



Mobile Mental Health and the Workplace - Landscape Study



Source: <https://socalempowered.com/ultimate-guide-to-mental-health-in-the-workplace/>

Authors: Monika Agarwal, David Frick, Grant Helton, Siva Kishore Karimikonda, Vishwanath Maram, Duane Shen

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Mental Health Statistics



76% of employees experience mental health problems



Only 11% of employees discuss their mental health with their manager



3 in 4 managers believe they are responsible for their employees well being but less than 3% received training



Mental Health Startups by Category

WHO ARE THE PLAYERS

Digital Therapeutics



Mental Wellness, Meditation & Sleep



Non-Tech & Other



B2B / Sourcing



Telehealth



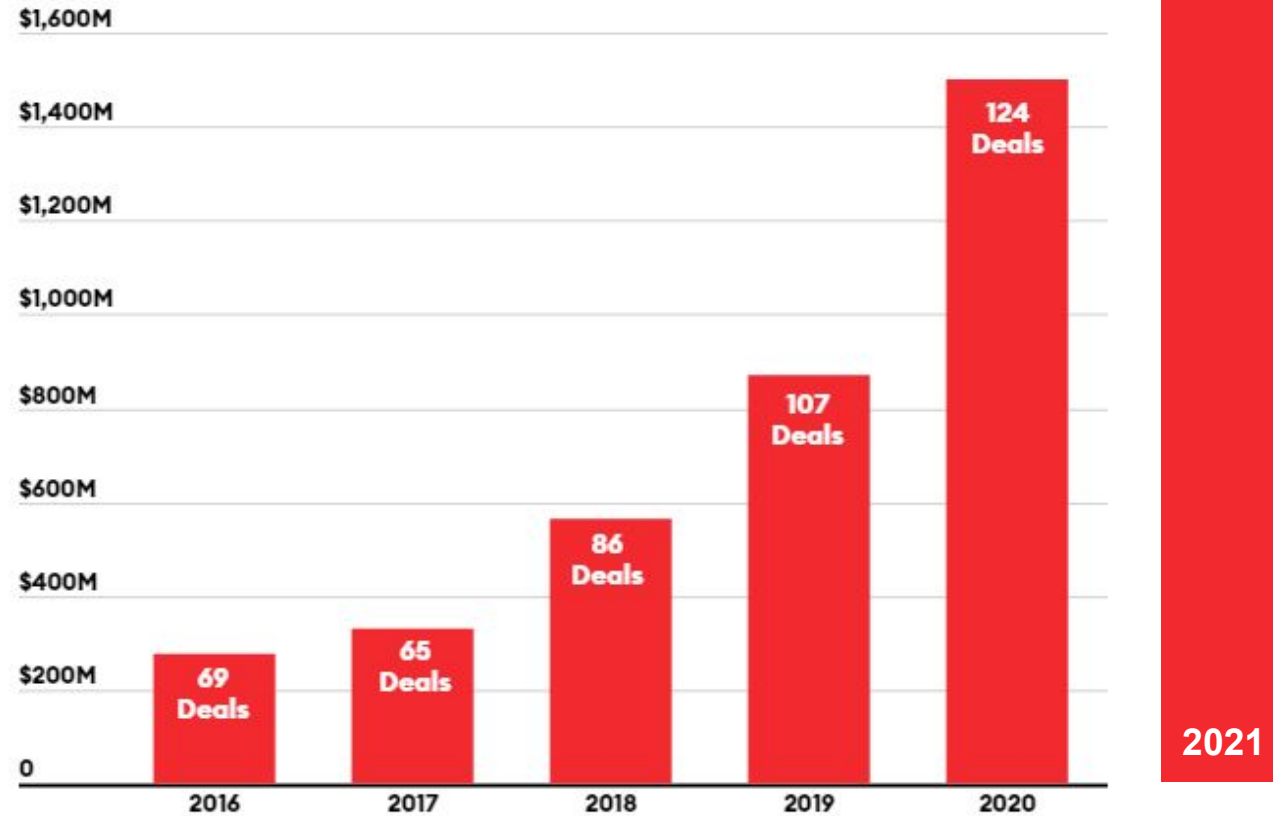
Peer 2 Peer





VC Funding for US Based Mental Health Startups

WHO ARE THE PLAYERS



Source: CB Insights

Increasing to a record funding of \$1.9B by mid 2021



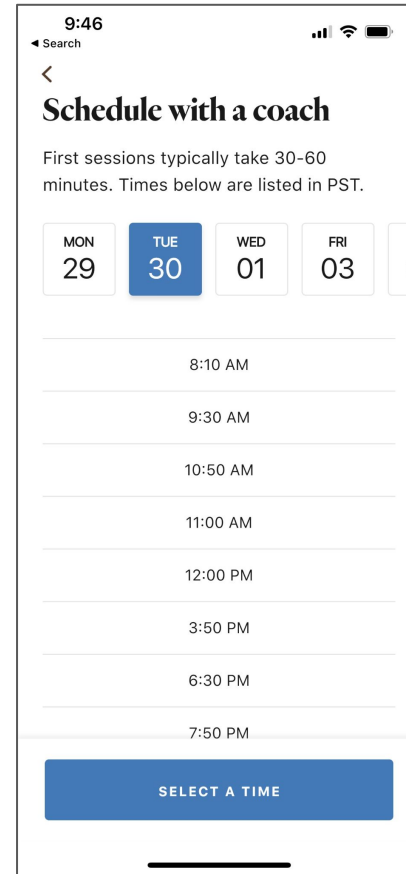
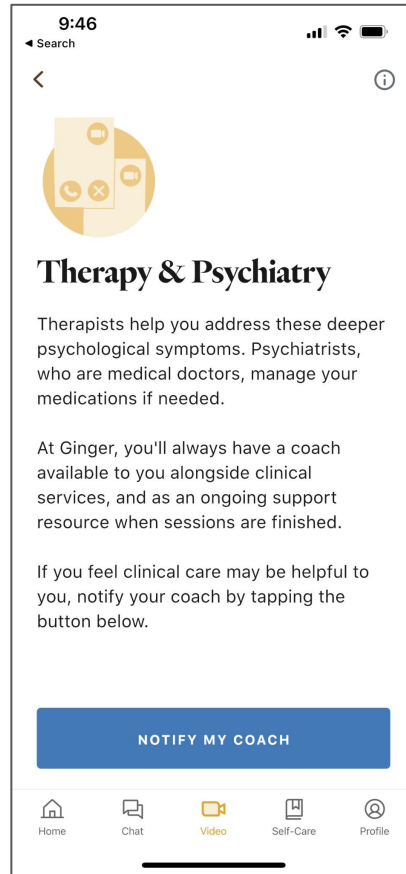
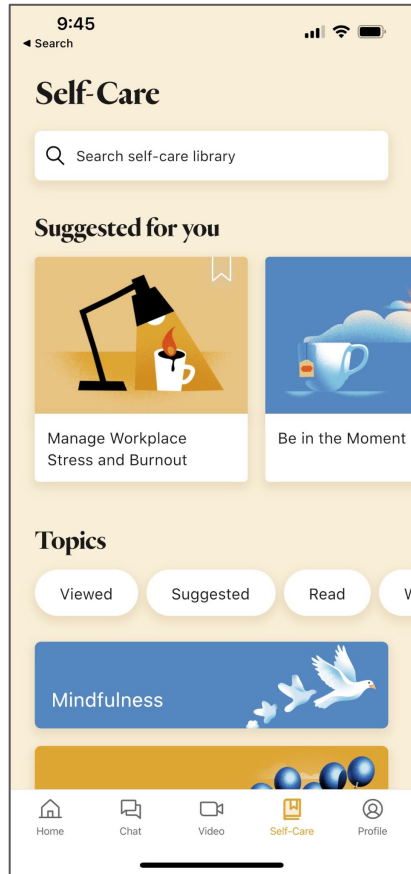
Wellness Telehealth Companies With High Valuation

Category	Company	Valuation	Funding Received
Telehealth	Lyra Health	\$2.3 B	\$675 M
	Spring Health	\$2 B	\$295 M
	BetterUp	\$1.7 B	\$218 M
	TalkSpace	\$1.4 B	\$414 M
	Ginger	\$1.1 B	\$221 M
Wellness	Calm	\$2 B	\$218 M
	Modern Health	\$1.2 B	\$167 M

**These companies represent \$11.6B of the total \$53.6B current market → 22% of the market
MHealth Market expect to grow to \$166B by 2028 → a 3 X increase**



Ginger.io



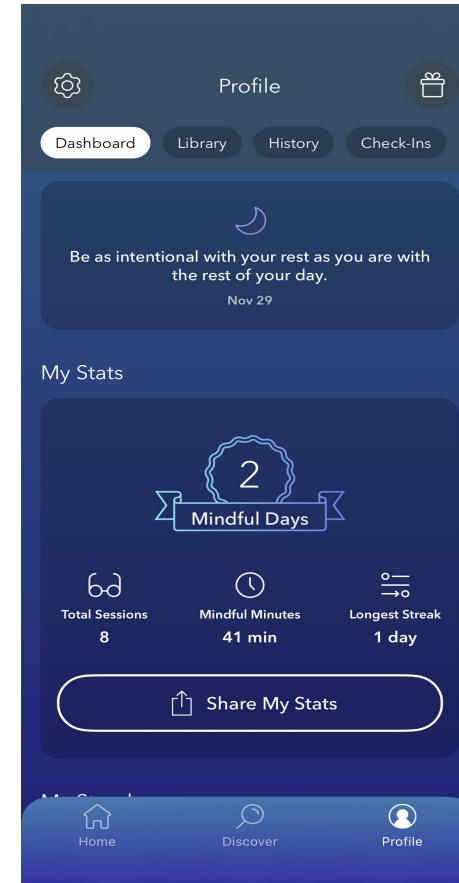
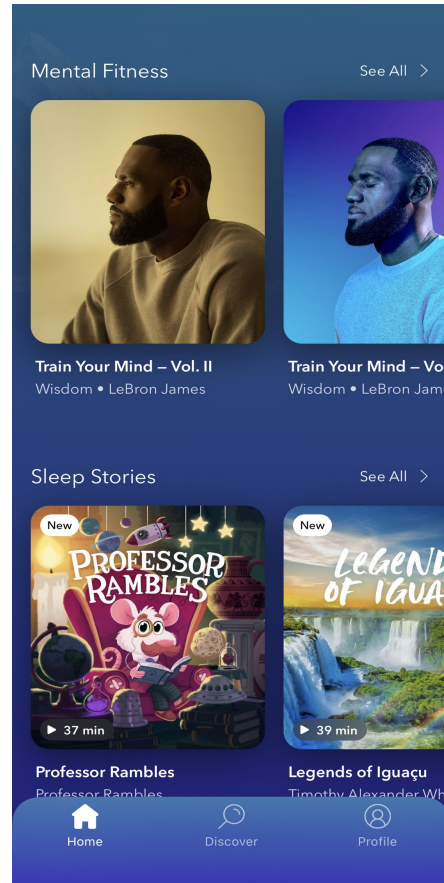
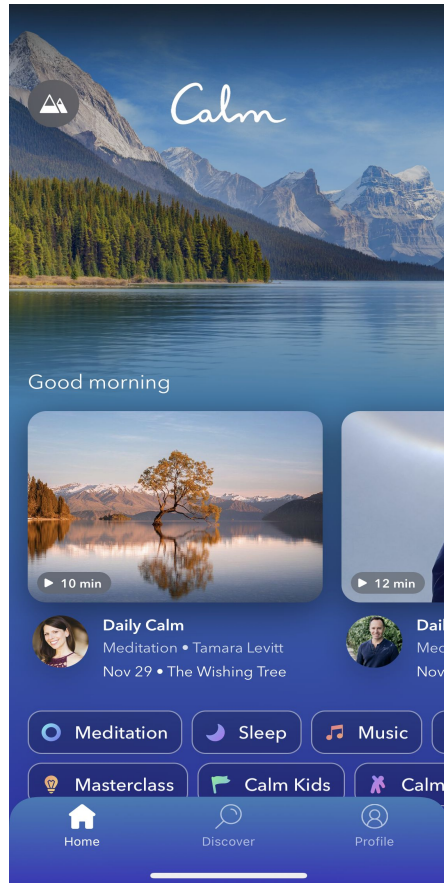
Ginger.io started as a platform whose business model was to add services for providers, but in 2016 shifted to a model targeting employers and members instead with value propositions to both. ([hbs](#))

Ginger starts with self-care easy access content and then progressively allows members to get counseling and coaching.

<https://digital.hbs.edu/platform-rctom/submission/ginger-io-striking-a-balance-between-humans-and-technology-in-mental-health/>



Calm - Sleep & Meditation (Focus, Relax, Sounds, Health)



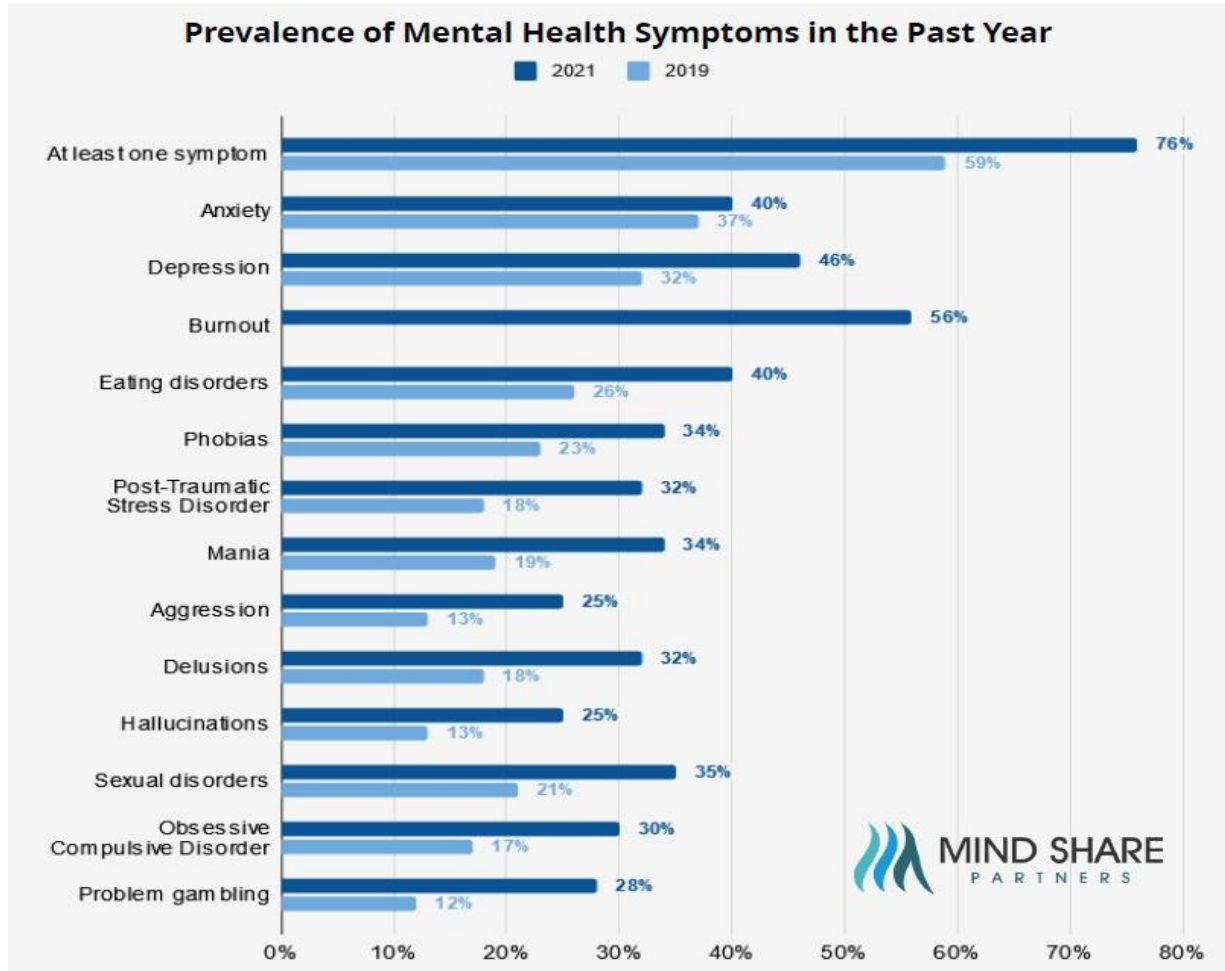
Calm started with freemium as business model with some revenue generated via EAP. Later, it started with subscriptions for:

- B2B
- B2C
- Brand partnerships



Impact of COVID-19 on Mental Health in US Employees

INCREASED NEED FOR MOBILE MENTAL HEALTH



- The COVID-19 pandemic caused increases in every reported mental health symptom.
- A new category “**burnout**” emerged after COVID-19.

(Source: [Mind Share Partner's 2021 Mental Health at Work Report](#))



Workplace Mental Health and mHealth (Mobile Health)

Companies are investing more into workplace mental health—sort of.

Mental health resources *offered* by companies grew:

Paid time off

+55%

Mental health days

+41%

Mental health training

+33%

But the greatest growth in accommodations *used* by employees focused on day-to-day support:

Extended or more frequent breaks

+550%

Adjustments to communications with others

+333%

Time for therapy during the workday

+300%

The Inflection Point

The pandemic accelerated two sectors:

1. **Workplace Mental Health:** Companies invest more into it.
2. **mHealth(mobile health) apps and devices:** Approved by the FDA in 2020 to supplement psychiatric care.

These two sectors are converging into a new opportunity:

Mobile apps for workplace mental health.

(Source: [Mind Share Partner's 2021 Mental Health at Work Report](#))



Why employers are getting involved

76% of Employees Reported Mental Health Conditions in the Last Year



burnout



depression



anxiety

<https://www.mindsharepartners.org/mentalhealthatworkreport-2021>

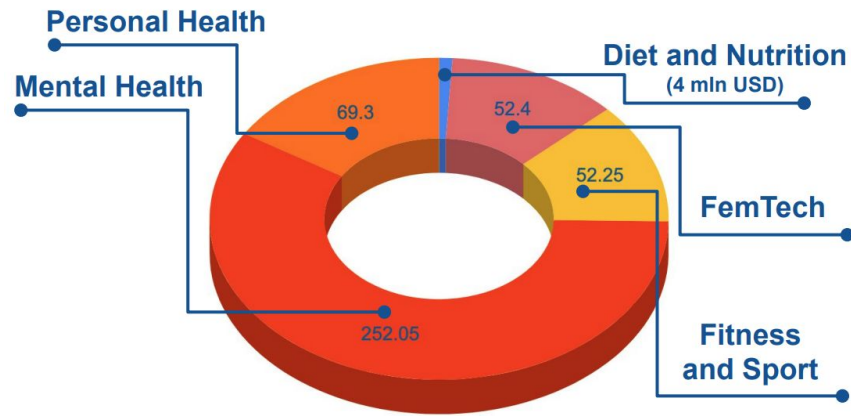
50% of Full Time US Employees Have left a previous Job Due in part to Mental Health Reasons

- 81% of GenZ
- 68% of Millenials



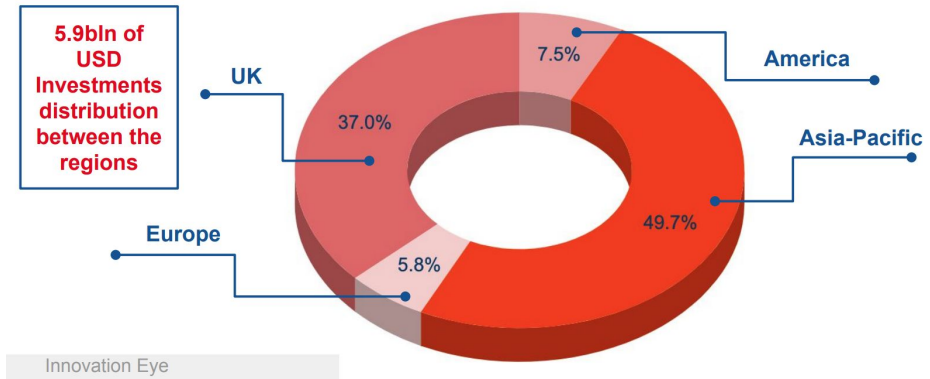
Why governments are getting involved

2020 US Investments by mHealth category



US mHealth App Investments lean very heavily toward mental health applications..
[\(innovation eye\)](#)

2020 mHealth Investments by Region



Governments such as the UK are investing heavily in mHealth apps to control costs of mental health care.
[\(innovation eye\)](#)

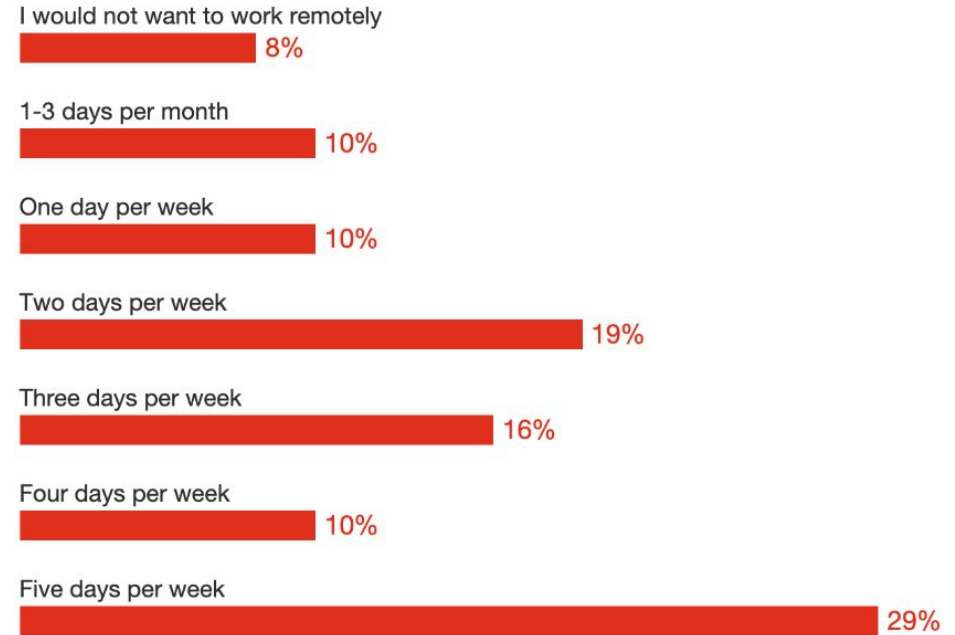


Hybrid Work Model

- Trends of future work

Increase in remote working
Expanded data collection
Contingent worker expansion
Expanded employer role as social safety net
Separation of critical skills and roles
(De-)Humanization of employees
Emergence of new top-tier employees
Transition from designing for efficiency to designing for resilience
Increase in organization complexity

- Over half of employees prefer to work [remotely](#)

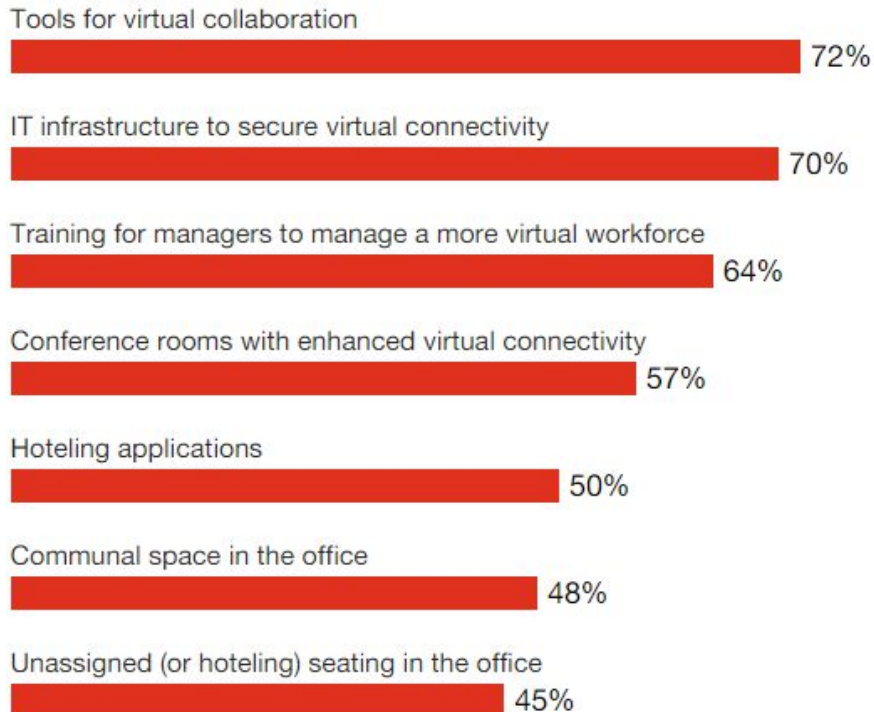




Hybrid Work Model

- US executives planning new investment to support

■ % planning increased investment



- Conclusion

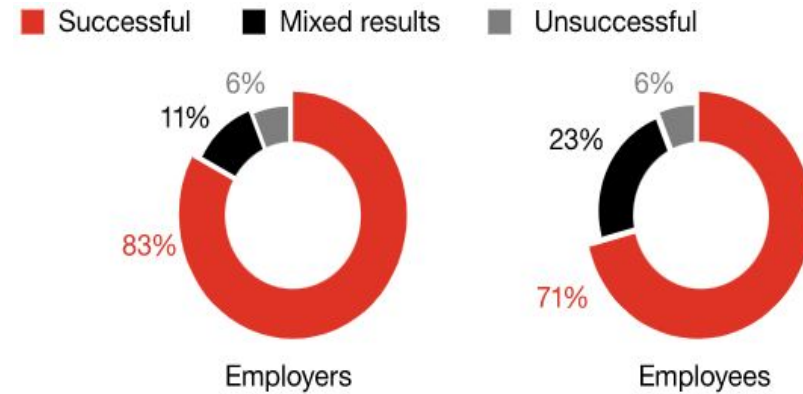
- Remote work and virtual meetings are likely to continue.
- Companies increased investment to support hybrid work & rules on secure structure around WFH.
- 32% of organizations are replacing full-time employees with contingent workers as a cost saving measure.



Impact of Hybrid Work

Benefits	Downsides
Higher employee morale with increase in productivity	Remote workers might feel excluded
Lower staff turnover due to job satisfaction	Less social activity
Reduced cost	Collaboration can be challenging
A wider pool of talent to recruit from	Communication takes work
Healthier company culture	Office workers may receive favorable treatment

• Remote work has been success





Support for Employee Mental Health

- Increase in investment to support employees [mental health](#)

- 98% of US companies surveyed are adding mental health resources this year
- 16 percent plan to add additional paid time off
- 18 percent plan to add childcare subsidies
- 36 percent plan to add programs to support the emotional needs
- 54 percent plan to add flexible work arrangements
- 31 percent are still undecided

- Bottomline

- Changes from the pandemic are going to continue on for the foreseeable future
- Employers will need to increase their mental health support for their employees



Conclusions

- Mobile Health (mHealth) market size is \$53.6 billion in 2021 globally, **growing to \$166.2 billion** by 2028.
- mHealth apps will continue to become **more effective, common**.
- **Mental health awareness** is growing dramatically within the workplace.
- Employers will increasingly see mHealth apps as an **effective, low cost way** to build a healthier and more stable workplace.
- Employees will gradually use these tools more for convenience and **improved health at home and at work**.
- Health care professionals will increasingly use these tools to meet with and do basic treatment and diagnosis even after the pandemic is a memory **due to lower costs, access to care**.



Recommendations

- **Investors** into mHealth should look for business models which empower employers. The new workplace will be the source of maximum growth for adoptions of mhealth apps for mental health.
- **Employees** should seek out companies with demonstrated commitments to some mental health support including access to mHealth applications. This is already available in some progressive companies, and should be part of expected benefits.
- **Employers** should look for mHealth applications that can demonstrate effectiveness through data and commit to results. Employers must prioritize mental health mhealth application access as part of their benefits going forward. Younger generations of workers coming up through the ranks and entering the workforce place a very high importance on mental health as a part of the workplace experience and they are willing to move to a new job at another company to fulfill those values.
- **Governments** should do what they can to ensure that mHealth benefits are made available for all of their citizens.



Questions ???

Thank You!