

# openup

Mental well-being for all





# Onboarding

1. Introduction
2. The services of OpenUp
3. The launch of OpenUp
4. How to keep engagement high
5. How we report

# 1. Introduction





# Your company now makes mental wellbeing accessible to all your people!

**70%**

of employees  
have a request for  
mental wellbeing support

**67%**

of employees do not  
know where to seek care  
for mental wellbeing

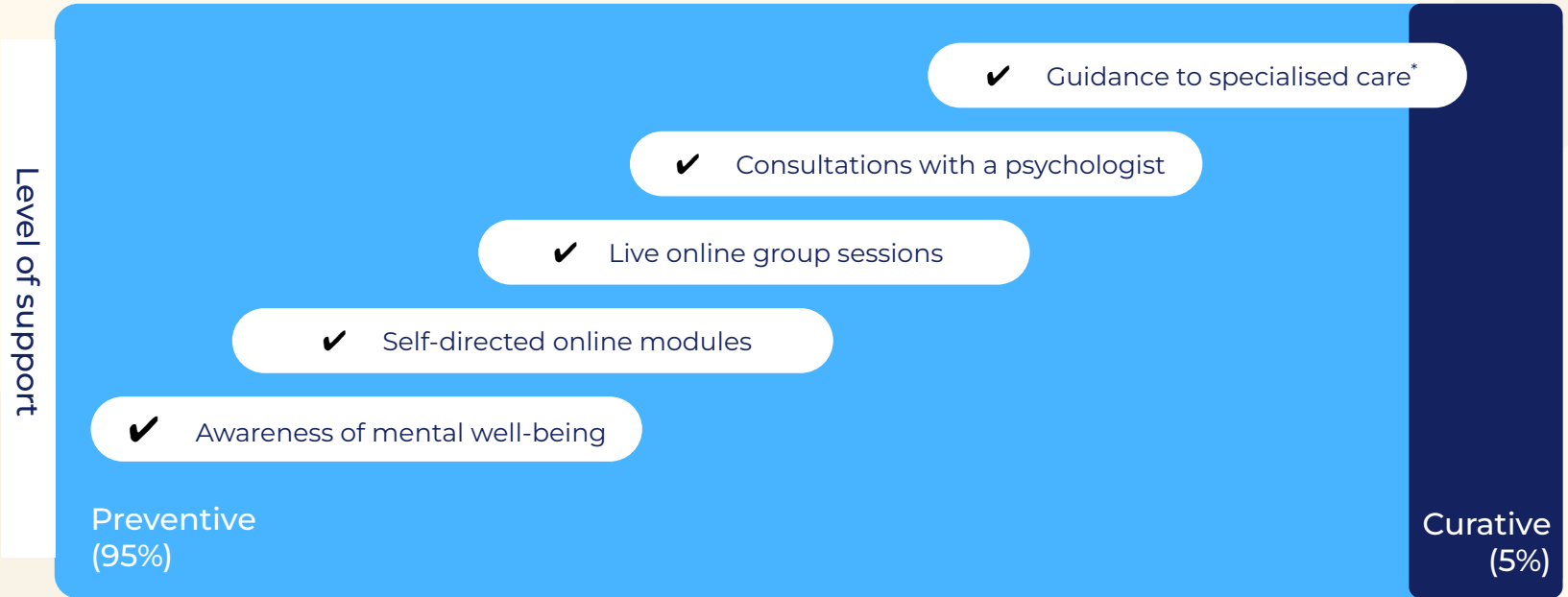
**40%**

of absenteeism is related to or  
caused by mental wellbeing  
challenges - which is  
**more than ever before**

**Let's make your people feel their best everyday.  
At home and at work.**



**We focus on prevention. We inspire people to learn, talk and share. The good, the bad, and the ugly.**



\*We always stay in contact with our clients. When more specialised care is needed, we guide the client to iPractice and other partners within the local health care system

# Your employees and the organization



## ✓ Success

- **Goal**

What do you hope to gain from working with OpenUp?

- **Evaluation**

How would you evaluate your success with OpenUp?

## ✓ Communication

- **Channels**

Through which channels are employees most effectively reached?

- **Target audiences**

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

## ✓ 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?

## 2. The services of OpenUp



It's all about your people. We give them the tools they need and take away mental wellbeing taboos.

### Programs & Tools

self-guided

**Check-in** for quick insight into your mental wellbeing and practical tips

**Online programs** such as handbooks, bite-sized courses and articles



### Group Sessions

guided by a psychologist

**Spaces** to open up, share experiences and needs, practice mindfulness - or just listen to our

**Live masterclasses** to learn more about coping with mental wellbeing challenges



### Individual coaching

with a psychologist

**1-on-1 counselling** via video call or chat; where any kind of question is welcome

**1-on-1 mindfulness practice** to train your attention, reduce stress and unwind





# Meet our diverse team of over 120 psychologists.



We speak over  
25 languages and  
understand your culture

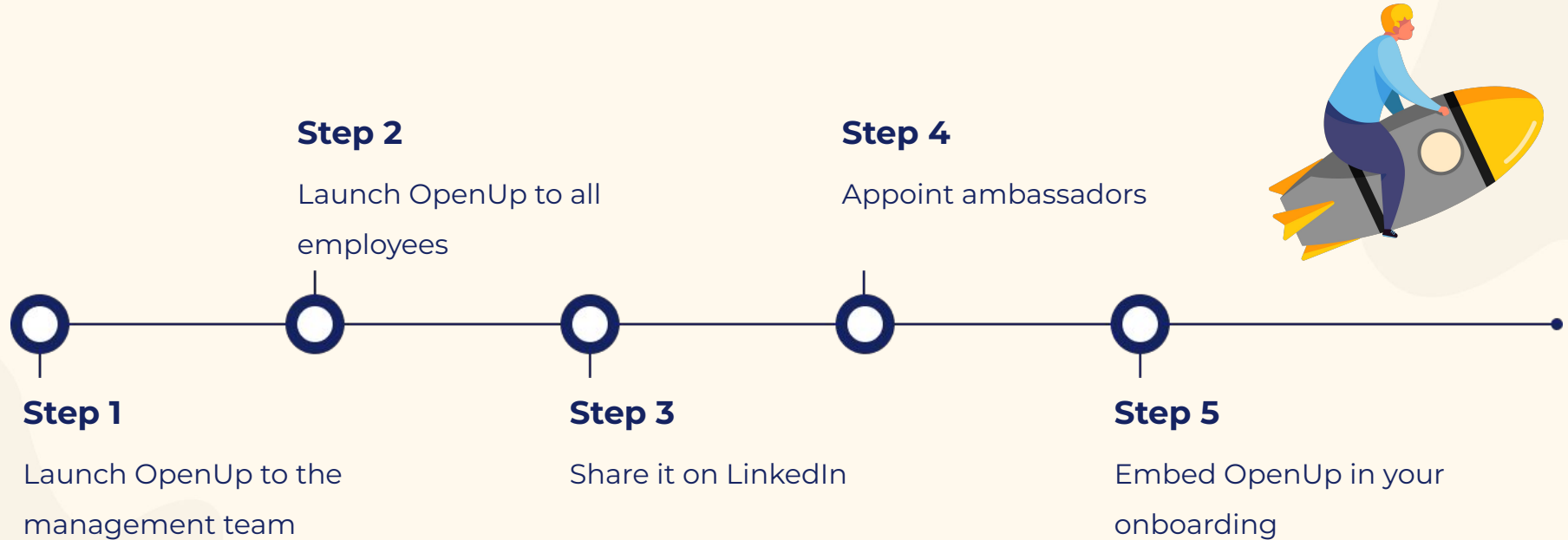


OpenUp guarantees a personal match for every employee.

### 3. The launch of OpenUp



# 5 steps for a successful launch



Use the templates in your **welcome package** to create a launch message that gets your management team and employees excited.

# 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 wellbeing means there is something “wrong” with you.

**3.** Employees are afraid to ask for permission from their manager or HR.

**Our comprehensive platform makes mental wellbeing accessible for your whole workforce. All services are easy to use and completely anonymous.**

# 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!

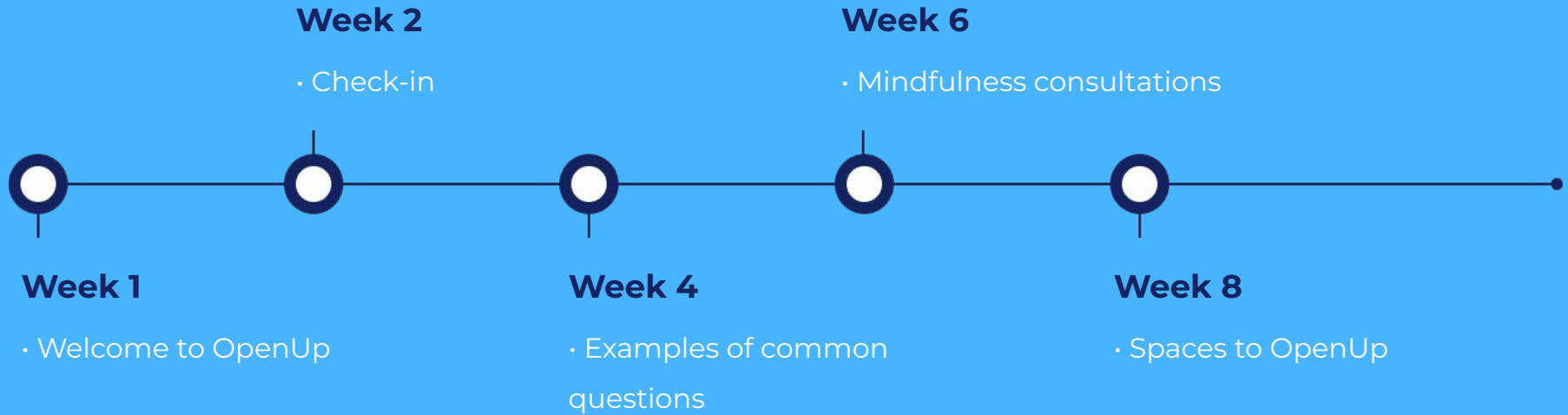


## 4. How to keep engagement high



# Onboarding timeline

Keeping up with communicating about OpenUp



# Newsletter

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





# Other communication materials to activate your employees

## Resource Hub

- ✓ We created a [platform](#) with downloadable materials and how to guides on how to activate your employees.
- ✓ Get access to on demand content and support of our customer success team.

## Flyers

- ✓ Communicating through offline communication about our partnership stimulates the normalisation of the topic mental wellbeing.



## The OpenUp of...

- ✓ In the column "The OpenUp of ..." inspiring individuals speak candidly about their lives. We can organize this interview to inspire others!

Click [here](#) to see the column with Michiel Muller, founder of Picnic.

## 5. How we report



# Monthly insights

## OpenUp Report:

December 2022

openup

Monthly report:

### How have employees been supported by OpenUp?

Below we show the number of employees that have reached out and found support for their mental wellbeing.  
(This data is based on the last 12 months).

		Growth vs. last month
<b>Insights into 1:1 sessions</b>		
Number of employees using 1:1 sessions		
Satisfaction score (out of 10)		-
<b>Insights into Spaces</b>		
Number of employees registered for Spaces		
<b>Insights into Self-guided care</b>		
Number of employees completing a check-in		
Number of employees registered for a course (available soon)		

### What themes are employees seeking support for?

A breakdown of the OpenUp themes discussed in the last 3 months compared to the previous period.\*

Theme	Last 3 months (current period)	Previous 3 months
Stress and anxiety		
Work performance		
Self confidence		
Relationships		
Sleep		
Finding purpose		
Lifestyle		
Mindfulness		
Other		

\* Due to privacy, this data is only shown if there are more than 10 unique users in the specified period.

# Let's openup

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

