

COVID-19 Mental Health Fallout:

How Digital Tools Can Help

May 12 | 1:00 - 2:00PM

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 **NORTHEAST**
BUSINESS GROUP ON HEALTH

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



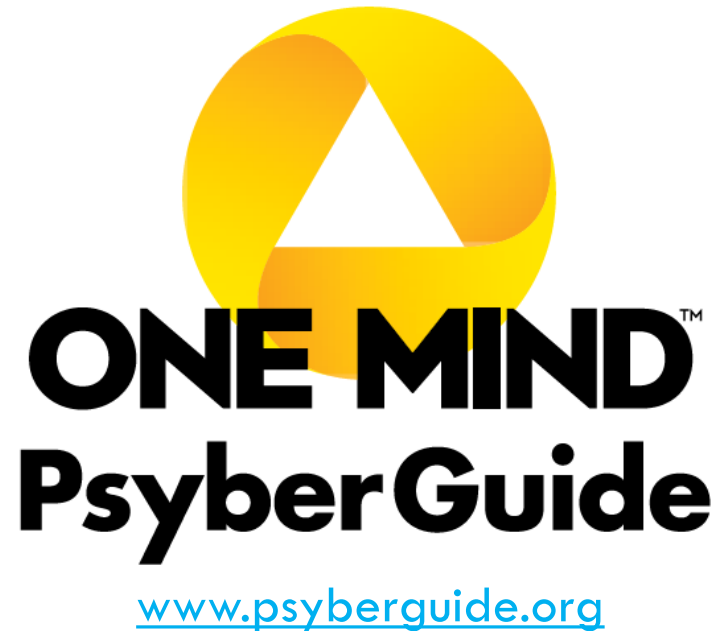
Q&A

You have no question.

What h

☐ Send Anonymously

Send



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



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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">• 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

More tools on other side →

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

	Target Condition							Intervention							Type of Platform		Reporting				Connectivity						Tech Support			Compliance				Research		Rating													
Tool Name Company	Depression	Anxiety	Stress	Sleep	Addiction	Substance Use/	Mental Wellness /	Physical Health /	Symptom Tracking	Mindfulness Meditation	Cognitive Behavioral Therapy (CBT)	Education	Interactive Tools	Coaching	Artificial Intelligence AI / Chatbot	Clinical Therapy	Mobile	Web	Online Dashboard	Feedback Report	Engagement	Demographics	Outcomes	EAP	Other Tools	Wellness Program	Healthcare Provider	Referral Capability	Family	Social	Email	Phone	Chat	Available 24/7	Healthcare Data Collected	Data Removal*	Third Party Sharing**	HIPAA	GDPR	Additional Papers Promoting 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							
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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		Data Removal*	Third Party Sharing**	HIPAA	42 CFR	Published Papers Demonstrating Effectiveness	Research Conducted in Employment Setting		
				Outcomes	Demographics	Engagement	Healthcare Provider	Referral Capability	Family	Social	Chat	Phone								
Depression	Depression	Mobile	Online Dashboard					EAP			Email		Available 24/7	Identifiable Data Collected						
Anxiety	Anxiety		Emailed Report																	
Stress	Stress																			
Sleep	Sleep																			
Substance Use/ Addiction	Substance Use/ Addiction																			
Mental Wellness / Well-Being	Mental Wellness / Well-Being																			
Physical Health / Well-Being	Physical Health / Well-Being																			

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

Navigating the review table

RATING		RESEARCH		COMPLIANCE		TECH SUPPORT		CONNECTIVITY				REPORTING		TYPE OF PLATFORM	INTERVENTION						TARGET CONDITION																		
								INTEGRATION		SOCIAL		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	Social	Family	Referral Capability	Healthcare Provider	Wellness Program	Other Tools	FAP	Outcomes	Demographics	Engagement	Enrolled 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

REPORTING				
REPORT FORMAT		DATA IN REPORT		
Online Dashboard		Engagement		
Email Report		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				
Depression	Symptom Tracking	Web	Online Dashboard	Outcomes	EAP	Family	Email	Available 24/7	Research Conducted in Employment Setting	+++ At least two experimental studies
Anxiety	Artificial Intelligence AI / Chatbot	Mobile	Engaged Report	Demographics	Wellness Program	Social	Phone	Identifiable Data Collected	Published Papers Demonstrating Effectiveness	++ At least one experimental research study
Stress	Coaching				Healthcare Provider		Chat	Data Removal*		+ Other research
Sleep	Education				Referral Capability			Third Party Sharing**		
Substance Use/ Addiction	Cognitive Behavioral Therapy (CBT)				Other Tools			Identifiable Data Collected		
Mental Wellness / Well-Being	Interactive Tools									
Physical Health / Well-Being	Coaching									
	Artificial Intelligence AI / Chatbot									
	Clinical Therapy									

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																
								INTEGRATION		SOCIAL		REPORT FORMAT	DATA IN REPORT																									
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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	

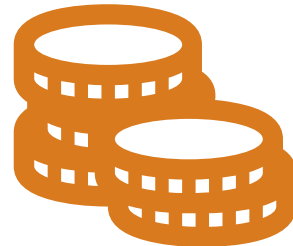
Selecting the right solution



Who is the target population?

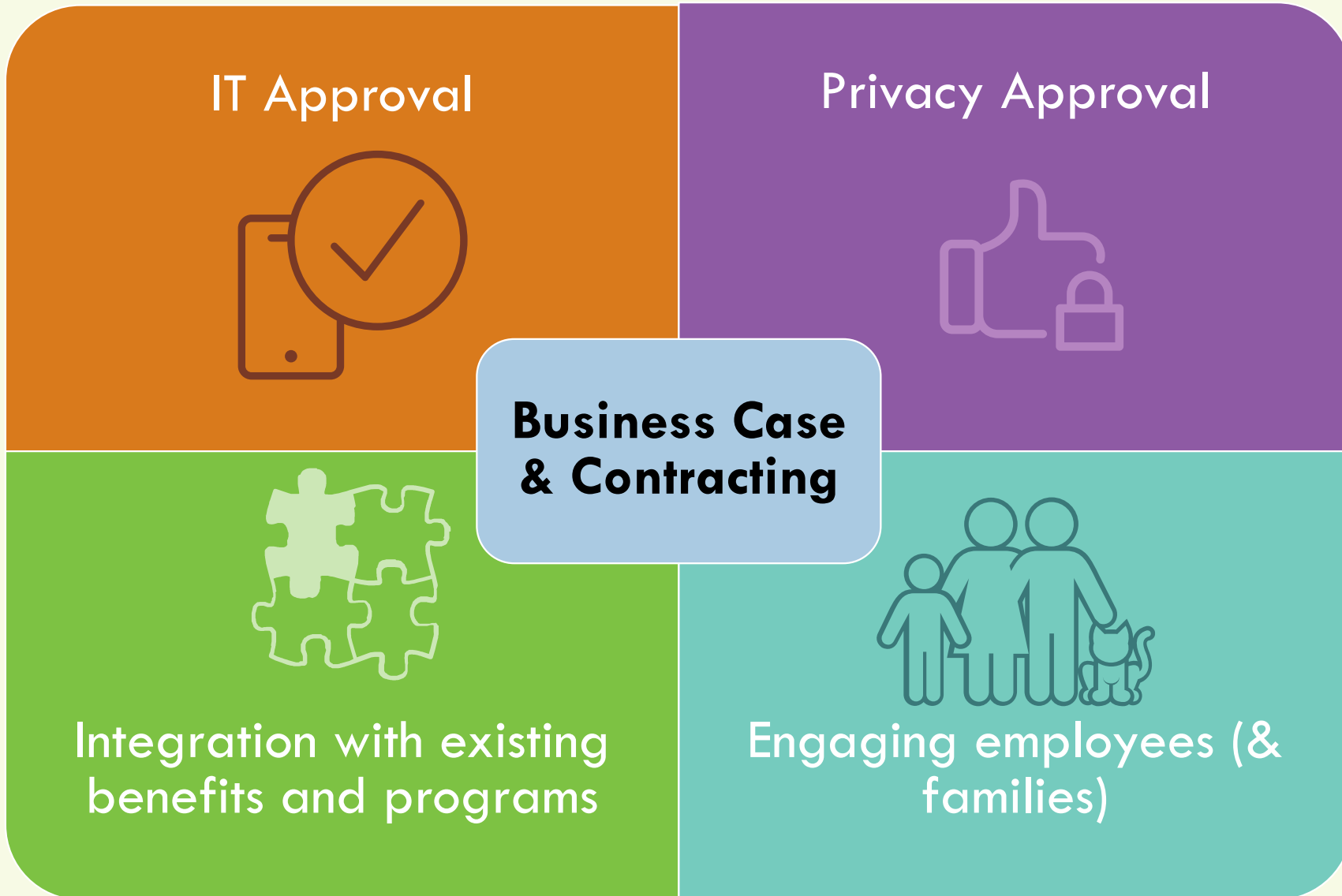


What do you want to achieve?



How much are willing to pay?

Implementing a DMH solution



IT Approval

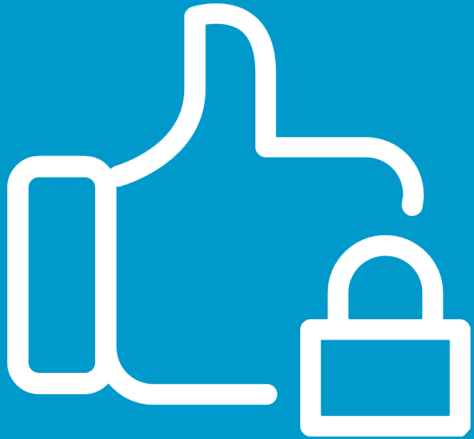


- Business Partner Business Approval Process
- Data sharing e.g. eligibility files
- Data security
- Accessing the app
 - Single point authentication
 - Verification process
 - Single Sign On (SSO)

Business Partner Risk Assessment

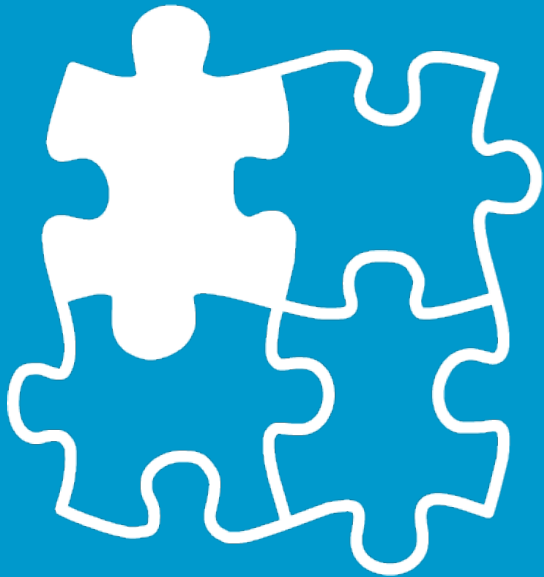


Privacy approval

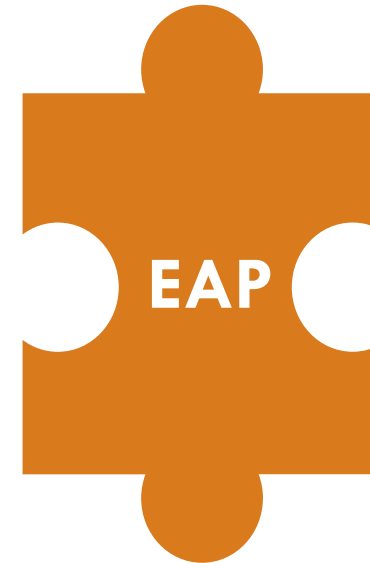


- Sensitive Personally Identifiable Information (SPII)
- Medical information
- Voluntary opt in or opt out
- Data retention
- “Identity” theft
- Privacy Laws:
 - CCPA
 - GDPR
 - China, Russia, Japan and S Korea

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.

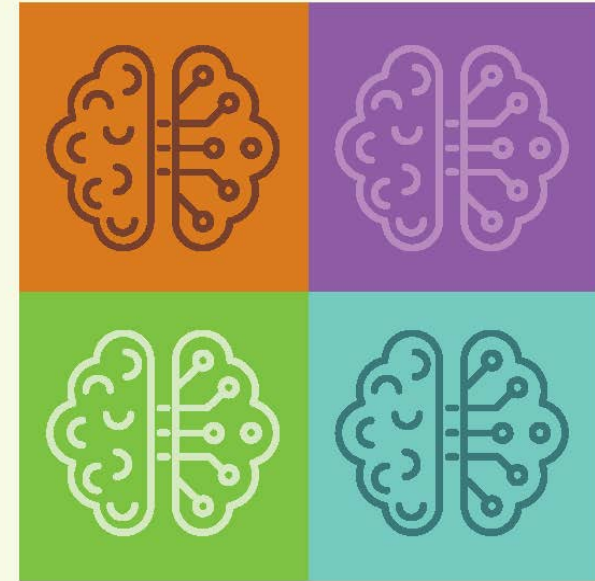
Polling question

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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Have a question? Use the Q&A box!

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- **May 18:** NEBGH Medical Director's Weekly Monday COVID-19 Update
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