



Population Mental Health

Creating A Culture of Caring

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Mental Health Care: How we got here...



Demonic Possession



Blood Letting



Lobotomies



Psychopharmacology and Talk Therapy

Guess what. It's still not working.

Agenda

- ❖ Understanding The Challenges
- ❖ Models Of Mental Health
- ❖ Recommendations



Understanding The Challenges



The U.S. Mental Health System is Broken

Resulting in Excess Costs, Lost Productivity, and Suffering



Half of adults have mental health issues in their lifetime; 1 in 5 each year



Workplace stress alone produces **\$190B in U.S. health cost** and \$1T in global productivity loss each year¹



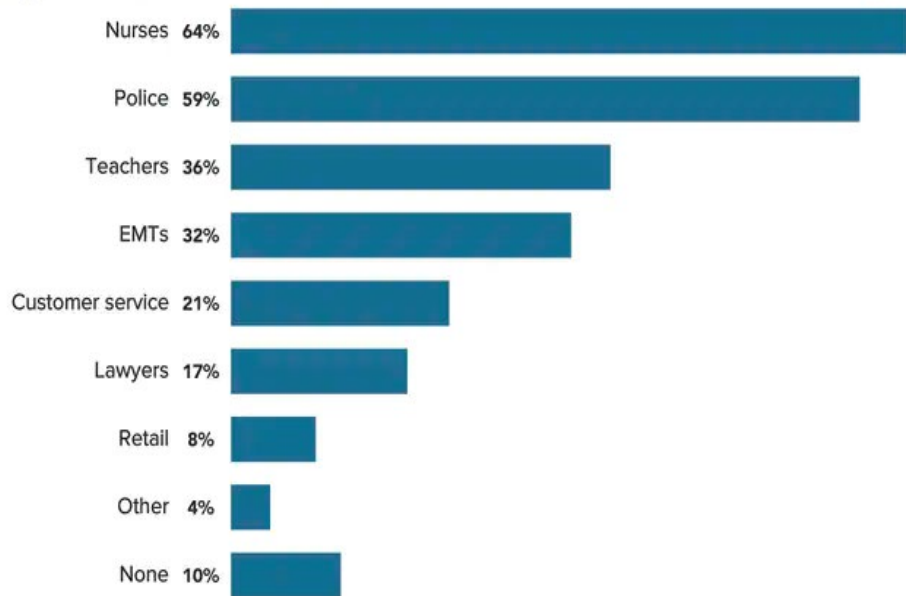
250,000 more behavioral health professionals needed to meet demand over next 5 years²

- ❖ **COVID** has exacerbated mental health challenges -- Example: **Anxiety and Depression 3X**
- ❖ **Increased rates likely to last 3-7 years!**

Burnout

A 2022 Medscape survey of 13,000 physicians found 47% had high levels of burnout in 2021, and so did other frontline workers such as Nurses, Police, Teachers...

Which Professions Have Burnout Levels That Are Comparable to Physicians'?



Vulnerable Populations Are Hit Hardest

- 67% of front-line workers experiencing negative work-related stress (<https://www.apa.org/news/press/releases/2021/10/compounding-stressors-change-jobs>)
- BIPOC 36% prevalence of mental illness (<https://nami.org/mhstats>)
- LGBTQ individuals are 2.5 times more likely to experience depression, anxiety, and substance use compared to heterosexual individuals.
(Kates, J, et al. "Health and Access To Care And Coverage For Lesbian, Gay, Bisexual, and Transgender Individuals in the U.S. Retrieved." Kaiser Family Foundation. 2016. <http://kff.org/report-section/health-and-access-to-care-and-coverage-for-lesbian-gay-bisexual-and-transgender-healthchallenges/>)
- 15.08% of youth experienced a major depressive episode in the past year
- About 33% of asylum-seekers and refugees experience high rates of depression, anxiety, and post-traumatic stress disorders (PTSD)
(Turrini, G., Purgato, M., Ballette, F., Nose, M., Ostuzzi, G. & Barbui, C. 2017. Common mental disorders in asylum seekers and refugees: umbrella review of prevalence and intervention studies. *International Journal of Mental Health Systems*, 11: 51)

MY "AH HA" MOMENT.



**THE THERAPIST
WILL SEE YOU
WHEN SHE CAN**

What if we could pull 75%
out of this line and into
something more productive?

The Landscape is Crowded and Confusing

Resulting in Decision Paralysis and Fragmented Solutions



20,000+ mental health solutions in the market make it difficult for you, and overwhelming for for your members.



It's hard to connect members to the right resources at the right time, right place, and and at right cost.

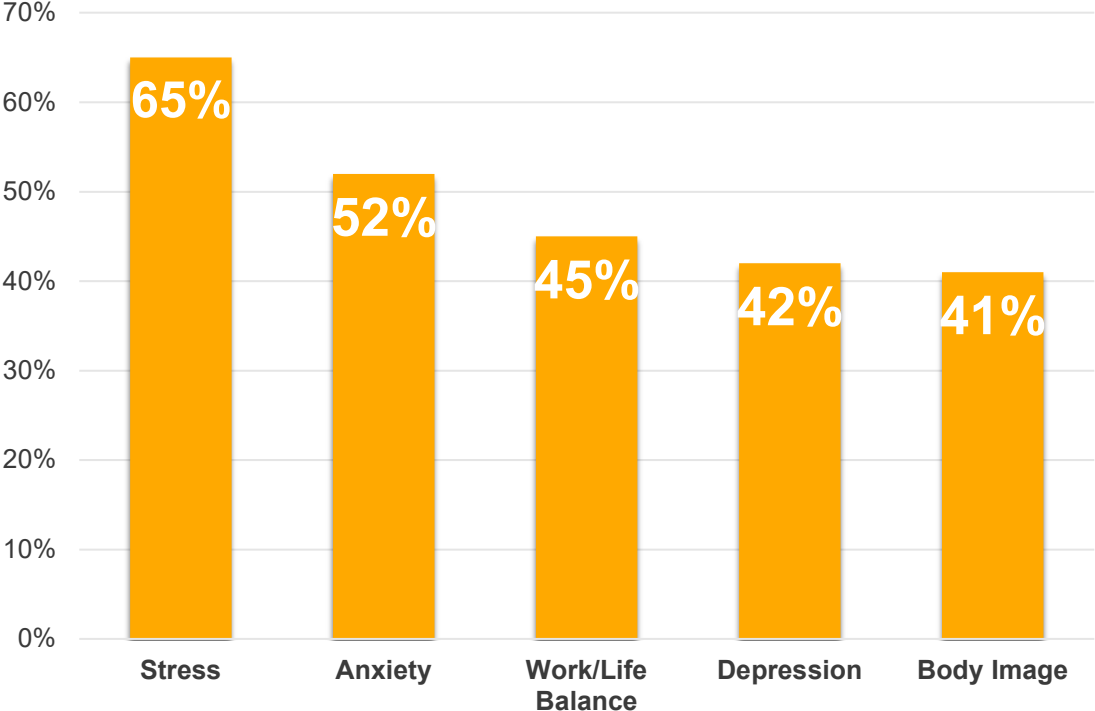


Lack of up-to-date member data and analytics make it hard to optimally serve members and groups.

Models of Mental Health



We Asked 1,239 People About Their Mental Health Concerns



- 83%** Have a moderate or high interest in their spiritual wellbeing and growth.
- 26%** Have been diagnosed with a mental health condition.
- 22%** Are not diagnosed but have significant mental health concerns.

What companies
put on their wish
list for a
**population-
based system**



Positive framework. Destigmatize seeking help.

Broad topics. Engage people wherever they are in their journey.

Evidence-based (what works). Work upstream.

Connect people. When needed to services and professionals.

For all employees. No cost to users.

Anonymous and safe

A need for a
positive
framework...

IT'S OK TO NOT BE OK

i need to reach out for support

i am doing pretty good

i am doing really great



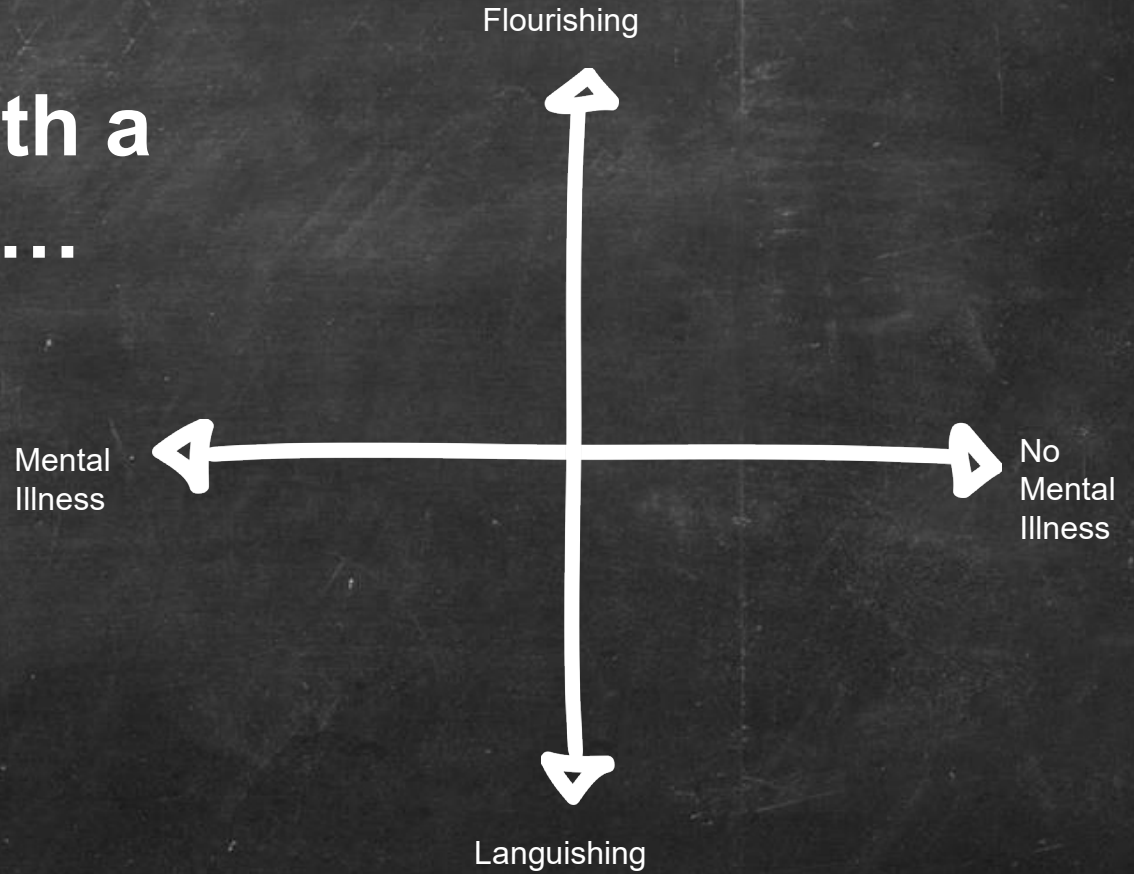
Let's Start with a Framework...

Mental
Illness



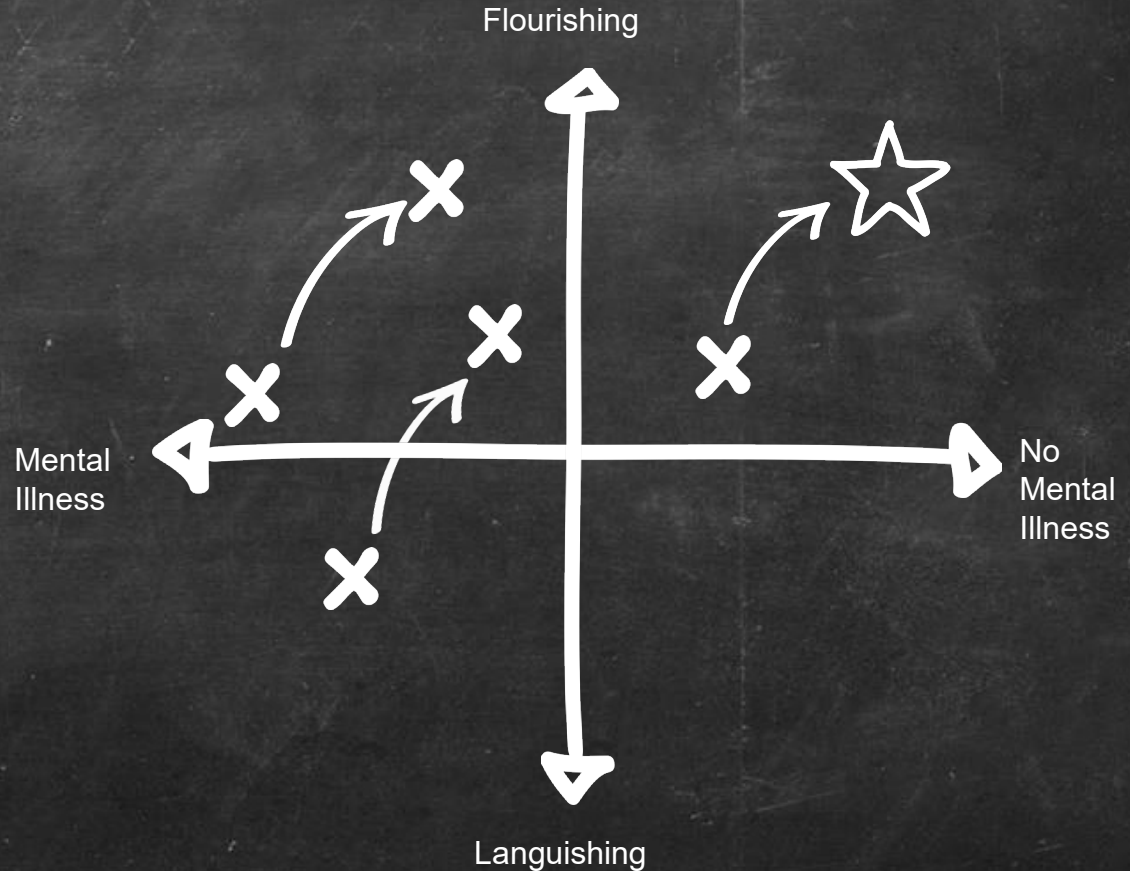
No
Mental
Illness

Let's Start with a Framework...



2-D Positive Framework

- People can see themselves in this framework
- Engages people to care about themselves
- Reduces stigma of single dimensional labeling



Does this stuff really work? Yes.

Exercise. 34% reduction in depression, as effective as antidepressant medication and psychotherapy.

Meditation/Mindfulness. Reduces blood pressure, symptoms of irritable bowel syndrome, anxiety, depression, chronic pain, and insomnia.

Being in Nature. Outdoor, nature-based exposures found to have a positive effect on stress relief.

Tai Chi. Improves multiple outcomes including sleep, daytime functioning, depression, quality of life, and cognitive functioning.

Art Therapy. 81% of Creative Art Therapy studies report reduction of stress.

Yoga. 74% note significant decrease in stress and/or anxiety symptoms with Yoga.

Mindfulness-based Therapy. Improved outcomes for depression, large meta-analysis.

Mindfulness-based Therapy. To treat substance misuse relapse: 64% decreased risk of drug relapse, 69% decreased risk for alcohol relapse.

MD Guided Self-help Depression Program. 51% reduction in depression symptoms and 49% reduction in anxiety symptoms.

Recommendations



Planning action for success...

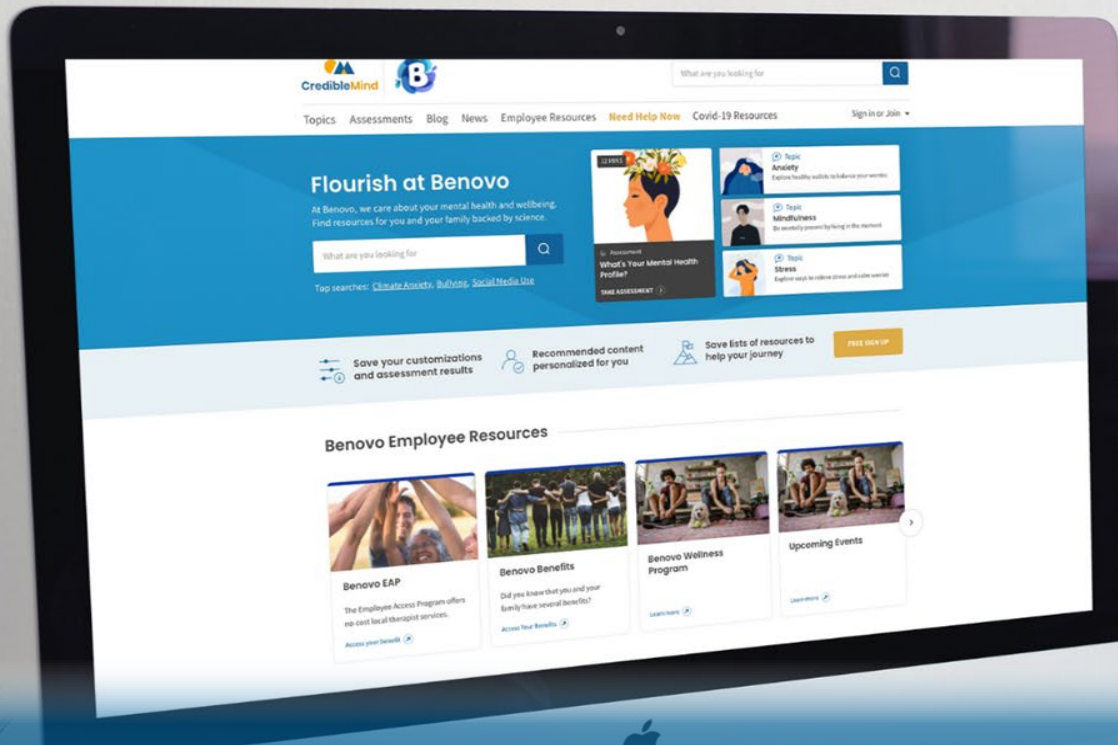
- Leadership and teams that fosters mental health culture
- Drive engagement – build trust, have patience
- Two approaches: organizational transformation, personal transformation
- “No wrong door” access to personalized information
- Evidence-based tools and resources
- Portfolio of assessments to meet people where they are...
- Stepped Care Model of self-care, peer support, health coach, therapist, psychiatrist/MD (love narratives)
- Cultural appropriateness, SDOH, language support
- Push buyers for your goals, e.g. for diversity like BIPOC therapists; e.g. timing to receive therapy and services
- Integration with all systems, push Plans and partners to share data
- Outcomes and data to refine strategies
- Reinforce good culture and celebrate “wins”



Take Away Benefits



- ✓ Ensure a culture of **psychological safety** by enlisting **leadership and champions**
- ✓ Ensure **health equity** with a **population-based mental health** platform...meet your people where they are
- ✓ **Increase engagement** to existing benefit programs and resources with a “better front door” and “**no wrong door**”
- ✓ Promote a personalized experience with **early intervention and prevention self-care** tools
- ✓ **Attract and retain talent** by proving you care about your people’s wellbeing
- ✓ **Capture data you’re missing today** - to use as a business decision tool



Some questions going forward...

- ❖ Are you building a culture of caring?
- ❖ Do you feel you have adequate engagement in mental wellness programs?
- ❖ Are you data driven and evidence-based?

The background features several stylized human silhouettes in various colors (blue, purple, yellow, grey). Inside the heads of these silhouettes are different patterns: a line graph, a network diagram, a colorful polka-dot pattern, a floral arrangement, and a zigzag pattern. The overall theme is human thought and mental health.

Thank you for having Us!

Creating a Culture of Caring

Flattening the Second Curve: Mental Health

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