

Mental Wellness Tech: 2021

A COMPREHENSIVE GUIDE TO LEVERAGE TECHNOLOGY
FOR EMOTIONAL, PSYCHOLOGICAL & SOCIAL WELL-BEING



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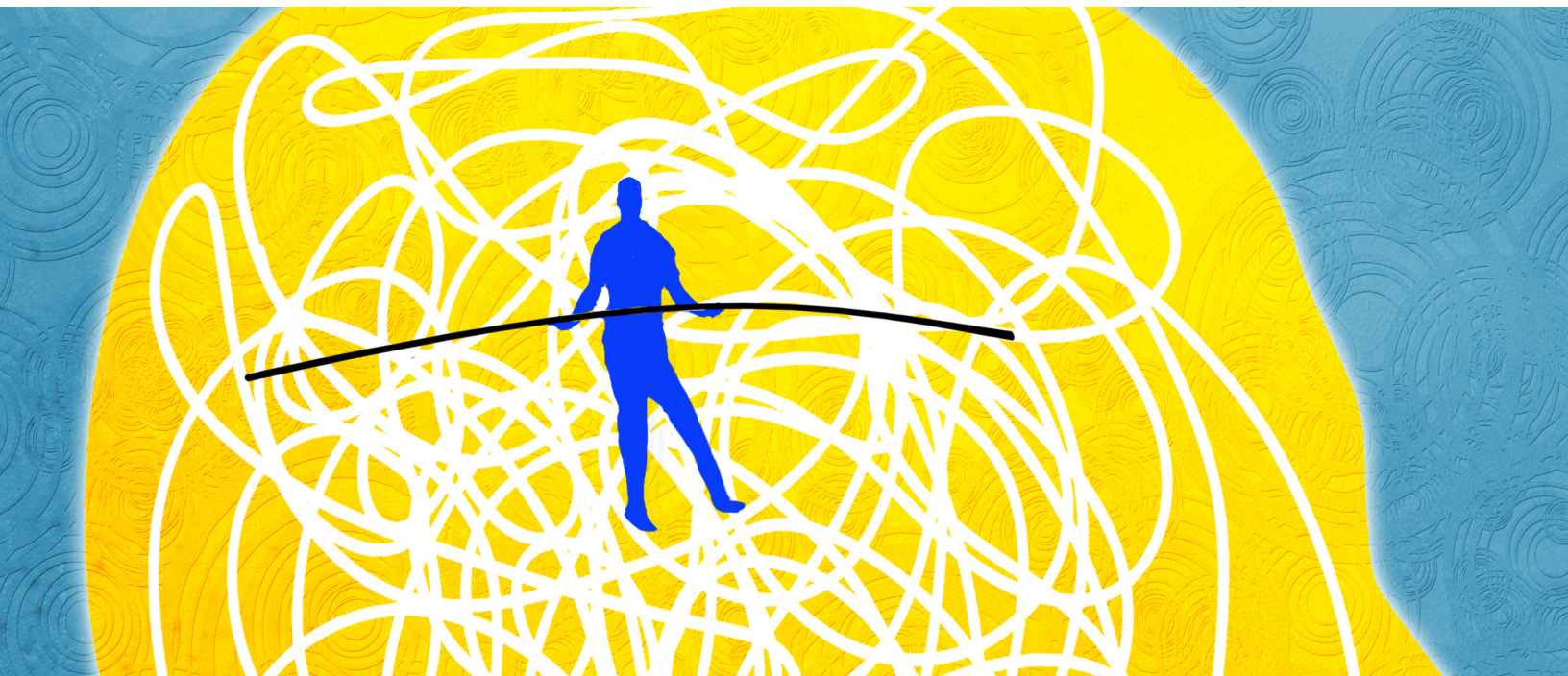
Reimagining Mental Wellness Tech

2020 was all about disruption and displacement. "Work from Anytime & Anywhere (WFAA)" routines, job uncertainty, social isolation, blurring work-life boundaries, and medical quarantines have placed copious amounts of stress on employees globally. In fact, 78% of the global workforce has been negatively affected in 2020 due to the pandemic.

And there has been a strong call from the ground to put in new measures and programs to arrest the next pandemic of "mental health".

The Mental Health Crisis triggered by the pandemic has become a catalyst for enterprises to embark or accelerate their Digital HR journey. It has provided an opportunity to reconceptualize their wellbeing & wellness framework, forcing them to move away from just launching token wellbeing programs to make it their top priority.

Prediction: If not dealt with now, mental health problems could cost the global economy \$16 Trillion dollars.



In an informal hrtech.sg survey
conducted about the
"challenges of work from home",
we found that:



Blurring work-life balance
was the topmost challenge for
56% of respondents



For 18% of respondents,
social isolation was a challenge



17% of respondents rated distractions
at home their top challenge



Lack of proper infrastructure was a
challenge only for 9% of the
respondents

Singapore Government leads the fight against Mental Wellness.

- A Tripartite Advisory, developed by the Singapore's Ministry of Manpower (MOM), the National Trades Union Congress (NTUC) and the Singapore National Employers Federation (SNEF) in consultation with HR practitioners and social agency partners, was issued in Nov 2020 to provide guidance and resources on mental wellness to Singapore's workforce.
- The Tripartite Guidelines on Fair Employment Practices (TGFE) states that companies should not ask job applicants to declare personal information, which includes their mental health condition unless it is a job-related requirement.
- The Ministry of Social and Family Development has launched the *National Care Hotline* that offers counselling services.
- Singapore Counselling Centre is providing a pay-per-use COVID-19 Mental Health Support package for companies who wish to provide their staff with video counselling sessions.
- Employers can tap on the Health Promotion Board (HPB)'s existing mental well-being programmes under the *Workplace Outreach Wellness (WOW) Package* or *Workplace Safety and Health Council's Total WSH Programme*. *iWorkHealth* - a confidential online self-administered assessment tool is one of such surveys that companies can tap on.

“The Covid-19 pandemic has cast a spotlight on the critical need for organizations to deploy effective strategies to protect and ensure the well-being of their workforce. This is no longer a good-to-have, but a vital business imperative. Companies have an important social responsibility to put 'people' at the forefront of their business while seeking to achieve business objectives. Some examples include building a high-trust & empowering remote working arrangement, flexible, family-friendly policies, equipping

leaders with the right mindset to lead with empathy, and promoting a humane work culture that respects diversity and inclusion at the workplace. Unless companies see the benefits of introducing these changes, it will be challenging to sustain the business with an out-dated 'command and control' leadership style that emphasizes 'presentism' rather than business outcomes.

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Carmen Wee IHRP-MP,
Veteran HR Practitioner & Board Member - HTX



What are the numbers saying?



Mental health has been historically stigmatized. There exists a gap between wellness initiatives and their impact. 2021 is the year to bridge that gap and generate awareness about the correlation between wellbeing and productivity.

In a 2020 survey conducted by Oracle, they found that 76% of respondents believe that their organisations need to provide more mental wellness technology services to protect their mental health.

In hrtech.sg research reports (2020 Global HRTech Investments & Start-up Funding; 2020 HRTech Mergers & Acquisitions), we found that Mental wellbeing is proving to be a key priority for HR teams in the coming years. In fact, there are investors who are focused only on investing in Mental Wellness start-ups.

“The major impacts that the pandemic had on our personal and work lives have substantially raised the discourse on workplace mental wellness and organizations are avidly exploring how they can more effectively support the mental health and wellbeing of their employees. There is no “quick fix” to workplace mental wellness challenges; HR leaders have to adopt a long term vision in executing a holistic wellbeing program while supporting and growing wellbeing communities within the organization to foster a positive and wellness-oriented culture in the organization.”



Bjorn Lee,
CEO, MindFi



Need for investment in a Mental Wellness platform?

The current macro conditions can deeply impact mental wellbeing of individuals. Not only does the quality of life worsen, but also the physical health. Employers are thus presented with an opportunity to provide personalized, custom programs with the help of technology to empower employees to improve their mental health.

We need to bring awareness of the correlation between "wellbeing" & "productivity". Apart from the loss of productivity at work, poor mental health leads to higher absenteeism & longer leave periods that usually go unaccounted, while calculating the impact of mental health.

Investing in a tech-driven Mental Wellness Platform not just generates tangible returns, but a significant Return on Value (ROV) too (i.e. happier, satisfied and resilient employees).

HR teams need to be able to quantify this ROV too for easier understanding of the management teams that are usually driven by facts & figures. A key reason why ROI calculations are usually underestimated is due to the non-inclusion of these indirect costs, which are invariably not factored in.

“ *The mind of the employee is the key to their motivation, creativity and productivity. In the matters of the mind, most times it is all about the timing of the care-a small, but timely nudge can generate the desired positive behaviour.* **”**



Sanjeev Magotra,
CEO, Joye

Leveraging technology in the mental wellness fight

Common barriers associated with seeking help from those who are in need:

- **High costs** of therapy are often not covered by their insurance providers which automatically stratifies the number of people that can seek help.
- **Stigma** attached to mental health conversations is high across most societies. Individuals who speak up are always at the risk of facing discrimination and being ostracised from their social groups.

Wellness Technologies effectively deals with these barriers. With the advent of Artificial Intelligence & Machine Learning, wellness platforms are becoming more efficient & cost-effective.

Studies show that digital mental health interventions using the web and mobile technologies have consistently demonstrated effectiveness in more than 100 randomized controlled trials conducted over two decades.



“

Whilst there is a stigma associated with mental health, the mental wellness tech landscape in Asia has accelerated due to COVID-19. I knew access to mental health tech would boom 5 years ago as it was a desperately growing need. Despite numerous feedback that it won't work in Asia, I'm glad my resilience paid off and Safe Space is now thriving more than ever.

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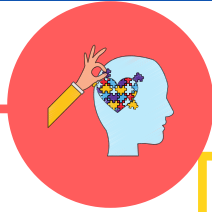


**Antoinette Patterson,
CEO, Safe Space**

Benefits of Mental Wellness Tools

ACCESSIBILITY

Since these tools can work in both an online & offline model, they're likely to be more accessible for every employee in an organization and are cost-effective.



DATA DRIVEN

Targeted approach due to availability of data-driven insights; enables an individual to seek help that they require



EARLY INTERVENTION & COST EFFECTIVE

Enables early intervention by analyzing patterns of disturbed functioning. The cost of therapy is subsidized.



AWARENESS & TRAINING

Awareness & training employees reduce stigma around mental health. Owing to the stigma around mental health, wellness apps let an employee take help without the fear of judgement and ostracization



COLLABORATION & COMMUNICATION

Improved collaboration & communication amongst teams creating a happier, healthier & productive culture



IDENTIFICATION

Identifying employees experiencing negative emotions & feelings; enabling the organisation to proactively make sustainable administration changes & motivating the employee to make suitable lifestyle changes

Mental Wellness Players in Singapore



Safe Space™ provides organisations with mental health therapy solutions and education to keep their employees resilient and happy. It is a full-stack B2B2C digital mental healthcare platform that offers a blended approach to human therapy. It offers tailored support for employers to help their employees overcome their mental health challenges. Now more than ever, businesses need to support and foster the mental wellness of employees to avoid the cost of long-term absence.

MINDFI is an app-centric and data-driven Corporate Wellness platform that empowers organizations to measurably enhance employee wellbeing and engagement. It provides "Mastermind" Corporate Wellness Challenge to engage employees and foster a culture of wellness in the workplace as well as Corporate Wellness Analytics, Actionable Insights and Recommendations to help with HR Strategy and Planning.



Joye is an employee mental fitness platform that improves productivity at the intersection of employee engagement and mental health. Provides daily people analytics to help HR teams to gain new insights into employee sentiment, even if they are working remotely. World's 1st voice-enabled mental wellbeing platform for employees. Speak your mind and Joye's AI-powered contextual nudges will help to make the most of the employee's day!

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Market Report : 2020 HRTech M&A Deal Tracker



2020 Singapore HRTech Market Map



Infographic: Why Do HR Tech Implementations Fail

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