

openup

Mental health for all



=exact

Erasmus
ERASMUS
UNIVERSITEIT
ROTTERDAM

DECATHLON

asics

PIC
NIC

VANMOOF

RIT
UALS
...

pwc



Onboarding

1. What to expect
2. What do we want to know?
3. Communication plan
4. How we report

1. What to expect



OpenUp includes the entire organisation in mental health

Supported languages



✓ Awareness of mental well-being

We raise awareness of the importance of mental health and aim to normalize the topic through frequent communication and highlighting day-to-day examples.

40 – 80%
of employees

✓ Work on themes yourself

We provide employees with tools to work on everyday mental health challenges individually by means of courses, masterclasses, self help programs and interviews.

20 – 50%
of employees

✓ Consults with a psychologist

We offer 1-on-1 conversations and mindfulness consults with a psychologist via chat, telephone or video calls.

8 – 15%
of employees

Promote mental health among leaders & employees

If **leaders** are not familiar with OpenUp, they will not actively refer colleagues.



Monthly communication is essential for usage among **employees**.



We take away the 3 most common barriers to opening up...

1. Employees are afraid that the content of the conversation will end up with their manager or HR.

2. The perception that speaking to a psychologist or working on mental health means there is something “wrong” with you.

3. The idea that you can only book a consultation when facing “serious” complaints.

The 5 promises of openup



Customer friendly

Customer-friendliness is our priority, that's why every contact with our psychologists should be of added value, and we guide someone to more care if needed.



Get started

Mental health issues can't wait. Employees who reach out to us during opening hours via chat can expect an answer within 5 minutes, and employees can book a consultation within 24 hours.



Privacy is key

Clients' information is safe with our psychologists, we are ISO 27001 and NEN 7510 certified and we will never share information that can be linked to an individual.



A great match

A great match between the client and psychologist is key. This means that clients can always ask for a different psychologist.



For everyone

Work is essential for your health. Therefore, we are here for all employees. Facing a small change or big challenge? Something private or work-related? We are here to help.

2. What do we need to know?



We create a tailored plan for your organization

We take the previously completed questionnaire as a starting point and then look at:

✓ Organisation

- **Health services**

What services in the field of (mental) health does the organization already offer?

- **Company culture**

What are characteristics of the organizational culture?

✓ Communication

- **Channels**

Through which channels are employees most effectively reached?

- **Target audiences**

Are there specific employee groups that may need a tailored approach?

✓ Success

- **Goal**

What do you hope to gain from working with OpenUp?

- **Measure**

How do we measure success?

How do we measure success?

Direct key performance indicators

These KPI's can be measured directly from the OpenUp service



Number of consultations



Customer satisfaction of conversations



Involvement of employees

Indirect key performance indicators

These KPI's can only be measured over a longer period of time and depend on more than just the OpenUp service.



Decrease in long-term absenteeism



Raised productivity



Satisfaction of employees

3. Communication plan



How do you keep OpenUp in the spotlight?

1. Give a good introduction

- Introduction of OpenUp with the aim of **lowering barriers**: explanation of privacy, how it works, examples of help questions
- **Executive sponsorship**: communicate that mental health is important: LinkedIn post, or company-wide message from management

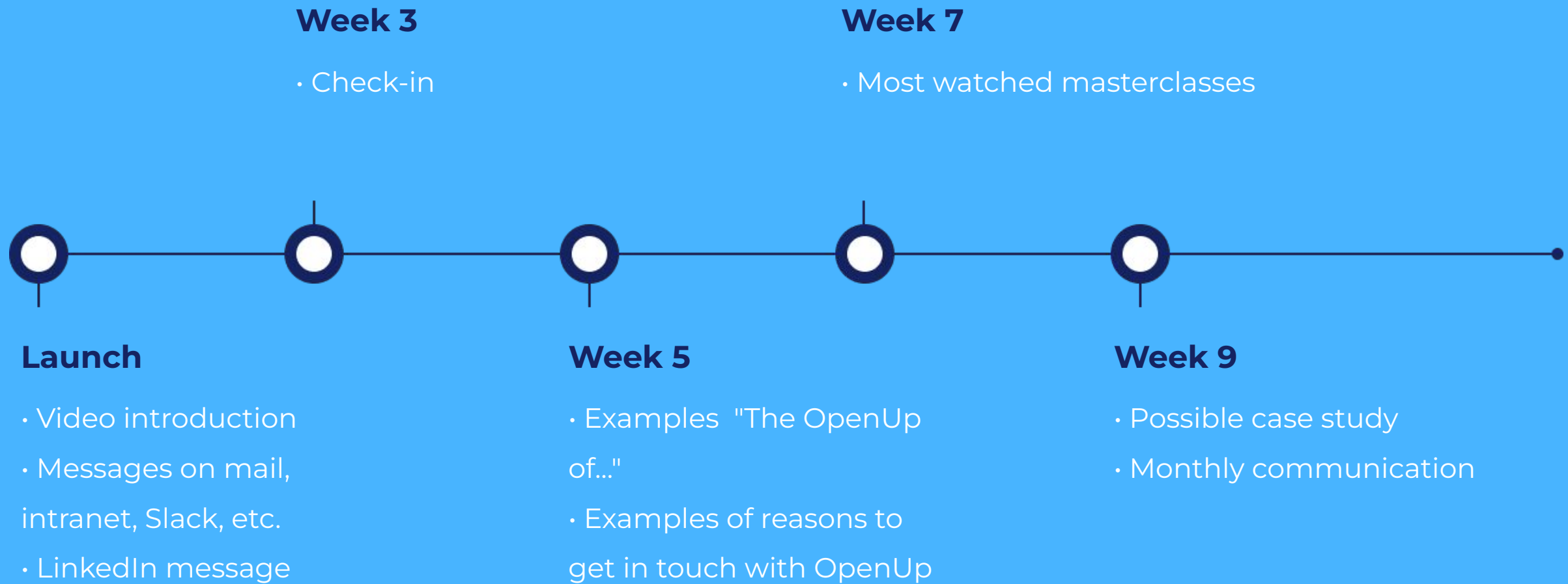
2. Normalize mental health

- With our **check-in**, employees measure how they feel and receive personalized content
- We share **inspiring interviews** in which others talk about mental health.
- We host **masterclasses** on relevant topics

3. Keep communicating

- Each month, we deliver **content** that can be shared to increase and maintain mental health awareness.
- We monitor the **themes** for getting in touch with OpenUp and create content based on this.

Onboarding timeline



LinkedIn post

Increases usage in the first 2 months up to 200%

The Student Hotel



The Student Hotel

22.595 volgers

1 mnd • Bewerkt •

+ Volgen ...

We are launching an online service, which provides access to certified mental health professionals and other resources. It's a move that adds to the long-standing care and well-being we as TSH provide to our resident community and staff.

The **OpenUp** app will be available at no cost and unlimited access within the TSH community at all of its 15 European locations.

[#tshlife](#) [#openup](#) [#mentalwellbeing](#) [#mentalhealthawarenessweek](#)

[Vertaling weergeven](#)



Hunkemöller



Philip Mountford • 2de

CEO Hunkemöller B.V.

2 mnd •

- Open Up & Hunkemöller | Mental Support for all -

At Hunkemöller we care deeply about the Health, Safety and Mental well-being of our employees. Last year was tough and we all had our own challenges.

The transition to working with restrictions and changed conditions in our stores and DC has brought challenges, as did working from home. A lot of us experienced a lack of social interactions and a blurred line between work and home life and its balance. Our mental well-being has a huge impact on the way we think, feel and behave. It affects how we act, how we relate to one another and how we make decisions.

We are now doing a pilot in Holland for our Dutch Hunkemöller employees who have direct access to any mental health support they may require. We are proud to announce a new collaboration as of today with Open Up!



Also frequently used for employer branding.

The collage consists of several overlapping elements:

- Top Left:** A LinkedIn post from BeFrank (2,657 followers) discussing the platform's role in supporting employees' physical and mental health. It mentions a partnership with OpenUp.
- Top Center:** A LinkedIn post from Alide-Marie Hovenkamp (2nd) at BUX (Hiring unicorns @ BUX) sharing how the app helped her and her team during a rough year. The post includes the text: "2021 was again a rough year for everyone - physically, emotionally, and psychologically. The pressure of working from home for more than 1.5 years and now slowly transition to going back to the office. It's easy to lose your balance! I'm happy to share that BUX has partnered with OpenUp to provide our employees with anonymous and unlimited access to mental well-being support that people may need to deal with everyday challenges in both their personal and professional life." It also features a green graphic with the text "Let's openup" and the BUX logo.
- Top Right:** A LinkedIn post from The Student Hotel (22,595 followers) announcing the launch of the OpenUp app for their residents, providing access to certified mental health professionals.
- Middle Left:** A LinkedIn post from Désirée Smael (2nd) at Kennedy Van der Laan (HR Director) sharing how the app helped her team. It includes a graphic with the text "Wij zorgen voor het mentale welzijn van onze medewerkers." (We care for the mental well-being of our employees.) and the OpenUp logo.
- Middle Right:** A LinkedIn post from Office App (2,585 followers) by HqO, discussing the importance of mental health in the workplace and how the app provides support. It includes a graphic with the text "Let's openup" and the CBRE logo.
- Bottom Left:** A graphic for OpenUp and FeedbackFruits, featuring the text "The health and wellbeing of our employees is really important to us. This is why FeedbackFruits has partnered with OpenUp." and the OpenUp logo.
- Bottom Center:** A graphic with the text "Wij zorgen voor het mentale welzijn van onze medewerkers." (We care for the mental well-being of our employees.) and the OpenUp logo.
- Bottom Right:** A LinkedIn post from Philip Mountford (2de) at Hunkemöller B.V. (CEO) sharing how the app helped his team. It includes a graphic with the text "Wij zorgen voor het mentale welzijn van onze medewerkers." (We care for the mental well-being of our employees.) and the OpenUp logo.

The openup of...

In the column "The OpenUp of ..." inspiring individuals speak candidly about their lives. Subjects such as meaning, awareness, doubts and insights are discussed. And how do mental health and psychology play a role in their lives?



Michiel Muller

Founder Picnic

<https://www.openup.care/post/de-openup-van-michiel-muller>



Chris Byrne

Head of e-comm Bestseller

<https://www.youtube.com/watch?v=NUNDZxIOo24&list=PLlIdecs20g4SWh64O8f1q8lhIL--hWzyM&index=4>

openup

Masterclass



The topics of masterclasses are in line with our 8 themes of mental care.



Check-in

With our check-in, employees gain insight in their current mental health state.

openup

☰

↑ Back

I feel happy and relaxed*

Rarely

Sometimes

Often

Very often

11 of 77 answered

⬆

⬇

openup

☰

↑ Back

I feel full of energy*

Rarely

Sometimes

Often

Very often

69 of 77 answered

⬆

⬇

Newsletter

Monthly communication with updates on:
masterclasses, blogs, interviews, studies & video's



4. How we report



Monthly insights

OpenUp Report: October 2021

openup

Monthly report of OpenUp usage [REDACTED]

Summary of user information last 12 months			Growth vs. last month	Projected yearly usage* %	Benchmark usage %**
Number of employees	800				
Number of employees using consultation(s) at OpenUp	53 ↑		7	20%	12%
Number of employees with a myOpenUp account (performed a health check-in)	61 ↑		4	23%	20%
Number of employees that attend the OpenUp webinars	0		0	0%	20%
Average number of consults per user	2.4 ↑		0.2		
Number of consultations	127 ↑		28		
Psychological consultations	115		21		
Mindfulness consultations	12		7		

last 4 quarters	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Number of new employees using consultation(s) at OpenUp	0	1	45	7
Number of consultations	0	1	98	28
% employees using consultation(s) at OpenUp (on an annual basis *)	0%	1%	23%	4%

* The % of employees with consultations at OpenUp on an annual basis, is shown by extrapolating the current usage as if OpenUp was offered by the employer for a whole year, in the first months this % can fluctuate strongly
 ** Average usage of OpenUp customers with > 50 employees
 *** Count of employees that have subscribed to the live broadcast of the webinar. On demand views are not included
 **** Due to privacy, this information is only shown if there are more than 10 users in the specified period

Themes discussed in 1-on-1 conversations (of the organization) **		
Theme	Last 3 months	Last 12 months
% stress and anxiety	41%	42%
% workperformance	8%	8%
% self confidence	16%	15%
% relationships	10%	11%
% sleep	2%	2%
% finding purpose	12%	11%
% lifestyle	6%	6%
% mindfulness	6%	6%
% other	0%	0%

Top 3 themes for all organizations using OpenUp			
Last 3 months		Last 12 months	
Stress and anxiety	36%	Stress and anxiety	30%
Relationships	15%	Work performance	19%
Self-confidence	14%	Self-confidence	17%

5. Next steps

- ✓ Launch date
- ✓ Welcome package
- ✓ Next check-in



Let's openup