Executive Summary - Workplace Mental Health Summit, Tuesday, January 14, 2014
JWT -- 466 Lexington Avenue, New York, NY

The January 14th Workplace Mental Health Summit at JWT brought together over 50 corporate and workplace mental health leaders to engage in an open and dynamic discussion about how businesses manage and support mental health in the workplace.

Best Practices in Workplace Anti-Stigma Campaigns

The summit began with an overview of how anti-stigma campaigns developed by NAMI-NYC/JWT, Prudential, DuPont, and ValueOptions were implemented in the workplace.

#IWillListen, NAMI-NYC Metro:

NAMI-NYC launched its anti-stigma campaign #IWillListen in October 2013. #IWillListen is a social media-based, anti-stigma campaign that transforms popular social networks into communities of support. It challenges negative stereotypes which keep many from seeking treatment by encouraging the public to make videos, Facebook posts, and Tweets pledging to listen to and support those affected by mental illness.

#IWillListen actively engages workplaces and leaders in business. Deutsche Bank held a successful company-wide #IWillListen Day in October in the lobby of its NYC headquarters. Over 100 Deutsche Bank staff participated by making videos, tweeting, and blogging on the Deutsche Bank internal blog. The company's benefits and EAP representatives were available onsite to answer any employee questions. JWT also hosted an #IWillListen Day at its NYC headquarters and its Atlanta office in August with nearly 10% of general staff participating. There has been interest among other corporations to hold #IWillListen Days in the coming year.

Veterans Initiative, Prudential:

Prudential's Veterans Initiative has contributed to decreasing stigma and promoting veterans' integration into the workforce. Its Talent Program partners with Workforce Opportunity Services, a nonprofit organization that works to place military veterans in scholarship programs and teach them relevant skills. Prudential also offers veteran computer-based training for managers, a mental health conference series focused on helping veterans return to work, and various panels about ending stigma and understanding illnesses such as PTSD and depression. Between 2011 and 2013, Prudential's Health Risk Assessment (HRA) showed a 32% reduction in risk for depression. Prudential's anti-stigma efforts are seen as a contributing factor to this decrease.

ICU Mental Health, DuPont:

Science and engineering giant DuPont has developed a program called ICU Mental Health (ICU is short for Identify. Connect. Understand) that aims to change the way mental health is viewed at the workplace. This innovative model encourages employees to reach out to coworkers who appear to be in emotional distress, offer their help, and understand a way forward together. DuPont's culture recognizes that as long as corporations involve people, attention must be paid to the emotional environment in which they work. DuPont created a short video on ICU that has been shown to hundreds of thousands of employees at DuPont's locations throughout the world.

Stamp Out Stigma (S.O.S.), ValueOptions:

In early 2013, ValueOptions rolled out phase one of the S.O.S. campaign – “Talk About It. Your Story Could Change A Life.” The initiative’s goal is to educate the public on the prevalence of mental illness and remove stigma as a barrier to seeking care. ValueOptions initially rolled out the initiative to more than 3,000 of their employees nationwide, asking them to talk about it, wear a wristband in order to start the conversation, and share their stories. Because it took off so quickly, ValueOptions was able to take the initiative outside the company in 2013. As a result of the campaign, ValueOptions has seen a 6% increase in EAP engagement among employees.
Mike Thompson from PricewaterhouseCoopers, who facilitates the summits, acknowledged that there are many anti-stigma campaigns that say it's OK to talk, when in reality, it's not. Mike said that in addition to talking, we must encourage listening. He brought up the question, “How do you create a better work environment without addressing stigma?” The group reflected on this point and expressed that you cannot effectively do your job without talking about stigma.

Impact of Benefits/Insurance on Access to Services

Participants discussed the parity law and spoke about how the law is not fulfilling its mandate to improving access to services. Several stated that access is actually getting worse, and that the parity law will not solve the problem unless certain challenges are addressed. Below are the major themes/issues that were discussed as relates to access to care, quality of care, and benefits:

- **Network adequacy**: lack of in-network psychiatrists; health plans need to help ID appropriate mental health providers
- **Flexibility**: mental health providers seeing mostly out-of-network patients during convenient timeframes; in-network patients having difficultly getting appointment times that work for them; many individuals cannot leave work during the day
- **Reimbursement**: insurance companies offer low reimbursements to providers; some clinicians would like to be in-network, but low reimbursements act as a deterrent
- **Accommodation of families**: a significant percentage of companies’ mental health spending is related to the cost of treating employees’ families; anti-stigma campaigns need to include messaging the families of employees when encouraging access to services
- **Integration of mental health**: linking mental health support to primary care practices; integration of depression screening and management into primary care (i.e. NEBGH One Voice Primary Care Initiative)

After considering numerous barriers to care, Dr. Hyong Un, Chief Psychiatric Officer at Aetna, stated that if you want to improve mental health, addressing quality must be the number one priority, which includes providing evidence-based interventions and measuring outcomes. He added that managed care organizations are not immune to stigma, and that they must be willing to confront stigma-related issues internally. He advised that in order for mental health initiatives to be effective, companies must provide the educational component, as well as give employees the tools (i.e. providing the workforce with training) in order to understand mental health and access services. Dr. Un also brought up an interesting point regarding EAPs. People view them as mechanisms to reduce stigma, but he would challenge that notion. He suggested implementing initiatives to test the effectiveness of EAPs.

In terms of how benefit improvements can be measured, the group identified the following metrics: EAP penetration, HRAs, employee performance/productivity, and decrease in disability costs.

Engaging with the American Psychiatric Association (APA)

Clare Miller, Director of the Partnership for Workplace Mental Health, a program of the American Psychiatric Association's (APA) foundation, is working to bring the APA to participate in the summit's May meeting. It was noted that Laurel Pickering, Kathy Mahieu, and Dr. Hyong Un are all advisors on the Partnership Advisory Council. The APA’s annual meeting takes place in New York this year. The date for the next summit meeting is May 6th (8:00-10:30 am). The group was asked to share ideas for agenda topics, with specific attention to issues they would like to address with the APA members. The following list of topics were mentioned, arranged loosely into broad categories:

- **Quality and Obstacles to Access**
  - Pay for performance
  - Electronic medical record (EMR) adoption and commitment of APA to driving adoption by psychiatrists
  - Integration and the role of psychiatry – what is commitment to advancing collaborative care?
  - Metrics and measuring of quality and outcomes, and APA’s commitment to providing models to encourage evidence-based practice and measure outcomes
  - Barriers to network access, network adequacy
Medicalizing and Pharma
Over-medicalizing of mental health – DSM
Overreliance on medication
Relationship between psychiatry and the pharmaceutical industry

Work and Disability
Role of psychiatrists in supporting a person’s fulfillment/value of work in recovery
Disability and return to work, including appropriate evaluation by psychiatrists

#IWillListen Campaign Update

The #IWillListen campaign will officially reach a national audience starting on February 10th, when the campaign will air a national PSA on CBS and continue airing throughout May. #IWillListen is full speed ahead with encouraging companies and college campuses throughout the country to hold #IWillListen Days. The campaign continues to gain momentum and generate interest.

The group consensus was to meet again. The next meeting will take place on Tuesday, May 6, 2014 at PricewaterhouseCoopers from 8:00 a.m. – 10:30 a.m.