



CASE STUDY

Three Strategies to Increase Employee Adoption of a Mental Health Care Program

It's important for employees to know about the well-being benefits that their company offers. A mid-sized custom software development company understood the value of adequately communicating its internal Modern Health launch after partnering in the summer of 2022.

The company partnered with Modern Health after recognizing that a traditional EAP (employee assistance program) was not sufficiently serving its employees' mental health needs. Employees required quick access to care, and Modern Health was able to fill that need in addition to offering [specialized coaching](#), [digital resources](#), and [community sessions known as Circles](#), which foster an inclusive community environment that uplifts and supports them across topics that impact daily life.

The company prioritizes employee mental well-being, which is why its HR team developed a comprehensive plan to introduce Modern Health to the organization that extended well beyond a one-and-done company-wide email. Using a combination of these tactics, the company had a successful launch, with **93% of employees who signed up using at least one care modality within the first 60 days**. The company leveraged the following three strategies to introduce Modern Health to its employees:

Communicating Across Multiple Channels

As mentioned, Modern Health promotion went beyond a singular email from its HR department. The company communicated about the launch and Modern Health's associated benefits digitally through Slack channels and how-to guides on its intranet, as well as at all-hands meetings.

Providing Social Proof

In addition to providing statistics and information about how Modern Health can improve employee mental well-being, the HR team appealed to members' emotions by relaying their personal experiences with the platform, sharing their stories on the company's Slack channels, and reminding peers to check it out.

Creating Awareness During Program Launch

The company ran a raffle and entered all employees who signed up for the platform for the first 30 days after the program launched. The raffle was offered to those who created a Modern Health account. The hope was that by simply logging in to the site, employees might become curious about the different services and explore those that are relevant to them.

This usage information was gathered in Modern Health's Insights Hub, a centralized platform for HR and benefits leaders to easily view Modern Health benefits utilization while anonymizing employee information. Registration and engagement data across one-on-one care, self-guided digital content, and community sessions are valuable not only when measuring a successful launch but also when monitoring well-being metrics over time to demonstrate ROI to company leaders.

Modern Health will monitor engagement on a rolling 90-day basis (with a benchmark of ~10% engagement across peer companies) and provide the company access to its on-demand Resource Portal to drive ongoing engagement.

[Read more customer stories](#) on our website to hear what other organizations have to say about partnering with Modern Health, or [request a demo](#) to see how Modern Health can personalize mental health care to improve your staff's well-being.

OUTCOMES

93%

of employees who signed up used at least one care modality within the first 60 days of launch.

