

Wellness Challenges Take On Mental Health: A Case Study

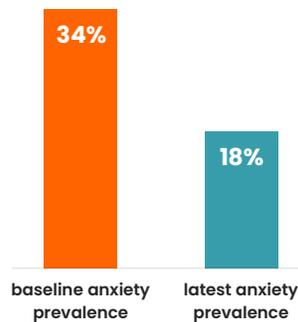


The Bottom Line

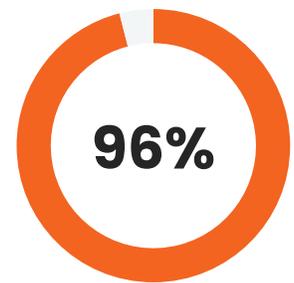
Healthgrades implemented Happify Health’s mental health & well-being platform as a critical component in their strategy to advance their wellness culture. Within the first five months, Healthgrades experienced:



48% of total population signed up and actively using Happify



47% decrease in anxiety prevalence (GAD-2) among Happify users



96% improvement among those employees indicating symptoms of severe depression (a score of 0-24 on the PHQ-9 Happify Correlated Scale)

In addition:

- The number of employees reporting moderate/severe symptoms of depression was reduced by more than half
- The number of employees reporting no/mild symptoms of depression nearly doubled

The Company

Healthgrades is the leading online source for information about physicians and hospitals. Each month Healthgrades helps millions of consumers and health care providers create stronger and more meaningful connections by improving transparency. Headquartered in Denver, CO, Healthgrades also has offices in Atlanta, Birmingham, Madison, Raleigh, and Detroit.

The Challenge

Healthgrades was looking for a mental health and well-being platform to complement their existing wellness program offerings. Their search was also fueled by several unusual circumstances including the unexpected deaths of two employees that placed



additional stress on teams. Healthgrades wanted a solution partner that could improve the well-being of their workforce and reward employees for prioritizing their physical and mental health. After a rigorous search, Healthgrades selected Happify Health for the following reasons:

- Responsiveness, thoroughness, and flexibility throughout the process
- Collaborative and creative approach to solution design and account management
- Unique integration of clinically validated science-based activities and games to create a high engagement platform
- Breadth and depth of programming
- Quality and effectiveness of communications for program launch and ongoing
- Ability to offer incentives and implement wellness challenges to drive participation

Critical Success Factors

01 **CULTURE: Mental health & well-being champions at all levels of the company.**

From the Executive Management Group to volunteer employee wellness champions, Healthgrades has fostered an active infrastructure of support for physical and mental health. This approach, combined with the nature of the Happify platform, is crucial to removing stigma and increasing willingness to seek help for mental health challenges.

02 **PROVEN COMMUNICATIONS: Utilization of Happify's best practices.**

Healthgrades and Happify Health worked collaboratively to implement Happify Health's consumer-tested best practices for language and imagery to design campaigns that fit easily into Healthgrades' communication channels. Examples included emails, posters, desk drops, and regularly scheduled articles in the company e-newsletter.

03 **INCENTIVES: Launch with a strong incentive challenge to promote activation.**

Healthgrades launched the Happify platform with a competitive well-being challenge. The 60-day challenge encouraged employees to sign up and accumulate points by completing activities on Happify. Employees who achieved the points goal received a Healthgrades prize and were eligible to enter Happify's monthly sweepstakes drawings. These two rewards incentives created significant enthusiasm to activate and engage with Happify.

04 **NO BARRIERS: Easy internal sign-up process.**

Healthgrades and Happify Health worked closely to ensure the ability to sign up and access Happify was as easy as possible.

05 **DATA: Use real-time reporting & results to uncover insights and drive programming.**

Healthgrades uses the online dashboard and data from monthly and quarterly reports provided by Happify to stay focused on their communication plans, evaluate their success, and pivot when needed.



We looked to Happify and their science-based solutions for our latest wellness challenge to help guide employees on their wellness journey. Since launching the program, we have seen the highest employee participation in any wellness challenge that we have done thus far. Happify has also made it seamless to integrate into our entire company, so that everyone can have access to all of the online activities and games that help employees focus on their own personal wellness.

– **KATE HYATT**, Executive Vice President, Human Resources and Chief People Officer