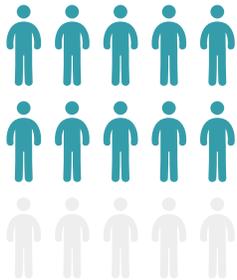


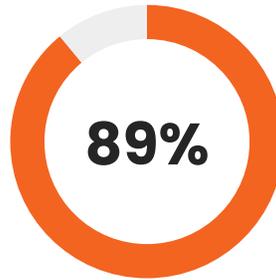
# The Journey Continues: Happify + Fujifilm Case Study



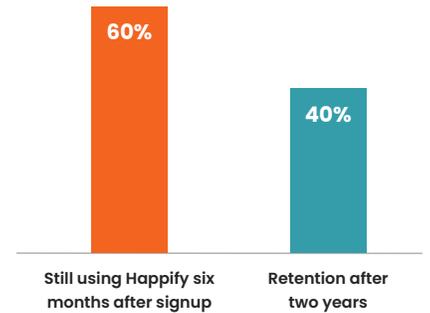
## The Bottom Line



46% of the population initially reported experiencing some degree of depressive symptoms (ranging from mild to severe) and 66% have improved after using Happify



Among the employees initially reporting severe symptoms of depression, 89% reported improvement



More than 60% are still using Happify six months after signup, with 40% retention after two years

## The Company

For over 80 years, Fujifilm has continually invested in research and development resulting in world-class and highly versatile fundamental core technologies. The global company, whose U.S. headquarters is in New York, manufactures, markets and provides service for a broad spectrum of industries including medical and life sciences, electronic, chemical, graphic arts, information systems, motion picture, broadcast and photography.

## The Challenge

After seeing an increase in stress-related medical and disability claims, Fujifilm was seeking an innovative partner to deliver a behavioral health solution to help employees increase mindfulness and positivity, teach techniques for building resilience, and manage stress and anxiety. When their health plan provider, Cigna, offered them the opportunity to include Happify Health's digital mental health and well-being platform as part of their benefits, Fujifilm enthusiastically agreed because of the following features:



- Science-based tools adapted from proven behavior change disciplines including cognitive behavioral therapy, mindfulness, and positive psychology
- Gamified approach well-suited for their workforce
- Engaging, personalized, and dynamic user experience
- Accessibility, privacy, and flexibility afforded by 100% software-based solution
- Breadth and depth of content on a variety of relevant topics
- Health plan integration reduced administrative lift

The partnership has been a success and Happify Health remains a key part of Fujifilm's holistic well-being strategy.

## Critical Success Factors

### 01 Goals and culture in alignment

Happify Health and Fujifilm are both committed to eliminating stigma around mental health and empowering individuals to live their fullest lives. Fujifilm recently issued an Employee Wellness Declaration, naming employee wellness as a top priority and acknowledging that it is crucial to "maintain and enhance the wellness of employees who form the company's foundation in accomplishing its corporate philosophy and vision."

### 02 The right messaging at the right times

Happify Health's best practices for marketing and communications leverages Fujifilm's internal online channels for their benefit programs (Airbo and Fujifilm's Healthy Colors website). Fujifilm also utilizes Happify Health's campaign calendar tool and catalog of assets to maintain a steady stream of messaging that keeps Happify top-of-mind.

### 03 A little incentive goes a long way

During launch, Fujifilm offered an incentive challenge: employees who achieved the points goal by completing activities on the platform within 90 days received meditation rocks as a prize. The motivation worked; Fujifilm's initial activation rates were above the industry average. Recently, Fujifilm boosted engagement by offering \$50 in healthcare rewards for Happify users who earned a certain number of medals in one month, and the number of medals increased by 15x.

### 04 The freedom to choose what works

Fujifilm's workforce benefits from the personalized, self-directed nature of the Happify platform. Employees have the power to choose the interventions that work best for them and app algorithms make recommendations based on their preferences.

### 05 The journey continues

New tracks, webinars, and other content added regularly ensures that the platform stays fresh and relevant. Now in their fourth year of offering Happify to their employees, retention and sign-up numbers remain strong.



To enhance our leading position in consistently demonstrating new value for society, the Fujifilm Group will actively support employee wellness initiatives designed to inspire our employees to improve their physical and mental wellbeing so they can be energetic and have a zest for life in this era of longer life expectancy.

- Fujifilm Employee Wellness Declaration, September 2019