

CASE STUDY

Three strategies to increase employee adoption of a mental health care program

It's important employees know about the well-being benefits that their company offers. Mile Two, a midsized custom software development company, understood the importance of adequately communicating their internal launch of Modern Health when they became partners in the summer of 2022.

They partnered with Modern Health after recognizing that a traditional EAP (employee assistance program) was not sufficiently serving their employee's mental health needs. Employees needed 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 other people across topics that impact daily life.

Mile Two prioritizes the mental well-being of its employees, which is why their HR team developed a comprehensive plan to introduce Modern Health to the organization that extended well beyond the one-and-done company-wide email. Using a combination of these tactics, Mile Two was able to roll out a successful launch, **seeing 93% of employees who signed up used at least one care modality within the first 60 days of launch!** Mile Two leveraged the following three strategies to introduce Modern Health to their employees:

93%

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

Communicating across multiple channels

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

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Providing social proof

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

Creating awareness during program launch

Mile Two 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 onto 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 the utilization — while anonymizing employee information* — of the Modern Health benefits. Registration, engagement, and usage data across one-on-one care, digital content, and community sessions is valuable not only when measuring a successful launch but also when monitoring well-being metrics over time in order to demonstrate to company leaders the value of your wellness program.

Modern Health will monitor engagement on a rolling 90 day basis (with a benchmark of ~10% engagement across peer companies) and provide Mile Two access to our 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.