

# Pinterest

CASE STUDY



ginger



## At a glance

Industry

**Technology**

Employee Count

**2,100**

Headquarters

**San Francisco, CA**

International offices

**Canada, U.K.,  
Germany, Ireland,  
Australia**

Key challenge

**Providing a highly  
sought benefit with  
high engagement**



## By the numbers

**1,877**

Covered lives

**18%**

Sign ups

**50%**

Engagement

**4.8 ★**

Average satisfaction  
rating

# Passion Through Discovery

Like many tech companies in the San Francisco Bay Area, a top concern at Pinterest is anxiety and depression. “Mental health impacts everyone, we see it the headlines everyday,” says Alice Vichaita, Head of Global Benefits at Pinterest. Vichaita wanted to find a solution that could offer preventative emotional health care for the team to reduce rates of stress. Yet when she sought out preventative care option, she struggled to find an emotional healthcare solution that fit the needs of their highly creative and active team.

*Employees don't typically  
tell HR that they're using a  
mental health benefit*

## The Impact at Pinterest

With Ginger, Pinterest found an on-demand, behavioral health solution that could provide their team with coaching, therapy and psychiatry—all through a mobile app. In 2016, they launched Ginger initially as a pilot program to their employees and after seeing the positive impact that coaching had on their employees, signed on for full services just 3 months later.





**“I love my coach. Even after just a few interactions she already understands where I am coming from.”**

Pinterest employee

# Ready when you are

Give everyone a shot at their best through Ginger, the world's most advanced behavioral health system. With care that's data-driven and powered by AI, every Ginger member has access to high-quality care that's coordinated across our experienced staff of coaches, therapists and psychiatrists.

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To learn more, email [theteam@ginger.io](mailto:theteam@ginger.io) or visit us at [ginger.io](https://ginger.io)