

eBook

From wellbeing to clinical care:
**How to support
employee mental
health at every stage**



Mental health is the headline. The hashtag. The talking point in boardrooms and LinkedIn posts. Companies invest millions in benefits. CEOs call it a priority. And yet—employees are still struggling in silence. They show up. They meet deadlines. They look fine. But behind the scenes? They're exhausted. Anxious. Overwhelmed.

More than 49% of people struggling with mental health never seek support—not because they don't need it, but because they fear how it will look. Stigma, potential professional consequences, and uncertainty about where to start keep them silent. And that silence carries a cost.

Burnout, absenteeism, and quiet quitting are draining productivity and pushing top talent out the door. Replacing just one worker can cost up to twice their salary—a financial strain that compounds quickly.

For self-insured companies, the impact runs even deeper. Untreated mental health struggles drive higher medical claims, increased disability leave, and lost productivity. Left unaddressed, this isn't just a workforce issue—it's a financial risk that affects the entire organization. Stigma keeps employees silent.

And traditional benefits? They aren't able to break that silence because they don't fit into a person's everyday life. Most mental health programs are built for crisis moments, not daily wellbeing. They're reactive, complex, and often feel like a last resort rather than a natural part of self-care.

We need a different approach—one that makes mental health as routine as checking your favorite app, as accessible as sending a text, and as stigma-free as talking to a friend.

That's where we at Personify Health come in.

A mental health solution that fits into everyday life

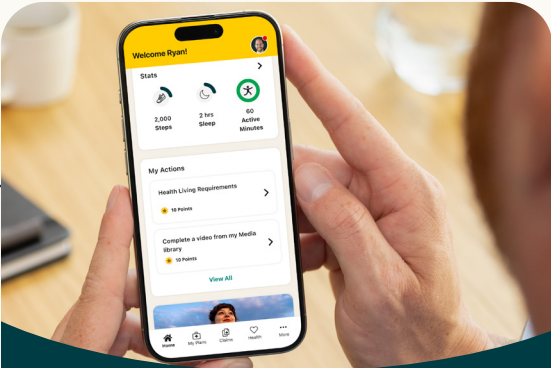
We don't just *offer* mental health support—we embed it into daily wellbeing. By making mental health part of the everyday routine, we help employees engage earlier, stay healthier, and perform better—all while driving down costs for your company.



Supporting mental health at every stage

Mental health isn't a one-time need—it's a continuum that evolves over time. Some employees need small nudges—a quick stress management tool, a guided meditation, or a reminder to take a break. Others need structured coaching, therapy, or clinical intervention. And for those managing chronic mental health conditions, ongoing, high-touch care is essential.

Most mental health benefits only focus on one piece of the puzzle. We cover it all. No matter where an employee is on their mental wellbeing journey, they deserve support that meets them where they are. That's exactly what we provide—personalized care at the right time, all in one place.

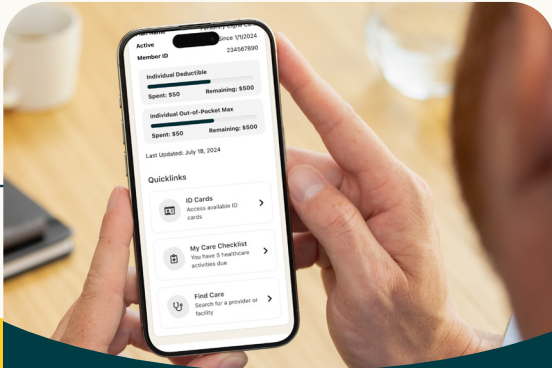


Wellbeing

is our foundation, and our solutions are proactive – we engage people before care needs arise

One platform,
one single point
of contact

personify
HEALTH



Navigation

completes the continuum, supporting members at any point in their journey

Lifestyle Support

A simple benefits front door

Benefits and Care Advocacy

End-to-end benefits and care navigation

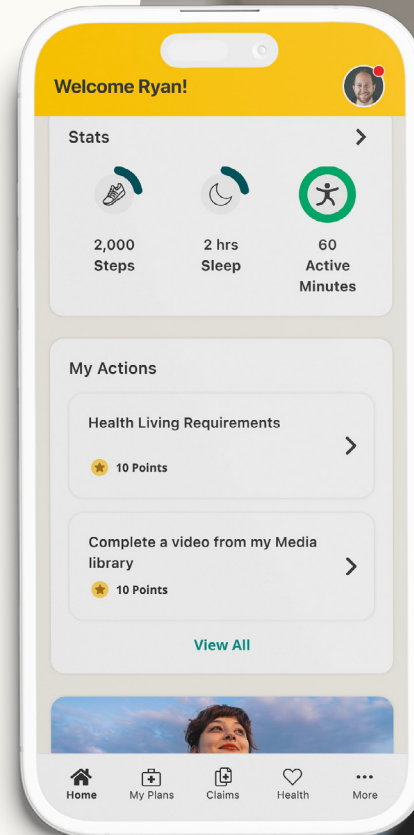
Here's how we ensure employees get the right support—at every stage of their mental health journey.

1 Proactive wellbeing & prevention

Mental health isn't just about managing struggles—it's about building resilience before stress takes over.

How we make wellbeing a habit:

- ✔ **Expert-led content**—daily habits, short videos, and guided conversations
- ✔ **Holistic wellbeing**—covering stress management, emotional intelligence, and resilience
- ✔ **Whole person engagement**—connecting mental health with key lifestyle factors like physical activity, sleep, nutrition, social connections and community



2

Personalized mental health coaching— Because everyone needs someone to talk to

Support shouldn't feel clinical, intimidating, or out of reach. That's why Personify offers whole-person, evidence-based coaching certified by NCQA and backed by the National Board for Health & Wellness Coaches.

- ✔ **Confidential, stigma-free coaching**
- ✔ **Expert coaches** (social workers, psychologists, dietitians, trainers, financial coaches)
- ✔ **Behavioral science-backed methodologies**
- ✔ **Flexible access** (phone or in-app messaging)
- ✔ **A gateway to deeper care** (referrals to EAPs, therapists, and mental health resources)



Personify’s mental health coaching

Subject Matter Experts

- ✓ Coaches with advanced degrees in Counseling, Psychology or Social Work
- ✓ Decades of experience in the mental health field
- ✓ Regular, robust subject matter expert training

Urgent Situation Handling

Trained to appropriately handle suicidal ideation and domestic violence scenarios by:

- ✓ Directing to appropriate resources
- ✓ Normalizing therapy
- ✓ Providing support in navigating the mental healthcare landscape

Timely, Critical Referrals

- ✓ EAP
- ✓ Mental health provider
- ✓ Nurseline
- ✓ National Suicide Prevention Lifeline
- ✓ National Domestic Violence Hotline
- ✓ Case Management
- ✓ 211 and other local community resources
- ✓ Personify Health integrated programs and activities

Assessment and Focused Coaching

- ✓ Assess mental and emotional wellbeing on every call
- ✓ Nonjudgmental approach
- ✓ Anxiety & Depression
- ✓ Grief & Loss
- ✓ Stress
- ✓ Healthy Relationships
- ✓ Substance use
- ✓ Postpartum



See how easy it is to find the right coach for you. Explore our Smart Queue and experience firsthand how you can schedule a session, choose a coach based on specialties, and get the support you need—your way.

Try it now! →

3 Seamless integration with world-class mental health partners—Because care shouldn't be complicated

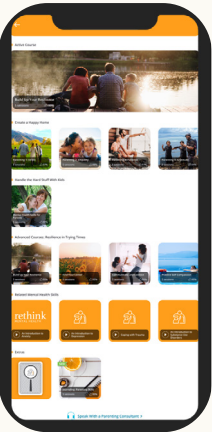
Employees shouldn't have to hunt for help when they need it. Too often, benefits are spread across multiple platforms, making them difficult to access. Thanks to our unified, personalized health platform, those days are gone.

Now you'll get:

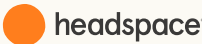
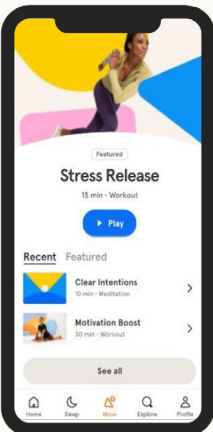
- ✔ A single entry point for all mental health resources
- ✔ Top-tier partners (Headspace, Spring Health, and more)
- ✔ 4x higher utilization vs. standalone apps
- ✔ A truly connected experience—linking employer-provided benefits, EAPs, and third-party solutions



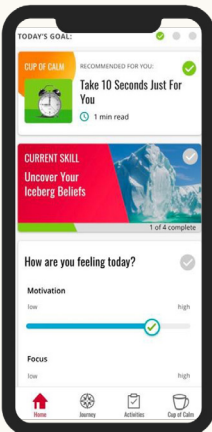
A few of our mental health partners:



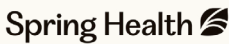
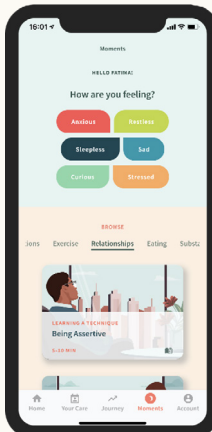
Leading digital training solution for parenting, professional development, personal wellbeing, neurodiversity, and resilience.



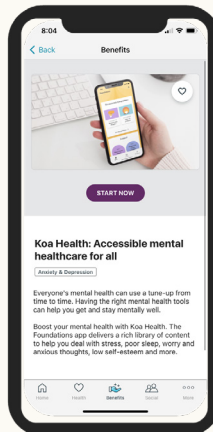
A digital wellbeing and therapeutics solution combined with the latest clinical research and breakthrough technologies to deliver mental health support that is accessible, personalized, and effective across a range of conditions.



Helps populations 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.



Proven tools and techniques to build individual and team resilience and take control of emotional and physical wellbeing.



Offers personalized, culturally responsive care with fast access to in-person and virtual care, including therapy, coaching, medication management, wellness exercises, and other employer services.

4

Clinical mental health support & care management

When mental health challenges go beyond daily stress, employees need care that's not just available—but effective, compassionate, and clinically sound.

That's why our mental health services go deeper, offering focused, expert-led support for those facing more serious or ongoing mental health conditions. Whether an employee is managing anxiety, depression, grief, or the emotional toll of multiple chronic conditions, we ensure they don't have to navigate it alone.

✔ **Case & chronic disease management** for better outcomes

Led by clinicians and case managers specializing in mental health, our programs empower members to overcome barriers in care to accomplish true growth and behavior change. Personal Care Managers provide personalized, high-touch support for employees navigating acute or chronic mental health conditions, connecting them with the most appropriate benefits and care.

✔ **Focused interventions for complex needs**

From short-term treatment plans to long-term condition management, we deliver targeted interventions that drive measurable outcomes—reducing cost, improving quality of life, and supporting return-to-work readiness.

✔ **Utilization review for efficient, effective care**

We ensure employees receive the care they need—delivered by the right provider, in the right setting, at the right time. This includes clinical oversight and prior authorization support to promote high-quality, cost-effective treatment.

✔ **Workforce insights for smarter strategy**

We provide real-time, anonymized data and trend reporting so HR and benefits leaders can see what's working, where gaps exist, and how to optimize their mental health investment.

✔ **Proactive outreach powered by data**

Using predictive analytics, we identify high-risk individuals early and provide timely, personalized interventions. This early intervention model helps prevent more costly complications, reduces costs, and improves the overall employee experience.



Why leading companies choose Personify Health

The number of mental health benefits available to employees has never been greater. But more options don't always mean better outcomes. When employees feel overwhelmed, they don't need another app—they need a single place to turn to. That's why leading organizations trust us to transform workplace mental health.

51%

average monthly
engagement—far
exceeding traditional EAPs

6+

meaningful
actions per login

4x

higher utilization
vs. standalone
mental health apps

Our engagement numbers aren't an accident—they're the result of a thoughtfully designed experience that removes barriers and makes mental wellbeing second nature.

Enterprise-grade engagement that drives real action

Most mental health benefits suffer from the same problem: low engagement. Employees sign up but rarely return, leaving resources underutilized and ineffective. **For us, engagement isn't an afterthought—it's the foundation of everything we do.**

- **More usage, more impact**—engagement rates comparable to top social apps
- **A daily destination for wellbeing**—employees naturally turn to Personify for support
- **More than passive awareness**—our platform nudges, guides, and encourages



Real engagement drives real results. One global employer leveraging our platform saw **83% adoption** and **90% program completion**, proving that when well-being support is seamlessly integrated, employees don't just sign up—they show up.

See how they did it →

A seamless, integrated experience—All in one place

Employees shouldn't have to hunt for help when they need support. But too often, that's precisely what happens—mental health benefits are scattered across multiple platforms, creating friction instead of accessibility.

With Personify Health, everything they need—from coaching to clinical care—is in **one intuitive platform**, eliminating barriers to access and driving real engagement.

- **A single-entry point for mental health support**—no more bouncing between apps.
- **Integrated coaching, wellbeing content, and clinical care**—so employees can engage at their own pace in the way that works best for them.
- **Deep connection to employer benefits** ensures that available mental health resources are not unnoticed or underused. and encourages real action.

When mental health support is centralized and frictionless, engagement skyrockets. Employees don't just sign up—they keep coming back.

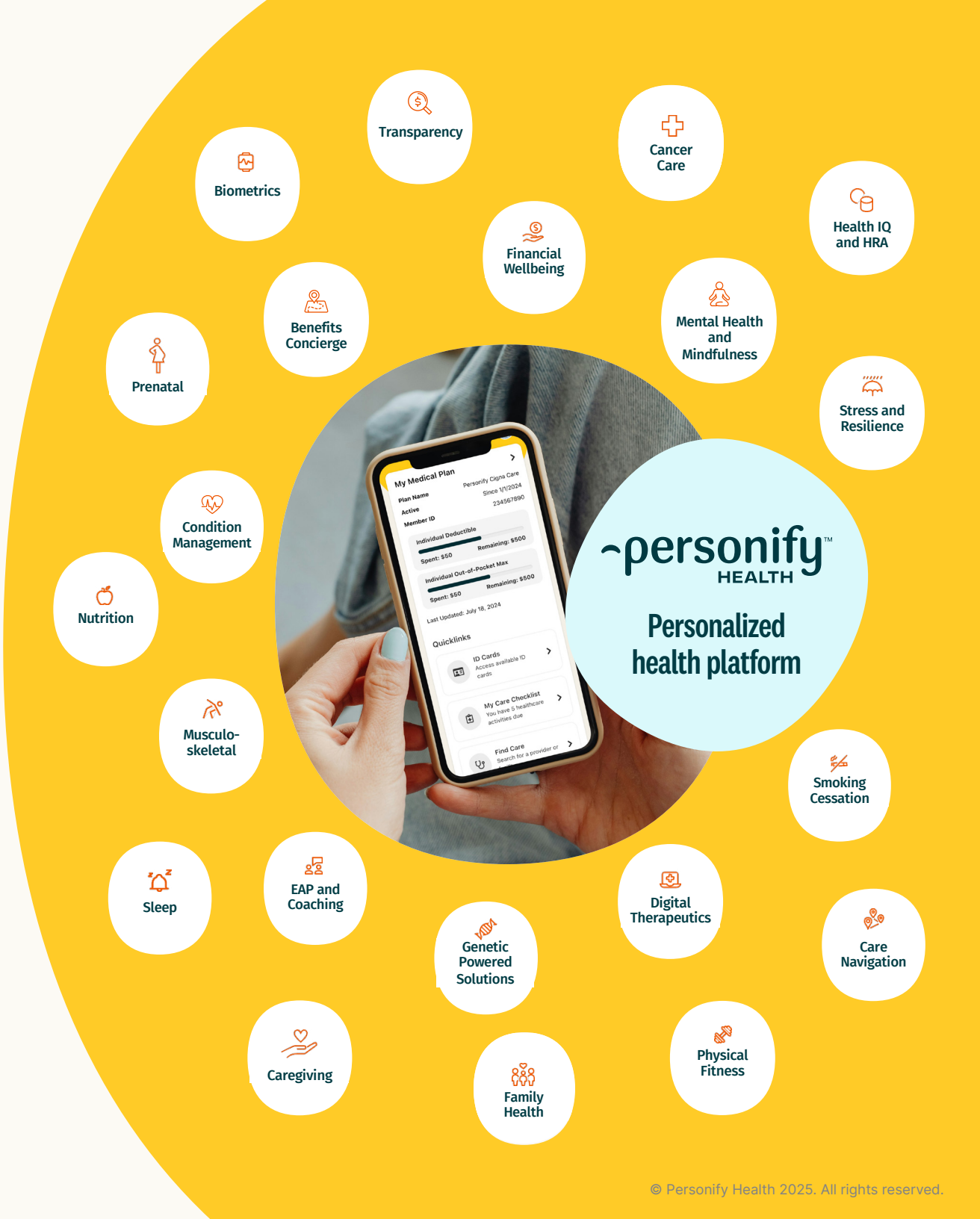
A whole-person approach

Mental health doesn't exist in a vacuum. Factors like sleep, movement, nutrition, and emotional resilience all play a role in how employees feel and function.

That's why we take a whole-person approach, integrating:

- **Sleep tracking & insights**—helping employees improve rest, which directly impacts emotional wellbeing.
- **Nutrition & movement guidance**—because what we eat and how we move affects mood, energy, and mental clarity.
- **Stress management & resilience training**—so employees can navigate challenges before they escalate into bigger issues.

By connecting mental, physical, and emotional wellbeing, we help employees feel better—longer.



Actionable data that powers smarter mental health strategies

For HR and benefits leaders, mental health programs often feel like a black box—scattered data, unclear impact, and no easy way to optimize resources.

We change that by centralizing all engagement, coaching, and clinical data in one place.

- **Real-time insights into workforce wellbeing**—so HR teams can make data-driven decisions.
- **All engagement, coaching, and clinical data are in one place**—no more fragmented reports.
- **Better visibility into employee mental health trends**—so organizations can proactively support their workforce.

With clear, actionable data, companies can improve employee wellbeing, optimize benefit strategies, and drive measurable ROI on mental health investments.

Personalized support for every employee

No two employees experience mental health the same way. Needs vary based on role, background, life stage, and personal circumstances—yet most benefits take a one-size-fits-all approach.

We make sure every employee gets support that truly fits their needs through:

- **AI-driven personalization**—delivering recommendations based on real-time engagement.
- **Flexible support options**—ranging from wellbeing content to coaching to clinical care.
- **A truly inclusive mental health strategy**—ensuring all employees, regardless of background, feel supported.

Personalized support means higher engagement, better outcomes, and a more resilient workforce.



A global solution for a global workforce

Most mental health platforms are built for the U.S. first—leaving international employees with uneven access to care.

Our platform delivers a seamless, globally available solution, ensuring:

- **Consistent, high-quality support for all employees**—no matter where they are
- **Localized content & culturally relevant resources**—so employees get support that feels meaningful to them.
- **One unified experience for multinational organizations**—simplifying benefits for HR teams while ensuring equitable access to care.

Because mental health isn't just a local issue—it's a human one.

Better experiences, better results

When employees get the support they need, they are more productive and less likely to leave. For companies, that translates to real, measurable savings.

84%

Agree coaching makes their company a better place to work

3%

Drop in mental healthcare cost

79%

Report feeling more focused, present, and motivated at work

This is what happens when mental health support isn't just available—but integrated into everyday life. Engagement increases. Health goes up. And costs go down. Bottom line? Healthier employees mean a healthier business.



See how Dow drives mental health engagement across 60 countries

Learn more →



See how much employers are saving

Download the report →

Making mental health easier starts here

Whether your employees are caregivers, managing stress, or facing chronic mental health challenges, they deserve **personalized, stigma-free support**. From resilience training to high-touch clinical care, we make sure every employee gets what they need—when they need it.

Our platform delivers a seamless, globally available solution, ensuring:

- **Let's talk.** Ready to transform the way you support employee mental health? [Schedule a call](#) today to see how Personify Health can become your trusted partner in workplace well-being.
- **Get the strategies that work.** Building a culture that prioritizes mental health starts with the right tools. [Download our Mental Health Toolkit](#) for expert insights, actionable strategies, and real-world examples of how leading organizations are making an impact.



Building a culture that prioritizes mental health starts with the right tools.

Download the toolkit →



About Personify Health

By bringing industry-leading health plan administration, holistic wellbeing, and navigation solutions together, all in one place, we have created the industry's first and only personalized health platform. With decades of experience and global operations, we empower diverse and unique businesses – and diverse and unique people – to engage more deeply in health at a lower cost. Through our proprietary combination of data-driven personalization, science-backed methodology, and concierge-level clinical expertise, our end-to-end platform makes it easier to proactively address people's needs across their lives. With a personalized, holistic, and powerfully simple experience, we are redefining industry expectations and what it means to manage health.

Let's connect →

Learn more at personifyhealth.com



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