

# Improve Your Company's *Mental Health* With The Care Stack

Your playbook for achieving better  
wellness across your workforce



mentera

**In this new era,** we finally acknowledge the importance of mental health – in and out of the workplace. As a result, employers today know that to stay competitive, hold onto top talent and increase profitability, they must address mental health.

Yet, as more employers come to terms with the state of their employees' mental health (and their own), many feel lost when looking for the right solutions to a problem that employers did not formerly discuss. Overcoming the current stigma associated with addressing mental health in the workplace presents one obstacle, but knowing how to serve the individual needs of your employees presents another.

Enter The Care Stack with a new way to look at workplace mental health that meets everyone's needs. The need for this shift has never been greater. Using this playbook, you can begin to holistically consider your company's mental health and make improvements for your employees.



# The Mental Health of *Your* Company is at Stake

Workplaces face a mental health crisis. “We remain well in the point of crisis,” says Annemarie Schaefer, the vice president of research at SHRM Research Institute. Recently SHRM and the SHRM Foundation collaborated with Otsuka on a Mental Health In America report, which noted these staggering findings:

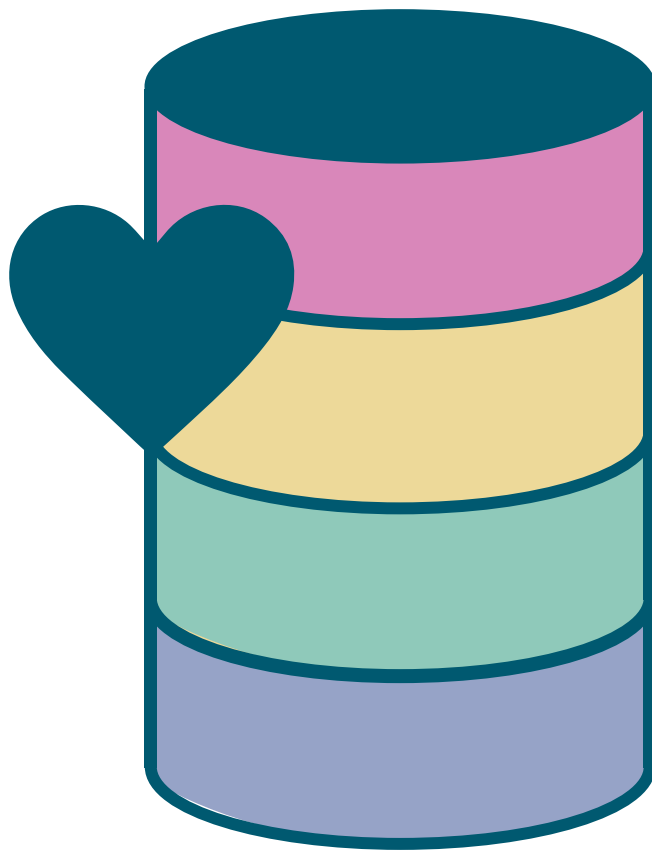
- ❖ **Half of all U.S. workers agree they have felt burned out from their job in the past two weeks.**
- ❖ **The World Health Organization reports a recorded \$1 trillion loss of global economic productivity due to anxiety and depression.**
- ❖ **Of the nearly 53 million U.S. adults with a mental illness, only 46% have accessed mental health services.**
- ❖ **Four in ten HR professionals believe their organization does not offer enough mental health support.**
- ❖ **More than half of U.S. workers (53%) are likely to leave their current job if offered a new job with significantly better mental health benefits.**
- ❖ **Among HR professionals, 78% agree that offering mental health resources can boost organizational return on investment.**
- ❖ **Over one-third of workers (35%) believe mental health benefits are more important than higher pay or salary.**

Within any crisis, an opportunity exists to do better. As an employer, you have the chance to shift gears to support today’s employees and tomorrow’s rising talent.

# *Introducing* The Care Stack

Mental health needs vary. Depending on how acute or chronic – or if it's just preventative maintenance – the support can look different.

Because of these varying needs, Mentera, a new brand focused on convening all those concerned with mental health in the workplace; like-minded executives, benefits managers, HR leaders, managers, directors, and people leaders who are dedicated to creating a new era of mental health in the workplace, created The Care Stack to help employers better serve the individual needs of their employees.



## Wellbeing

Taking care of your mental health

## Chronic

Living with mental health conditions

## Acute

Finding care during escalated needs

## Recovery

Overcoming and creating a new life

# *Benefits* of Seeing Mental Health Through The Care Stack Lens

Using The Care Stack lens offers employers many potential benefits, including:

- ❖ **Providing the confidence that every employee receives the support they need**
- ❖ **Meeting the desires of today's and tomorrow's talent**
- ❖ **Inspiring employees to operate to the best of their abilities**
- ❖ **Controlling costs by supporting needs before they escalate**
- ❖ **Reducing stigmas around mental health challenges**






"The bottom line is that when you feel good, you do good," notes Wilfred Krenn, Mentera's VP and brand leader. Charged with introducing Mentera as a sustainable, growth-oriented business that creates opportunities to foster and achieve better mental health for all, Krenn brings a depth of experience and understanding of mental health in the workplace. "Similarly, the more stress you're under, the less support you feel clearly translates. You're more distracted. You're less likely to reach out to people for help. You're less likely to collaborate. And you're less likely to be creative in your process."

As a clinician with 15+ years of experience in non-profit community health, treatment centers, payor health insurance and individual private practice, Krenn's unique perspective helps bring about disruptive solutions that drive brands toward success. "Making sure that people are operating to their best abilities is such an important part of this – and that's what The Care Stack is all about," he emphasizes.



## Quick Assessment:

# Is The Care Stack Right For Your Organization?

-  I believe employee mental health is an important issue to address, but our company doesn't have the resources to address it. ☐ TRUE ☐ FALSE
-  I greatly value the mental health of all my employees, but we are unsure of what benefits to provide to meet those with temporary, escalated needs. ☐ TRUE ☐ FALSE
-  I'm confident offering mental health resources to employees would boost retention and productivity, but we don't know how to choose or find a plan. ☐ TRUE ☐ FALSE
-  I'd like to offer more mental health resources to my organization, but other people in management don't see mental health as a priority. ☐ TRUE ☐ FALSE
-  I hope to introduce more inclusive mental health offerings, but I am preparing to get pushback on the cost. ☐ TRUE ☐ FALSE

Keep reading if you answered "true" to any of the above questions.

# Create *Your* Care Stack — Here & Now

Before diving into the development of The Care Stack at your organization, look at what you've already done to prioritize the mental health of your employees – whether you've implemented a flexible work-from-home strategy, added counseling to your benefits or analyzed employee engagement metrics.

"Operational metrics, like absenteeism or productivity, can signal to employers how well their efforts are working," observes Schaefer. "These metrics are worth communicating across the organization because that kind of awareness and transparency will breed additional transparency and solutions."

While there's still more work to be done, it's important to recognize – and share – the improvements you've made.

List your progress:

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# 's Care Stack

[Insert Your Company Name]

## Wellbeing

Everyone's wellbeing has or will be affected at some point in their lives, even if it feels small or fleeting.

"Most of the time, we're just told to get through or get over minor stresses or minor emotional difficulties," says Krenn.

"But when we think about stress, for instance, it can build up over the course of the day, and the more we experience, the higher that stress level gets. And unless we do something to bring it back down, we'll keep escalating until we get to a point where we feel either fried, overreact to things, or even break down."

But we don't have to end up there. Offering solutions that help distribute stress or other mental health challenges can help employees feel better – and do their jobs better.

### Examples of wellbeing challenges:

- Stress
- Isolation
- Sadness
- Uncertainty
- Burnout
- Loneliness
- Loss
- Fatigue

No matter what challenge someone faces, people take care of their mental health differently. Therefore, employers must offer various ways to help their employees do just that.

Wellbeing solutions	When do you want to implement it?	Who do you need on board?
Fitness reimbursement	Now / This Year / Next Year / Never	
Group fitness classes	Now / This Year / Next Year / Never	
Meditation memberships	Now / This Year / Next Year / Never	
Mentorship or coaching	Now / This Year / Next Year / Never	
Flexible scheduling	Now / This Year / Next Year / Never	



# Chronic

About one in four adults suffers from a diagnosable mental disorder in a given year, according to the NIH. Many experts agree that the number ranges even higher when considering those who go undiagnosed.

“With chronic conditions such as an eating disorder or longstanding depression, most people aren’t going to be super open about that,” explains Krenn. “Yet, at the end of the day, we all want to be our best at work, but we may also have these things in the background that nobody else sees or knows we’re going through.”

## Examples of chronic challenges:

- Depression
- Insomnia
- Phobias
- Anxiety
- Personality disorders
- OCD
- ADHD
- Hypomania/Mania
- PTSD
- Dissociation

Chronic solutions	When do you want to implement it?	Who do you need on board?
Mental health days	Now / This Year / Next Year / Never	
Prescription reimbursement	Now / This Year / Next Year / Never	
Digital therapeutics	Now / This Year / Next Year / Never	
Telehealth or chat therapy	Now / This Year / Next Year / Never	
EAPs	Now / This Year / Next Year / Never	

## Acute + Recovery

Acute and recovery needs can affect anybody, even if these mental health challenges seem more unlikely or are less talked about.

“Acute mental health struggles are pretty scary stuff that most of us aren’t prepared for,” admits Krenn. “It’s important for employers to have guidance or a playbook, just like they would for an intruder or a fire drill, for what they can do when somebody’s in mental health distress.”

Krenn continues, recognizing the agents within the company who can help. “I think HR can really do this effectively, and it’s important that employees are aware too because it can be a really scary thing when it happens to you – especially if you feel like you don’t know your options.”

### Examples of acute challenges:

- Postpartum depression
- Overdose
- Panic attack
- Psychosis

“Recovery solutions are also fundamental because so many people are dealing with this in private,” says Krenn. “What we want for these individuals is to not be isolated by sending them off the rehab for like 30 or 60 days, and then expecting them to come back to work as if nothing happened.”

“It’s about offering solutions for individuals to build a new life around their health and recovery, and to feel connected rather than isolated.”

### Examples of recovery challenges:

- Substance abuse
- Serious injury
- Self-harm
- Eating disorder

## Acute + Recovery

“Everyone has different types of needs, and it’s challenging to address them all, hence why nothing like The Care Stack has been done before,” remarks Krenn.

“And while it’s difficult to say that there will always be an exact fit for every single person, at least, if you think in terms of these categories, you can know that no matter what somebody’s need is, they have someplace to go,” assures Krenn. “And we’re not expecting them to find it on their own.”

Acute + Recovery solutions	When do you want to implement it?	Who do you need on board?
Short-term disability	Now / This Year / Next Year / Never	
Employee resource groups	Now / This Year / Next Year / Never	
Outpatient programs	Now / This Year / Next Year / Never	
Residential treatment	Now / This Year / Next Year / Never	
Continuity of care	Now / This Year / Next Year / Never	

“It’s about offering solutions for individuals to build a new life around their health and recovery, and to feel connected rather than isolated.”

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WILFRED KRENN  
VP Brand Leader, Mentera

## Solving For *Pushback*

While by now you're convinced, your next task will require convincing others. At this stage, The Care Stack supplies another perk because looking at your mental health offerings through The Care Stack lens solves the biggest pushback problem.

"Believe it or not, the number one piece of feedback I hear is not around budget... it's actually about which solutions to adopt," explains Schaefer. "Our research suggests that 27% of employers are unsure which benefits to provide."

The Care Stack alleviates the uncertainty about which solutions to provide by offering an inclusive and accessible range to meet each employee's needs. And if you still find yourself trying to convince your management team, Schaefer suggests the following:

"I would tell them that 51% of U.S. workers say gaining access to more robust workplace resources will help improve their mental health, and with improved mental health, you have less absenteeism, higher levels of productivity and increased engagement."

For Schaefer, this sort of improvement means everything to a company. "It all makes really good business sense to advocate for enhanced mental health solutions in the workplace," she advises.







# What's *Next?*

To quote SHRM's research: "We cannot afford to wait – not in 2022, not ever. The time to act on your employees' mental health is now."

Mentera aims to create and foster a more connected community of mental health experts and leaders through a 365 digital platform and an in-person forum focused on improving mental health in the workplace. The company aims to help employers strategically source the most effective mental health services and solutions from providers while providing valuable educational resources and networking opportunities.

If you need help creating your Care Stack, sign up for Mentera's newsletter at [joinmentera.com](https://joinmentera.com) to learn how to serve the needs of many.

**mentera**





Now more than ever, we need to rally everyone who cares about mental health and wellbeing. Join Mentera as together we build a more connected community. From in-person opportunities, to 365 digital experiences and connected content, we're coming together to help drive workplace mental health in a number of ways. We invite you to be a part of the solution when you attend, follow, sign up, and participate in the various forums offered.

Whether it's through our digital or in-person experiences, we invite you to join our passion and change the way the world feels.

It's time to get better. Let's do it – together.

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