average 5 days to connect to clinical care

Healthy outcomes

70% of members showed depression improvement at follow-up

59% of members showed anxiety improvement at follow-up

35% increase in ability to sleep well

37% increase in ability to accept emotions

97.4% of members felt better using clinical services

Satisfied members

4.85/5 in-app member satisfaction



DISCUSSION

How are you making mental health support more immediate at your organisation?

FOUR PILLARS OF A MODERN MENTAL HEALTH SERVICE

Pillar 3: Personal

Approachable



Immediate



Personal



Continuous



Self-guided care for daily support

PERSONALISED CONTENT



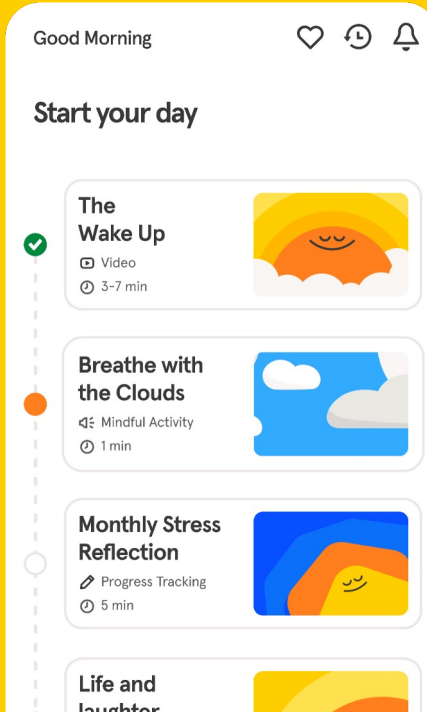
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John Legend's Sleepcast

Sleepcast · 45 min

John Legend guides you through a historic house of music after hours.

FROM DAY TO NIGHT

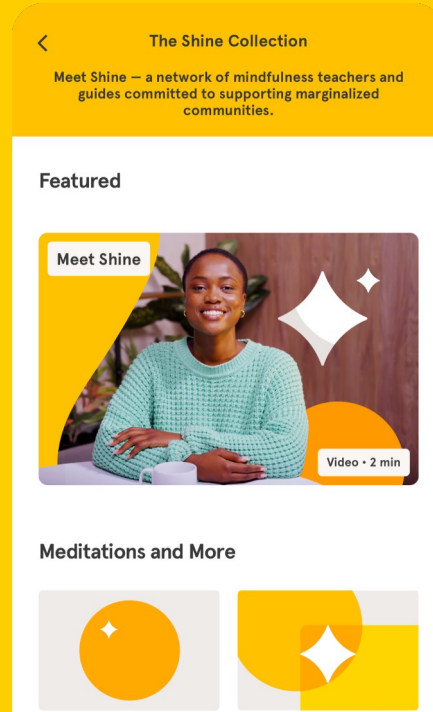


Good Morning

Start your day

- The Wake Up**
Video
3-7 min
- Breathe with the Clouds**
Mindful Activity
1 min
- Monthly Stress Reflection**
Progress Tracking
5 min
- Life and laughter**

INCLUSIVE CARE



The Shine Collection

Meet Shine — a network of mindfulness teachers and guides committed to supporting marginalized communities.

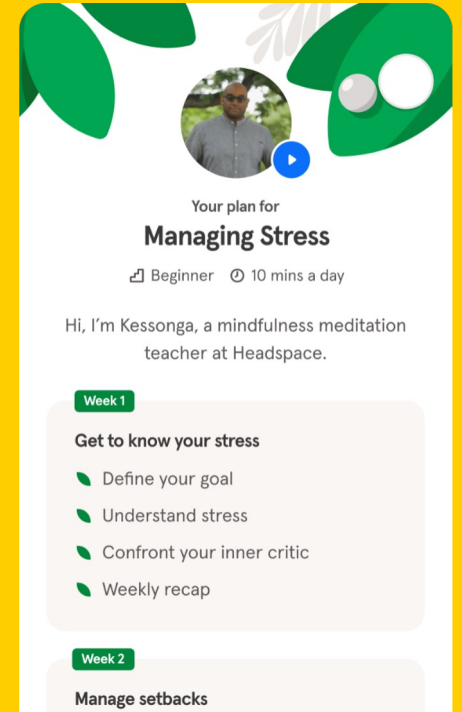
Featured

Meet Shine

Video · 2 min

Meditations and More

GUIDED PROGRAMMES



Your plan for **Managing Stress**

Beginner 10 mins a day

Hi, I'm Kessonga, a mindfulness meditation teacher at Headspace.

Week 1

Get to know your stress

- Define your goal
- Understand stress
- Confront your inner critic
- Weekly recap

Week 2

Manage setbacks

Personalised care powered by technology

TRACK

ANALYSE

ACT

360° Member View

- Demographic data
- Chat transcripts
- Clinical assessments
- Satisfaction data
- App engagement data

Proprietary Care Hub

Powered by more than
1 billion data points

Real-Time Insights

- Clinical triage
- Workflow prioritisation
- Care recommendations
- Content suggestions
- Safety risk detection
- Quality assurance

Counselling

- High-quality clinical care provided by licensed counsellors trained in a range of specialties and evidence-based treatments, such as Cognitive Behavioural counselling (CBT).
- Members can request counsellors based on their personal preferences once they reach out for clinical support.
- Multiple platforms meet members where they are — phone, virtual, and in-person care.*



Diverse care team to meet the inclusive needs of all members

We offer quality counsellors who match the diversity of our members.

We also support the continued growth and development of our care team through training on culturally responsive care.





DISCUSSION

**How do you currently deliver
personal mental health support
in your organisations?**

FOUR PILLARS OF A MODERN MENTAL HEALTH SERVICE

Pillar 4: Continuous

Approachable



Immediate



Personal



Continuous



Providing step-down care so members don't step back up

Prevention

Treatment

Maintenance

Counselling

Work/Life Resources

Behavioral Health Coaching

Self-Care Content

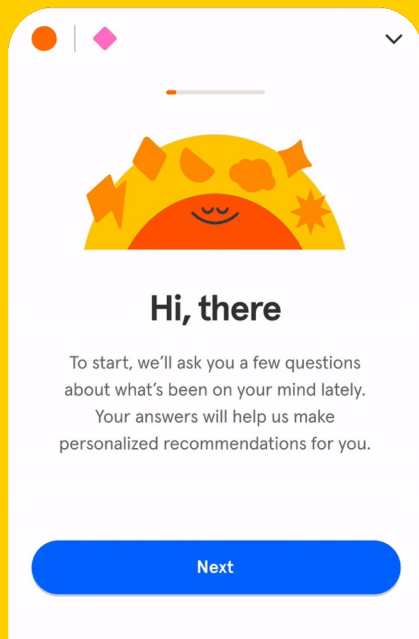
Technology platform

Single destination for mental health and well-being support

1

Answer a few simple questions

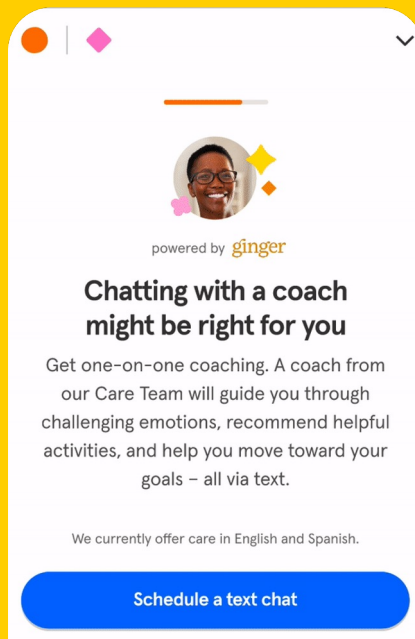
We guide the member through a short assessment to learn about their needs



2

Receive a personalised plan

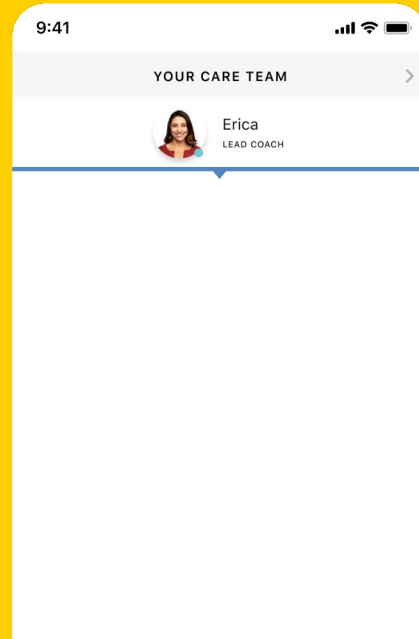
We tailor a care plan based on member's need and preference, adjusting as needs change



3

Get care in real time

Members can instantly connect with a coach for 1:1 support or access self-guided activities





DISCUSSION

What does continuous mental health support look like in your organisations?

Meet Daveed

Daveed, 40

Occupation: Senior Programme Manager

Husband and father to 2 young children

Experiencing imposter syndrome since promotion

Juggling work and childcare duties

Struggling with sleep

Sleep

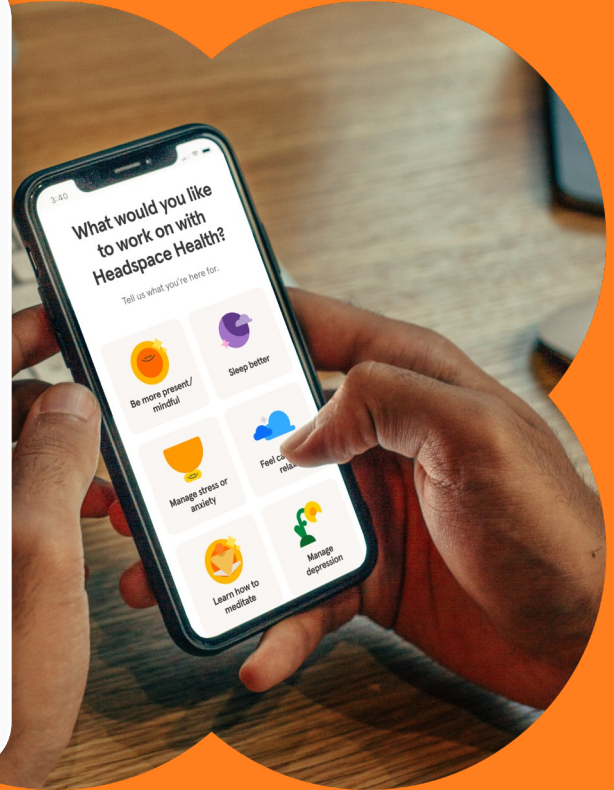
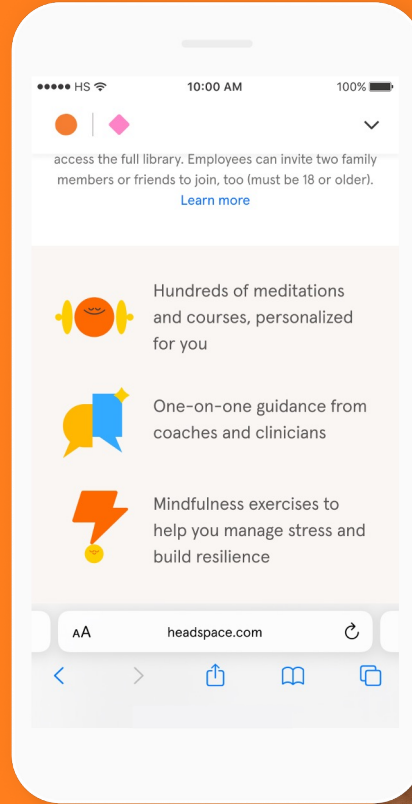
Relationships

New beginnings

Parenting

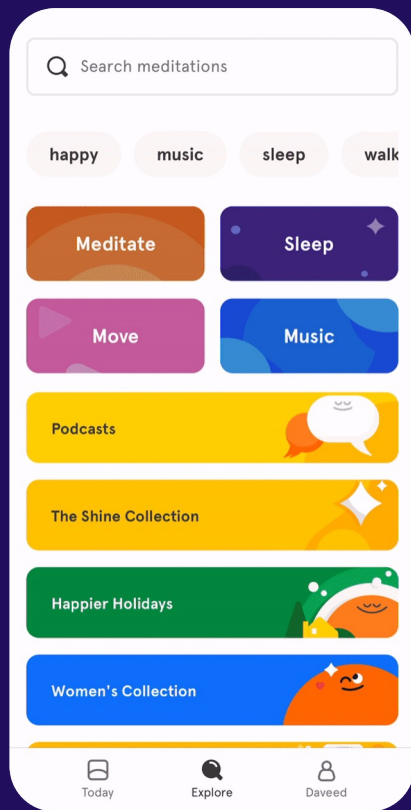


Daveed begins his mental health journey with Headspace Health.

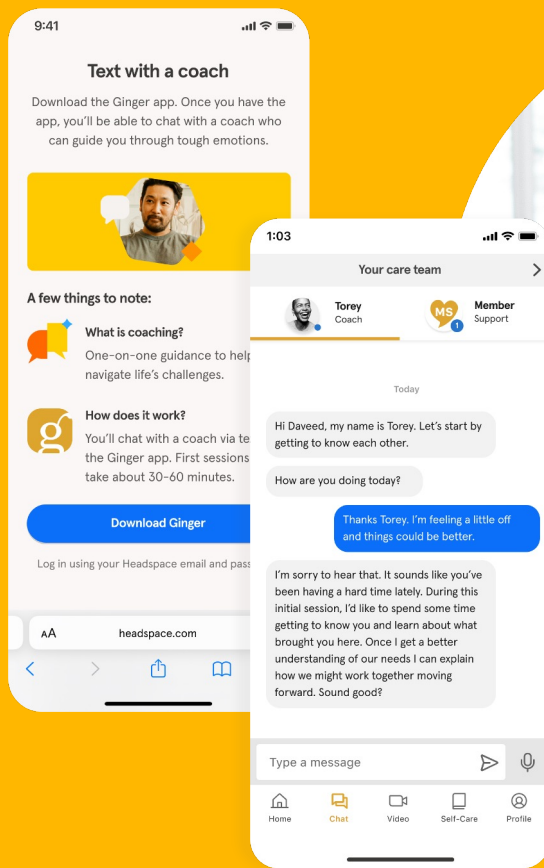


It's 3 am — he can't sleep. He's in bed, feeling along with a restless mind. He turns to our sleep content.

▶ Play



Constant work plus family stress are becoming too much to bear.



He calls the work-life specialist and discusses his needs around nursery location, his budget, and daughter's age.

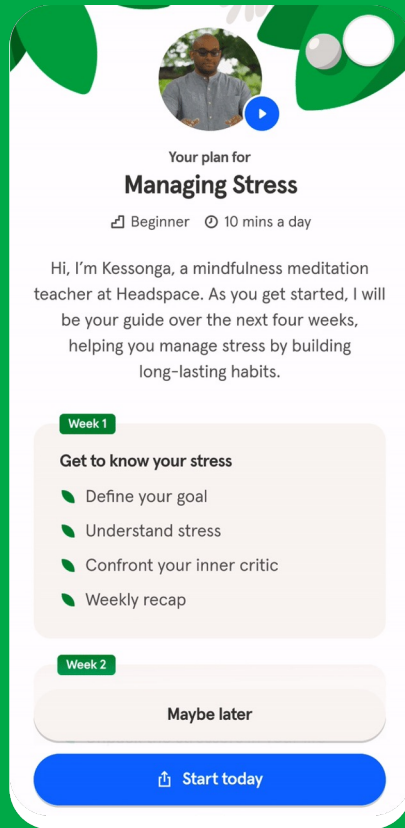


Work-Life Specialist

He suddenly loses a loved one in his family and, through the support of his coach, decides to work with a counsellor.



Daveed is more confident about bouncing back, even when life is unpredictable.



The screenshot shows a mobile app interface for a 'Managing Stress' plan. At the top, there is a profile picture of a man with a play button icon. Below it, the text reads 'Your plan for **Managing Stress**' followed by 'Beginner' and '10 mins a day'. A paragraph of text introduces the guide, Kessonga, a mindfulness meditation teacher at Headspace. Below this, there are two sections: 'Week 1' with a list of four tasks: 'Define your goal', 'Understand stress', 'Confront your inner critic', and 'Weekly recap'. 'Week 2' is currently empty. At the bottom, there are two buttons: a light grey 'Maybe later' button and a blue 'Start today' button.

Your plan for
Managing Stress
Beginner 10 mins a day

Hi, I'm Kessonga, a mindfulness meditation teacher at Headspace. As you get started, I will be your guide over the next four weeks, helping you manage stress by building long-lasting habits.

Week 1

Get to know your stress

- Define your goal
- Understand stress
- Confront your inner critic
- Weekly recap

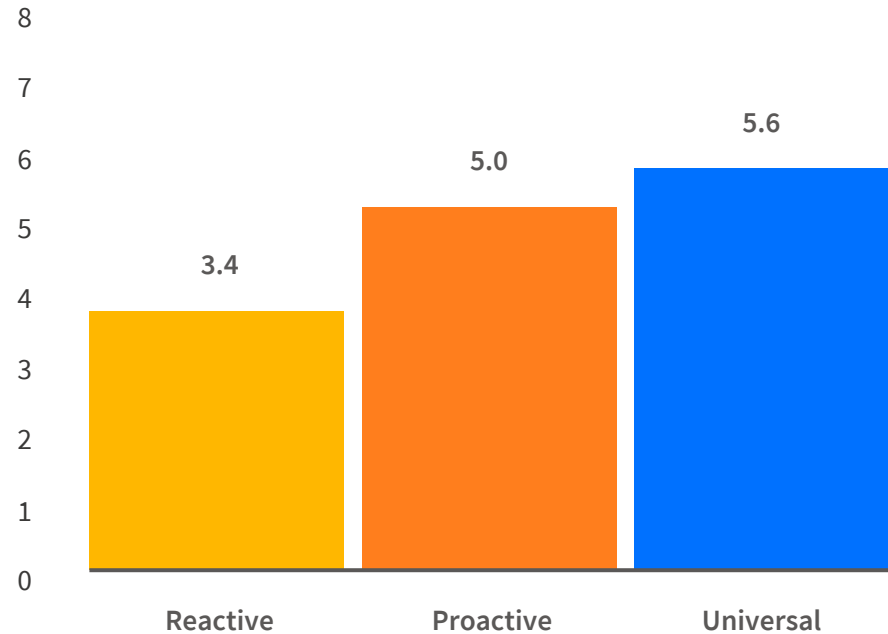
Week 2

Maybe later

Start today



The business case:
proactive mental
health support drives
an estimated ROI of
£5 for every £1 spent



Why Headspace Health?

Accessible & Inclusive

Universally beloved brand driving up to 30% engagement
On-demand, unlimited access to coaches within 2 minutes

Continuous & Effective

Evidence-based stepped care approach, from self-care to treatment
Unlimited coaching supports every stage of the journey

Dedicated Quality

Fully employed coaches committed to the highest quality of care
Proprietary Care Hub unifies our care team under one virtual roof

Tech Enabled

AI supercharges the care team's abilities in real time
Predictive models provide the right care at the right time



Q&A



Thank you
We'd love to
hear from you!

Get in touch with us at
paige.murphy@headspace.com
or headspacehealth.com/contact

