

Ginger *Starter Guide*

Providing Comprehensive, On-Demand Mental
Healthcare to Your Entire Workforce

2021



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A Golden Opportunity to *Address Mental Healthcare*



tal health services, slow response times, and poor outcomes. Complicating the issue is that you have to solve for a variety of needs you may not have realized were there before, including higher rates of loneliness and trauma. With a dizzying array of choices and therapies in the market, piecing together one solution to meet a diverse population's needs can be exceedingly difficult.

Ginger
Starter Guide

— key stats —

- 80% of employees think their employers could do more to support their mental health.¹
- 84% of workers report having to wait to access their mental health benefits.²
- The ability to text or video chat with a mental health provider is the number one service employees want from their mental health benefits.³

As the largest payers of healthcare, employers have a vested interest in their employees' well-being. Right now there's a huge opportunity to help address the mental health epidemic by offering a mental health service as part of an employee benefits package.

This is where you as an HR or business leader come in. You're tasked with making benefits decisions on behalf of the workforce and are doing so in good faith. In some cases, you're even going above and beyond to advocate for employees in crisis by helping to find therapists and make appointments. But as with so many roles in business, you're increasingly asked to do more with less. In this time marked by enormous uncertainty and change, you're likely stretched to your limits.

You also intimately understand that the current benefits system is far from perfect and leaves many gaps, such as limited access to men-

Despite the gravity of the mental health crisis, your organization is in a position to make real change happen and help reverse the trends that are causing the crisis. By offering a comprehensive mental health solution like Ginger, you can foster a more engaged workplace and better support employees through whatever challenges may lie ahead.

With mental health at the forefront of so many people's minds, here's how Ginger's cost-effective, on-demand solution can give employees the support they need, when they need it.

Introducing the *Ginger* *Mental Health Solution*

There are many mental health solutions available today, and differentiating between them can feel overwhelming. The Ginger solution bridges the gap between existing mental health solutions that may check off some, but not all, the boxes and what your organization truly needs to meet the demand for effective mental healthcare in the workplace:

Care for Everyone

Ginger's comprehensive, virtual, on-demand mental health solution offers your entire workforce instant access to personalized, confidential, collaborative mental healthcare via a single mobile app. Employees can text with coaches 24/7, 365 days a year, and get additional support when needed by adding a therapist or psychiatrist to their care team and connecting with them via video sessions. Ginger covers the spectrum of need, from daily stress to severe mental illness, and accommodates the cyclical nature of mental health by providing multiple touch points and outreach to members throughout the year.

Seamless Support Anytime, Anywhere

In a world of uncertainty, employees receive consistent care and support on their terms, no matter the reason or time of day. Through anytime, anywhere care, Ginger can identify issues upstream and prevent them from festering and evolving into acute illness. Built-in smart alerts flag any changes in an employee's behavior or language patterns and prompt care providers to check in with them. This ensures care providers receive the information they need to intervene and prevent negative outcomes.

over
90 percent of Ginger members' needs are met through coaching, and don't require therapy or psychiatry.

Effective Outcomes

Dedicated to quality care, Ginger's virtual providers continually collect data to help them understand the efficacy of their treatment and receive ongoing clinical supervision, training, and professional development. Employees are also regularly surveyed to measure their anxiety and depression levels and assess their symptom improvement over time. They can rank every session on a scale of 1-5 which further enables provider accountability and quality assurance and helps improve outcomes for members.

— key stats —

- After 12 weeks, 70% of Ginger members experience symptom improvement.
- The average member rating of Ginger is 4.7 out of 5 stars.

Scalable

As a virtual solution, Ginger easily accommodates surges in need, such as during a widespread health crisis like the pandemic or other situation. Where wait times for in-person care and time-consuming paperwork create barriers to immediate access and efficiency, Ginger's automated workflows, QA, risk detection, and digital note-sharing allow providers to focus on care rather than administrative work so they can meet and exceed expectations even during times of higher demand.

Cost-Effective

Quick access to quality care through Ginger's easy-to-use app allows employees and employers alike to avoid the high cost of medi-

cal intervention. On-demand mental healthcare increases access to care so more people improve their mental health in lower-cost settings, requiring only a fraction of the cost of a therapy network. In turn, your organization can reduce the cost burdens of absenteeism, presenteeism, and lower productivity. With Ginger, mental healthcare ceases to be an obstacle and becomes a reliable, long-term benefit for members.

— *key stats* —

Ginger is approximately 3.5 times less expensive than a therapy network, which translates to significant per-member annual savings.

Integrates with Existing Benefits

Ginger doesn't have to replace your current benefits or employee assistance program (EAP), but instead is designed to integrate with and supplement them. Ginger acts as a mental health "front door," supporting employees through prevention, identification of needs, treatment, and a return to work, while also navigating them to additional support, including in-network health plans or other programs offered by your EAP. Employees continue to exercise choice in the type of care and format of delivery they prefer.

Partnering with *the Ginger Team*

Ginger is more than just a mental health solution provider. The solution is supported by a team of dedicated experts that becomes a true partner to your organization, able to consult about, support, and enhance your specific workforce mental health strategies and goals.

Our singular focus on and commitment to workforce mental health can help your organization:

- Integrate with coaching and therapeutic care to ensure employees are supported holistically
- Improve access to high-quality therapy and psychiatry while making it discreet and easy
- Support employees with diagnosable conditions or just day-to-day stress, as well as through a range of challenging events and situations
- Ensure employees can get help quickly, within hours or days, not weeks

- Offer tools and resources that empower employees and help them build coping, communication, and resilience skills
- Enable employees to function well, return to work, and/or perform better at work
- Support employees in achieving their professional goals and celebrate their milestones

What people are saying

"People needed resources to get immediate help anywhere, anytime, without the shame that comes with needing help. Being the benefit professional that I am, I wanted to test drive Ginger myself, and I haven't stopped using it since. I can't tell you how many moms and dads come to me now asking, 'Hey, can I have the code to access that on-demand benefit?'"

Tracy Clemente
Manager of Benefits & HR Operations,
Chegg

“The workplace should always feel like a safe place to express yourself and we look for benefits that are inclusive of everyone. With Ginger, a Sephora employee can discreetly text with their coach anytime, from anywhere — whether they’re in the back room of one of our stores, on the bus, at home, or from their desk at work. The value of Ginger is straightforward: happy people make happy employees.”

Veronica McCoy
Senior Benefits Manager, Sephora

“People want help, even during the good times. Changing careers is an energizing and exciting moment for our students, but it can also be a stressful time too. Providing access to mental health coaching through Ginger allows us to be a better support system for our students as they focus on achieving their career goals.”

Hayley Noveck
Global Lead of Student Success,
General Assembly

How to Integrate & Implement the Ginger Solution

Integrating a new mental health benefit into your existing benefits landscape doesn’t have to be a lengthy or unwieldy process. Our dedicated implementation team gives you step-by-step guidance throughout implementation:

1. Ginger kicks off the implementation process with a meeting to learn about and address your specific needs.
2. Ginger gathers information about your eligible employees, as well as a summary of your existing benefits and coverage and your email whitelisting requirements.
3. Ginger sets up technical integrations and conducts testing while you add Ginger to your trusted list of domains and receive test emails.
4. Once launched, your employees and their dependents aged 18 and over can begin accessing Ginger within minutes.

Ginger’s implementation process scales to support small and large employers. Typically, the process can take 60-90 days, and sometimes as few as 30 days depending on the data that’s

available and your organization’s overall readiness.

Who to Include

It’s important when implementing Ginger into your existing benefits plan to consider diversity and inclusion and to provide equitable access to the benefit. Make sure that everyone at your organization, including part-time employees, can get the same level of access to the app when they need it. We can also partner with you to reach your entire population of employees and lay the groundwork for building a culture that brings mental health awareness to everyone.

When to Roll It Out

The short answer is you can roll out the app anytime. With Ginger, you don’t have to wait for an open enrollment period to make it available to your workforce. Because you can get up and running with Ginger in a relatively short time frame, your employees can start getting mental health support quickly, regardless of the time of year.

How to Communicate It

Ginger is a revolutionary way for employees to receive mental health support. But as with any new benefit or tool, it needs to be accompanied by messaging that not only communicates its benefits and ease of use but also begins to normalize and de-stigmatize conversations

around mental health. We can help by introducing the partnership with your organization and sharing examples of why mental health matters. Once initial communications are shared with your employees, we work with you to continue regular communication campaigns.

What To Expect After You've Implemented Ginger

Once you've rolled out the Ginger solution to your employees, communicating about it on a regular basis helps drive awareness and engagement, reminding busy employees that they have easy-to-access mental health support available to them whenever they need it. For example, you can communicate about Ginger to new and existing employees:

- During new employee orientations
- Via company-wide email or postcard campaigns
- Through an internal communication channel where employees can openly talk about mental health and wellness and how Ginger helps

After launch, we supply you with ongoing, year-round outreach that includes a library of content and creative assets catering to a variety of workforce segments, needs, formats, and channels, with campaigns highlighting everyday challenges such as sleep, loneliness, relationships, and adapting to change. We accommodate your unique organizational needs and employee demographics to create communications that can be delivered through the most effective tactics.

Measuring the success of a mental health

solution is also important in proving its value, not only to company decision makers but to employees as well. Because Ginger is a measurement-based solution, every employee interaction is analyzed to ensure each employee is getting the right kind of care at the right time.

Our reporting and insights show employee mental health improvement and engagement over time, and become the foundation for strategies you and our team can use moving forward to continually improve care experiences and supportive content.

Ginger In Action: Sephora Customer Spotlight

Sephora's employees were dealing with stress and relationship issues, including a growing rate of domestic violence reports. But utilization of their EAP was only 2% and employees were frustrated with long wait times to get mental healthcare. The company's benefits team knew they needed a better way to get immediate care to their employees.

When Sephora initially launched Ginger in their corporate office and a handful of stores, sign-ups were twice that of their EAP. When Ginger was eventually rolled out to all 9,000 of their full-time

employees, sign-ups increased even more — to 7% — and the number continues to grow.

Now, 20,000 employees are covered under Ginger, with 66% engagement and an average satisfaction rating of 4.76.

- Eligible corporate employees: 10,500
- Sign-ups: 2,274
- Active users: 1,391
- Average coach rating: 4.76 out of 5



Support Your Employees with Ginger’s Meaningful Mental Healthcare

Mental healthcare in the workforce is a critical issue that many HR and business leaders have to face. Adequately addressing rising levels of stress, anxiety, depression, and other mental health conditions and illnesses among employees often can’t come from an EAP alone. Meaningful mental health support starts with giving your employees immediate access to care, whenever they need it, so they can overcome life’s challenges and move forward with resilience and confidence.

With a comprehensive, virtual, on-demand mental health solution like Ginger, your organization can:

- Invest wisely and compassionately in the wellbeing of your employees
- Give employees access to quality mental health support anytime, anywhere to create a healthier, more engaged, more productive work environment
- Foster a workplace that identifies, acknowledges, and de-stigmatizes conversations about mental health and brings awareness to everyone
- Reduce the cost burdens associated with traditional, in-person mental healthcare
- Integrate meaningful mental healthcare into your existing benefits landscape

01 2020 Workforce Attitudes Toward Mental Health. Ginger. April 2020

02 Ibid.

03 Ibid.

Ginger brings high-quality mental health support within seconds to those in need. Through the Ginger app, members can connect with our team of coaches via text, 24/7, 365 days a year. For those in need of additional support, a therapist or psychiatrist can be added to their care team for video sessions. Over a million people have access to the Ginger on-demand mental health system through our work with employers, health plans, and other partners.

To learn more about how Ginger can support your workforce, contact us at ginger.com/contact.

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