

CASE STUDY

A Leading Analytics Platform Reverses Rising Behavioral Health Medical Claims by 8.5% with Modern Health

Searching for a Solution to Rising Health Care Costs

Prior to partnering with Modern Health, a leading analytics platform struggled with behavioral health medical claims rising 8% year-over-year. The company attributed these increased costs to a lack of holistic, accessible mental health support for global employees, especially in conflict zones. Employees had access to an Employee Assistance Program (EAP), but it couldn't keep up with the increasing demand for mental health services. The Benefits team sought a new mental health platform to reduce health care costs and meaningfully support employees across diverse regions.

Choosing Modern Health Over Industry Competitors

Following a widespread search for a new mental health partner, the Benefits team chose Modern Health over notable competitors in the space. Modern Health's global capabilities, which include 86,000 providers across 200+ countries and territories, were a perfect fit for employees worldwide. Modern Health can also support employees at any stage of their mental health journey, providing access to a broad spectrum of resources, including traditional therapy, coaching, group support, and self-guided tools. This comprehensive approach ensures that every employee can find the right level of care, tailored to their unique needs. The company was confident that this expanded coverage would lower health care costs.

8.5

percentage point
reduction in health
claims trend

The company reversed a rising trend in U.S. behavioral health medical claims, shifting from an +8% increase in the first half of 2024 to -0.5% in the second half of 2024 after implementing Modern Health.

48%

employee
registration rate

Nearly half (48%) of employees registered for Modern Health, demonstrating strong interest and adoption of the new mental health platform.

30%

employee
engagement rate

30% of employees actively engaged with Modern Health's services, far surpassing typical engagement rates for employee assistance programs (EAPs).

Launching with Strategic, Regional Promotions

To ensure a successful rollout to employees, the company worked with Modern Health's Client Success team before and after launch in July 2024. Leadership committed to proactive communication with tailored, region-specific outreach. To boost registrations, the Benefits team also spotlighted Modern Health during a monthly company-wide "Sizzle," where employees come together to celebrate company wins and make announcements.

The company's Director of Total Rewards and HR Operations was very involved in Modern Health's launch and wanted to ensure employees felt supported. "During our annual performance cycle, we promoted Modern Health by reminding employees that they can utilize the tool for career coaching and professional guidance," they said. "We embedded Modern Health content into our ERGs (Employee Resource Groups). Whenever we see a topic on the Modern Health platform that we feel would resonate with one of our ERGs, we make sure to encourage ERG leaders to promote this content to their group to participate."

Achieving Strong ROI and Cultural Impact

These promotional efforts resulted in a notable 48% registration rate among all employees and an impressive 30% engagement rate. Employees report positive experiences with their mental health benefits and appreciate the well-being support.

Notably, in the U.S., the company's behavioral health medical claims trend completely reversed from its starting point of +8% in the first half of 2024 to -0.5% in the second half of 2024 — an 8.5% reduction. "We definitely thank Modern Health for helping us achieve this," said the Director of Total Rewards and HR Operations. "Overall, we can sense that our employees are more willing to acknowledge mental health and are actively seeking ways to improve their well-being through the Modern Health tool."

Through its Modern Health partnership, the company has grown to admire the financial and cultural impact of accessible mental health support.



There has been a cultural shift since implementing Modern Health. Our registration and utilization rates are even better than expected. Employees in all our locations have expressed gratitude for the benefit and seem very enthusiastic about it. They are also mentioning Modern Health more often in conversation and in our engagement surveys."

Benefits Analyst