Addressing Mental Health in The Workplace

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About Kent State University

- Founded 1910
- 39,076 Students (Spring 2016)
- 227,000 graduates worldwide
- More than 5,600 employees across 8 campuses
About Human Resources

- Centralized HR for all campuses
- 3,930 full-time employees
- 1,708 part-time employees
- 3 collective bargaining groups
- The Chronicle “Great College to Work For”: 5-time winner
- NorthCoast 99 “Best Places to Work”: 4-time recipient
Why Address Mental Health in the Workplace?

- Depression is the leading cause of disability worldwide and one of the top chronic conditions for KSU employees.

- Approximately 80% of persons with depression reported some level of functional impairment because of their depression.

- 86% of employees treated for depression report improved work performance.

- Early intervention results in decreased disability and avoids more costly levels of care.

References:
A Step in the Right Direction

In 2013, KSU began launching its five-year strategic employee wellness program, taking a more holistic approach to health management including a focus on **PERSONAL WELL-BEING**, **WORK-LIFE BALANCE** and **MENTAL HEALTH**: including the **Right Direction** initiative.

*Right Direction*: a first-of-its-kind, **FREE** depression awareness campaign designed to provide employers with the tools needed to address and manage the effects of depression for employees.
As seen with many employers, MENTAL HEALTH IS ONE OF THE TOP DRIVERS OF HEALTH AND DISABILITY CLAIMS at Kent State University (KSU). While further examining our top claim drivers, we found the following:

- **Depression** is frequently cited as a **SERIOUS MEDICAL CONDITION** necessitating family and medical leaves.
- **RISK FOR DEPRESSION WAS SIGNIFICANT** when reviewing online health risk assessment data.
- Antidepressants ranked in **THE TOP 5-10 MEDICATIONS UTILIZED** in the KSU health plan.
- More than **$3 MILLION ANNUALLY SPENT** on depression-related treatment for employees, and their families.
Depression Awareness KSU

Partnered with Employers Health to integrate *Right Direction* with KSU’s EAP.

Customized initiative presented to KSU senior leadership and buy-in secured.

Developed implementation plan detailing the rollout of *Right Direction* and a communication plan to spread the word.

Trained managers on how to recognize depression and how to support employees affected by the disease.

Executed an awareness campaign to staff, including onsite education.

Developed metrics to assess the success of the initiative.
**Widespread Launch Tactics Were Implemented**

<table>
<thead>
<tr>
<th>Educational Sessions</th>
<th>Employee Events</th>
<th>Customized Materials</th>
<th>Ongoing Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT Solutions provided 36 education and training sessions across all campuses that reached more than 400 managers and employees.</td>
<td><em>Right Direction</em> and IMPACT Solutions included in 10 enrollment fairs serving 800 people and at an employee appreciation event attended by 1,600 employees.</td>
<td>KSU customized, displayed and distributed <em>Right Direction</em> materials: posters, flyers, coasters and newsletters, which were co-branded with IMPACT Solutions.</td>
<td>Included monthly management update, wellness newsletter articles, and monthly wellness emails featuring <em>Right Direction</em> and EAP branding.</td>
</tr>
</tbody>
</table>
Widespread Launch Tactics: Posters

Got a case of the “Mondays” every day of the week?

If every day seems the same, that’s a problem.

KENT STATE UNIVERSITY

Right Direction

KENT STATE UNIVERSITY

Impactsolutions

IMPACT SOLUTIONS

EMPLOYEE ASSISTANCE & WORK/LIFE PROGRAM

Depression Can Feel Unbearable

RECOGNIZE THE SYMPTOMS

• When you’re at work, do you feel tired or “foggy”?
• Are you finding it harder to be engaged at work and maintain your customary performance levels?
• Have you missed work because you just couldn’t bring yourself to get out of bed and face the day?

LEARN MORE ABOUT DEPRESSION

Visit www.MyIMPACTsolution.com and enter username KENT. Here you will find resources on depression including a link to Right Direction, a new resource at Kent State University whose goal is to raise awareness about depression in the workplace, demystify the symptoms and treatments, and give you the information you need to get help.

Everyone occasionally feels blue or sad. But these feelings are usually short-lived and pass within a couple of days. When you have depression, it interferes with daily life and causes pain for both you and those who care about you. Depression is a common but serious illness. According to recent statistics, one in 10 people struggle with depression.

If you or a loved one is experiencing symptoms of depression seek help now! IMPACT counselors are available 24/7 for in-the-moment support and direction on how to get help.

Right Direction

RightDirectionKState.com

KENT STATE UNIVERSITY

www.kent.edu
Widespread Launch Tactics: Website
Widespread Launch Tactics: IMPACT on the Web
Widespread Launch Tactics: Newsletter
Widespread Launch Tactics: Employee Meetings
Measuring the Success of Depression Awareness Campaign

Kent State University has seen positive results as a result of its initial and ongoing commitment to mental health awareness:

- **An increase in traffic** to the EAP website surrounding mental health issues.

- A 10 percent increase in **web hits** with mental health information.

- An increase in the number of people calling into the KSU EAP with **mental health as their primary claim** (15 percent to 17.44 percent in first year post launch).

- **An increase in EAP utilization rates** (percentage of EAP utilization over a six month period went from 13.22 percent in year one to 14.91 percent six months post launch).
KSU Data Findings

P1 = 12 months pre-depression/EAP campaign (July 2013 – June 2014)
P2 = 12 months post-depression/EAP campaign (July 2014 – June 2015)

Total paid represents all costs, including those for claims unrelated to depression, for members with depression.

Criteria=1 inpatient or 2 outpatient claims to identify member with depression.

<table>
<thead>
<tr>
<th>Diseases</th>
<th># of Members</th>
<th>Members per 1000</th>
<th>Office Visits per 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P1</td>
<td>P2</td>
<td>P1</td>
</tr>
<tr>
<td>Major Depression</td>
<td>236</td>
<td>235</td>
<td>24.5</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>ER Visits per 1000</th>
<th>Admission per 1000</th>
<th>Disease Type</th>
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</thead>
<tbody>
<tr>
<td>P1</td>
<td>P2</td>
<td>P1</td>
</tr>
<tr>
<td>456.1</td>
<td>446.6</td>
<td>132.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>122.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Acute &amp; Episodic</td>
</tr>
<tr>
<td></td>
<td>Total Paid</td>
<td>PMPY</td>
</tr>
<tr>
<td>----------------</td>
<td>---------------------</td>
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</tr>
<tr>
<td></td>
<td>P1</td>
<td>P2</td>
</tr>
<tr>
<td>$</td>
<td>3,116,174.86</td>
<td>2,041,274.52</td>
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Total Paid Reduction = $1,074,900  
PMPY Reduction = $4,861.93
What We’ve Learned

• The burden of depression and other mental health conditions is on the rise globally

• Half of the individuals with depression do not receive access to treatment either because they are not aware of the symptoms or because they are afraid to seek help due to stigma

• Employers and human resources executives must play an informed leadership, facilitation, advisory and advocacy role to support employees with depression.

• Targeted and consistent messaging along with workplace interventions can reduce stigma and encourage self-help behaviors. This allows the employee to return to a more healthy and productive state and reduces risk-factors that contribute to other chronic disease states. This conversation, and supporting resources, cannot be a “one and done.”
Thank You!

Questions?