

Headspace & Sony



AT A GLANCE

Industry

Music

Headquarters

New York, New York

Key challenges

Expanding employees' mental health support through a global pandemic and responding to a rapidly changing environment.

Ensuring employees have access to quality mental health services and culturally responsive care.

NO EMPLOYEE LEFT BEHIND

Covid-19 further stretched an already thin healthcare system and exacerbated the prevailing issue of timely access to quality mental health services. The extreme gap between the national shortage of therapists and psychiatrists and the skyrocketing demand for help often leads to long and frustrating wait times. Finding support is even more difficult when seeking a provider with a certain ethnic background or one specializing in specific issues.

Sony Music understood the importance of culturally competent care and recognized that when it comes to mental health, there truly is no one-size-fits-all solution. In fact, working with a provider who does not understand cultural dynamics or identity-specific intricacies could actually be counterproductive to the treatment process. As a result, employees are often left searching far and wide for support that meets their preferences and needs.

WHY HEADSPACE

Covid-19 exposed the fragility of the mental health system. With Sony Music's executives tuned in and supportive of the cause, the team knew they needed not only a systematic approach to addressing mental health for their employees, but also a robust mental health system in place to help do the work.

A LAYERED APPROACH

The glaring issue at hand was limited access to mental healthcare for their workforce. But with Headspace Care, Sony Music found a powerful digital model where employees have at their disposal four "layers" of support starting with clinically validated care content that can be used in a self-directed manner. Employees also benefit from on-demand behavioral health coaching and when necessary, best-in-class therapy and psychiatry services.

SONY



BY THE NUMBERS

3 weeks

Time to implement Headspace Care

42 seconds

Average time to reach a coach

4.9/5

Average clinician rating

4.9/5

Average coach rating

A big draw for Sony Music was Headspace's focus on prevention by providing mental health resources that are aimed at helping employees through a range of stressors before they need a more acute level of clinical care. "A lot of other mental health solutions were more focused on layering a bandaid on an existing problem," Sony Music's team commented. With Headspace's behavioral health coaching, Sony Music's employees are able to seek tailored support to cope with the struggles of everyday life and practice skills like enhancing relationships, increasing focus, reducing stress, finding ways to spark the creative process, and more.

However, sometimes employees do require more acute mental health support - in which case a therapist or psychiatrist is added to their care team. How does Headspace know when it is appropriate to do so? Alongside guidance from our expert team, we use natural language processing and one of the industry's most robust data sets to process cues for clinical escalation. The Headspace Care system and Headspace clinicians work hand-in-hand to make sure that care is delivered seamlessly and effectively - stepping employees up or down to the level of care that is most appropriate. Headspace's collaborative care model and 24/7 access means Headspace is always on call to make sure Sony Music's employees get the right amount of care at the right time.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION & BELONGING

Regardless of race, gender, ethnicity, or sexuality, no one should be searching under rocks for a mental health provider who understands their unique needs. Yet, even with headquarters in the heart of one of the world's most diverse cities, Sony Music's employees were still subjected to the hunt. Sony Music saw that Headspace had the most diverse practitioners in comparison to other vendors. Headspace's clinicians are rigorously trained in culturally responsive care and our care team reflects the diversity of our client's populations. With Headspace Care's matching system, Sony Music's employees report to have received culturally competent providers matched with their specific preferences in just a few minutes - something that never before had been the case.

MAKING MENTAL HEALTH MORE APPROACHABLE

Even the best mental health solution is of little use if employees aren't aware of the full scope of resources available to them. Headspace makes mental health more comfortable for employees. Headspace does this not just through its virtual mode of care delivery, but also with consistent communications and tools to engage employees and make mental health approachable. Headspace also surfaces easy-to-understand engagement, satisfaction, and clinical outcomes measurements so employers gain a pulse on their population's needs and overall progress towards feeling their best.

“The virtual component was really key for us,” the team reports. “With Headspace, mental health support is portable and quite literally meets employees wherever they are. This was particularly important during the Covid-19 pandemic when people were more dispersed and isolated than ever.”

The Results

APPROACHABLE AND ACCESSIBLE MENTAL HEALTH

With Headspace Care, Sony Music has expanded its network of mental health experts. The majority of Headspace’s providers are full-time employees who are trained in culturally responsive practices and clinical protocols that meet our high standards. By combining evidence-based approaches with the accessibility and personalization made possible by advanced technology, Headspace ensures that Sony employees’ mental healthcare is in perfect harmony.

Sony Music was able to get up and running with Headspace Care quickly. In just three weeks, Sony was set up with access to Headspace’s full continuum of care.

Headspace continues to partner with Sony Music to drive further member engagement and foster both a healthy and productive workplace. With communications, promotions, topical podcasts, and workshops, Headspace helps employees make sense of an ever-changing climate. Sony’s team found themselves becoming increasingly reactive as they grappled with helping employees cope with things like election stress, grief, and social isolation. Headspace’s turnkey resources make it easier for Sony Music’s team to react nimbly and address their community’s needs in real-time.