

# Impact Report

2024

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# Key Findings



- **Impact on Employee Well-Being:** The Impact Study shows a significant uplift in mental well-being for employees engaging with OpenUp. This includes reduced stress, enhanced job satisfaction, and improved personal well-being.
- **Enhanced Productivity and Performance:** A clear link emerges between using OpenUp's services and increased workplace productivity and performance. Employees report enhanced focus, motivation, and an improved capacity to handle work-related challenges.
- **Reduction in Absenteeism and Turnover:** Companies integrating OpenUp into their well-being strategies have noted a noticeable decrease in absenteeism and turnover, highlighting OpenUp's effectiveness in cultivating a committed workforce.
- **Positive Organisational Culture Shift:** There's a shift towards a more positive culture, with increased openness around mental well-being. OpenUp plays a crucial role in normalising mental well-being discussions and reducing workplace stigma.
- **Cost-Effectiveness and ROI:** Implementing OpenUp's services shows significant financial benefits. The savings from reduced absenteeism and turnover, combined with productivity gains, underline the financial and human advantages.

## I. Introduction

Timely intervention in mental well-being can be transformative. In a world where 59% of the global workforce reports facing at least one mental well-being challenge (McKinsey Health Institute, 2022) the need for accessible and empathetic support is more critical than ever. With this in mind, OpenUp has established itself as a reliable source of guidance and support for individuals across this spectrum, offering quick and empathetic mental well-being assistance.

Emma, a dedicated employee at a multinational company, was initially hesitant about addressing her mental well-being concerns. She recalls, "I would never have thought of the need to talk to someone about my mental well-being until work suggested it. What I've learned so far has transformed my perspective. OpenUp's platform not only eased my health anxieties but also ensured they didn't impact my professional life."

For many, OpenUp has served as an introduction to the world of preventative care. Amir, an experienced IT consultant, faced work-related stress and burnout. Turning to OpenUp, he found resources and personalised support: Amir learned coping strategies and achieved a renewed sense of well-being. Reflecting on his experience, Amir shares, "OpenUp opened up a new space for me, which I genuinely appreciate." Through Amir's story, one sees the tangible benefits of OpenUp in addressing work-related stress and stimulating personal growth, and how it ultimately leads to a happier and more productive workforce.

Employers and executives, too, benefit, with employees feeling more gratitude towards organisations prioritising mental well-being. Sandrien, a director of Human Resources at an e-learning provider, shares, "We recognise the positive impact of OpenUp in various ways, the most significant being the enthusiastic feedback we receive from our employees." Sandrien's assessment not only reflects the immediate benefits of mental well-being initiatives but also alerts to a larger trend in the corporate world's response to mental well-being challenges.

In actuality, the importance of addressing mental well-being in the workplace is emphasised by data from a recent Deloitte study. According to the study, 28% of employees are either leaving or planning to leave their current jobs due to poor mental well-being. Such a high turnover rate not only raises concerns for employee well-being, but also poses a significant economic challenge for organisations. The same study also reveals the substantial cost of poor mental well-being to employers, with the financial impact on organisations in the UK alone reaching up to £56 billion (= €64 billion) (Deloitte, 2022). These findings emphasise the imperative for effective mental well-being interventions in the workplace, affirming the value of platforms like OpenUp in addressing these critical needs.

In the following report, the reader can expect data-driven insights, highlighting the crucial role of mental well-being in work environments. It will provide an in-depth look at how OpenUp significantly influences workplace mental well-being, focusing on the tangible benefits and outcomes of its initiatives.

## II. About OpenUp

The correlation between employee mental well-being and organisational success is evident. Higher employee well-being is directly linked with increased productivity and enhanced customer satisfaction, consequently resulting in greater profitability. Additionally, the two circumstances correspond to a reduction in staff turnover, emphasising the importance of mental well-being in stimulating a productive and dynamic work environment (Employee wellbeing, productivity and firm performance, 2019).

With this in mind, OpenUp has been at the forefront of integrating mental well-being into corporate culture. Reflecting on the past years, there has been a measurable, tangible impact from OpenUp's initiatives on employee well-being and organisational success.

Consequently, OpenUp is committed to making mental well-being support easily accessible for employees, removing barriers like complicated onboarding, HR approvals, or long waits. Their personalised support and shared experiences are designed to empower employees for lasting positive changes. This not only improves job satisfaction and happiness but also increases productivity and decreases absenteeism. By prioritising mental well-being in the workplace with relevant content, OpenUp fulfils its vision of enhancing businesses with a healthy, supported workforce.

### OpenUp's Success Reflected in Strong NPS Score

A testament to the efficacy and satisfaction of OpenUp's approach is reflected in its latest Net Promoter Score (NPS), a universally recognised metric for assessing customer satisfaction and loyalty. OpenUp has achieved a total average NPS of 8.8 out of 10, a demonstration of the high level of satisfaction and positive impact its services have had on employees and organisations alike.

### The OpenUp Difference

OpenUp adopts a comprehensive 360 approach to well-being in the workplace, providing a platform that advances organisations to support their teams - encompassing both employees, HR and employers - in maintaining emotional, physical, and social well-being. The platform makes it easy to meet with licensed psychologists and lifestyle experts in 1:1 sessions in more than 25 languages, offers interactive masterclasses, and facilitates a wide range of self-help resources on meaningful topics like lowering stress and anxiety, hormone health, and practising mindfulness.

With OpenUp, employees get to use a user-friendly system that provides tools for self-growth anytime they need them, and HR teams receive activation support, clear progress updates and special resources for developing leadership skills. OpenUp combines personal well-being with professional development, improving both the well-being of individuals and the health of the company culture.

Moreover, OpenUp is unique in that its in-house team of carefully chosen, qualified, and trained psychologists and lifestyle specialists maintains a strict commitment to quality control. OpenUp's commitment ensures that every aspect of the platform is carefully evaluated and maintained to the highest standards. From developing evidence-based interventions to providing personalised support, OpenUp's experts work continuously to ensure that users receive the highest level of support possible.

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At OpenUp, we're dedicated to **normalising** the conversation around mental well-being and we envision a future where support is **accessible to everyone**. Our approach is simple, direct, and affordable: With OpenUp, there are no difficult questions upfront; our platform is **anonymous** and **straightforward**. Our overarching mission is to offer comprehensive support that addresses **all aspects of mental well-being**.

**Gijs Coppens**

Founder & CEO of OpenUp



## The OpenUp Impact Study

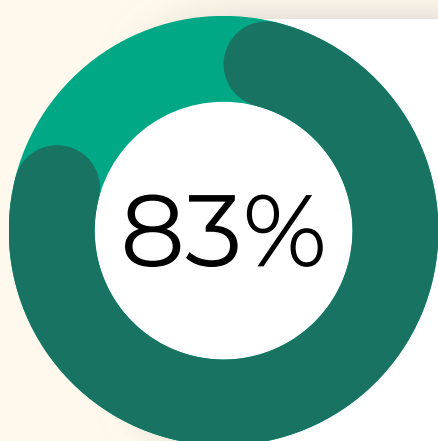
The purpose of this specific report, however, is to share the results of OpenUp's impact study, showing positive changes in employee well-being and company performance based on data insights.

In the methodology, direct feedback from a significant sample size was gathered: 871 users, encompassing both employees of OpenUp's client companies and the clients themselves. An extensive survey assessed the impact of OpenUp's services on key parameters such as users' mental well-being, resilience, and productivity.

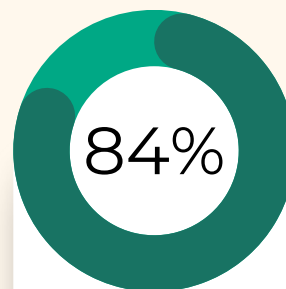
The OpenUp Impact Study aims to demonstrate how OpenUp's dedicated efforts are significantly advancing the integration of mental well-being in organisational environments.

## III. Impact in Numbers

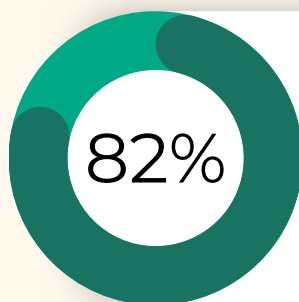
OpenUp's services are extensive and custom-fit for organisational requirements, yet it is generally acknowledged that in the business realm, data often speaks louder. To offer a transparent view of OpenUp's influence, a thorough study was conducted, engaging a total of 871 users to quantify OpenUp's effects. Here's what OpenUp's users had to say:



of employees felt they recovered or, at a minimum, **improved** their **well-being challenges** due to OpenUp's services, enhancing their work efficiency and overall happiness. This is crucial for HR and management because improved well-being directly translates to **reduced sick leaves** and **enhanced work quality**.

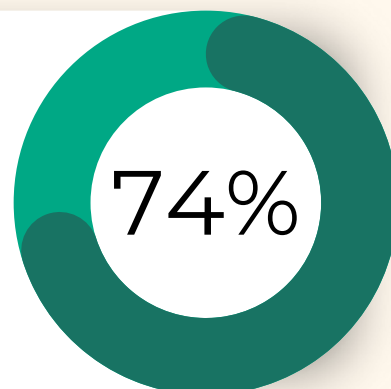


of the participants felt **better equipped** to handle future mental well-being challenges after using OpenUp, ensuring **sustained productivity** and **resilience** in the face of challenges.



felt that OpenUp's services helped them **recover faster**, ensuring that employees **bounce back** and **contribute** to the organisation promptly.

agree that their **productivity** at work has **improved** with OpenUp's services, it's evident that mental well-being directly influences **job performance**.



But what underlines the importance of mental well-being and preventative care in the workplace? The answer lies in the deep impact these factors have on both individual employees and the wider organisational culture. Mental well-being is not “just a personal issue”; it's a crucial business consideration. Monique, former VP of People at a prominent eyewear brand, strongly highlights this: “Having someone to talk to easily is a great way for employers to keep their teams healthy and a clear signal for employees that an organisation understands the challenges and actually cares.”

In the following chapter, we delve into why prioritising mental well-being is not only beneficial but essential for a thriving workplace, exploring the tangible benefits and transformative effects of OpenUp's approach.

## IV. Well-being in the Workplace

In today's workplace, mental well-being is a critical component of organisational success. Meaning, the significance of mental well-being in the workplace extends beyond individual well-being, influencing everything from productivity and engagement to the overall economic health of an organisation.

At the centre of this insight is the understanding that employees are the fuel of every organisation. Their mental well-being directly impacts their engagement, innovation, and commitment. Contrarily, neglecting mental well-being can lead to increased absenteeism, reduced productivity,

and high turnover, all of which negatively affect a company's culture. As a result, it suggests that developing an environment that prioritises mental well-being is not only an ethical choice but also a strategic business decision.

Economically, the rationale for investing in mental well-being is compelling. For every euro spent on treating common mental health conditions, there's a fivefold (5:1) return in improved well-being and productivity (Deloitte, 2021). This statistic underscores the tangible benefits that mental well-being initiatives can bring to an organisation.

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Proactive interventions that support employee mental well-being provide an ROI of around

**5:1\***

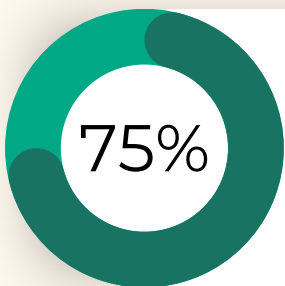
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## Accessible & Preventative Care with OpenUp

The focus on preventative care is particularly crucial. A proactive approach ensures early identification and management of mental well-being concerns and cultivates a workplace culture that values and supports employees.

In the realm of workplace mental well-being, the interplay between (external) well-being services and internal leadership is a determining factor: OpenUp contributes significantly to this dynamic by providing accessible mental

well-being support and playing a key role in normalising discussions around mental well-being in the workplace. By making such services available, barriers to seeking help are reduced, creating a more open environment where mental well-being is a topic of active engagement and support. This collaborative approach fosters a sense of community and solidarity among employees, ultimately leading to improved morale and productivity.



agreed that OpenUp helped them **talk more openly** about mental well-being challenges at work.

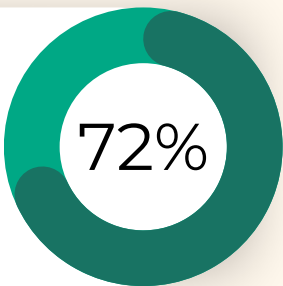
The approach of integrating mental well-being solutions into the workplace can be a key factor in reshaping organisational culture, making mental well-being a part of regular corporate conversations.

Equally important is the role of leadership within this context. Leadership's engagement in mental well-being initiatives is a strong indicator of an organisation's commitment to employee well-being. This involvement helps create a workplace that is inclusive and supportive, reinforcing the message that employee well-being is a priority. The combination of external mental well-being services and

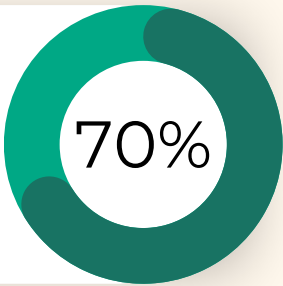
supportive leadership can be instrumental in promoting a healthy work environment where mental well-being is recognised as integral to organisational health and employee productivity.

Looking ahead, as the nature of work changes to include more remote and hybrid work arrangements, the demand for effective mental well-being solutions becomes more pronounced. New work models introduce unique challenges, making accessible mental well-being support not just beneficial but essential. And OpenUp's customers agree:

acknowledged that it is important for them that their current or future **employer offers OpenUp** as a service to employees.



agreed that their experience with OpenUp makes them **more likely to stay** with their current employer.



# V. Workplace Challenges

Following the discussion on the imperative of mental well-being and preventative care, it's clear that today's work environment poses unique challenges that significantly affect employees' mental well-being. As we progress from understanding the urgency to adopting accessible solutions, OpenUp emerges as an important partner in bridging the gap between business demands and mental well-being.

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## Themes Addressed by OpenUp's Mental Well-being Services:

- **Self-Confidence in the Workplace:** Professional self-esteem often fluctuates, with nearly **80%** of women frequently facing low self-esteem, impacting their self-advocacy at work (National Bureau of Economic Research, 2021). OpenUp assists individuals in strengthening self-confidence, essential for navigating workplace challenges and personal doubts.
- **Addressing Work-Related Stress and Anxiety:** With **44%** of employees reporting frequent stress (Gallup, 2022), effectively managing this common aspect of work and personal life becomes essential. OpenUp provides strategies for distinguishing and coping with different types of stress, beneficial for handling work pressures and personal life challenges.
- **Improving Work Performance through Personal Development:** Job satisfaction has a profound effect on overall well-being, leading to a **14%** rise in current life satisfaction (National Library of Medicine, 2021). OpenUp's approach integrates personal values and professional aspirations, leading to improved job satisfaction and personal fulfilment.
- **Enhancing Profitability through Team Engagement:** Research shows that highly engaged teams are **23%** more profitable, mainly because they have **81%** less absenteeism, a **14%** difference in productivity, and **43%** fewer turnovers (Gallup, 2022). OpenUp's programs focus on boosting engagement, leading to increased productivity, improved employee retention, and reduced absenteeism. This approach helps businesses achieve better profitability through a dedicated and satisfied workforce.
- **Promoting Resilience through Healthy Lifestyle Choices:** With **61%** of employees experiencing burnout (CareerBuilder, 2017) and a similar percentage reporting healthier lifestyle choices due to company wellness programs (Aflac, 2017), the link between a healthy lifestyle and enhanced work efficiency is clear. OpenUp advocates for the incorporation of healthy habits into daily routines, which can significantly improve both work performance and personal well-being.

# VI. Conclusion

As we draw this report to a close, the data presented unmistakably underscores the value and effectiveness of OpenUp in enhancing mental well-being in the workplace. The evidence gathered not only highlights the relevance of mental well-being services in today's work environment but also positions OpenUp as a central solution in this domain.

The journey with OpenUp, as narrated through the experiences of individuals like Emma, Amir and Elena,

alongside the comprehensive exhibit of data, demonstrates OpenUp's critical role in enhancing mental well-being in today's workplace.

This report hopes to convey that OpenUp not only becomes apparent as a valuable tool to prevent or relieve mental well-being challenges within an organisational environment but also as an integral component of a comprehensive business strategy that promotes a healthier, more resilient workforce.

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