

Large Employer

(Client asked to remain anonymous)



Background on Employer:

The employer in this case study represents a beauty retailer with over 15,000 employees internationally. The retailer is headquartered in San Francisco, with 700+ offices across the US.

Background on Sponsor:

Ginger is reinventing mental healthcare by coupling data science and virtual delivery to provide immediate, personal support for anyone. Care from our on-demand mental health system is delivered through the Ginger app, available on iOS and Android, where members can conveniently connect with Ginger's team of behavioral health coaches - 24/7, 365 days a year. For those in need of additional support, a therapist or psychiatrist can be added to their care team. Over 700,000 people have access to Ginger through leading employers, health plans, and other partners.

Challenge:

In 2017, this employer found that a majority of their employees were dealing with stress and relationship issues—including an alarming increase in domestic violence reports. Anxiety and depression, financial issues, and fast-paced job stress were also pronounced across the workforce. EAP utilization was just 2% and employees faced long wait periods to receive mental healthcare. The Benefits team sought a better, more inclusive way to support the mental health of their diverse employee population across the corporate and retail teams.

Solution

In Q1 of 2018, this employer launched a pilot of Ginger's on-demand mental health system, which allows employees to connect with Ginger's team of coaches via text, 24/7/365, and with a therapist or psychiatrist over video sessions. For the initial launch, the employer dropped postcards on employee desks and created digital signage to drive awareness, since many employees don't have corporate emails. The retailer expanded Ginger access to 9,000 employees in Q3 of 2018, then to 15,000+ employees in Q1 of 2019. While the employer promotes the benefit during open enrollment season, year-round campaigns on self-care, financial wellness, mindfulness and other relevant topics have helped boost sign-ups and engagement.

Results

The employer has seen a 9% sign-up rate, with 60% of those sign-ups actively engaging on the Ginger platform. The average coach rating is 4.7 stars, and the average clinician (therapist/psychiatrist) rating is 5.0 stars. As an evidence-based provider, Ginger has driven significant symptom improvements; of members that screened positive for depression at intake, 50% screened negative at a follow-up.

Perspective:

“With Ginger, a[n]...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.” – Director of Benefits

Sponsor Contact Information:

To learn more about Ginger, please visit us at www.ginger.io or email us at theteam@ginger.io