



Consultant Toolkit



Overview

Headspace is transforming the way organizations think about mental well-being in the workplace. From behavioral coaching, therapy, and psychiatry to self-guided mindfulness resources, we provide continuous mental health support.

OVERVIEW

A Headspace Approach

This overview deck provides a preview of the informative assets in the Consultant toolkit. Download the assets directly from this deck to help guide your discussions with your clients. You can also attach them to your follow-up emails when clients request additional information.

It's an evidence-based, cost-effective solution that has a substantial impact on employees and their organizations.

- Improved symptoms of anxiety and depression
- Reduced stress and burnout
- Reduced absenteeism, presenteeism, and turnover
- Reduced spending on mental healthcare
- Increased focus and productivity
- Increased collaboration among coworkers
- Increased job satisfaction

Change the way your clients and their organizations think about everything mental health related—including a differentiated EAP.

MINI-GUIDE

FAQ Mini-guide

How to use this: Use this mini-guide to demonstrate Headspace's value to interested clients and be proactive about addressing their frequently asked questions.

Download here



HEADSPACE IS ANSWERING THE CALL FOR MENTAL HEALTH SUPPORT THAT'S ACCESSIBLE, IMMEDIATE, AND PROVEN TO WORK.

Headspace helps individuals and their organizations thrive

You want to support the mental health and well-being of all your employees more effectively, but cultural transformation is a big step, and you have questions. We've addressed your most frequently asked questions.

QUESTION	ANSWER			
Why should I invest in employee mental health?	One billion people around the globe live with a mental health disorder, and more than 75% aren't receiving treatment. ¹ Ignoring employee mental wellness comes at a high cost. The World Health Organization (WHO) estimates that depression and anxiety disorders cost the global economy \$1 trillion in lost productivity each year. ² Investing in Headspace's unique care model allows issues to be addressed early and effectively, so more members receive the right level of care at a fraction of the cost. ³ For every 100 engaged members, an employer can expect \$101K - \$302K in potential savings with Headspace.			
What is Headspace?	Headspace's mission is to bring mental healthcare to everyone. We provide around-the-clock access to coaching, therapy, psychiatry, and self-guided mindfulness resources - all from the privacy of a smartphone.			
Is Headspace a full EAP replacement?	Headspace has full EAP replacement capabilities. Learn more about how Headspace improves upon the traditional EAP model in this infographic .			
How does Headspace support culture transformation?	Headspace is more than an app or a program: it provides regular, ongoing support for teams who wish to initiate meaningful, cultural change. Unlike some EAPs, the Headspace team is available whenever you need them, with employee engagement resources, workplace trainings, and leadership workshops to initiate culture change.			
How does Headspace help burnout?	Employees see substantial improvements to their mental well-being while using the Headspace app: <table border="0"> <tr> <td>32% less stress within 30 days of Headspace⁴</td> <td>14% reduction in burnout after 4 sessions⁴</td> <td>3 more healthy mental health days per coaching member per month⁵</td> </tr> </table>	32% less stress within 30 days of Headspace ⁴	14% reduction in burnout after 4 sessions ⁴	3 more healthy mental health days per coaching member per month ⁵
32% less stress within 30 days of Headspace ⁴	14% reduction in burnout after 4 sessions ⁴	3 more healthy mental health days per coaching member per month ⁵		
Is Headspace available globally?	Yes, Headspace provides comprehensive, high-quality care to support the global workforce. Our global footprint spans 200+ countries and regions.			

Is behavioral coaching through text effective?

Text-based coaching provides a degree of anonymity and convenience that may motivate employees who are hesitant to prioritize their mental health. Our members frequently take advantage of the texting model with 76% texting outside of business hours. More on the effectiveness of behavioral coaching [here](#).

How does Headspace support DEIB?

We recognize that underrepresented populations have disproportionate access to mental health services. Our care team reflects the diversity of the people they support, able to help on all topics relating to LGBTQ+, racial trauma, veterans, traditionally underserved groups, economically disadvantaged groups, and more.

Headspace apps also meet Web Content Accessibility Guidelines (WCAG) requirements.

Can I offer Headspace to employees and their dependents?

Absolutely. We have built thoughtful programs to address adolescent mental health for employees with dependents age 18+.

Will my employees engage with Headspace?

Headspace has excellent engagement rates. We see engagement between 10% - 25% across our solutions. The engagement rate of traditional EAPs is only 3-5%.⁶

How does Headspace protect my employees' private information?

Headspace takes your data protection concerns seriously. Care is confidential, our app is secure, and we do not share your data with third parties.

What makes Headspace's technology different?

Powered by AI and data science, our care team utilizes a system that analyzes chat transcripts, clinical assessments, member satisfaction, engagement data, and more to provide personalized and effective care for each member—and ensure that no one falls through the cracks. All of this supports our ability to scale high-quality care, which has never been more important as the supply and demand gap in mental healthcare continues to widen across the United States.

How do I get a proposal?

Reach out directly to your rep or fill out [our contact us form](#).

WANT TO LEARN MORE?

Want to learn more about how Headspace provides comprehensive care for every employee's work, life, and mind? Read more about the value of Headspace in [this report](#).

SOURCES:

- World Health Organization. (2020). *World Mental Health Day: an opportunity to kick-start a massive scale-up in investment in mental health*. <https://www.who.int/news/item/27-08-2020-world-mental-health-day-an-opportunity-to-kick-start-a-massive-scale-up-in-investment-in-mental-health>
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INFOGRAPHIC

Comparison Infographic

How to use this: The comparison infographic demonstrates the power of Headspace at a glance. Share this engaging asset with clients curious about how Headspace can support their organization and employees.

[Download here](#)

headspace

Clinically proven. Universally adored.

Our stepped care approach addresses the full continuum of mental healthcare—from mental wellness to mental healthcare.

Despite the speed of change in the workplace, EAPs haven't evolved. Confusing processes and long wait times to see a specialist are keeping people from the care they need. Today's workforce deserves a full EAP replacement that is equitable and approachable.

93% of employers offer an EAP, but only 3-5% of employees utilize it'

THE PROBLEM	OUR SOLUTION
Organizations can no longer afford to ignore mental wellness in the workplace.	When employers implement Headspace's on-demand mental health system, they see significant improvements for their employees and organizations.
1 billion the number of people around the globe who live with a mental disorder, more than 75% of whom aren't receiving treatment. ²	70% show improvement in depression symptoms at follow-up
\$1 trillion the cost to the global economy in lost productivity each year due to depression and anxiety disorders. ¹	\$101K - \$302K potential savings for every 100 engaged members.

The traditional EAP a limited and underutilized program

While traditional EAPs offer a variety of resources, they struggle with being accessible and meeting every level of need.

45 days The average amount of time it takes an employee to connect with a therapist.	0 Most EAPs don't offer any measurement of members' progress	3-5% Only 3-5% of employees utilize their EAP
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Headspace an **on-demand mental health system**

Our combined expertise in evidence-based interventions, scalable technology, and personalization

MINI-GUIDE

Working with Headspace

How to use this: Reference this guide when you're ready to get a proposal or present details about implementing Headspace.

[Download here](#)



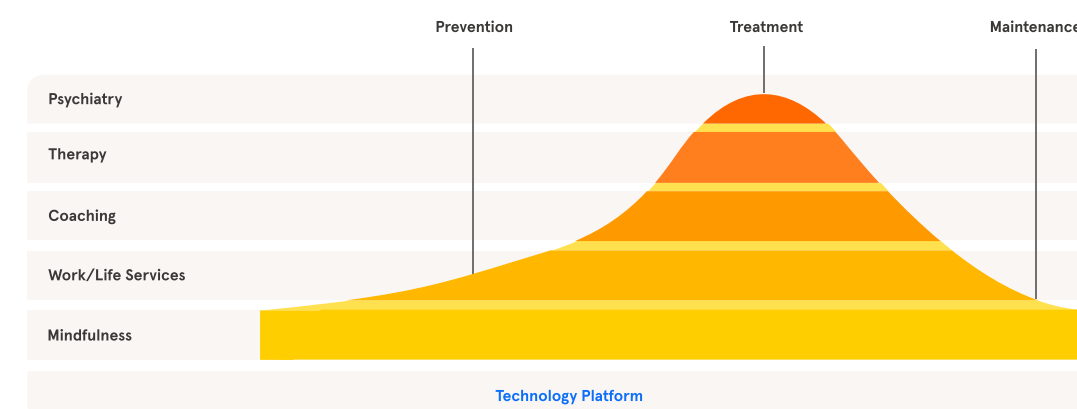
REDUCING BARRIERS TO MENTAL HEALTH CARE FOR A HAPPIER AND HEALTHIER WORLD

Working with Headspace: A Mini-Guide

Headspace provides around-the-clock care for your employees and support for your culture transformation goals. When you partner with Headspace, you get just that: a partner.

MENTAL HEALTHCARE FOR EVERY MOMENT

Mental health is a journey. We help employees stay healthy with unlimited self-care content, behavioral health coaching, and work-life services, while dedicating therapy and psychiatry to those with more acute needs. Employees are guided to the right care at the right time, while driving cost-savings for the organization.



BROAD SPECTRUM CARE WITH DEEP ORGANIZATIONAL SUPPORT

Our comprehensive, evidence-based, stepped care system combines timely access to a multidisciplinary provider system with valued EAP services, plus account management, robust reporting and organizational support for managers and leaders.



Evidence-based, real outcomes

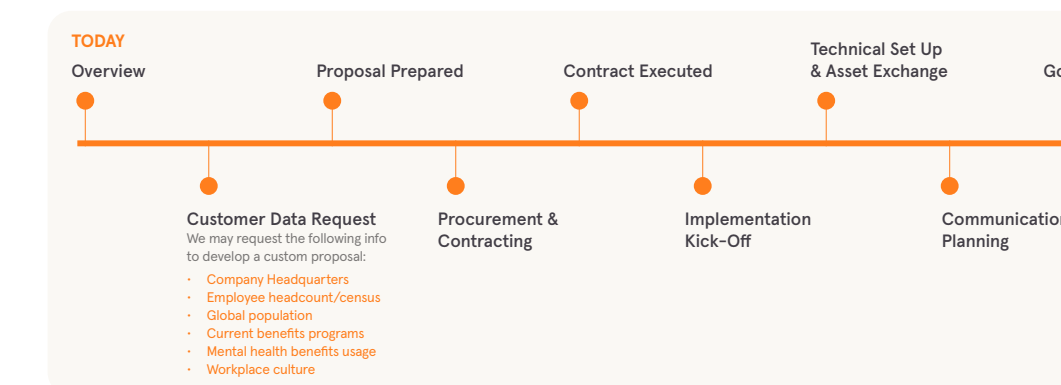
32% less stress with 30-days of self-care

70% experienced improvement in depression symptoms

3+ more productive days after 30 days

PARTNERING WITH HEADSPACE IS SIMPLE

From signature to go-live in 6-8 weeks



86% of surveyed organizations say Headspace was 'extremely easy' to implement

GETTING A PROPOSAL REQUEST

Thank you for being receptive to the power and promise of Headspace. To get a proposal, reach out to your Headspace representative, or fill out the [contact us form](#). Please include the following information:

- Organization name
- Organization headquarters
- Simple census or employee count by state and country
- # of employees US-based
- # of employees internationally based
- Health insurance carriers offered
- Current EAP and behavioral health vendors

After receiving this information, a Headspace team member will reach out to schedule a prep call to learn more about your goals and develop a proposal that addresses your unique obstacles and objectives.

We can't wait to partner with you and help you enter the era of accessible mental health.

