

## CASE STUDY

# Chime jumped to 20% Modern Health engagement from 0% EAP usage, in months



What really made me decide on Modern Health was the ability to have both coaching and therapy, because while behavioral health is much more talked about now, for some people there is still a stigma around it and a lack of understanding.

Beth Steinberg, VP of People & Talent

## Driving positive business outcomes through their people strategy

One of Chime's core values is "Be human," which acts as their guiding light when it comes to how they treat their employees. "Making sure that our programs, practices, and initiatives around people are such that we're really helping people do their best work," said Beth Steinberg, Chime's VP of People & Talent, noting that it requires a more holistic approach to taking care of their teams. "We truly believe that the more we care for you as a human being, the better our business outcomes are going to be." Caring for the whole person includes supporting areas beyond the professional realm, including financial, physical, and behavioral well-being.

## Modern Health solves the bottleneck of traditional EAPs and in-network providers

Chime needed a solution that offered comprehensive support to their workforce, without the roadblocks and bottlenecks of finding care through traditional EAPs and in-network providers. "I was looking for something that was easy to use and offered a number of ways for people to get support," said Steinberg. When I came to Chime, I was absolutely adamant that we implement a behavioral health solution." Modern Health matches employees with certified coaches or licensed therapists who are right for their needs, in a matter of hours and days, as opposed to weeks.

## Chimers use Modern Health coaching for professional, financial, and emotional well-being support

As an ICF-certified coach herself, Steinberg highlighted that it's not always necessary to point someone to a high-cost therapist. "When you think of all the areas where people may need to talk to another person and get advice from somebody who is completely unbiased to their situation, you don't always need a therapist...a coach may be helpful in helping you examine the situation, perhaps reframe your thinking." Chime employees work with coaches for support with all aspects of their well-being, including helping them address increased stress and uncertainty caused by COVID-19, work through professional challenges, prepare for difficult conversations with colleagues, and manage their finances and 401K.



### OUTCOMES



7x

typical EAP  
utilization



34%

global workforce  
engagement



66%

members in 1:1 care  
whose clinical well-  
being score improved  
over time