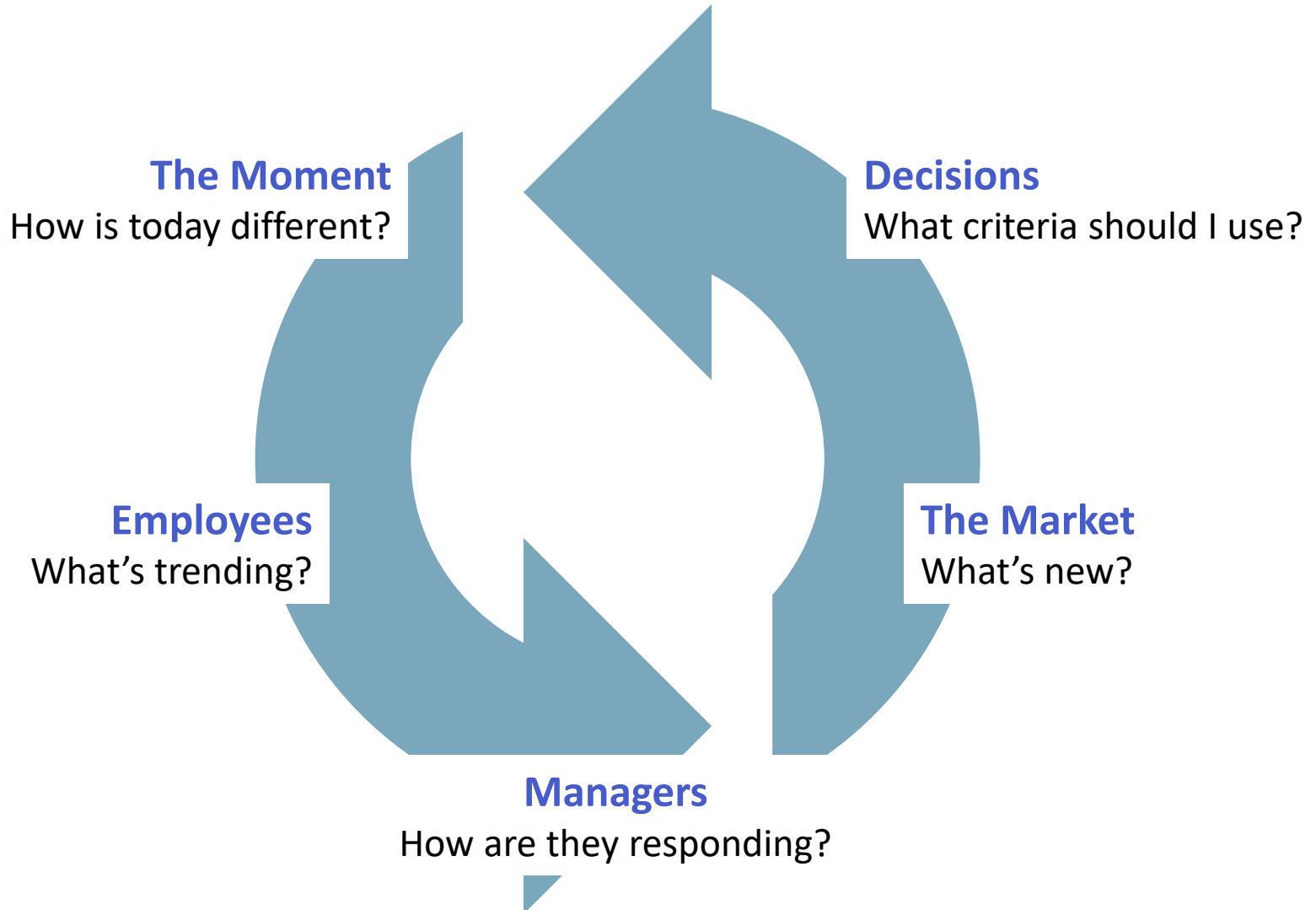


Evolving Landscape of Employee Mental Health

2025



Human Resources Association of Southern Maine



Mental Health Is...



Mental health includes our emotional, psychological, and social well-being.

It affects how we think, feel, and act.

It also helps determine how we handle stress, relate to others, and make healthy choices.



Mental health is important at every stage of life, from childhood and adolescence through adulthood.

The Moment

How is today different?

What to Expect in 2024

- Two high profile conflicts (and many smaller ones)
- National elections
- International politics
- Immigration
- Financial instability
- Natural disasters
- Crisis events
- Environmental concerns

Trigger Events



In The Last 4 Weeks



Conflicts



Economic & Job Security



International Politics



National Politics



Disasters & Climate Concerns



Employees – The Emotional Toll



Top Mental Health Issues (16):

1. Anxiety
2. Situational Stress
3. Family / Parenting
4. Couple Marital
5. Depression
6. Work Stress

Top Work-Life Issues:

1. Legal
2. Financial
3. Care giving (child / elder)
4. Career

80% of cases had more than one issue.

1 in 5 cases required help finding available specialists through health plan.

15% said issue was “impairing” their job performance.

40% + of cases used all available sessions.

What we heard this week.

We surveyed managers and asked, “What are your employees saying?”

- How long before **funding is frozen**, and we no longer can open the doors?
- They are anxious and worried about **job security**
- Concern over **job security**, concern for **personal well being**
- Uncertainty
- How to navigate the stress
- Fear, Concern, Anxiety
- Mental Health issues
- Fears/impact from around new **immigration** policies.

Employees – The Emotional Toll



What's the bigger story?

In January and February, cases related to:

- Politics – more than doubled
- Immigration – up over 150%
- Overall calls are down 3%
- KGA counselors report – people are exhausted and disengaging.

Managers – Surveyed This Week



“How are the headlines impacting your job?”

- Taking **time** away to keep abreast is distracting from everyday **work responsibilities**.
- It is important to **assess** how employees may be impacted emotionally and personally
- Keeping **talking points** neutral and bipartisan
- Just trying to **convey calmness**
- General mental fatigue, stress
- Feeling very defeated and unsure how my role in HR will be impacted
- Have needed to absorb enormous volumes of emotion.
- Scrambling to address changes in **contracts** and **policies**
- Spending a lot more time **figuring out coverage** for staff b/c projects are getting canceled

We expect 2025 to be a year of

whiplash

news cycles... and responses.

For many,
it will feel like using
short sprints
to run a marathon.

When things are difficult to
anticipate, we are less likely to:

- Feel in control
- Make healthy decisions
- Maintain our resilience
- Stay fully engaged

What To Do

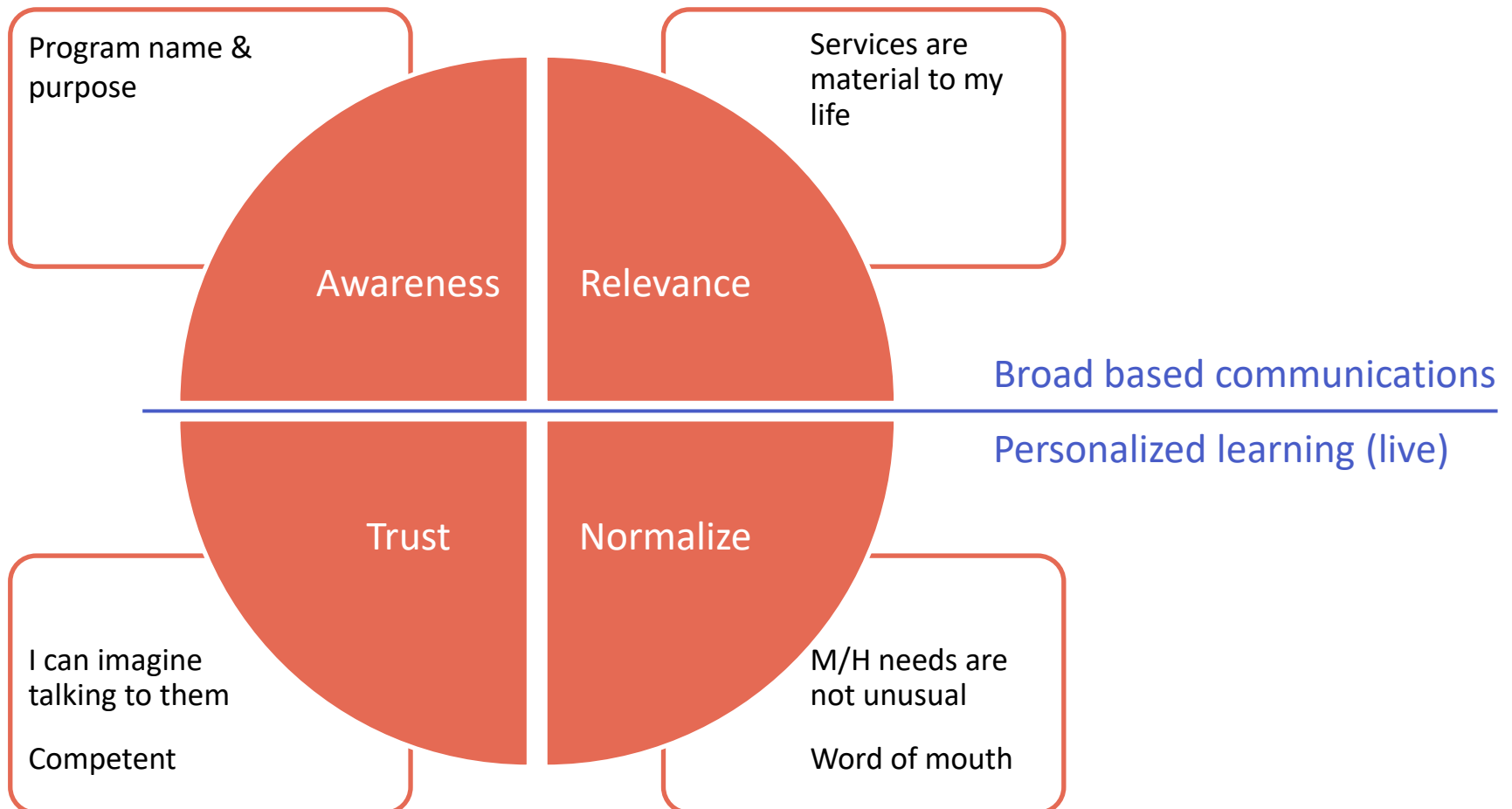


With individuals or groups:

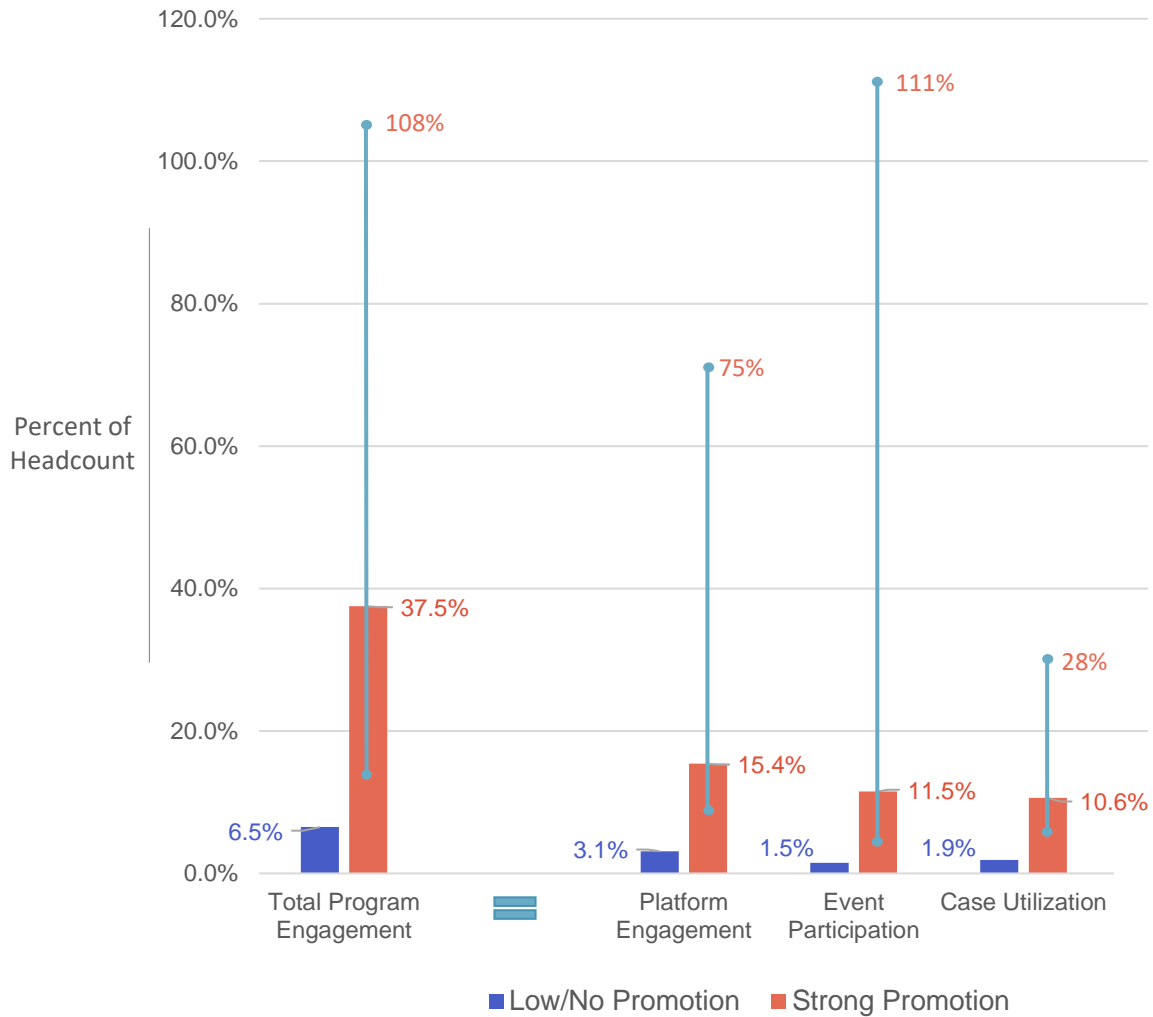
1. Acknowledge / legitimize
2. Explain impact & monitoring
3. Set expectations for future response
4. Offer support – be specific

Communication / Engagement

Sustaining engagement



Impact of Live Promotion - 2024



Live promotion increases average program engagement by

4 to 6x

This is true across all measures, including **case utilization**

KGA all-client data for 2024
Low/No and Strong Promotion groups each equal 70K employees or 25% of covered lives.

Evolution of the Employee Mental Health Industry

Employees – What They Ask For



Individuals seeking support:

- 65% seek virtual
- 25% do not define
- 10% in-person

The Provider's Perspective Post COVID Reset:

- Economics – office rent
- Lifestyle – commuting
- New patients – statewide vs. local
- Frustration with health plans

Why Do Employers Go To Market?



Access:

- No available provider
- No matching
- Not connected to health plan

Promotion:

- Employees have no awareness
- Provider not offering help

Crisis

- No / inadequate response

Tech

- No modern interface (scheduling, text, app)

Please Be Aware - Marketing



Everyone needs counseling.

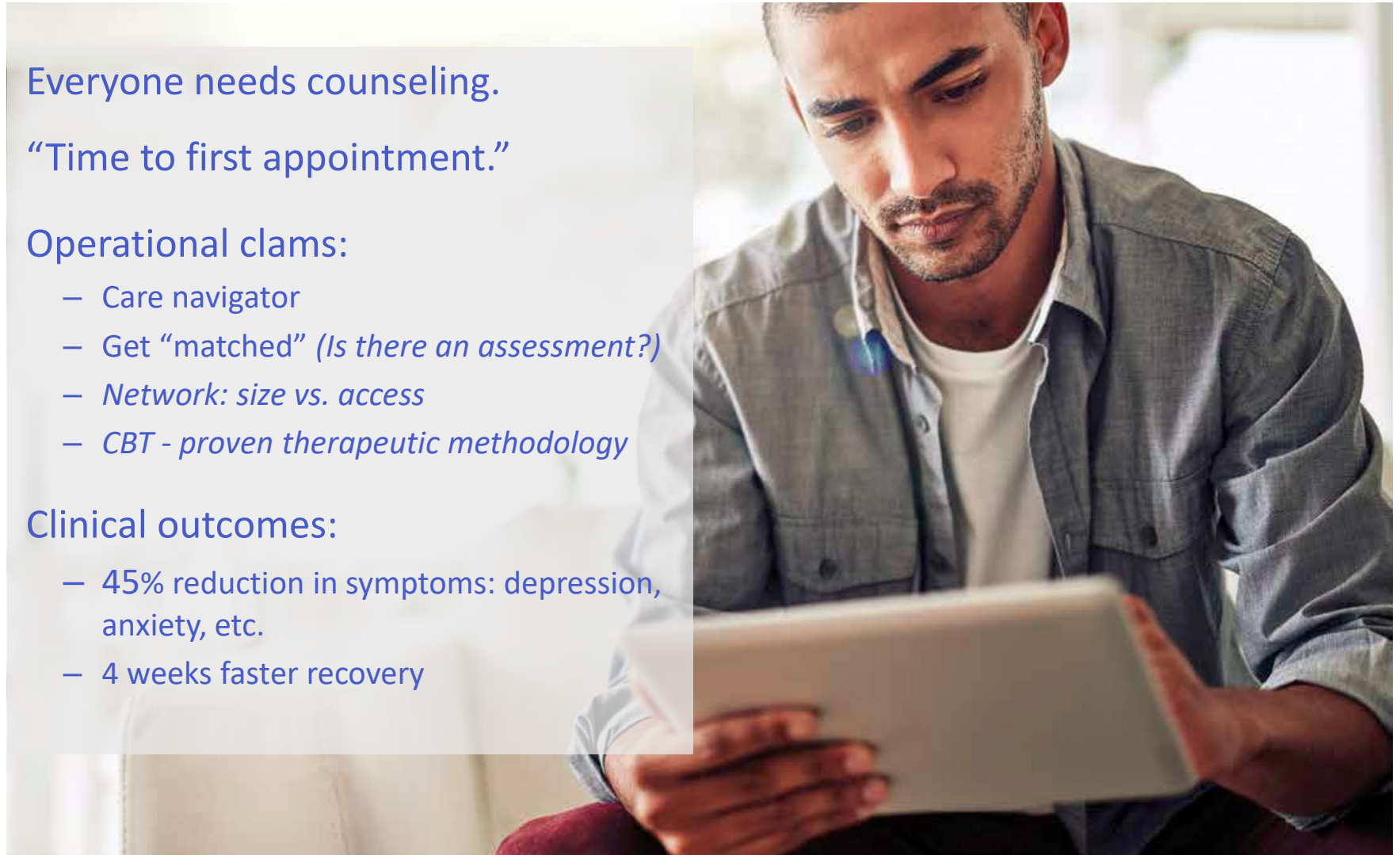
“Time to first appointment.”

Operational clams:

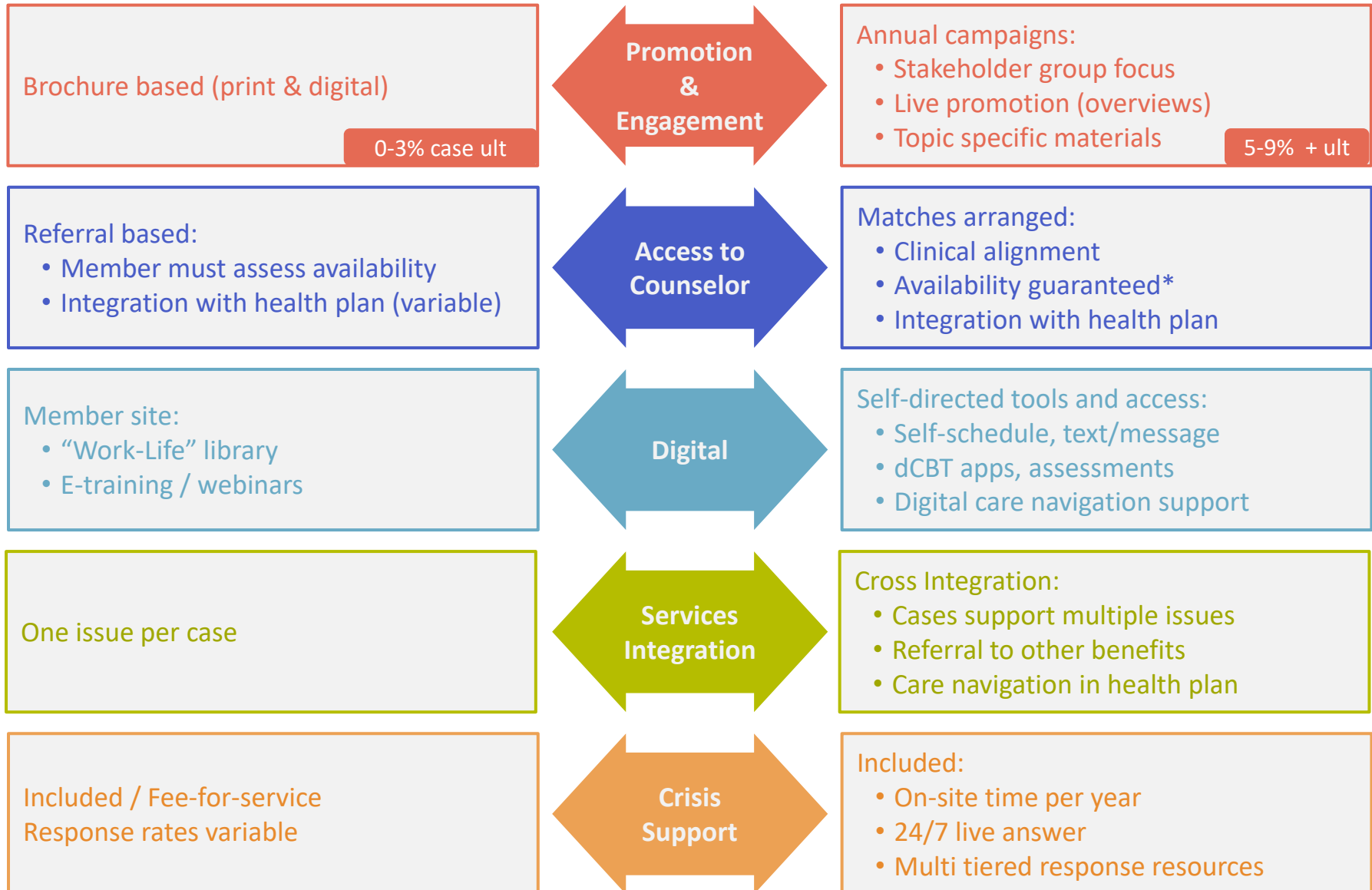
- Care navigator
- Get “matched” (*Is there an assessment?*)
- *Network: size vs. access*
- *CBT - proven therapeutic methodology*

Clinical outcomes:

- 45% reduction in symptoms: depression, anxiety, etc.
- 4 weeks faster recovery



A Difference of Core Capabilities



Considering Services

To Consider



The mental health promise

Network management?
Source availability?
Alignment to health plan?
Variety of M/H solutions?

Relevance to people's lives

Scope of support services? (work-life, crisis, managers)
Integration of services?
Alignment to person?

Operational capabilities

Points of access? (tele, digital, mobile, scheduling)
User experience – ease of connection
Follow up?

Engagement commitment

Communications – block & tackle:
Strategy?
Dedicated time?
Turnkey resources/tools?

Thank you!



More Human. More Resources.

Seth Moeller

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