



# APPROACHES TO MENTAL HEALTH SUPPORT FOR 2021 AND BEYOND



March 2021

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# Meet the Speakers



**April McTindal, CHC, CHES**

**POPULATION HEALTH MANAGEMENT CONSULTANT**

**Mara Sikorski, MPH, CPH**

**POPULATION HEALTH MANAGEMENT CONSULTANT**





# Topics of Discussion

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**Part 1:** The Business Case

**Part 2:** Pandemic Perspective

**Part 3:** Steps Forward

**Part 4:** Navigating Solutions

# The Dynamic Spectrum of Mental Health

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Proactive

Prevention

Intervention

Interventions vary across the spectrum

Emotional wellbeing  
Manageable  
stressors

Situational Issues  
Distress or instability

Persistent conditions  
Functional Impairment

A close-up photograph of a hand holding a blue pen, poised to write on a document. The document features several colorful bar charts and a line graph. The background is softly blurred, showing a wooden desk surface. A white circular graphic with a thin grey border is centered over the document, containing the title text.

# PART 1

The Business  
Case for  
Mental Health

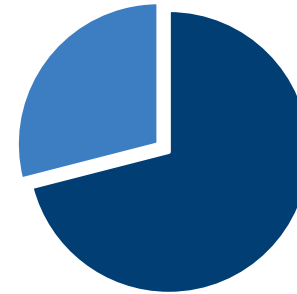
# Pre-COVID Mental Health Statistics



Nearly **1 in 5 adults** suffers from a mental illness such as depression or anxiety.

## 3.2

Members with depression have an average of **3.2 comorbidities** such as hypertension, diabetes, and MSK issues.



**71% of adults** report feeling stressed through anxiety, headaches, or becoming overwhelmed.



**Major Depression is** ranked **#9** in the top 10 diseases among USI clients.

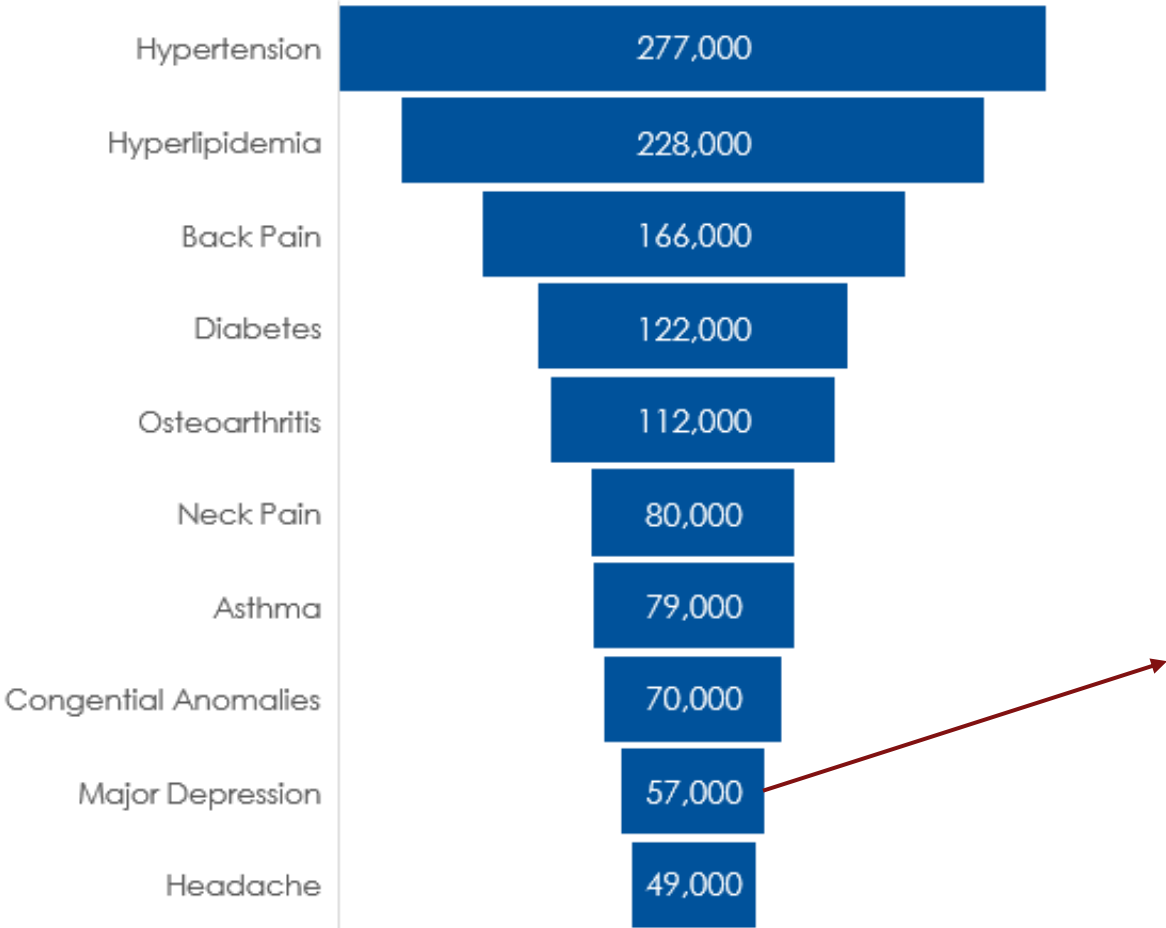
Sources: CDC, (2019). *Mental health in the workplace*. Retrieved from: <https://www.cdc.gov/workplacehealthpromotion/tools-resources/workplace-health/mental-health/index.html>

Source: USI 3D: 2.4 million lives in USI Book of Business, Disease Registry (November 2019–October 2020)

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# Top 10 Prevalence of Disease: USI Book of Business

## Prevalence of Chronic Conditions



### Comorbidities of MDD:

- Hypertension - 46.5%
- Back Pain - 21.6%
- Hyperlipidemia - 20.5%
- Osteoarthritis - 14.0%
- Neck Pain - 11.0%
- Diabetes - 10.5%

Source: USI 3D: 2.4 million lives in USI Book of Business, Disease Registry (November 2019 – October 2020)

# The Cost of Mental Health Conditions

<i>Mental Health Outcome</i>	<i>Estimated Economic Burden</i>
Major Depressive Disorder	\$210.5 billion
Anxiety	\$33.71 billion
Opioids	\$78.5 billion
Drugs	\$193 billion
Alcohol	\$249 billion
Suicide	\$93.5 billion

Source: The Business Case for Investing in Mental Health, American Heart Association, CEO Roundtable



# The Cost of Mental Health Conditions

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## *Indirect Costs*

**MDD** is the leading cause of lost work hours, associated with 27 lost workdays/year, resulting in **\$4,426 loss per employee**.

Individuals with **Anxiety incur ~2x more cost** than their healthy counterparts in both direct and indirect capacities.

**Mental illnesses** are now the **leading cause of disability**.

Source: The Business Case for Investing in Mental Health, American Heart Association, CEO Roundtable  
Greenberg P.E., Fournier A.A., Sisitsky T., Pike C.T., & Kessler R.C. (2015). The economic burden of adults with major depressive disorder in the United States (2005 and 2010) Konnopka, A. & Konig, H. (2019). Economic burden of anxiety disorders: A systematic review and meta-analysis. [Z](#)

# Workplace Data

An estimated **157 million** Americans are employed, and the average worker spends more time working than on any other activity apart from sleeping.



**More than 16.1 M American workers are affected by MDD and 20M are affected by substance abuse disorders**

Source: <http://www.workplacementalhealth.org/Employer-Resources/Mental-Health-Calculators>

# Mental Health Intervention Impact

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**Mental Health Interventions project a ROI between \$2-\$4 for every dollar spent.**

The cost of doing *nothing* is higher than *investing* in evidence-based prevention and treatment.

Source: <https://ceoroundtable.heart.org/mentalhealth/the-business-case-for-investing-in-mental-health/cost-of-mental-health-disorders/>

# The Good News

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**> 80% OF  
EMPLOYEES**

**treated for mental illness report  
improved levels of work  
efficiency and satisfaction**

Source: <http://www.workplacementalhealth.org/Making-The-Business-Case>

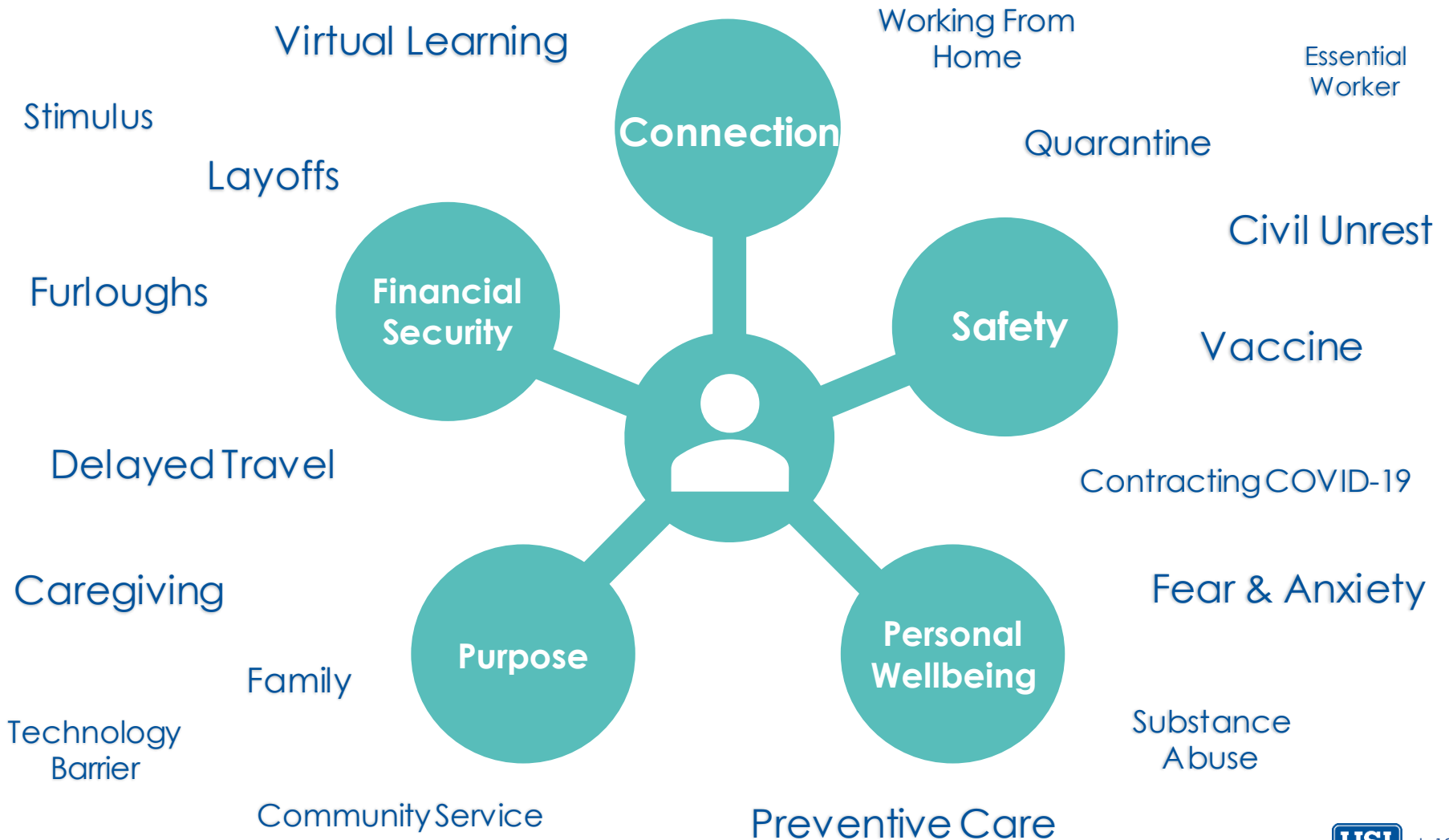


# PART 2

Pandemic  
Perspective

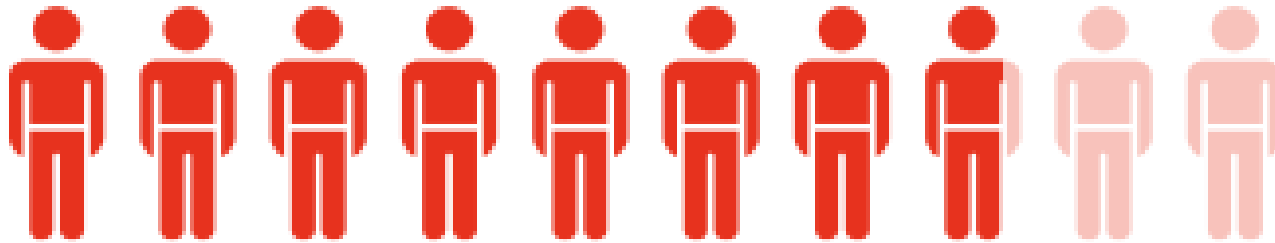
# Pandemic Perspectives

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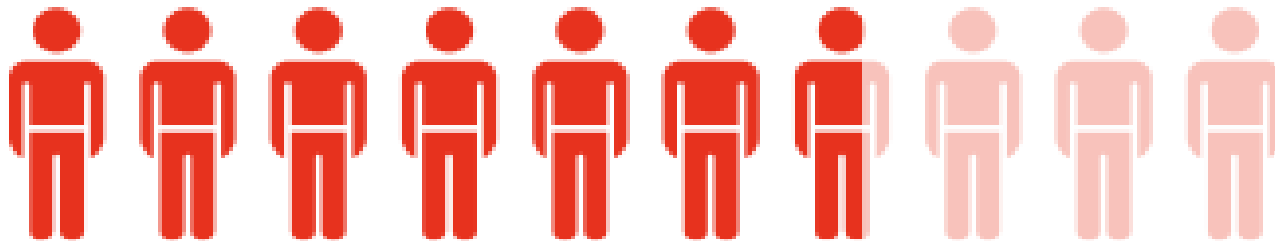


# COVID-19 Impact

## COVID-19 IS A SIGNIFICANT STRESSOR FOR MOST AMERICANS



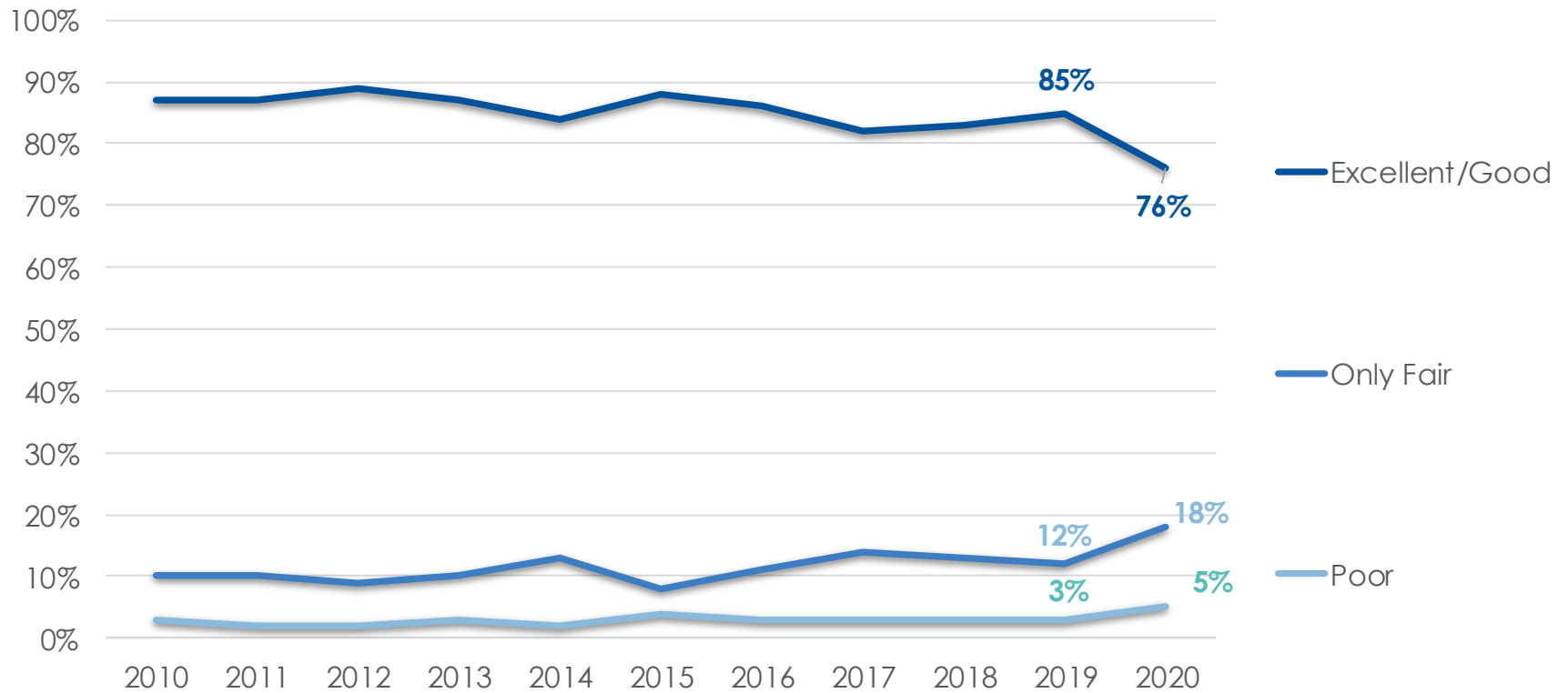
Nearly 8 in 10 (78%) say the coronavirus pandemic is a significant source of stress in their life



Nearly 7 in 10 (67%) say they have experienced increased stress over the course of the pandemic

# America's Assessment

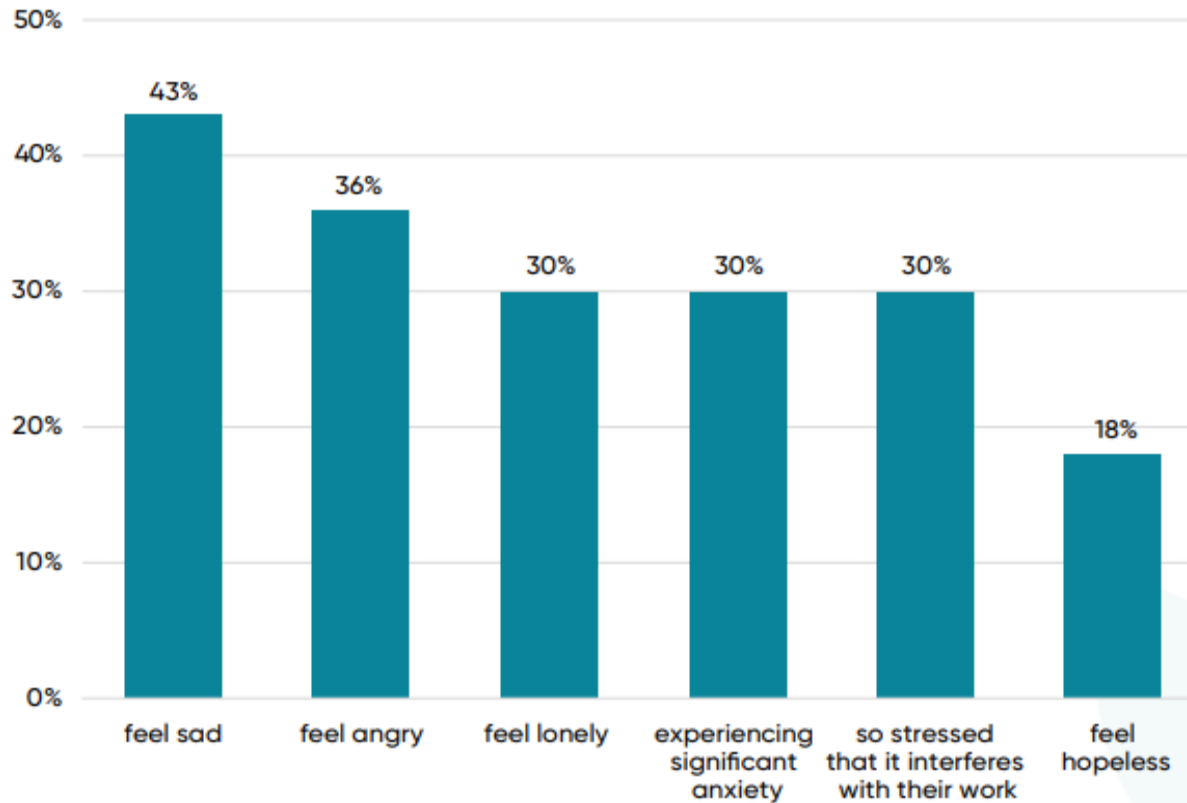
## Describe Your Mental Health



Source: [Gallup Mental Health Poll](#)



# Proactive Perspective

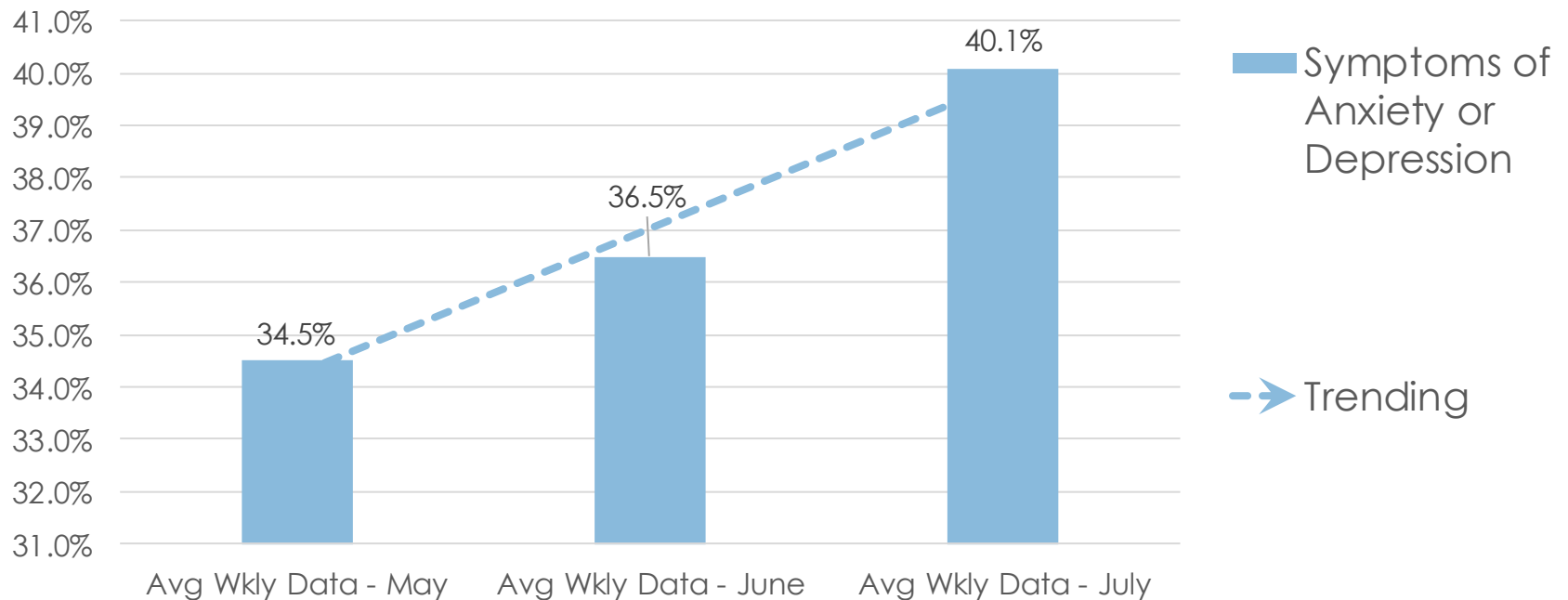


SOURCE: American Worker in Crisis: A Survey Report on Mental Health in Unprecedented Times by Lyra Health and the National Alliance of Healthcare Purchaser Coalitions

# Prevention Perspective



Average Share of Adults Reporting Symptoms During COVID-19, May-July 2020



Source: <https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/>

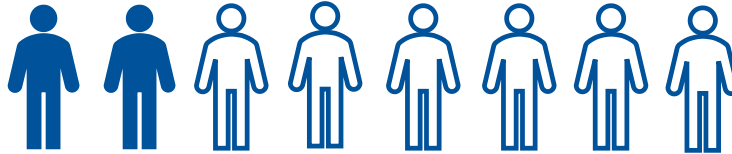
# Intervention Perspective



## US Adults Self-Reported Prevalence



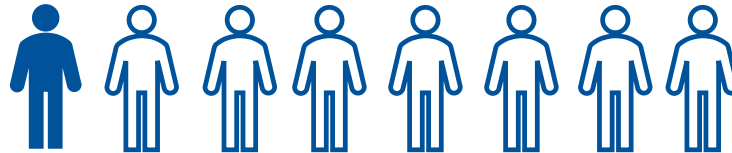
**PTSD  
SYMPTOMS**



26%



**SUBSTANCE  
ABUSE**



13%



**SUICIDAL  
THOUGHTS**



11%

Source: [https://www.cdc.gov/mmwr/volumes/69/wr/mm6932a1.htm?s\\_cid=mm6932a1\\_w](https://www.cdc.gov/mmwr/volumes/69/wr/mm6932a1.htm?s_cid=mm6932a1_w)



# PART 3

Steps  
Forward

# Why it Matters

90% of employees rank mental health benefits as important when evaluating a new job

How important are emotional and mental health benefits to you when evaluating a new job?

- Critically important
- Very important
- Somewhat important
- Not important

2019



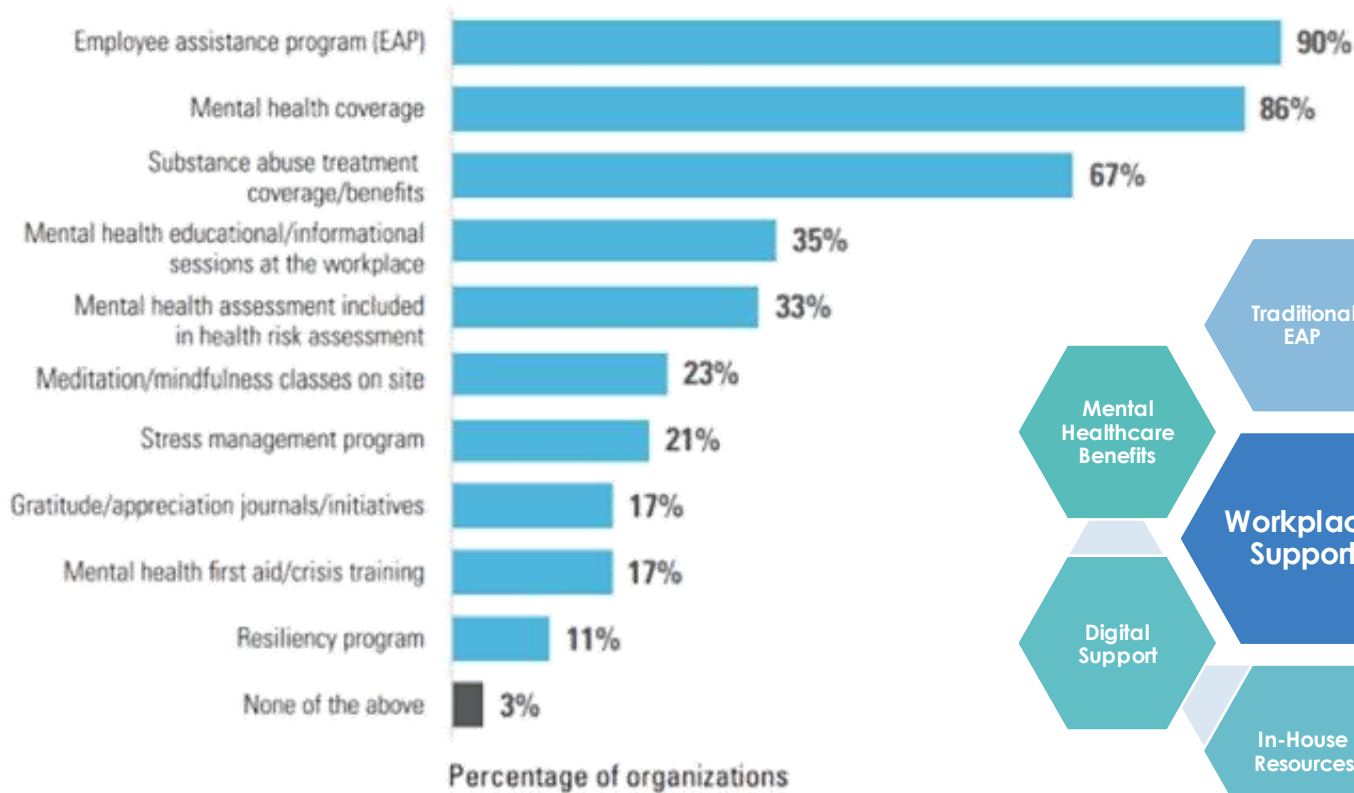
2020



Source: 2020 Workforce Attitudes Toward Mental Health, Ginger

# Workplace Support

## Percentage of Organizations That Offer Mental/Behavioral Health Initiatives



Source: *Workplace Wellness Trends* report, International Foundation of Employee Benefit Plans.

# The Spectrum of Support

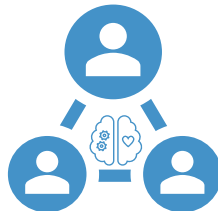
## Proactive

- Mindfulness
- Meditation
- Resilience Training
- Awareness & Education



## Prevention

- Behavioral Health Coaching (CBT)
- Stress Management
- Peer Support



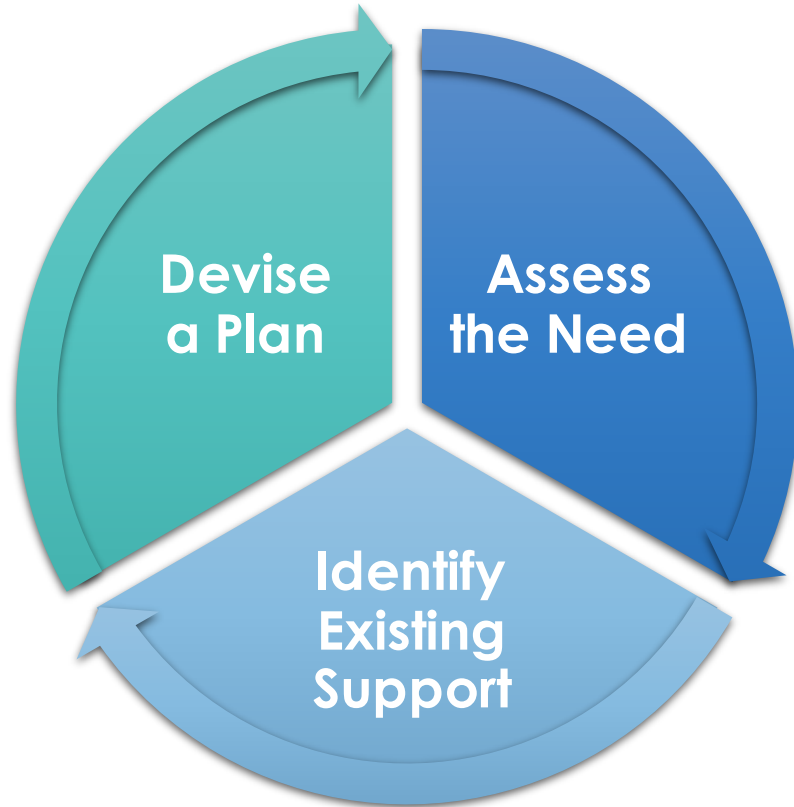
## Intervention

- Clinical Therapy Based Services
- Suicide Prevention
- Mental Healthcare Benefits



# Employers: Where Do You Start?

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- What mental health opportunity are you trying to address?
- What are the current benefits and supplemental programs?
- What is the budget, workflow capacity, and communication outlets?



# Overcoming the Barriers

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Identifying Key Opportunities



Mental Health Stigma



Leadership Buy-in



Budget / Financial Considerations



Communication Outlets



# Generational Considerations



TRADITIONALISTS

**Born 1900-1945**

**Engagement:**

- Formal Letter
- Face-to-Face

**MH Solution:**

- Face-to-Face Therapy
- Cultural and Environmental



BOOMERS

**Born 1946-1964**

**Engagement:**

- Telephone
- Face-to-Face
- Word of Mouth

**MH Solution:**

- Face-to-Face Therapy
- Integrative EAP - Telephonic



GEN X

**Born 1965-1980**

**Engagement:**

- Email
- Text Message

**MH Solution:**

- Integrative EAP – Text, Telephonic
- Face-to-Face or Virtual CBT Coaching/Therapy



MILLENNIAL

**Born 1981-1996**

**Engagement:**

- Social Media
- Text Message

**MH Solution:**

- Digital & App-based Solutions
- Text, Video Therapy



GEN 2020

**Born After 1996**

**Engagement:**

- Handheld Device
- Facetime

**Health:**

- Digital & App-based Solutions
- Social/Emotional Health Platforms
- Text Therapy

"Choosing the Right Health Benefits for Your Five-Generation Workforce." <https://www.harvardpilgrim.org/hapiguide/generation-employee-benefits/>  
 "Health and Well-being Across Generations" NBGH <https://blog.businessgrouphealth.org/blog/health-and-well-being-across-generations/>

# Current Resource Checklist

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- Current Coverage for Behavioral Health under Medical and Rx Plans and Telemedicine
  - Additional Mental Health services through Carrier
- Current EAP offering **OR** Other Mental Health / Well-Being Vendor or Service
  - Communications & Resources (Digital, In-Person)
  - Screening Tools / Assessments
  - Integration with Total Benefits Package
  - Utilization in these offering(s)
- Wellness Vendor / Program
  - Ability to position Mental Health in this Program
- Community or Virtual Free Mental Health Resources
  - Partnership with Local Vendors
  - Tap into Virtual Free Resources
- Available Space
  - Meditation Room
  - Outdoor Garden or Walking Area
- Availability of Non-Traditional Morale-Boosting Activities
  - PTO to Volunteer
  - Half Day to Spend with Family
  - Company Picnic in the Park / Early Release

# Navigating Mental Health Solutions

The USI Population Health Management Team provides guidance and recommendations to help clients navigate the complex web of vendor solutions.



- Extensive vetting of the behavioral health marketplace annually
- Assess medical and pharmacy data to provide insights into future risks
- Provide customizable risk mitigation solutions to help organizations identify a solution(s) that meets their needs
- Assess impact and efficacy of solutions



# PART 4

## Navigating Solutions

# The Spectrum of Solutions



Calm

whil.

talkspace

COMPSYCH<sup>®</sup>  
— The GuidanceResources Company<sup>®</sup> —

headspace

ginger

Modern Health

happify™

Joyages

Lyra

spring health

# Proactive Solutions



## Background:

An internet & technology firm with 300 employees across multiple states with varying work-flows, roles, and responsibilities.

## *Skill Building Apps & Programs*



### CHALLENGE:

The Company has a young demographic and is challenged with low morale, little-to-no engagement in previous HR programming, and are concerned employees feels isolated and disconnected due to COVID and WFH restrictions.

### SOLUTION:

The Company positioned a subscription to the Calm app as an incentive for attending a virtual mental health event.

The group experienced robust participation for the webinar event and received overwhelming positive feedback from employees regarding the Calm app.

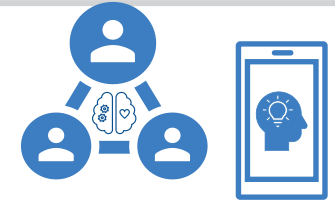
# Preventive Solutions



## Background:

A global Consumer Health Care and Pharmaceutical Company with just under 13,000 employees.

## *Peer Support & Therapy*



### **CHALLENGE:**

The Company has a goal of increasing awareness and decreasing stigma around mental health conditions to support employees in accessing necessary care and promoting enhanced quality of life.

### **SOLUTION:**

The Company uses any opportunity they can to engage employees in discussion around mental health, including townhall meetings, email chains, the Intranet, and in-person interactions. The HR teams across the Company purchase “Mental Health Awareness” bracelets, candy, notes, etc. and distribute amongst all employees. Leadership provides their support by sharing personal battles and testimonials.

As a result, a total shift in culture is observed, creating a safe space and feelings of openness and trust. Employees start to share their own testimonials, openly support each other, and actively seek out care when needed.



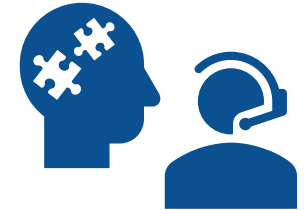
# Interventional Solutions



## Background:

A global pharmaceutical company with 700 domestic employees and additional segments across an international audience.

## *Critical Incident Support*



### **CHALLENGE:**

The Company has experienced suicide among their teammates, with two major incidents occurring over the last year. The Company wants to equip their current management with skills to address this issue; while supporting their general population.

### **SOLUTION:**

The Company enlisted Workplace Options to provide their AIM program to leadership across the US and Australia. These virtual interactive seminars provide the knowledge and skills necessary to address and intervene in situations involving mental illness.

Going forward, The Company plans to require attendance in these seminars across all leadership and management and looks to include mental health training in their onboarding process.

# Free Resources

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## Free Web-Based Resources

- [Heal Bright](#) offers a free Course entitled **Mental Wellness Under Quarantine**.
- This free course has been compiled to help ease the anxiety, fear, and stress caused by the coronavirus pandemic and provides things you can do from home to take care of the mental wellbeing of you and your loved ones.
- [The Mindful Website](#) provides daily live guided meditations on Mondays, Wednesdays and Fridays via [Mindful@Home](#).
- Additionally, free mindfulness resources to navigate the COVID-19 outbreak, also accessible through the above link.
- [The Cleveland Clinic](#), in partnership with Bravo, provides **Clinical Resources to Help You Stay Healthy** during this time.
- Expansive self-directed resources include exercise, stress relief, kid-friendly activities, healthy eating, and sleep tips.
- [Right Direction](#) a joint initiative of the Center for Workplace Mental health and Employer Health Coalition offering tools and strategies, for both employers and individuals to address depression in the workplace.
- [Project Healthy Minds](#) is an amazing non-profit that is creating awareness and helping change the narrative around mental health. Find their resource page that outlines 75+ different vendors that can support all aspects of mental health.

## Coach Corene Summers





# QUESTIONS?

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# Contact Information



**Greg Clarke**

**SENIOR BENEFIT CONSULTANT**

**[Greg.Clarke@USI.com](mailto:Greg.Clarke@USI.com) | P: 980-999-3853**