

Headspace & Vertex



OVERALL

82%

approval rating of Vertex's overall benefits program

22%

increase in hiring

PARTNER

Vertex Pharmaceuticals is a global biotechnology leader that focuses on treatments for serious diseases. Headquartered in Boston, the company has offices and facilities in North America, Europe, Australia, and Latin America. Vertex products and their team of researchers and public health professionals put them on the cutting edge of medicine. But their innovation doesn't stop there, it extends to their benefits program for a staff of 3,700.

CHALLENGE

As an international company, Vertex values diversity and recognizes that different perspectives and abilities are crucial to creating life-changing pharmaceutical therapies. They understand the importance of respecting the cultural and local nuances surrounding mental health in supporting its teams around the world.

Vertex also recognized that its employees were under a lot of stress, both personally and professionally. With the effects of a pandemic, their work became more important than ever and many employees struggled to balance work, life, and the changes they faced in shifting to a remote environment. With fast-paced work and increasing demands at home, employees struggled to maintain their mental health.

Vertex sought an inclusive, personalized, and evidence-based solution. Understanding that each individual is unique and faces different challenges in maintaining their mental well-being, Vertex saw the importance of a mental health offering that provided a variety of support options to meet each employee where they are in their mental health journey. The company needed a solution that could help its entire workforce reduce anxiety, stress, and depression day or night – no matter where they worked or lived.



SOLUTION

With Headspace for Work, Vertex employees have access to a variety of on-demand meditation, focus, and sleep content to help them manage stress and be more mindful. Vertex used a “surround system” of traditional and nontraditional communication channels to share information about the program and its benefits. Vertex and Headspace for Work worked together to send postcards to employees’ homes, encouraging them to try the Headspace app, and promoted ongoing dialogue with employees through surveys, seminars, and “lunch and learns.”

To expand upon its traditional Employee Assistance Program offerings, Vertex also brought Ginger into its portfolio, which offers a high-tech, clinically proven solution for their employees’ mental health including chat-based, on-demand coaching, virtual therapy & psychiatry, and guided self-care. Vertex appreciated Ginger’s approachable tone, illustrations, and variety of campaign channels that break down the stigma surrounding mental health to drive engagement. The company recognized that Ginger’s personalized, tailored communication ensured that each employee could engage with mental health in a way that was relevant, meaningful, and appropriate for them.

By implementing Headspace for Work and Ginger, Vertex was able to ensure that each employee could access the right mental health resources for them. Vertex’s thoughtful approach to mental health benefits was designed to make sure employees and their families understood the available options for support and felt empowered to seek help managing their mental well-being. Every mental health journey is unique – and with access to both of these offerings, employees could find the right support at any stage.

GINGER RESULTS

19%

of Vertex employees have registered for Ginger

88%

of members who screened positive for depression at intake saw symptom reduction after working with Ginger coaches and clinicians

75%

of members who screened positive for anxiety at intake saw symptom improvement at follow-up

4.8/5

average coach rating

5/5

average Ginger clinician rating

HEADSPACE FOR WORK RESULTS

Nearly
700,000

minutes spent with Headspace in 6 months

15%

average monthly engagement rate

