



CASE STUDY

Security and AI Operations Leader Rubrik Exceeds Benchmarks with 63% Modern Health Registration and 19% Engagement Among Growing APJ Workforce

Supporting Employee Mental Health Worldwide

Rubrik is a security and AI operations company that operates at the intersection of data, identity, and AI. The company understands the importance of supporting the well-being needs of high-functioning employees and prioritizes mental health globally. In 2022, Rubrik had a global workforce with a large presence in the APJ region. A high concentration of employees work day and night shifts out of its Bangalore, India office.

Searching for Equitable Global Care

Rubrik worked with another mental health solution before partnering with Modern Health, but its leadership team was not satisfied. The existing solution was U.S.-based and didn't deliver global support, and employee utilization was low. Access to one-on-one care, such as therapy appointments, had a long wait time of five days. Rubrik required more robust mental health support with equitable global access. And to ensure higher utilization, the new solution would need to provide culturally relevant care for Rubrik's growing employee base in the APJ region, where mental health support carries a greater stigma.

Partnering With Modern Health for Relevant Care in the APJ Region

After exploring multiple solutions, Rubrik's leadership team chose Modern Health because of its global capabilities and superior client success support. With a massive international network of therapists and coaches in 200+ countries and 80+ languages, employees everywhere could now access relevant care options and providers they relate to with similar cultural backgrounds.

Addressing the stigma barrier in India specifically required a custom plan and nimble support, and Modern Health's Client Success team was up for the task. Rubrik's Client Success Manager (CSM) leveraged information gathered by Modern Health from its Global Inclusion Council, a network of global providers that represent culturally centered care and global nuances. They then put together custom messaging, launch recommendations, and a post-launch plan to maximize employee utilization in the region.

Creating a Custom Engagement Strategy to Drive APJ Utilization

To prepare for Modern Health's launch in January 2023, Rubrik's CSM tailored messaging to be culturally relevant in individual countries. For example, in India, the term "counseling" was used instead of "therapy" where possible, and messaging involving family care was prioritized. Rubrik wanted representation from its Bangalore office at every call with Modern Health, so meetings were scheduled at times that worked for U.S. and APJ teams. During these meetings, the CSM shared resources, insights, and recommendations to drive Modern Health to APJ's entire global population.

Rubrik's Modern Health Program team is truly global, and each representative from each region (NA, EMEA, APJ) joins every call. The team is unique in that almost all representatives have held the Main Point of Contact (MPOC) responsibility at one point in time. The strategy allows each team member to stay engaged and promote the benefit equally in their region, while also knowing that at some point, they will be managing the program as the MPOC.

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I can tell you that the minute you talk about it (mental health) at a manager level, and educate managers about resilience and mental health, that is where the difference is actually made. So, I take the opportunity to do short summaries of the updates that I receive during the monthly calls with our Modern Health Sr. Client Manager, and use this as a regular reminder of Modern Health and its importance.”

Rayana Somanna

Global Benefits and Wellness Manager
Rubrik (India/APAC/MEA)

During launch, Rubrik customized introductory sessions, which included a video from its executive team to help drive adoption and engagement. Modern Health further customized care for employees by providing private Circles led by local providers rather than standard webinars.

Emphasizing Modern Health's Professional Development Capabilities

A major partnership goal was to emphasize Modern Health's proactive approach to care through coaching and skill-building programs. Modern Health promoted its professional well-being capabilities at Rubrik's Development Day, an annual, company-wide professional growth event focused on career development and personal growth. The on-site promotion of Modern Health for professional well-being increased Rubrikians' overall engagement with Modern Health by 5x compared to the prior week.

Driving Strong Member Satisfaction

Through successful implementation and engagement strategies, Rubrik has seen impressive utilization in the APJ region and globally. In 2025, globally, registration was 56% and employee engagement was 18%. And in the APJ region, registration was 63% and engagement was 19%. These metrics exceeded Modern Health's APJ benchmarks of 31% registration and 9% employee engagement.

Employees have expressed a strong satisfaction with care, with 94% agreeing or strongly agreeing that care has improved well-being in a survey at the end of 2025. In the same survey, employees indicated strong provider confidence, with 100% agreeing or strongly agreeing that their provider has the ability to help. Overall, employees rated provider sessions an almost perfect average of 4.9 on a scale of 5.

One Indian coaching member said, "[My coach] helped me understand what therapy and coaching are all about, and she helped me plan my next steps towards the final goal."

Another member said, "Modern Health offers invaluable value, which I greatly appreciate and for which I am grateful to my employer."

Enhancing a Successful Partnership

Looking ahead, Rubrik plans to continue building its partnership with Modern Health and expand into areas relevant to employees.

Meanwhile, Rubrik is utilizing onsite crisis support for employees in Israel who are impacted by the ongoing war. For Rubrik, culturally relevant engagement with Modern Health evolves alongside employees' lives, helping the company achieve its ultimate goal of improving global mental health equity.



OUTCOMES

63%

APAC employee
registration rate

94%

agree care has
improved well-being

100%

agree their provider
has the ability to help

4.9/5

average provider
session rating