Mobile Mental Health and the Workplace - Landscape Study

How Mental Health Affects Business and Employees

Authors: Monika Agarwal, David Frick, Grant Helton, Siva Kishore Karimikonda, Vishwanath Maram, Duane Shen

This presentation was created in an open classroom environment as part of the ELPP in-class projects. There should be no proprietary information contained in this paper. No information contained in this paper is intended to affect or influence public relations with any firm affiliated with any of the authors. The views represented are those of the authors alone and do not reflect those of the University of California Berkeley.

Source: https://socalempowered.com/ultimate-guide-to-mental-health-in-the-workplace/
Mental Health Statistics

76% of employees experience mental health problems

Only 11% of employees discuss their mental health with their manager

3 in 4 managers believe they are responsible for their employees well being but less than 3% received training

Source: Mind Share Partner’s 2021 Mental Health at Work Report
Mental Health Startups by Category

Digital Therapeutics
- AKili
- BehaVR
- Big Health
- Blackhull
- CLICK THERAPEUTICS
- cognoa
- HealthGear
- HealthQ
- Limbix
- Meru Health
- MIGHTIER
- MINISCIENTES
- naturi
- omada
- PEAR
- QuiltGenius
- UpLift
- youper

Mental Wellness, Meditation & Sleep
- AbleTo
- aligned
telhealth
- AYANA
- betterhelp
- Breathe
- BetterUp
- Boulder
- Breakthrough
- Cloud7
- dialogue
- DOTCOM
- ginger
- goable
- lyra
- Mantra Health
- Mindful
- MINDUP
- regroup
- talkspace
- TELEMIND
- terapify
- THERA INC.
- wayForward
- WellIn5

Non-Tech & Other
- ADOPT
- Amitydata
- CEREBRAL THERAPEUTICS
- CHRONO THERAPEUTICS
- coa
- COMPASS
- Neuronetics
- halo
- Holobiome
- KARINA
- mindmed
- Neurones
- octave
- TTTs health solutions
- two chairs
- valiant
- MOVEMENT

Telehealth
- Aido
- alma
- dacloud
- DEER OAKS
- health
- holmusk
- hopjay
- LifeDojo
- MAVEN
- NEUROFLOW
- unmind

Measurement & Testing
- bark
- babytoggin
- CompaniesMe
- blueprint
- BrainCheck
- Clangent
- Health
- Ensu
- reex
- Global Analytics
- HealthRhythms
- KINTSUGI
- mindstrong
- MISU
- MindBody
- monitor
- pilleve
- Psynetics
- REE
- Realm
- Sende
- sondaemind
- TheraNest
- Zotto
- ZONE

Peer 2 Peer
- EVRYMAN
- ForLifeMinds
- groups
- Hi5
- Kinde
- Limbr
- Looked
- Mindful
- myHealthTeams
- Saddle
- Willow
- wisdo

B2B / Sourcing
- agile
- Aido
- alma
- dacloud
- DEER OAKS
- health
- holmusk
- hopjay
- LifeDojo
- MAVEN
- NEUROFLOW
- unmind

Source: Jan ‘ 2020
https://medium.com/what-if-ventures/approaching-1-000-mental-health-startups-in-2020-d344c822f757
VC Funding for US Based Mental Health Startups

Increasing to a record funding of $1.9B by mid 2021

Source: June 2021
Wellness Telehealth Companies With High Valuation

<table>
<thead>
<tr>
<th>Category</th>
<th>Company</th>
<th>Valuation</th>
<th>Funding Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telehealth</td>
<td>Lyra Health</td>
<td>$2.3 B</td>
<td>$675 M</td>
</tr>
<tr>
<td></td>
<td>Spring Health</td>
<td>$2 B</td>
<td>$295 M</td>
</tr>
<tr>
<td></td>
<td>BetterUp</td>
<td>$1.7 B</td>
<td>$218 M</td>
</tr>
<tr>
<td></td>
<td>TalkSpace</td>
<td>$1.4 B</td>
<td>$414 M</td>
</tr>
<tr>
<td></td>
<td>Ginger</td>
<td>$1.1 B</td>
<td>$221 M</td>
</tr>
<tr>
<td>Wellness</td>
<td>Calm</td>
<td>$2 B</td>
<td>$218 M</td>
</tr>
<tr>
<td></td>
<td>Modern Health</td>
<td>$1.2 B</td>
<td>$167 M</td>
</tr>
</tbody>
</table>

These companies represent $11.6B of the total $53.6B current market → 22% of the market.

MHealth Market expect to grow to $166B by 2028 → a 3 X increase

Source:
yrocket/?sh=79ca052b1116
https://www.crunchbase.com/
Ginger.io started as a platform whose business model was to add services for providers, but in 2016 shifted to a model targeting employers and members instead with value propositions to both. (hbs)

Ginger starts with self-care easy access content and then progressively allows members to get counseling and coaching.

Calm started with freemium as business model with some revenue generated via EAP. Later, it started with subscriptions for:

- B2B
- B2C
- Brand partnerships
The COVID-19 pandemic caused increases in every reported mental health symptom.

A new category “burnout” emerged after COVID-19.

(Source: Mind Share Partner’s 2021 Mental Health at Work Report)
The pandemic accelerated two sectors:

1. **Workplace Mental Health**: Companies invest more into it.
2. **mHealth (mobile health) apps and devices**: Approved by the FDA in 2020 to supplement psychiatric care.

These two sectors are converging into a new opportunity: **Mobile apps for workplace mental health**.

(Source: [Mind Share Partner’s 2021 Mental Health at Work Report](https://Mind Share Partner’s 2021 Mental Health at Work Report))
Why employers are getting involved

76% of Employees Reported Mental Health Conditions in the Last Year

50% of Full Time US Employees Have left a previous Job Due in part to Mental Health Reasons

- 81% of GenZ
- 68% of Millennials

https://www.mindsharepartners.org/mentalhealthatworkreport-2021
Governments such as the UK are investing heavily in mHealth apps to control costs of mental health care. (innovation eye)

US mHealth App Investments lean very heavily toward mental health applications. (innovation eye)
Hybrid Work Model

- Trends of future work

- Over half of employees prefer to work remotely

Increase in remote working
Expanded data collection
Contingent worker expansion
Expanded employer role as social safety net
Separation of critical skills and roles
(De-)Humanization of employees
Emergence of new top-tier employees
Transition from designing for efficiency to designing for resilience
Increase in organization complexity

Survey Results:

- I would not want to work remotely: 8%
- 1-3 days per month: 10%
- One day per week: 10%
- Two days per week: 19%
- Three days per week: 16%
- Four days per week: 10%
- Five days per week: 29%
Remote work and virtual meetings are likely to continue.

Companies increased investment to support hybrid work & rules on secure structure around WFH.

32% of organizations are replacing full-time employees with contingent workers as a cost saving measure.
Impact of Hybrid Work

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Downsides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher employee morale with increase in productivity</td>
<td>Remote workers might feel excluded</td>
</tr>
<tr>
<td>Lower staff turnover due to job satisfaction</td>
<td>Less social activity</td>
</tr>
<tr>
<td>Reduced cost</td>
<td>Collaboration can be challenging</td>
</tr>
<tr>
<td>A wider pool of talent to recruit from</td>
<td>Communication takes work</td>
</tr>
<tr>
<td>Healthier company culture</td>
<td>Office workers may receive favorable treatment</td>
</tr>
</tbody>
</table>

- Remote work has been successful

![Graph showing successful, mixed results, and unsuccessful outcomes for employers and employees.](image-url)
Support for Employee Mental Health

- Increase in investment to support employees [mental health]

➢ 98% of US companies surveyed are adding mental health resources this year
➢ 16 percent plan to add additional paid time off
➢ 18 percent plan to add childcare subsidies
➢ 36 percent plan to add programs to support the emotional needs
➢ 54 percent plan to add flexible work arrangements
➢ 31 percent are still undecided

- Bottomline

➢ Changes from the pandemic are going to continue on for the foreseeable future
➢ Employers will need to increase their mental health support for their employees
Mobile Health (mHealth) market size is $53.6 billion in 2021 globally, growing to $166.2 billion by 2028.
mHealth apps will continue to become more effective, common.
Mental health awareness is growing dramatically within the workplace.
Employers will increasingly see mHealth apps as an effective, low cost way to build a healthier and more stable workplace.
Employees will gradually use these tools more for convenience and improved health at home and at work.
Health care professionals will increasingly use these tools to meet with and do basic treatment and diagnosis even after the pandemic is a memory due to lower costs, access to care.

Conclusions
Recommendations

- **Investors** into mHealth should look for business models which empower employers. The new workplace will be the source of maximum growth for adoptions of mHealth apps for mental health.

- **Employees** should seek out companies with demonstrated commitments to some mental health support including access to mHealth applications. This is already available in some progressive companies, and should be part of expected benefits.

- **Employers** should look for mHealth applications that can demonstrate effectiveness through data and commit to results. Employers must prioritize mental health mHealth application access as part of their benefits going forward. Younger generations of workers coming up through the ranks and entering the workforce place a very high importance on mental health as a part of the workplace experience and they are willing to move to a new job at another company to fulfill those values.

- **Governments** should do what they can to ensure that mHealth benefits are made available for all of their citizens.
Thank You!