

# Workplace Mental Health Advantage

**Bupa.**  
Better for business



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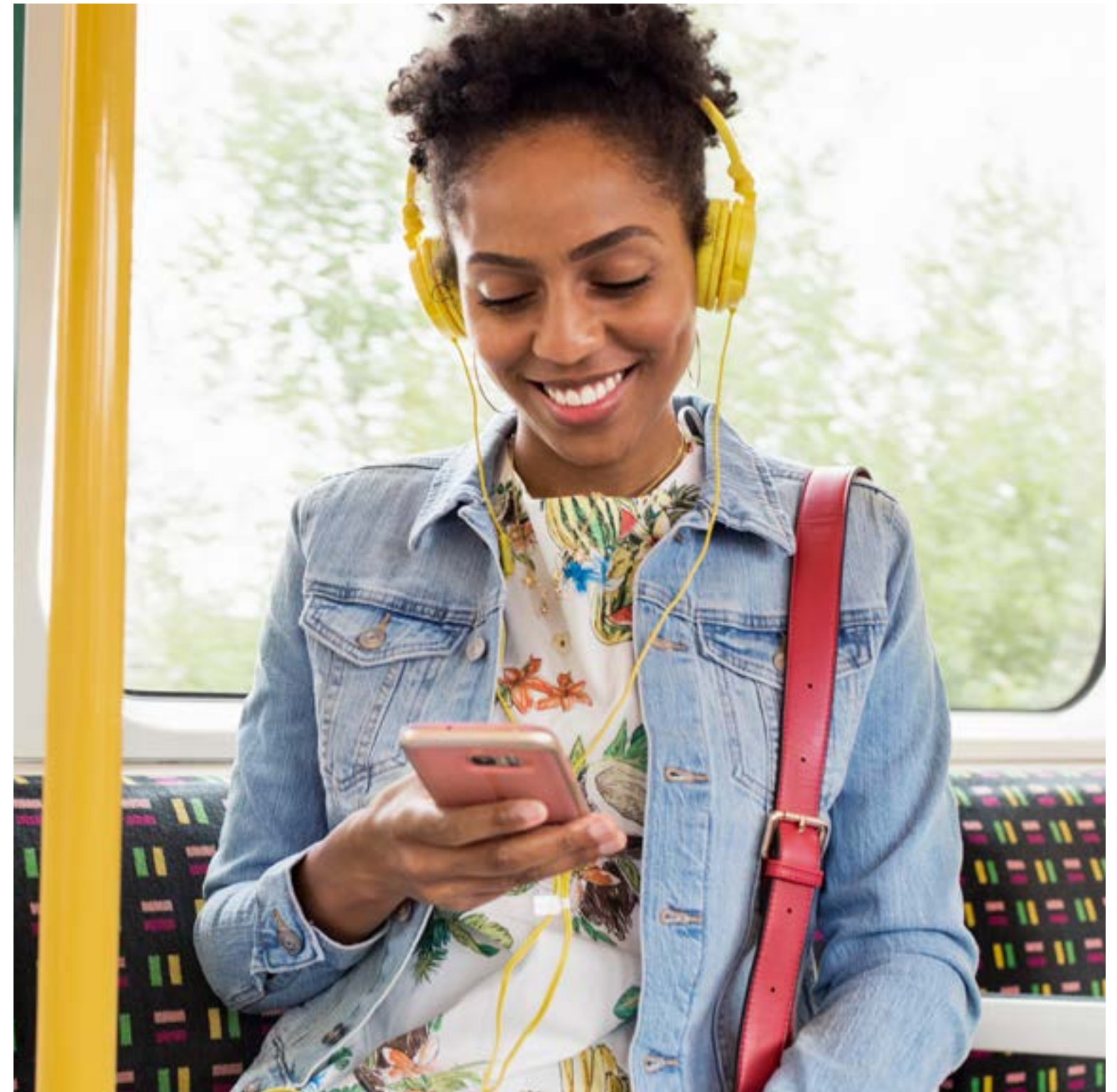


# People need more support than they're getting

Workplace stress isn't anything new. But challenges like the 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?**



**63%**  
of employees have  
experienced at least  
one characteristic  
of burnout\*

**46%**  
of working parents  
worry about  
their children's  
mental health\*

A close-up, slightly blurred background image of a middle-aged man with short grey hair and black-rimmed glasses. He is smiling warmly at the camera, showing his teeth. He is wearing a dark-colored t-shirt. The background is out of focus, showing what appears to be an indoor setting with other people.

**1 in 4**  
**people in England**  
**experience a mental**  
**health problem**  
**each year<sup>^</sup>**

**Half of men in the UK have suffered with poor mental health at one time or another. Over 37% say they have hidden mental health issues from their partner.**

**What's more, 30% of men say they don't know where to go for advice on their mental health issues. Employers can play a key role in normalising meaningful conversations around mental health and improving access to professional support.**

Bupa Wellbeing Index, 2025

<sup>^</sup>The Big Mental Health Report 2024 | MIND 2024



## Here's how we can help

Navigating the mental health marketplace for wellbeing support can be difficult for our customers. We've created a 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**

# 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 behavioural 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**

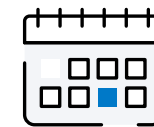
Ultimately, it'll help you embed a culture that champions wellbeing, supports people at every step, and provides an environment that benefits your employees' mental health.







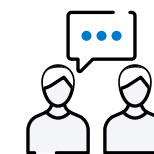
# The outcome for you and your business



**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: 2025 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 and suite of tailored employee engagement services
  - 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
  - Parents and carers toolkit for young people's mental health
- 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
  - Access for adults and young people to a mental health therapist within 10 days, if needed, through Bupa Health Services

## What's coming soon?

- Ongoing developments to our existing data and behavioural insights capabilities
- Development of a lifestyle coaching service
  - Further development to the innovative JAAQ platform

\*As of March 2025, this comparison to other products in the market is based on Bupa's and Defaqto's interpretation of the differences between the Bupa's[Bupa By You] [SME Select] [Corporate 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.





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