

Canadian health organization enhances mental health support with LifeSpeak Inc.

INTRODUCTION

A large, regional organization in Canada has a mission to streamline healthcare delivery. Tasked with connecting diverse health care entities and providers, this organization is at the forefront of transforming the patient experience. By fostering collaboration and innovation, they are working to ensure that high-quality, patient-centered care is accessible to all residents within their region, regardless of location or circumstances.

THE CHALLENGE

Enhance mental health support and simplify access for a diverse workforce

Working for a healthcare organization that was largely established during the COVID-19 pandemic and simultaneously tasked with supporting a healthcare system in crisis, leadership recognized that team members would benefit from mental health and wellbeing supports that were accessible, easy to use, and that would meet the unique needs of its diverse workforce. “Our team members were experiencing significant change, so we decided to bring awareness to the wellness resources we already had in place and expand our programs with new solutions only if they clearly added value,” said the organization’s manager of wellness.



AT A GLANCE

A health organization works with partners, providers and patients to make their health system more efficient, and to give all people an opportunity for better health and wellbeing.

This organization chose LifeSpeak Inc. as its wellbeing partner and established the following goals:

1. Expand mental health support for employees.
2. Provide mental health support that is accessible, easy to use and that meets the unique needs of a diverse workforce.

KEY RESULTS

- **Over 1,650 LifeSpeak resources accessed annually**
- **94% of LifeSpeak videos utilized annually**

THE SOLUTION

LifeSpeak *Mental Health & Resilience*: Whole-person mental health support with easy digital access to comprehensive content

The organization chose LifeSpeak *Mental Health & Resilience*, which delivers mental health and wellbeing education and support through thousands of expert-led, micro-learning videos and other interactive, digital content. LifeSpeak is free and accessible to any employee or family member, at any time.

“LifeSpeak was recommended by our EAFP program, and we thought it would be a beautiful complement to what we were already doing,” said the manager of wellness. “LifeSpeak addresses a broad spectrum of issues so we can say to our team members, ‘We see you and we understand that you don’t have a lot of time. Here’s a resource where you can select from a wide array of offerings and choose the type of support most meaningful to you.’ We always want to ensure that people see themselves in the resources we offer and that their unique needs are being met. LifeSpeak enables us to do that.”

The organization values the account management support that LifeSpeak offers, along with the strategic counsel that their account manager provides. The relationship with their LifeSpeak account manager has allowed the organization to streamline and improve communications and engagement by tailoring content for the team and embedding that content into various communications channels.



“Our team worked hard to make our communications streamlined and relevant, but people weren’t reading them. So, we worked with our LifeSpeak Inc. account manager to make our communications smaller and more digestible so team members could quickly and easily read them. We now take time to review our annual wellness strategy, including quarterly areas of focus, with our account manager to ask if she could build out LifeSpeak content to align with our plan. The answer is always a resounding yes.”

The organization recognizes that a comprehensive wellness program includes preventive mental health support that meets the needs of a diverse workforce. As a result, it has effectively integrated LifeSpeak *Mental Health & Resilience* into many different areas of its wellness program, as well as in new hire orientations, monthly and quarterly communications, and monthly wellness sessions. LifeSpeak content is shared with Wellness Advisory Committee members who, in turn, disseminate that information to their respective teams. The organization also runs biannual *Watch and Win* contests with LifeSpeak creating fun and interactive ways to introduce or refamiliarize team members with LifeSpeak content.

“LifeSpeak Inc. has absolutely changed our perspective in terms of how we develop and deliver our wellness program. We’ve really enjoyed working with LifeSpeak.”

- Manager, Wellness



THE IMPACT

Over 1,650 LifeSpeak resources accessed annually and 94% of videos utilized annually

The organization has effectively promoted and integrated LifeSpeak into its wellness programs and has achieved excellent utilization, as a result of these efforts and the relationship that has been forged with their LifeSpeak team.

“LifeSpeak gives our team easy access to mental health support anytime, anywhere,” according to the manager of wellness. It helps us stay true to our commitment to inclusivity and equity for all employees. When team members are introduced to the variety of LifeSpeak resources, it’s like shock and awe. They think LifeSpeak is a valuable resource and that it’s very easy to use.”

Future plans for this organization include the development of a new leaders’ hub that will deliver resources to help leaders sustain and nurture a culture of wellbeing. The organization is also excited to gather metrics and feedback this year on all its wellness resources, including LifeSpeak, and leverage those results to continue evolving the wellness program to best meet the needs of its workforce.

Learn more about LifeSpeak *Mental Health & Resilience* and our full suite of solutions.

Contact us or request a demo today.

lifespeak.com