

# 8 Points to Consider When Evaluating an Emotional Wellbeing Solution

**IF YOU DON'T ALREADY HAVE AN EMOTIONAL WELLBEING SOLUTION, OR HAVE A FEELING THAT YOUR CURRENT SOLUTIONS ARE MISSING THE MARK, IT'S PROBABLY TIME TO TAKE A GOOD LOOK AT YOUR OFFERINGS TO EVALUATE WHAT'S WORKING, AND WHAT'S NOT.**

Here are 8 important elements to think about when evaluating what you already have, and what you might need.

## **1. CAN IT EFFECTIVELY ADDRESS THE NEEDS OF ALL OF YOUR PEOPLE?**

**A comprehensive mental health or emotional wellbeing solution serves your entire population, from your front line to your C-suite, including your own HR team. It helps to strengthen people at all levels of need.**

- An EAP only serves the high risk portion of your population. What do you offer those at lower risk levels?
- Can you measure your solution's ability to help managers lead their teams with compassion and empathy?
- If you have employees located outside the U.S., does it offer global capabilities and localization?

## **2. DOES IT EMPLOY PROVEN, SCIENCE-BACKED METHODOLOGY?**

**Your emotional wellbeing solution shouldn't rely on pop science and the latest trends. Look for a solution grounded in cognitive behavioral therapy.**

- Does the solution employ proven scientific methods to target the mindset behind everyday behaviors, or does it just treat the resulting emotional symptoms?
- Does it use AI and machine learning to help your people build resilience across a full range of factors, and get to the root cause of stress and success?
- Can it correlate with common psychometric scales such as the Perceived Stress Scale (PSS) and the Psychological Capital Questionnaire (PCQ)?

### **3. DOES IT USE AI AND PREDICTIVE ANALYTICS TO LEVERAGE YOUR DATA, WHILE PROTECTING DATA PRIVACY?**

**Your solution should be able to unlock the power of data insights for you and your people, while maintaining the necessary privacy when working with sensitive health information.**

- Does it provide insights on specific sub-populations in your company while at the same time aggregating and anonymizing the data in a way that protects individual privacy?
- Is your solution fully compliant with data protection requirements such as HIPAA and HITECH, GDPR and CCPA/CPRA?
- Does your solution keep up with current program design and operation protocols (SOC 2 + HITRUST Type II)?

### **4. DOES IT DELIVER PERSONALIZED INTERVENTION BASED ON THE NEEDS OF EACH INDIVIDUAL?**

**When it comes to mental health, one size doesn't fit all. Look for a solution that can support each individual's needs with learning tailored to the areas of growth that will benefit them the most, served in a way that they can most easily digest.**

- If portions of your workforce are out in the field instead of at a desk, do they have mobile or tablet access options?
- Some people learn best from audio, while others prefer reading or video learning. Does your program offer all these options?
- Does it offer live and interactive training sessions in addition to a robust library of resources?

### **5. CAN IT SHOW YOU WHICH OF YOUR PROGRAMS ARE DELIVERING RESULTS?**

**Do you have a wellbeing ecosystem, or just a collection of parts? If your offerings are siloed, the employee experience is, too, and you're missing out on analytic synergies.**

- Does it provide insights to help develop your overall emotional wellbeing strategy?
- Can you leverage baseline assessments to inform what specific areas of support your workforce needs?
- Can it predict when an employee needs EAP-level services, and automatically refer them to the right resource?

## 6. DOES IT DELIVER MEASURABLE AND MEANINGFUL ROI?

**The right emotional wellbeing solution can't just 'feel good' or 'look good'; it has to move the needle for your people and your bottom line.**

- Does it drive meaningful reductions in stress, burnout risk, and signs of depression?
- Can it address risk proactively, by helping people change the behaviors that lead to problems in the first place?
- Can you demonstrate provable ROI in the form of reduced turnover, absenteeism, and healthcare costs?

## 7. DOES IT TAKE THE BURDEN OFF OF HR?

**Look for a solution that is more proactive than reactive. A solution that uses predictive analytics to spot warning signs and trends within your company, and help you act on them before they impact your business.**

- Are there easily digestible **data and dashboards** in place to allow you to measure progress and see population-level metrics by demographic, department, or geography?
- Do you have access to flexible campaign tools that allow you to easily take action when an area of risk is revealed?
- Is there support in place for customized content and campaigns?

## 8. CAN IT GROW WITH YOU, AS YOUR WELLBEING NEEDS EVOLVE?

**The right solution will meet you where you are today, but have the flexibility to grow and evolve with you, to get you to tomorrow.**

- What's the roadmap/release cadence for new content and features?
- Does it offer dedicated customer success experts and enrollment campaigns to help drive adoption and use of all your wellbeing programs?
- Does it provide new content in direct response to unfolding world events, to help your people through moments of change and uncertainty, right when they need it most?

**YOUR EMOTIONAL WELLBEING SOLUTION SHOULD HELP YOU IDENTIFY RISK, TAKE ACTION AGAINST IT, AND MEASURE THE EFFECTIVENESS OF THOSE INTERVENTIONS.**

If it doesn't, meQuilibrium can help get you there. **[Let's talk.](#)**