

# Mental Health PPE

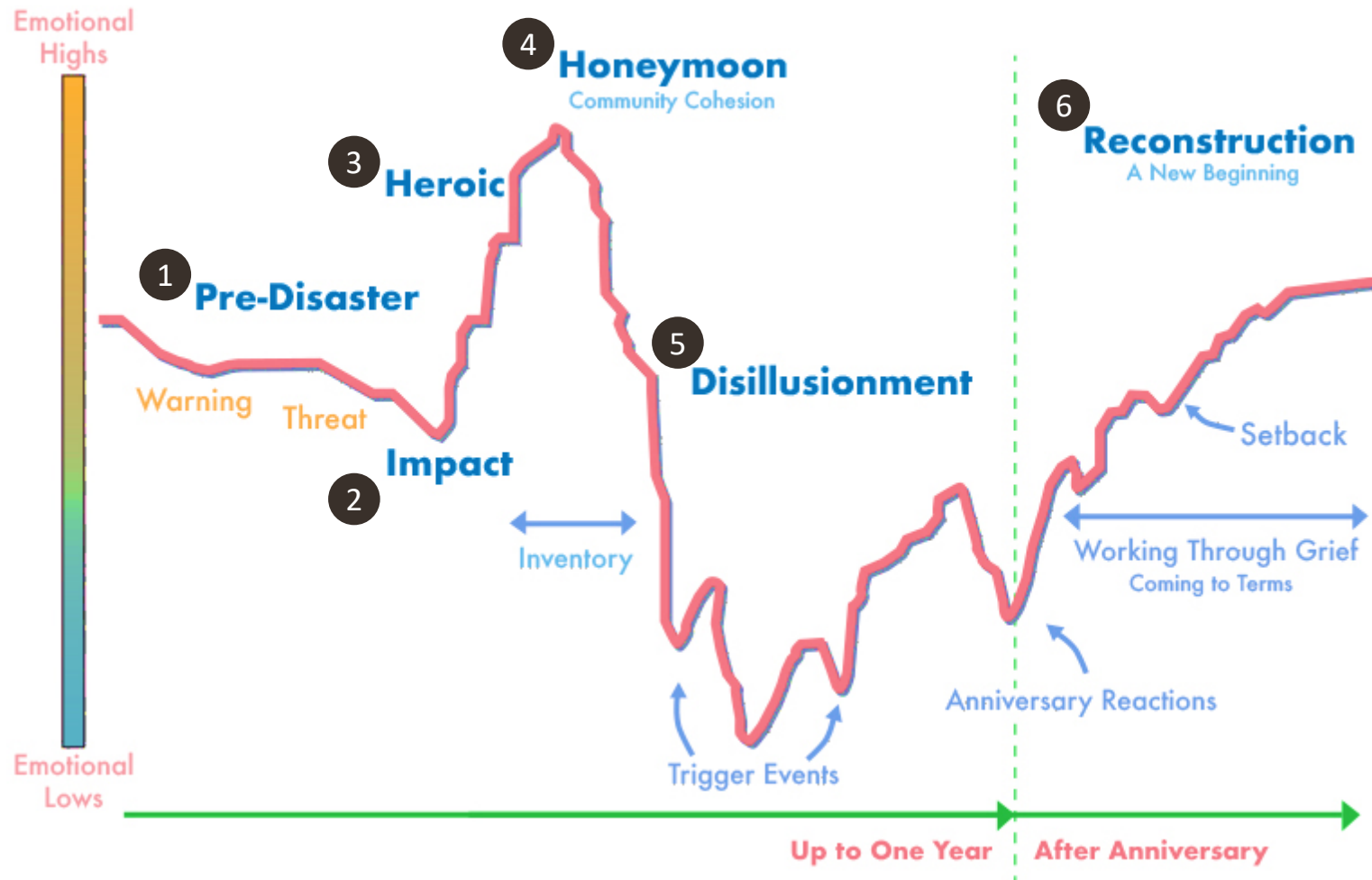
## Introduction to MindBeacon

Schedule 2 Employers' Group

April 14, 2021

# Mental Health: Phases following a disaster

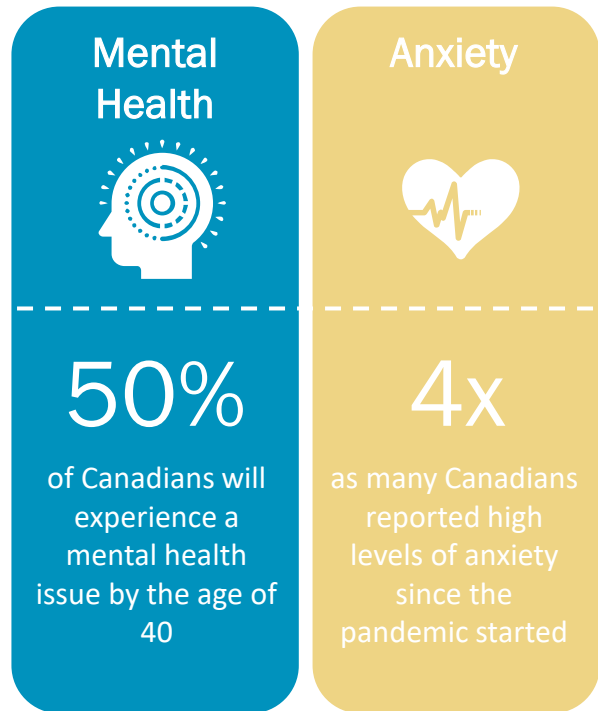
Psychological impacts last 12-18 months after a crisis  
Each 1% increase in unemployment leads to 1.5% in suicides



- 1 Pre-disaster phase** - characterized by fear and uncertainty.
- 2 Impact phase** - characterized by a range of intense emotional reactions.
- 3 Heroic phase** - is characterized by a high level of activity with a low level of productivity.
- 4 Honeymoon phase** - is characterized by a dramatic shift in emotion.
- 5 Disillusionment phase** - communities and individuals realize the limits of disaster assistance.
- 6 Reconstruction phase** - is characterized by an overall feeling of recovery.

# Mental Health is a Large and Growing Problem in Canada

## Impact on Canadians



## Impact on Workplaces



# What Employers Are Telling Us

## Employees Are Frustrated

I'm not sure what is available through my employer

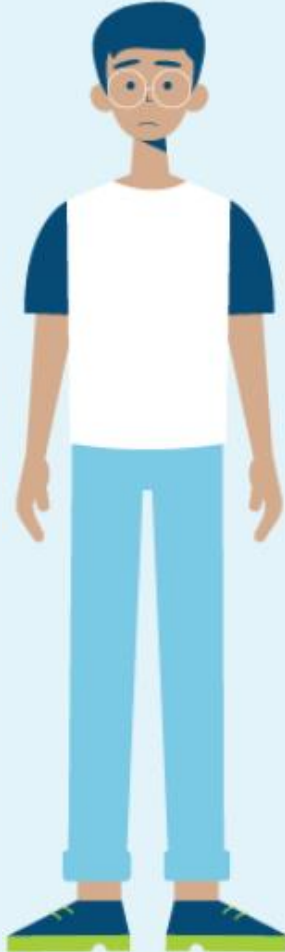
I'm not looking for a wellness program, I need something that is proven to work

I tried the EFAP and it wasn't quite what I needed

I know I need help, but I just don't have the time to start therapy and do weekly appointments

I don't need therapy yet, I just need a little extra mental health support

I'm never alone at home so I don't have any privacy to talk to a therapist



## HR Staff Are Frustrated

I don't have effective programs I can offer my employees to reduce loss of productivity

Employee engagement has gone down, and I don't know what I can do to fix it

I'm pressured to drive down absence and disability costs

More and more of my employees are taking leaves of absence or leaving their jobs

I don't know which of my programs are working

I'm not sure if my current mental health programs are enough to support my employees



# Are Existing Solutions Enough?



**2 out of 3 suffering from mental health issues** do not obtain treatment



**EAP** is generally short-term resolution focused and not designed to provide treatment



**Paramedical** benefits can be limited in terms of data and outcomes



**Manager Training** is impactful but insufficient without offering flexible treatment and support



**Medication** - only 12-15% take anti-depressant medication at correct dosage & duration to get better

# Employee Program Options



## COVID Mental Health

Guided digital therapy with MindBeacon is now available free of charge to Ontarians during COVID-19, funded by the Government of Ontario.

Free therapy can be accessed by visiting [www.mindbeacon.com/ontario](http://www.mindbeacon.com/ontario)

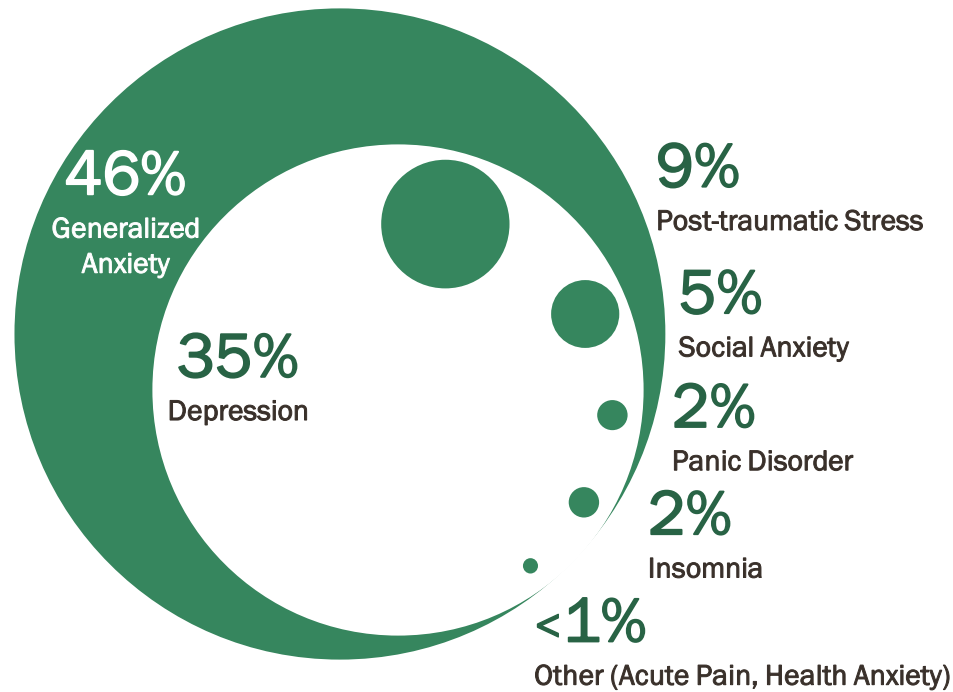
## Direct Employer Programs

Programs for Employers/Employees include:

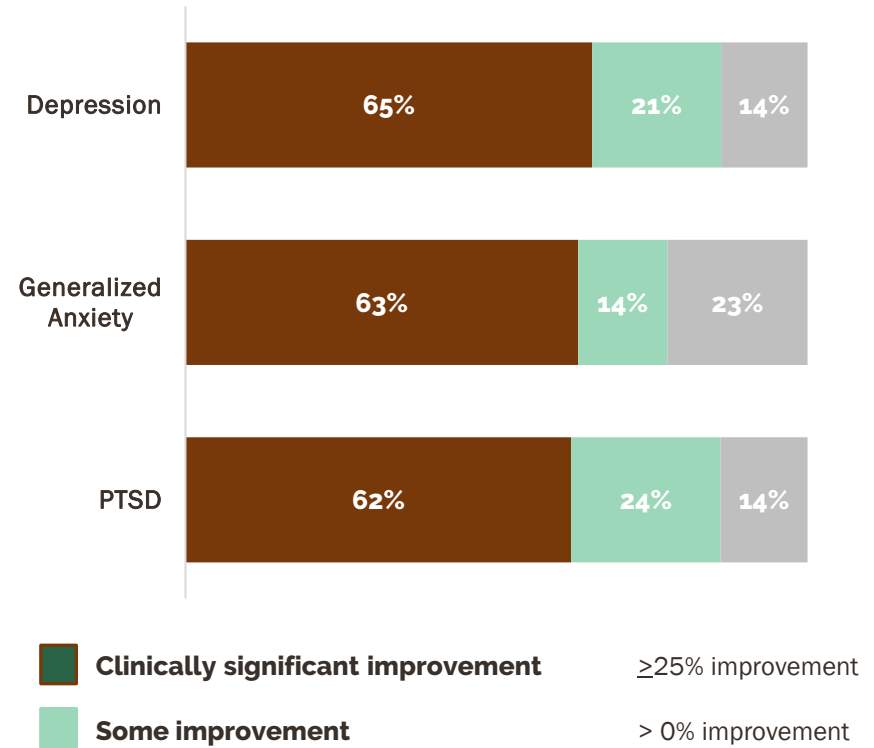
- Full range of protocols for employees and families
- Communications toolkits and manager training
- Data insights from aggregated reporting (deidentified)
- Contact [colin.andersen@mindbeacon.com](mailto:colin.andersen@mindbeacon.com) for more info

# MindBeacon effectively treating the most common mental health concerns

Primary concerns (2020)



Top 3 Protocols (2020)

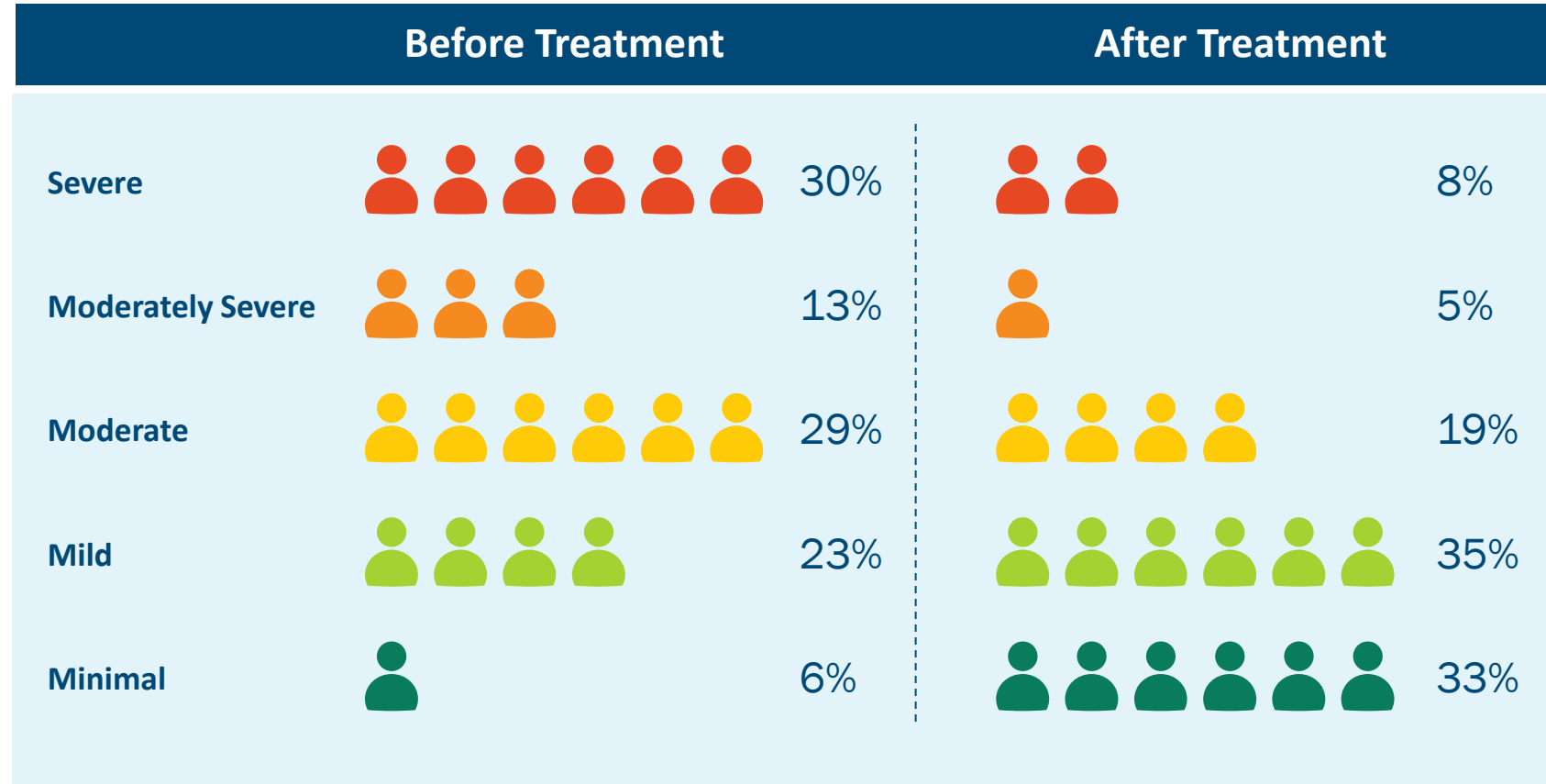


2020

**New Protocol Launched:** Stress Management, Chronic Pain

# It Works

## Mental Health Improvement



No other mental health provider offers organizations the **depth of insight and measure of impact** that MindBeacon provides



# Who is MindBeacon for?

## MindBeacon addresses:

- ✓ Depression
- ✓ Generalized anxiety disorder (GAD)
- ✓ Social anxiety disorder (SAD)
- ✓ Panic
- ✓ PTSD (trauma & adjustment related)
- ✓ Insomnia
- ✓ Health anxiety disorder
- ✓ Stress Management
- ✓ Chronic Pain

## Other Considerations:

- 16 years of age or older
- Comfortable reading and writing in English or French
- Able to access a smartphone, tablet, or computer



## Specialized Content

**Return to Work/Stay at Work content** - for clients focusing on function including motivation, self-efficacy, setting goals for return to work and developing an RTW plan. Presumptive PTSD and Cumulative Mental Stress supports.

**Front-line Worker & First Responders** - Stress & resiliency uniquely relevant to specialized groups including concepts on control, vicarious trauma, self care/compassion, grief & loss with specific coping exercises

# COVID Mental Health: Infosheets and Links

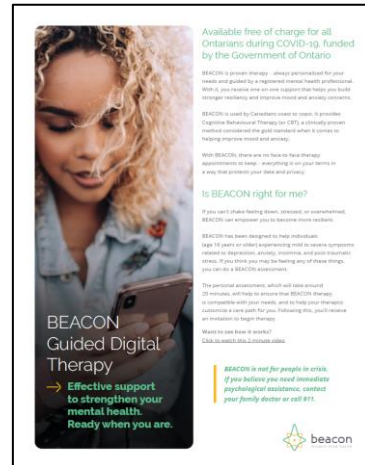
## MINDBEACON free to Ontarians during COVID, funded by the Government of Ontario

Click on [English](#) or [French](#) below to access the PDF version



Health Care Worker  
Infosheet

[English](#) / [French](#)



Patient Infosheet

[English](#) / [French](#)



Referring Clinician  
Infosheet

[English](#) / [French](#)



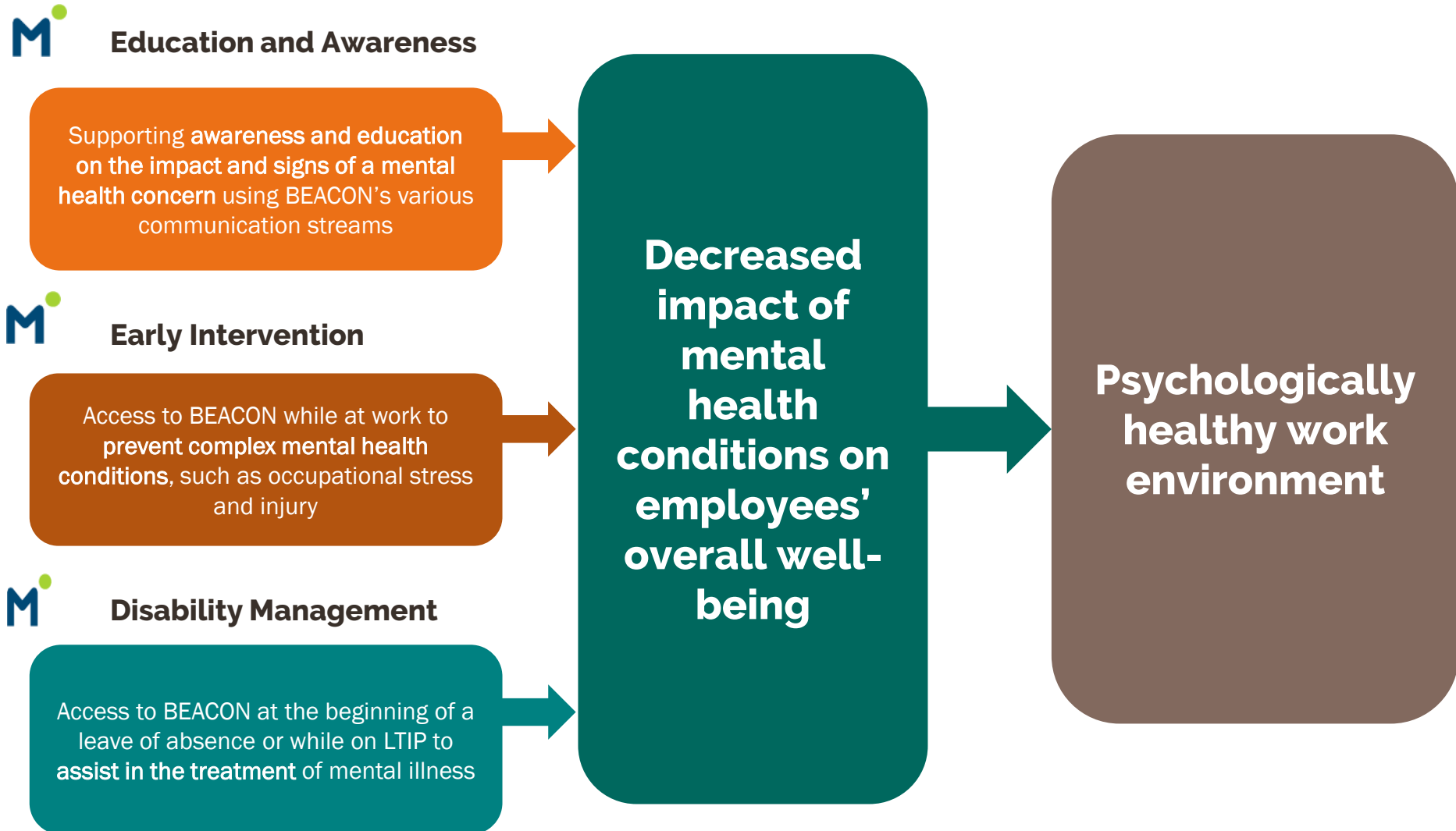
Student Infosheet

[English](#) / [French](#)

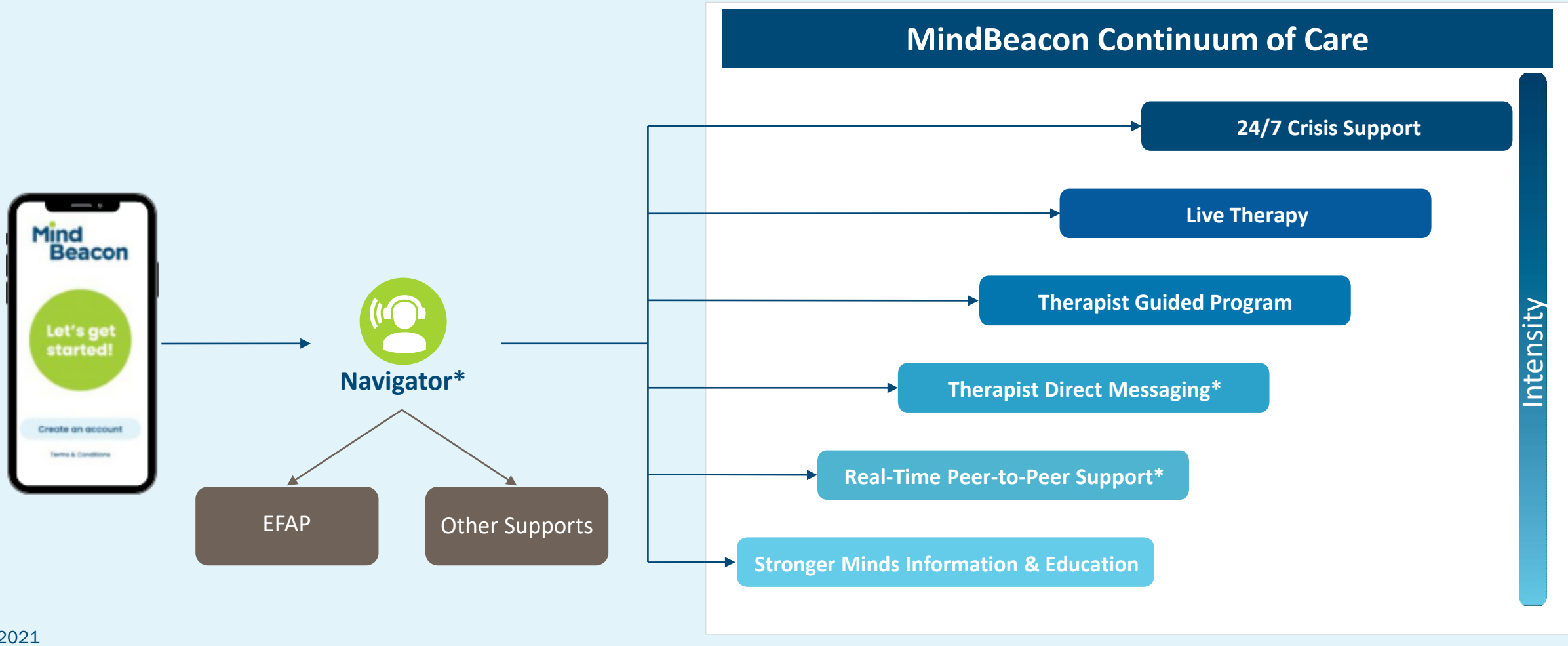
To begin a MindBEACON assessment immediately visit:  
[www.mindbeacon.com/ontario](http://www.mindbeacon.com/ontario)



# “Mental Health PPE”: How MindBeacon supports a psychologically healthy workplace



# What We Do



MindBeacon provides effective, accessible and affordable mental health therapy throughout an individual's **lifetime care journey**



# How We Do It

## MindBeacon Features

### Platform

- HIPAA secure
- Anytime access
- Barrier-free



### Therapists

- Each client paired with a regulated mental health professional
- National Network
- Psychologists & Social Workers
- Continuous training & QA

### Program Content

- Screening tool
- Readings
- Exercises & workbooks
- Multimedia
- Clinically validated scales
- Evidence based protocols

## Program Success

- Data & Analytics
- Outcome Measures
- Turnkey Communications
- Insights Reports
- Year-Long Campaign Support
- Program Success Manager
- Benefits Navigation Guide
- Webinar Series
- Sustained Awareness

To help you build a transformational workplace mental health program that **employees want to use, helps them feel better** and **provides a strong return on investment.**



### Employees use it

- One stop
- Barrier-free
- Choice of supports
- Simple to navigate
- Constant outreach removes the onus on them



### It works

- Evidence based supports
- Stepped Approach offerings
- Proven results
- Outcomes and trends reporting
- Ability to adjust and fill the gaps



### Strong ROI

- Preventative
- Reduces absenteeism
- Prevents presenteeism
- Attracts and keeps talent

# Mental Health PPE in the workplace: employer programs

## For Employers

### Significant ROI

- MindBeacon pays for itself in reduced absenteeism
- 11x ROI factoring in presenteeism
- Additional savings from benefits claims and turnover

### Seen as lead Employer

### Better functioning employees and increased productivity

### Stay-at-work or faster return-to-work

### Affordable and effective care

- ¼ the cost of traditional face to face
- Just as effective as face to face
- Proven results (symptom reduction, satisfaction, therapeutic alliance)

## For Employees

### (and their families)

### Convenient and confidential

- 24/7
- No appointments or waitlist

### Early intervention support: wellness/resiliency

### Rigorous assessment: right care sooner

### Personalized care with a dedicated therapist

### Regulated health professionals

### Evidence-based protocols

- Depression, anxiety, PTSD, substance abuse

### Outcomes based and sustained support (relapse prevention)



“ “ The overall results were very positive – the group that used Digital Therapy **shortened the duration of their leave by 17%**, compared to the control group.

**This is an outstanding outcome** ” ”

– **Donna Carbell**  
Head of Group Benefits  
Manulife Canada

**MindBeacon has been supporting the return-to-work of Manulife claimants since 2018.**



# Upcoming Topics

Month	Question / Concern on Poster	Webinar Topic
April	As things open up, I'm feeling anxious about being social again.	Social Anxiety
May	I'm starting to need a drink every day, should I be worried?	Controlling Alcohol Use
June	I can't sleep, been tossing and turning every night.	Sleep / Insomnia
July	Everyone is getting together again but I've lost touch with my friends and feel so alone.	Isolation / Loneliness
August	We've been arguing all the time at home lately, and I don't know how to make things better.	Relationships
September	I have so much to do, I'm so annoyed at everyone.	Stress / Burnout
October	I'm feeling like everything always goes wrong lately.	Life Challenges
November	I can't be bothered going out.	Depression
December	My family is driving me nuts, everyone has an opinion about me and my life.	Family

# Recognizing Stress vs. Burnout

Stress	Burnout
Characterized by over-engagement	Characterized by disengagement
Emotions are overreactive	Emotions are blunted/flat
Produces urgency and hyperactivity	Produces helplessness and hopelessness
Loss of energy	Loss of motivation
Can trigger anxiety	Can trigger detachment and depression



# 7 things you can do to reduce stigma in the workplace

- 1. Know the facts.** Educate yourself about mental illness including substance use disorders.
- 2. Be aware of your attitudes and behaviour.** Examine your own judgmental thinking, and bias.
- 3. Choose your words carefully.** The way we speak can affect the attitudes of others.
- 4. Educate others.** Pass on facts and positive attitudes; challenge myths and stereotypes.
- 5. Focus on the positive.** Mental illness, including addictions, are only part of anyone's larger picture.
- 6. Support people.** Treat everyone with dignity and respect; offer support and encouragement.
- 7. Include everyone.** Create a culture of inclusiveness by engaging everyone.

<https://www.camh.ca/en/driving-change/addressing-stigma>

# Recognizing and supporting mental health concerns for others



<http://www.bethere.org/>

## 5 Golden Rules:

- 1. Say what you see.** Speak to the facts without assumptions.
- 2. Show you care.** Knowing someone is there can make a difference.
- 3. Hear them out.** Open space for others to speak and ask questions.
- 4. Know your role.** Provide support, not judgment or unwanted advice.
- 5. Connect them to help.** Inform, suggest, or direct to quality resources.

1

“You’ve seemed really down the past few days. Is there anything you want to talk about?”

2

Actions:  
-Put away your phone  
-Make time, don’t rush  
-Offer practical help

3

“I hear you, that sounds very difficult. Can you tell me more about that?”

4

“My job is to listen, not to fix. This is not about me!”

5

“It sounds like you have been having a difficult time. Have you looked into any services, like BEACON or EAP?”

# Contact Us

Colin Andersen, Executive VP

✉ [Colin.andersen@mindbeacon.com](mailto:Colin.andersen@mindbeacon.com)

☎ 416 931 7570

## Mental Health Awareness Week

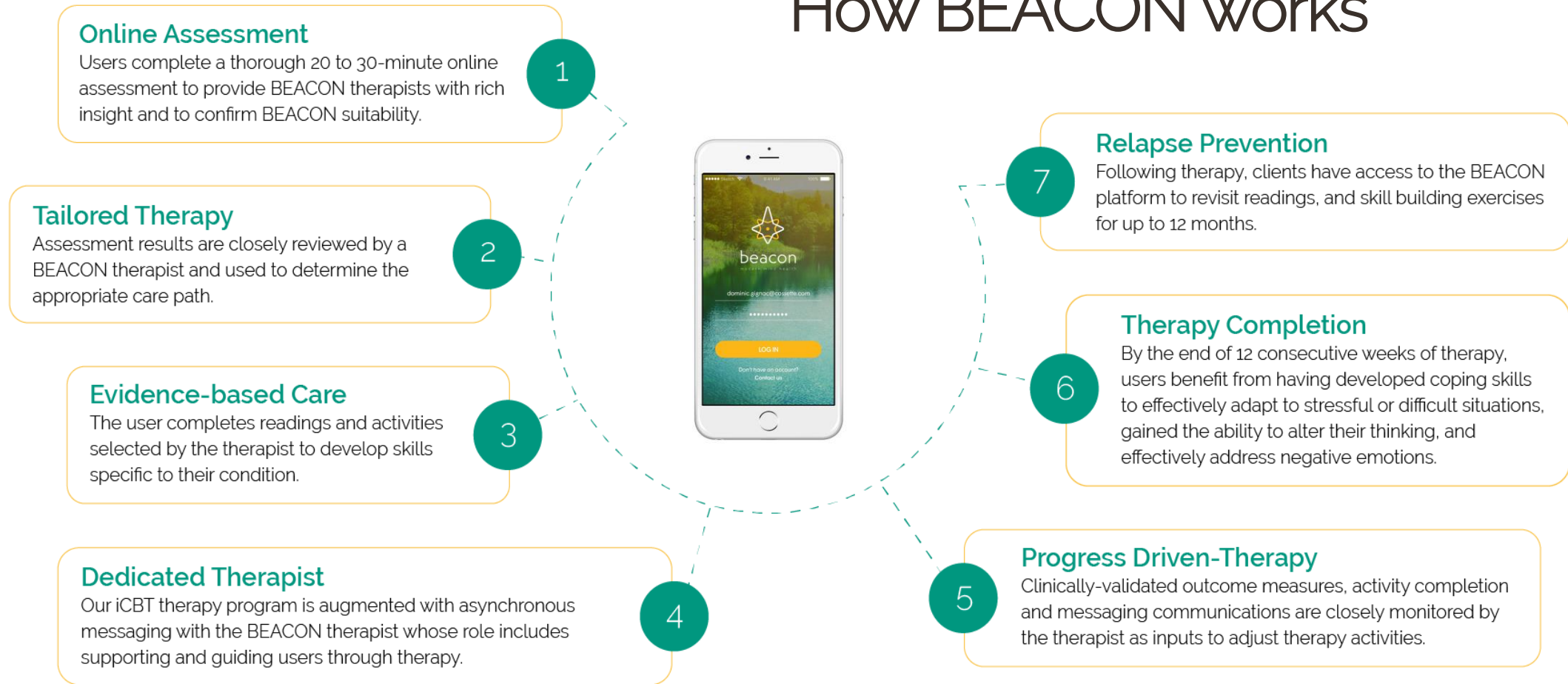
May 3 – 9, 2021

Theme: MindBeacon's 8-step Pandemic Recovery  
Plan

Webinar on May 5<sup>th</sup> (12pm English, 1pm French)

Articles

# How BEACON works



## Our Mission

*'A world of healthier minds, and better lives'*



**Canadian-Made**

