

# Workplace Mental Health Advantage

Bupa.  
Better for business.



# Contents

---

<b>Why we've launched Workplace Mental Health Advantage</b>	<b>3</b>
<b>How Bupa can help</b>	<b>6</b>
<b>Helping your people</b>	<b>8</b>
<b>Helping you and your business</b>	<b>9</b>
<b>What's planned for Workplace Mental Health Advantage?</b>	<b>11</b>

---

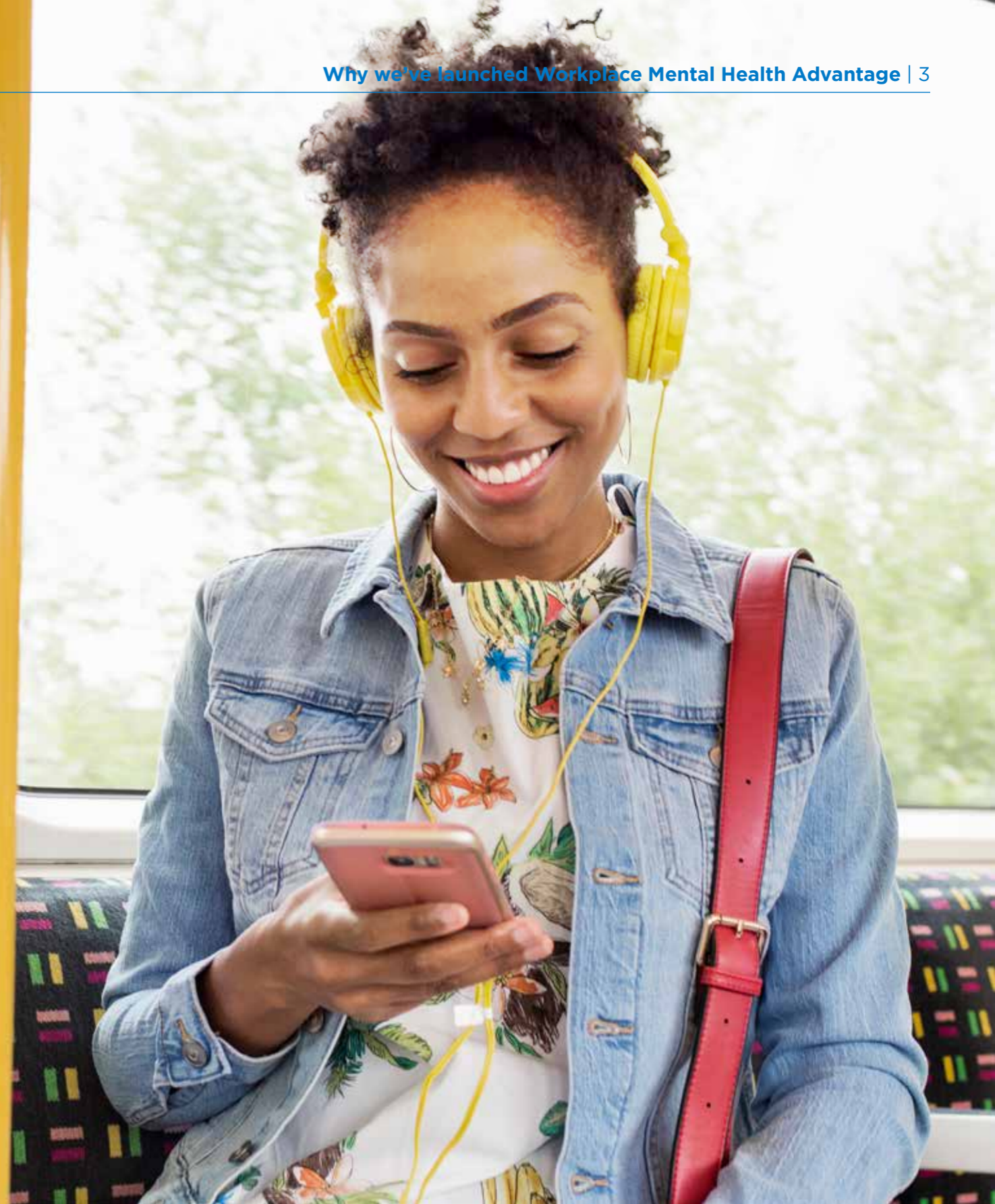


# People need more support than they're getting

Workplace stress isn't anything new. But challenges like the pandemic and rising living costs have affected all of us. People are feeling the pressure. And more of us than ever before are needing support.



**There's no shortage of information out there. Especially online. But you need support you can really trust. Where do you start?**



**46%**  
of employees say  
their mental health  
has worsened in  
the past few years\*

**22%**  
are struggling  
with the blurring  
of boundaries  
between home  
and work\*



**Almost  
20 million  
adults never speak  
about their mental  
health, and the  
cost-of-living crisis  
will only make  
things worse.<sup>^</sup>**

**Mental health is in the top three health concerns for individuals in 2023... people are feeling the pressure, and more of them than ever before need support.**

**Whats more, 1 in 5 employees (18%) are unsure about how to access mental healthcare through their work healthcare insurance policy.**

Bupa Wellbeing  
Index, 2023

<sup>^</sup>[mind.org.uk/news-campaigns/news/almost-20-million-adults-never-speak-about-mental-health-and-it-s-set-to-get-worse-due-to-the-cost-of-living-crisis/](https://mind.org.uk/news-campaigns/news/almost-20-million-adults-never-speak-about-mental-health-and-it-s-set-to-get-worse-due-to-the-cost-of-living-crisis/)

## We have a new way to help

Navigating the mental health marketplace for wellbeing support can be difficult for our customers. So we've created a new service that puts everything in one place. Providing tailored support for your employees' mental health.

# It's called Workplace Mental Health Advantage.



**Innovative solutions to  
build a resilient culture**



**Stronger focus on  
engagement and  
early intervention**



**Highest quality  
clinical expertise**

**Tailoring mental health support for every one of your employees.**



**Play video**

# The outcome for your people?

We help you to build a positive environment and a resilient workforce, where **time at work enables better mental health.**



They'll have the tools to support each other, and be able to spot when they need help themselves.



They'll know they're in a safe space, where their wellbeing is championed and they can talk about anything.



They'll feel happier and more engaged at work. And, people returning to work after absence will feel more supported.



# And it's **better** for business too

The Workplace Mental Health Advantage is tailored to your business. Through access to our data services, it'll identify the areas you need to focus on and help to tailor the support you need.

It gives you:

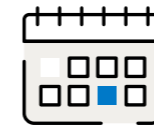
- **Joined-up data and behavioral insights that help you understand, track and influence your workplace mental health**
- **Training for line managers and HR teams**
- **Easy-to-manage health awareness campaign**

Ultimately, it'll help you embed a culture that champions wellbeing, supports people at every step, and provides an environment that benefits your employees' mental health.





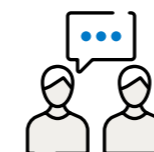
# The **outcome** for you and your business



**A better understanding of when and how to intervene, leading to fewer absences, improved efficiency and productivity**



**Reduced healthcare costs, by spotting and managing symptoms early**



**A culture where your employees feel comfortable talking about their mental health**



## Workplace Mental Health Advantage: 2023 roadmap



### Embedding a culture that champions wellbeing



### Proactive engagement with wellbeing services



### Leading support when you need it most

#### What's available right now?

- Training for your line managers and HR teams
- Effective and easy to manage health awareness campaigns
- Access to mental health social platform JAAQ
- Data to track trends and deliver insights into employee mental health
- Support with behavioural sciences, to understand and influence your wellbeing culture

- Tailored engagement services for remote and non-office workers
- Clinically-proven self-directed digital CBT service

- The most comprehensive mental health cover in the market\*
- Ongoing support for all mental health conditions, with no time limits
- Convenience of in-person, digital or telephone-based care

#### What's coming soon?

- Ongoing developments to our existing data and behavioural insights capabilities - pilot in H1 with further development and roll out throughout 2023

- Mental wellbeing coaches on tap (telephone / F2F) - pilot H1 2023
- Mental wellbeing coaches on tap (telephone / F2F) - wider roll out H2 2023
- Development of the solution for exclusive access to the innovative JAAQ platform - H2 2023

- Simplicity of support with a single access point to mental health services (EAP/PMI) - pilot H1
- Guaranteed access to a mental health therapist within 10 days if needed, through Bupa Health Services - roll out H1 2023
- Digital bookings for mental health treatment available in H2 2023

\*As of February 2023, this comparison to other products in the market is based on Bupa's and Defaqto's interpretation of the differences between the Bupa's SME Select health insurance and other health insurance products offering mental health cover. The comparison excludes any special offers or promotions which may temporarily alter the cover offered. Cover comparison information is for personal use and guidance only and does not constitute any contractual representation, warranty or obligation by either Bupa or Defaqto about the completeness, accuracy, reliability, suitability or availability of the comparison. Neither party accepts any liability for errors, omissions, direct or consequential loss in relation to this comparison. To see how we compare, visit [bupa.co.uk/compare](https://bupa.co.uk/compare).





Bupa health insurance is provided by Bupa Insurance Limited. Registered in England and Wales No. 3956433. Bupa Insurance Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Arranged and administered by Bupa Insurance Services Limited, which is authorised and regulated by the Financial Conduct Authority. Registered in England and Wales No. 3829851. Registered office: 1 Angel Court, London EC2R 7HJ

**04/2023**

**BINS 11126**

