



Health

# Supporting employee mind health

Tools and services to help your teams better understand and manage their mental health and wellbeing.





# Supporting employee mind health

Our mental health is something we all have and at times we may struggle to meet the demands placed upon us. When left unchecked this can lead to mental ill health and require treatment.

The Centre for Mental Health, estimates that 8 million British adults and 1.5 million children will need mental health support in the next 10 years as a direct result of the pandemic.<sup>1</sup> With rising incidence of stress and anxiety, and NHS waiting times for mental health conditions ever more variable, mental health must continue to be a priority focus as organisations seek to better support the wellbeing of their people.

**90%** of workers in the UK will have been touched by mental health problems – either their own, or those of a friend, family member, or co-worker.<sup>2</sup>

**61%** of employees have experienced mental health issues due to work or where work was a related factor.<sup>3</sup>

**£53bn - £56bn** is the estimated cost each year of mental health to businesses.<sup>4</sup>

AXA Health's Mind Study showed globally, workers who feel they 'belong' thanks to a supportive environment, are **2.5 times** less likely to say they plan to leave in the next year.

We recognise the vital role employers, line managers and we as colleagues all play – and are committed to the provision and development of products and services to meet the dynamic needs of today and tomorrow's workforce.

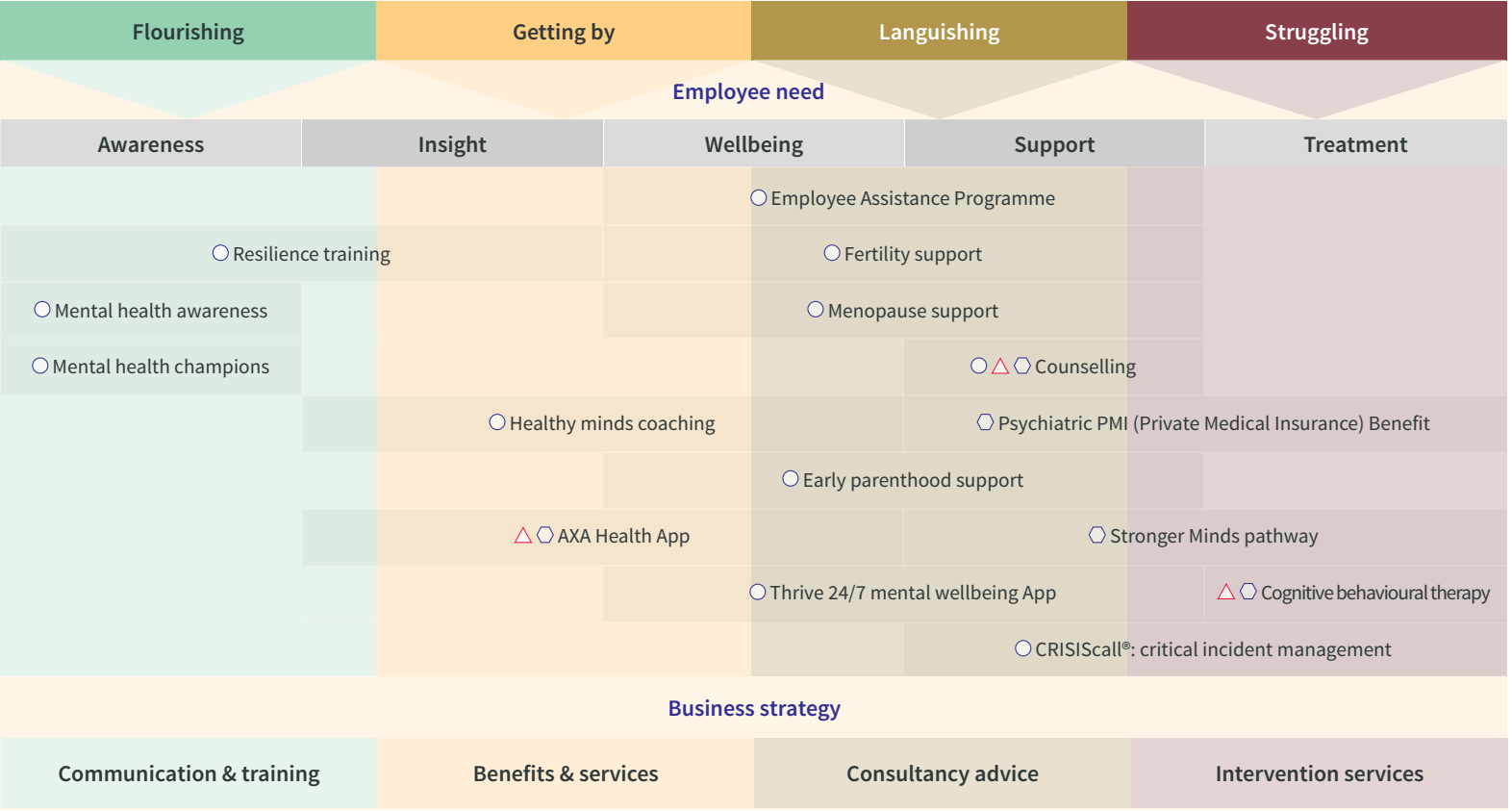
## Our support includes:

- **Tools and services to help your teams better understand and manage their mental health and wellbeing**
  - AXA Health app △▲○ p4
  - Thrive 24/7 mental wellbeing app ○ p4
- **Wellbeing programmes to raise awareness, support signposting and improve mental health**
  - Wellbeing workshops, events and seminars (e.g. mental health awareness and mental health first aid champion) ○ p5
  - Health coaching (e.g. Healthy Minds) ○ p5
  - Employee Assistance Programmes (including short term counselling) ○ p5
  - FIRSTcall® (Counselling) ○ p5
  - Fertility, early parenthood and menopause support ○ p5
- **Comprehensive cover with fast access to mental health diagnosis and treatment**
  - Advance private healthcare scheme ○ p6
  - Stronger Minds and counselling ○ p7
  - Enhanced mental health cover ○ p7
  - Online GP service (AXA Doctor at Hand) ○ p8
  - Health at Hand △○ p8
- **Occupational health and critical incident management helping managers and HR in dealing with mental health challenges, from those struggling with work to more complex issues**
  - Occupational health ○ p9
  - CRISIScall® (critical incident management) ○ p9
- **Insight to guide your mental wellbeing strategy** p11

# Focusing your efforts where there is need

We all have mental health just like we all have physical health, and like physical health our mental health can change. Mental wellbeing exists on a scale from **flourishing**, where we're mentally and emotionally well-balanced, to **struggling**, which indicates that we might be experiencing mental illness or significant distress.

The below model enables us to consider how an individual's mental health improves and fluctuates over time, and where workplace support can be placed to support them on that continuum. We'll work with you to understand your organisation's needs and identify trends to ensure we provide the best possible support.



○ Standalone Service or feature of: △ Employee Assistance Programme ▲ Occupational Health ○ Advance Private Healthcare scheme



Find out more...  
[axahealth.co.uk/mindhealth](https://axahealth.co.uk/mindhealth)



<sup>1</sup>Centre for Mental Health, [centreformentalhealth.org.uk](https://www.centreformentalhealth.org.uk), October 2020. <sup>2</sup>Accenture, Survey of over 2000 employees revealed at This Can Happen, 2018. <sup>3</sup>BITC, Mental Health at Work 2018 Summary Report, 2018. <sup>4</sup>Deloitte, Mental health and employers - The case for investment pandemic and beyond, March 2022. <sup>5</sup>The AXA Study of Mind Health and Wellbeing in 2023, February 2023



# Tools and services to help your teams better understand their health and manage their mental wellbeing

## The AXA Health app: wellbeing motivation, guidance, services and support, all in one place

Help all your employees to find motivating ways to build healthy habits that last. The AXA Health app puts your whole workforce in control of their wellbeing so they can achieve real change.

- Online wellbeing assessments help your employees understand their ‘health age’ and get a clear picture of their wellbeing, both in mind and body.
- Customised coaching programmes encourage your employees to move more, stay calmer and happier, improve their sleep or work well from home.
- Expert-curated content inspires and motivates.
- Quick and easy access to other AXA Health services.

The AXA Health app is available to everyone aged 16 and over in your organisation, insured or not, free of charge<sup>6</sup>, when you have an AXA Health corporate health insurance plan, corporate health trust, occupational health service, or our Employee Assistance Programme.

<sup>6</sup>Tiered pricing options may be introduced in the future. Excludes occupational health on-demand clients and EAP hub clients.

## Thrive mental wellbeing app

With access 24/7, the Thrive mental wellbeing app offers tools, games and content, to help your employees measurably improve their wellbeing and better manage their way through life’s daily struggles.

Your employees can use the app to manage their mood, better understand their stressors and find out whether they need support with their mental health – helping them to better manage their condition.

Thrive uses the principles of cognitive behavioural therapy, mindfulness techniques and distraction-therapy to create a tool your employees will find easy to use and enjoyable to engage with.

It’s proven to help spot risk factors for stress, anxiety and depression then suggest ways to change habits and prevent the worst effects taking hold. Thrive can also point your employees to services like AXA Health’s Employee Assistance Programme.

<sup>7</sup>Available as a standalone service. App users must be 14 or over.



# Build wellbeing your way, with services to drive awareness, support prevention, and be there in life’s big moments

Our physical and mental health are interlinked. We provide a breadth of services to take a proactive approach to supporting the health trends in your business.

## Wellbeing workshops, events and seminars

Complement your existing wellbeing programme and gain wellbeing buy-in across your workforce by equipping your people with the tools and knowledge to support themselves and others. Examples of what we offer include:

- Mindfulness
- Better nutrition, better health
- Mental Health First Aid (MHFA) training
- Resilience/stress management
- Health Champions training
- Stop smoking sessions

[For full list, visit our website](#)

## Health coaching

From a one-off call to a full programme, to help your workforce make positive change that lasts, our health coaching includes:

- Wellbeing consultations that triage individuals at risk of a serious condition.
- Specialised mind health coaching with guidance and motivation to achieve health goals.
- App and telephone support connecting the individual to experts over the course of their programme.

Each of the above services is available as a standalone product.

<sup>\*</sup>Our Employee Assistance Programme team and Health at Hand nurses are here 24/7, 365 days a year. Our pharmacists and midwives are available Monday to Friday 8am-8pm, Saturday 8am to 4pm and Sunday 8am to 12pm. Our LifeManagement™ team is available Monday to Thursday 8.30am to 11pm, Friday 8.30am to 8pm and Saturday 8.30am to 4pm.

## Employee Assistance Programmes

An Employee Assistance Programme forms an essential support for many workplaces, offering a wide range of support for issues, including work-related stress and anxiety to relationship troubles and money worries. Simple to access and available 24/7.\*

- Support helpline and telephone, face-to-face and online scheduled counselling, where they’ll speak with a mental health practitioner or counsellor.
- LifeManagement™ providing information on a range of everyday matters, such as financial, legal, consumer, family care and housing issues.\*

## FIRSTcall®

From the aftershocks of a traumatic event to the personal crisis of substance abuse. From enduring feelings of grief and loss to deep-lying relationship, financial or mental health issues. Recovering from some life events can require longer term support. FIRSTcall® supports your business with a flexible model for scheduled counselling – dovetailing neatly with your EAP where short term counselling isn’t the most clinically appropriate solution for the employee’s situation. Knowing you can call on an approved network of counsellors provides your HR and line management teams with the reassurance there is support on hand.

## Fertility, early parenthood and menopause support

When it comes to life’s big journeys – planning a family, becoming a new parent or going through the menopause – it can be hard to know who to turn to for guidance and support. Information can be confusing and people often struggle with their experiences. We’re working with digital-health app Peppy, to give your employees the power to find their way more confidently through life’s most personal challenges. Our new fertility, early parenthood and menopause support service gives your people direct access to industry-leading support for the issues that really matter to them.

- Practitioner chat
- Articles and programmes
- Confidential consultations







# Comprehensive cover and access to treatment

## Advance private healthcare scheme

AXA Health’s corporate private healthcare scheme, Advance, provides speedy access to care, support and treatment, and includes tools and services to engage employees in their physical and mental health.

It’s important that you’ve got the right services and benefits to ensure your employees are able to access the appropriate support for their individual situation. That’s why Advance includes mental health cover as standard.

## Early access to support

- 24/7 health support line, Health at Hand.\* Freephone access to our medical team, day or night for when your employees have a health worry, a concern over medication, treatment or simply a need for a little guidance or reassurance.
- Online GP service, AXA Doctor at Hand, when your employees want to speak to a GP without the wait, by video or phone.<sup>8</sup>
- Access to mental health professionals through Stronger Minds. No need for a GP referral first if experiencing stress, anxiety or any mental health concern.
- Wellbeing motivation and guidance, including a mental wellbeing assessment and content rich programmes to develop mental wellbeing via the AXA Health app – available to your whole workforce.

## Coordinated care

- Initial psychological needs assessment with a mental health practitioner.
- Onward referral for support or treatment in line with your employees’ needs and scheme benefits – counselling, psychologist or psychiatrist.
- Psychiatric care team – support for members with complex mental health conditions via our dedicated psychiatric nurse case managers.

## What else is included?

- No outpatient benefit limits on mental health claims – as standard on Advance.
- Extended mental health benefits - we’re able to support clients considering extending benefit for long-term mental health conditions, helping manage where chronic rules may or may not be applied, providing additional peace of mind for your employees.

■ Included in Advance as standard. ■ Not included in Advance as standard.

<sup>8</sup>Subject to appointment availability.  
<sup>\*</sup>Health at Hand nurses are available 24/7, 365 days a year. Pharmacists and midwives are available Monday to Friday 8am to 8pm, Saturday 8am to 4pm, and Sunday 8am to 12pm.



## Advance’s features explored

There are a number of options available to help your business support the mental wellbeing of your workforce, with benefits that are both comprehensive and flexible.



## Standard cover

Our Stronger Minds pathway provides access to counselling support for stress and anxiety. Our healthcare schemes include benefit for mental health conditions with exceptions being the treatment of dementia and learning difficulties, behavioural and developmental problems.

As standard, Advance includes no upper limit on costs for outpatient treatment with a 28 day inpatient and day-case limit for psychiatric benefit.

## Stronger Minds

People shouldn’t have to battle depression on their own. Nor should they be left alone to fight anxiety. Our clinically led pathway, Stronger Minds, offers a fast route to treatment removing the need for a GP referral when someone feels they need support.

Our counsellor or psychologist will listen to understand what is needed during an initial assessment and guide your employees to the most appropriate treatment from self-help and life management to CBT, counselling or referral onto psychiatry.

Available for members aged 18 and over.



## Enhanced mental health benefits

We’re able to support clients considering extending benefit for long-term mental health conditions, helping manage where chronic rules might be applied and not.

There will be a cost to introducing any additional benefit. We’ll work with you to consider the best approach.



We want to help your employees understand the actions that can be taken to support them when it matters most. We'll help them to spot signs and guide them to find the right support. The following self-help tools, are included as part of Advance.



AXA Doctor at Hand

AXA Doctor at Hand, powered by Doctor Care Anywhere, is our private, online GP service that puts better health in easy reach for everyone. It's an evolution in on-demand, personalised care for you and your employees.

- Your employees can see a GP when they want, without the wait, by video or phone.<sup>9</sup>
- They can book an appointment easily using the app or website and share notes securely with NHS GPs.
- Appointments are available 24/7, 365 days a year from anywhere in the world.<sup>9</sup>
- They'll speak with a qualified GP, registered with the GMC.
- Referrals to specialists for some tests and scans can be made without the need to see a consultant first.<sup>10</sup>
- Prescriptions can be delivered.<sup>11</sup>



Self-help tools

Wellbeing motivation and linked support services, all in one place

Help all your employees to find motivating ways to build healthy habits that last. The AXA Health app puts your whole workforce in control of their wellbeing so they can achieve real change.

The AXA Health app is available to everyone aged 16 and over in your organisation, and may be included free of charge<sup>12</sup> when you have an AXA Health corporate health insurance plan or corporate health trust.

24/7 health support line (Health at Hand)

If they'd prefer to speak to someone, your employees can talk to an expert directly by calling our helpline. They can discuss their symptoms with a nurse. Check their medication with a pharmacist. Talk to a counsellor about how they're feeling. Or ask a midwife about their pregnancy.

The faster it's sorted, the sooner they'll feel better and be back at work. Nurses and counsellors are available 24/7. Midwives and pharmacists are available during the day.



Removing barriers to accessing care

Complement your Advance scheme with a combined EAP & Stronger Minds pathway.

Not all of us are experts and knowing where to turn for support and guidance can be a barrier in itself. For clients who have their corporate health scheme and EAP with us, we have been able to carefully integrate the services to ensure our experts can signpost and support with the most clinically appropriate journey.

98% of users stated they're likely to use the service again<sup>13</sup>



# Occupational health and critical incident management

Occupational health

Ways of working and work environments influence people's mental and physical health.

If someone becomes ill or their health is at risk, it's a good idea to get some advice for your business. After all, your managers can't be expected to know what to do in every circumstance.

Our occupational health experts can provide impartial, independent medical advice about how to improve or manage the situation for your employee and protect your business.

CRISIScall® (critical incident management)

Whether you're facing an incident that's hit the headlines or something as shattering as a colleague bereavement, shared trauma can have a deep and long-lasting effect on your workplace. No matter how robust your business continuity planning may be, it's often the human aspect and the support you offer your people that proves key to an effective personal, team and business recovery. Through CRISIScall® we'll help you build counselling and emotional support into your plans – and we'll be there to support you and your workforce the moment you face a critical incident or trauma.



<sup>9</sup>Subject to appointment availability. <sup>10</sup>If included in your AXA Health scheme, where clinically and geographically appropriate (centres in England, Scotland and Wales). Diagnostic tests are subject to your scheme terms and conditions, any excess or benefit limitation will apply. Dependants must be aged 18+ for GP to organise diagnostics. <sup>11</sup>Available in most circumstances. Out-patient prescriptions and deliveries are not covered by the scheme and may cost more than on the NHS. Medicine may not be available worldwide. Prescriptions are restricted in USA and sanctioned countries. <sup>12</sup>Tiered pricing options may be introduced in the future. Excludes occupational health on-demand clients and EAP hub clients. <sup>13</sup>AXA Health customer feedback 2020.



# Expert support and guidance

All our services are backed by clinically appropriate processes coupled with empathetic passionate teams:



### Stronger Minds team

- We employ over 60 clinicians including counsellors and psychologists.
- AXA Health have a dedicated mental health personal advisory team.
- We connect to over 1,000 affiliate counsellors across the UK.



### Nurse case managers

- AXA Health's dedicated nurse case managers are on hand for mental health claims.
- They ensure employees are fully informed of the benefits available on their policy.
- They advise whether treatment is eligible and if benefit can be provided long term.

### Health at Hand team (included in private healthcare cover and EAP)

- A direct telephone service providing access to nurses, midwives and pharmacists.
- The team puts your employees minds at rest and helps them work out next steps.
- Access is available for employees families included under your healthcare scheme or with our EAP service.



### CORE (clinical outcomes and routine evaluation)

We adopt CORE as part of our mental health assessment framework, providing consistency of approach and insight to guide onward assessment and/or treatment. The assessment explores four factors:

- Symptoms      ■ Wellbeing
- Functioning    ■ Risk

It's used before and after counselling to track effectiveness.



# Insight to guide your mental wellbeing strategy

## Working together to support mental health and wellbeing

When it comes to deciding how to approach mental health and wellbeing within your business, our dedicated account management team will support you, by exploring your organisation's needs and guide you on available approaches.

From understanding current trends to supporting the ambitions you're trying to achieve, they'll provide ongoing strategic input to make sure your benefits and services align. They'll help you interpret your data and make sure you get meaningful insight and value from your services.

## Supporting you to breakdown stigma

Our complementary year-round wellbeing calendar offers materials to engage your workforce with their mental and physical wellbeing. Included are a range of webinars and mind-building tools designed to help employees find ways to relax, think more clearly and better manage stress.

If you'd like further information, have a specific question on what we've presented here or would simply like a general discussion, then we'd love to hear from you.



For more information about the AXA Research Fund, please visit [www.axa-research.org](http://www.axa-research.org)

For more information about the AXA Mind Health Survey, please visit [www.axahealth.co.uk/mindhealth](http://www.axahealth.co.uk/mindhealth)

## Mental health: the bigger picture

The World Health Organisation estimates, untreated mental health disorders account for 13% of the global burden of disease. The recent COVID-19 crisis makes the issue of mental wellness even more challenging and adds additional pressure to the need for more efficient care.

These statistics place disorders such as depression, chronic stress, addiction and trauma, as among the leading causes of ill-health and disability worldwide. In addition, people with mental health problems suffer from social stigma and discrimination on a regular basis.

These negative attitudes and public health gaps regarding mental health, essentially stem from our still limited understanding of mental disorders as illnesses. Aware of the central role research has to play in better recognition and management of psychopathological issues, the AXA Research Fund has made it one of its priorities to support top-tier research in this field. It currently has 19 active projects focussing on mental illnesses such as depression and psychoses, addiction, stress and trauma and ageing-related issues such as Alzheimer's and dementia, for a total funding of 9.2M€.

## AXA's Mind Health Study

The AXA Mind Health Study looks to explore the current status of, and the factors affecting, mind health surveying over 30,000 people in 16 countries across the globe in 2022. We were interested to see how often healthcare professionals were called upon to help, the way illnesses were managed and how people perceived and experienced the support available. Using the results we will be able to build an extensive database to support individuals, businesses, healthcare professionals and policymakers in their approach to mental health – to help them prevent illness and promote happiness and wellbeing.



# Ready to build wellbeing your way?

To find out how AXA Health can guide your business to a healthier future, please contact your account manager or your intermediary.

Alternatively, for new business enquiries, contact one of our wellbeing consultants:

**Call: 0141 245 4010**

**Email: [wellbeing@axahealth.co.uk](mailto:wellbeing@axahealth.co.uk)**

**[axahealth.co.uk/mindhealth](https://axahealth.co.uk/mindhealth)**