

A woman with dark hair and bangs, wearing a teal patterned button-down shirt and a multi-strand beaded necklace, is smiling and looking at her smartphone. She is outdoors, with a blurred background of green foliage and a bright light source creating a bokeh effect. The overall mood is positive and professional.

# ginger

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**The Power of On-demand Behavioral  
Health—In and Out of the Workplace**

# In today's session, we'll discuss:

- The current state of behavioral health in the workplace
- The impact of better behavioral healthcare
- The impact at Sephora, BuzzFeed & Pinterest
- How Ginger delivers on-demand behavioral healthcare

**People are looking for help.**

We don't know if they're getting better.

We can change this together.

# The system is failing people when they need it most.

1 in 5

Americans with  
a current  
mental health  
condition <sup>1</sup>

70%

People are not  
getting effective  
care <sup>2</sup>

48%

Employees under  
40 with daily  
extreme stress <sup>3</sup>

50%

Missed 1+ day of  
work because of  
behavioral health <sup>3</sup>

<sup>1</sup> Substance Abuse and Mental Health Services Administration

<sup>2</sup> [US National Library of Medicine National Institutes of Health](#)

<sup>3</sup> 2019 Employee Experience of Behavioral Health, Ginger Annual Report (early findings). Publication: April 2019



## Attitudes toward behavioral health are changing.

50%

Report their attitude toward behavioral health has changed in the past 5 years <sup>1</sup>

35%

Of workers have paid out-of-pocket for behavioral healthcare <sup>1</sup>

2/3rds

Report experiencing numerous barriers to accessing care <sup>1</sup>

91%

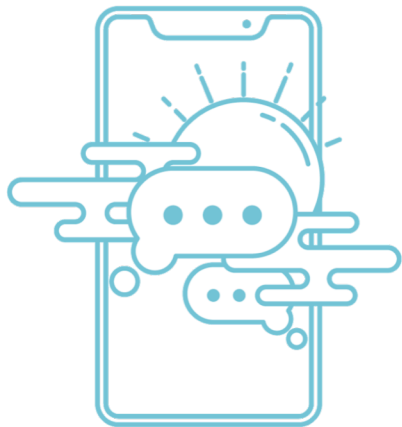
Of people believe that employers should care about their emotional health <sup>1</sup>

Empower anyone to get **immediate** support.

**Discreet** care on their terms.

Know that they're **getting better**.

# Ginger: On-demand Behavioral Health



Behavioral health coaching



Teletherapy & telepsychiatry



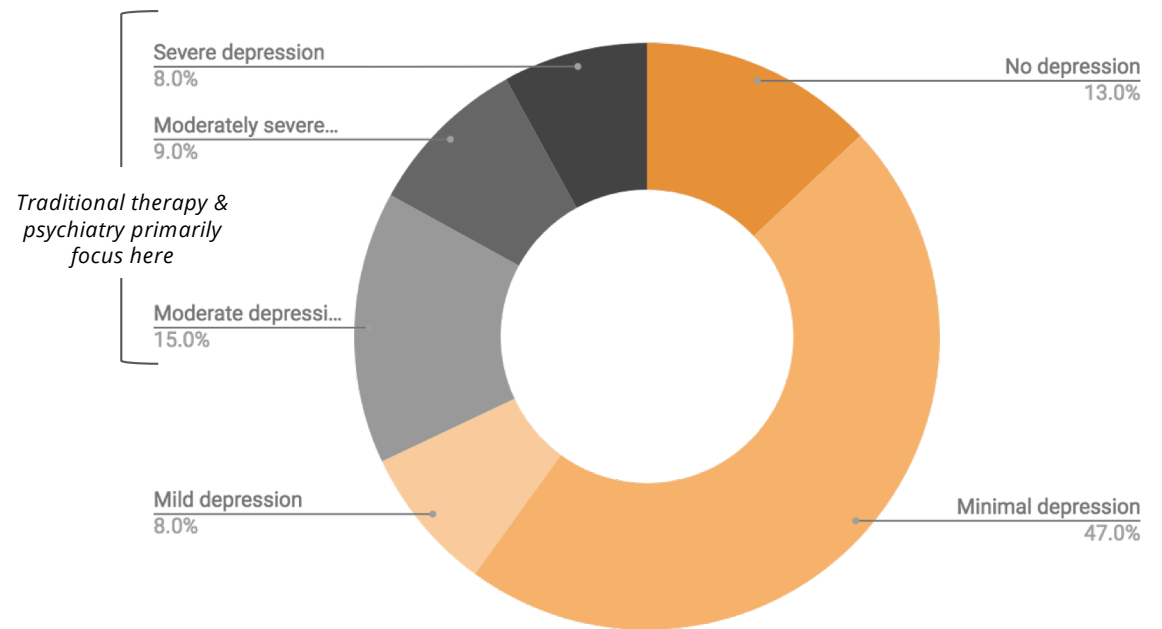
Guided self-care & referrals

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FOR EVERYONE

You don't need a  
diagnosis to need  
help.

Ginger Members at Intake  
PHQ-9 Survey for Depression

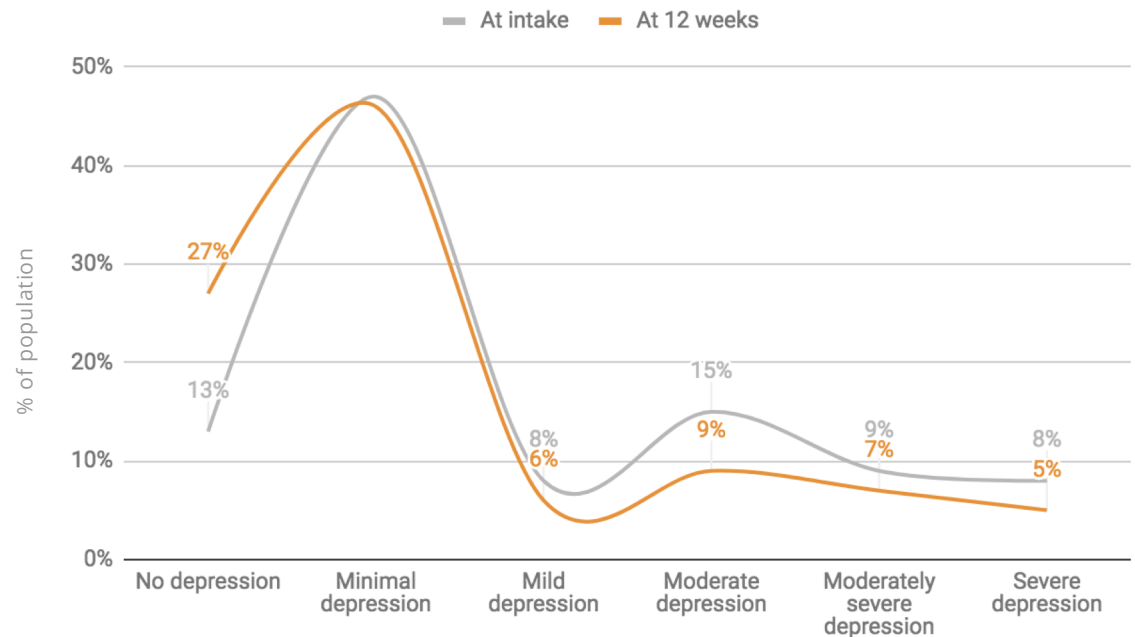


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## EARLY EVIDENCE: DEPRESSION

Shift from higher  
to lower severity  
depression  
across the  
population

Distribution of Ginger Members for PHQ-9  
*At intake and after 12-weeks with Ginger*

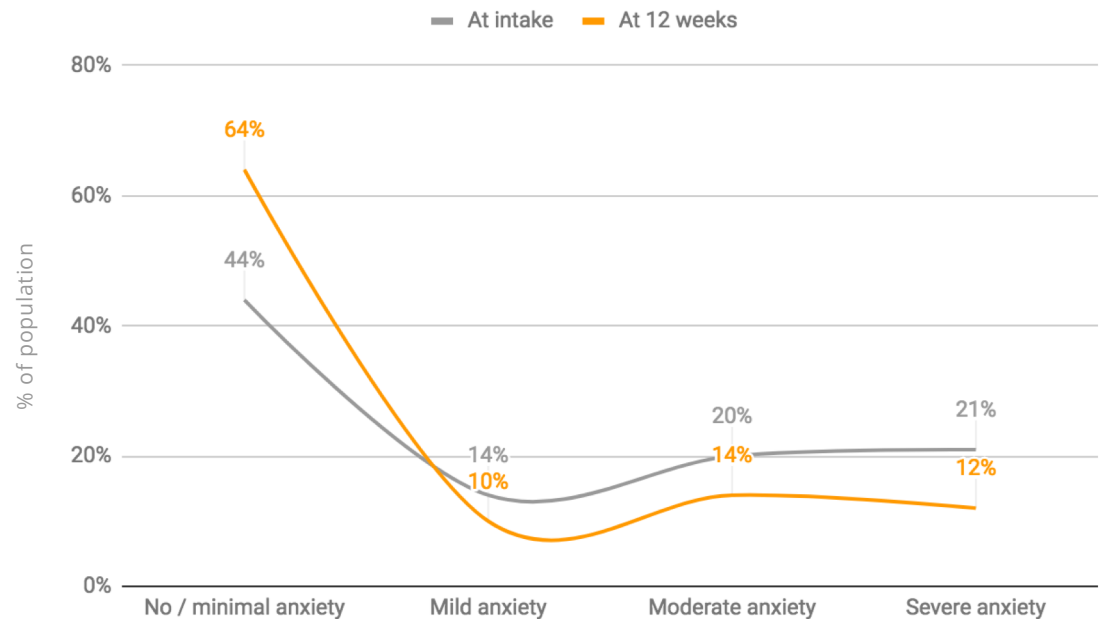


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## EARLY EVIDENCE: ANXIETY

Shift from higher  
to lower severity  
anxiety across  
the population

Distribution of Ginger Members for GAD-7  
*At intake and after 12-weeks with Ginger*





**Better, for  
everyone.**

## CASE STUDY

# SEPHORA



Industry  
**Retail**



Employee count  
**20,000+**



Headquarters  
**San Francisco, CA**



US Retail Stores  
**700+**



Key challenge  
**Offering inclusive and accessible care**

**8%**

Signups

**60%**

Engagement

**4.6★**

Average  
satisfaction rating

“The value of Ginger is straightforward:  
**happy people make happy employees.”**

- Veronica McCoy, Senior Benefits Manager

## CASE STUDY

# BuzzFeed



Industry  
Media



Employee count  
**1,700+**



Headquarters  
**New York City, NY**



International Offices  
**Canada, UK, Australia, Germany**



Key challenge  
**Offering broad-spectrum of care**

**26%**

Signups

**69%**

Engagement

**4.6★**

Average  
satisfaction rating

“Partnering with Ginger furthers our mission **to provide well-rounded benefits to our people.**”

- Lenke Taylor, Chief People Officer

## CASE STUDY

# Pinterest



Industry  
**Technology**



Employee count  
**1,800+**



Headquarters  
**San Francisco, CA**



International Offices  
**Canada, U.K., Germany, Australia**



Key challenge  
**Offering accessible care**

**12%**

Signups

**72%**

Engagement

**4.8★**

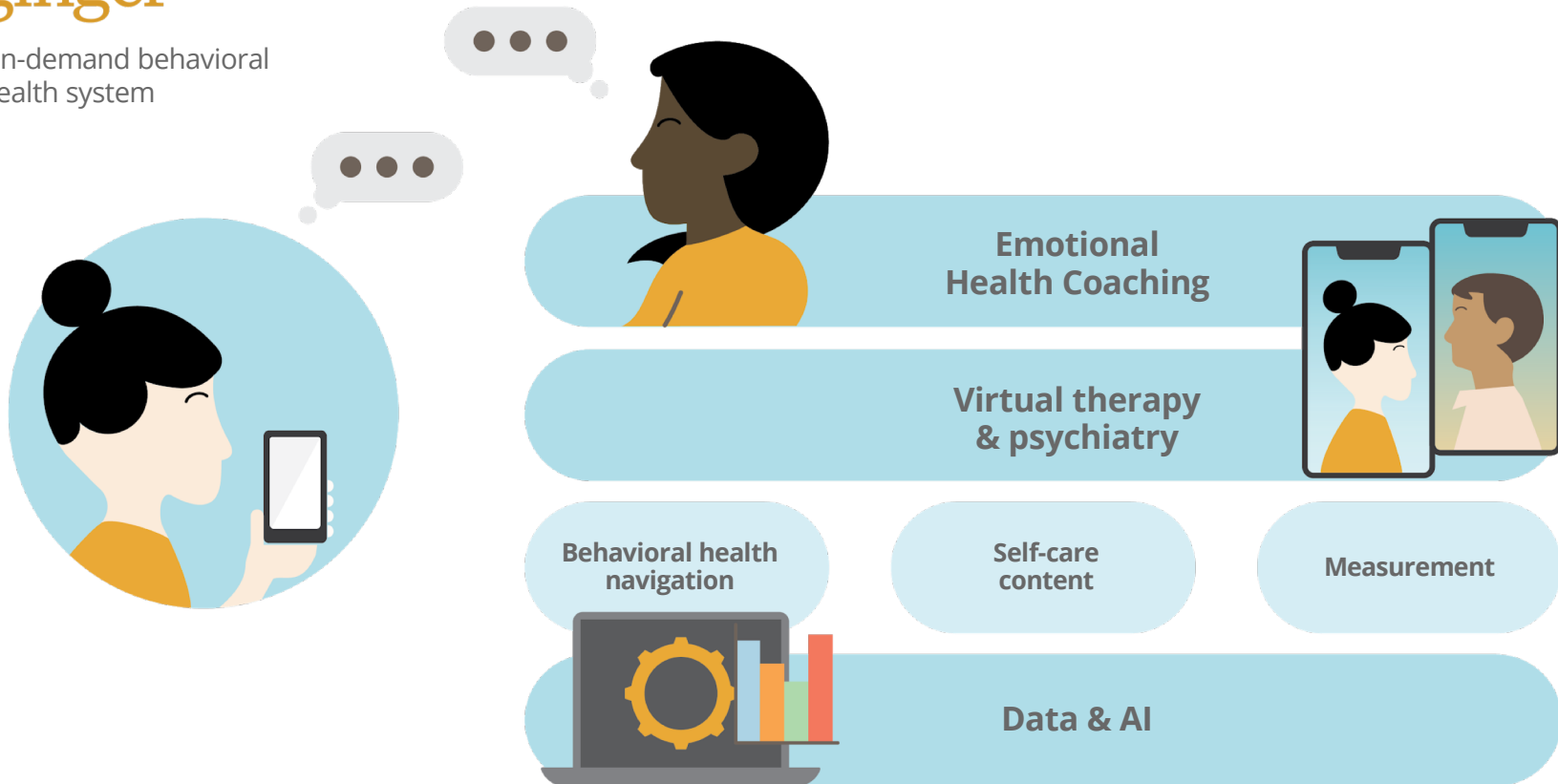
Average  
satisfaction rating

“Employees don’t typically tell HR that they **love their mental health benefit—but at Pinterest, they do.**”

- Alice Vichaita, Head of Global Benefits

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On-demand behavioral  
health system





## Jane

Store Associate at  
US retailer Sneaker Corp.

Her father had been diagnosed with  
late-stage lymphoma and passed  
away after five months of treatment.



# Targeted communication

## Strengthen Your Connections in 2019



**Because squad-care is the new self-care.**

Relationships come in all shapes and sizes, whether it's family, coworkers, loved ones or friends—and they all take work. Since it's Valentine's Day, we're taking a moment to reflect on the importance of these connections (romantic or not).

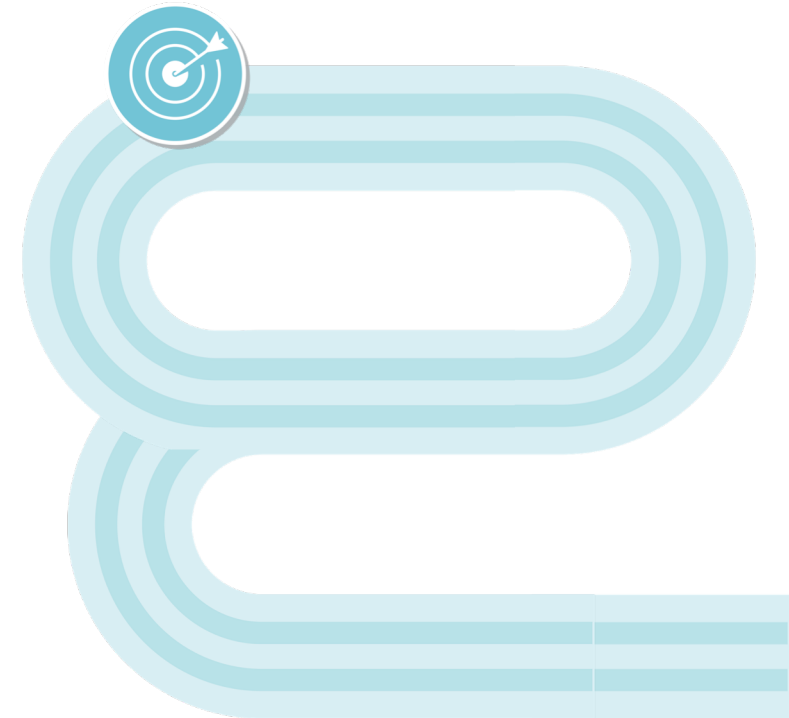
If you'd like to build stronger connections in your life or are finding it hard to connect with those around you, 24/7 emotional health coaching can help.

With Ginger.io you get access to:

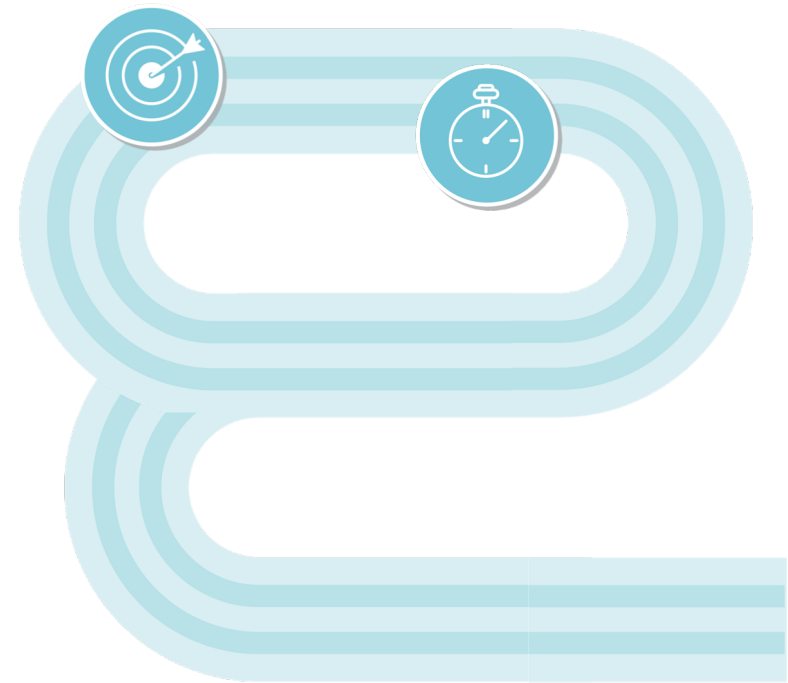
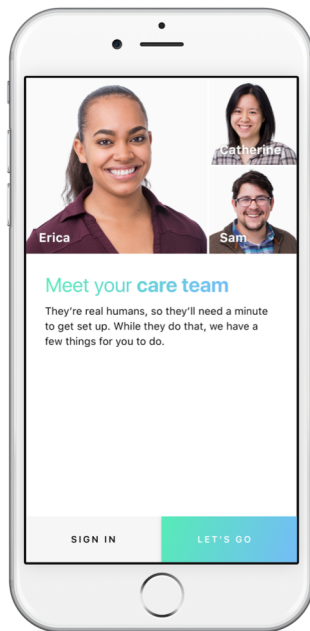
- ✓ **EMOTIONAL SUPPORT**  
Guidance on stress reduction, goal achievement, overcoming barriers and more.
- ✓ **EMOTIONAL HEALTH COACHING**  
An expert coaching team available on-demand, 24/7.
- ✓ **CONFIDENTIAL EXPERIENCE**  
Convenient, discreet and confidential chat-based experience.

**TO GET STARTED**  
Download the Ginger.io App from the [Google Play Store](#) or [Apple Store](#), search your inbox for email from [@ginger.io](#), enter your personalized code and start chatting with your coach today.

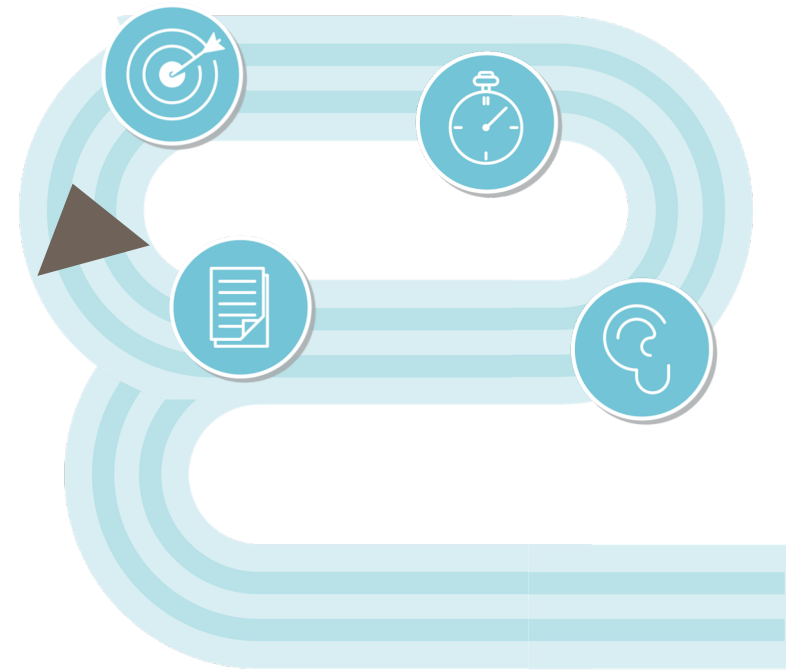
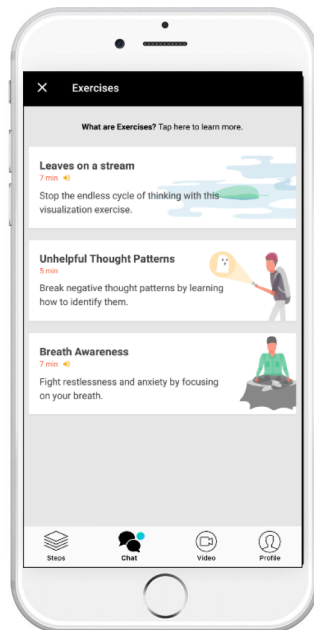
**ginger**



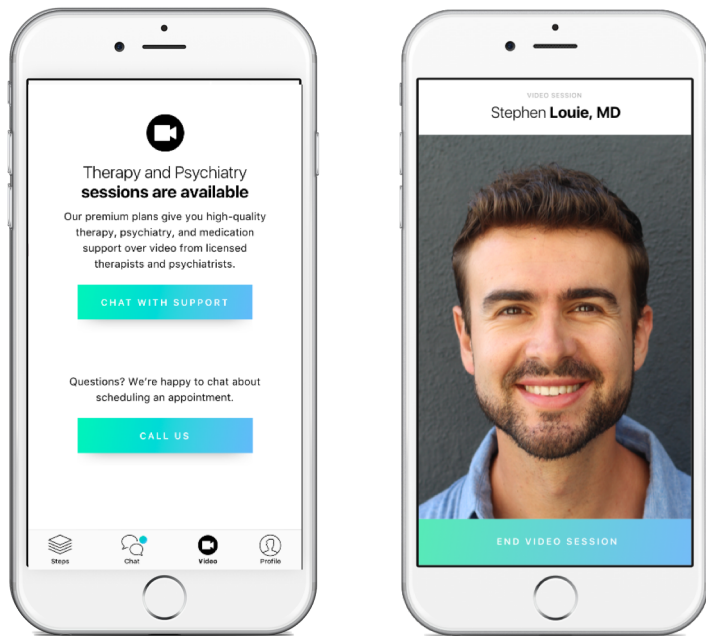
# Immediate access



# Guided self-care content



# Escalation to virtual therapy or psychiatry



# Ginger Data + AI

Chat transcripts  
Clinical assessments  
Member satisfaction data  
App engagement data  
Session length  
Collaboration notes



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600k Consumers screened  
18 Publications  
6 patents approved, 12 pending  
Validated with 40+ healthcare  
systems

*Who needs  
support?*

Smart inbox

*What do they  
need?*

Safety risk detection  
Clinical triage  
Personalized action plans

*Is it the right  
decision?*

Automated quality assurance  
Medication decision support

# Access anywhere, at anytime, for anything.



**DISCREET**

As private, easy and convenient as texting

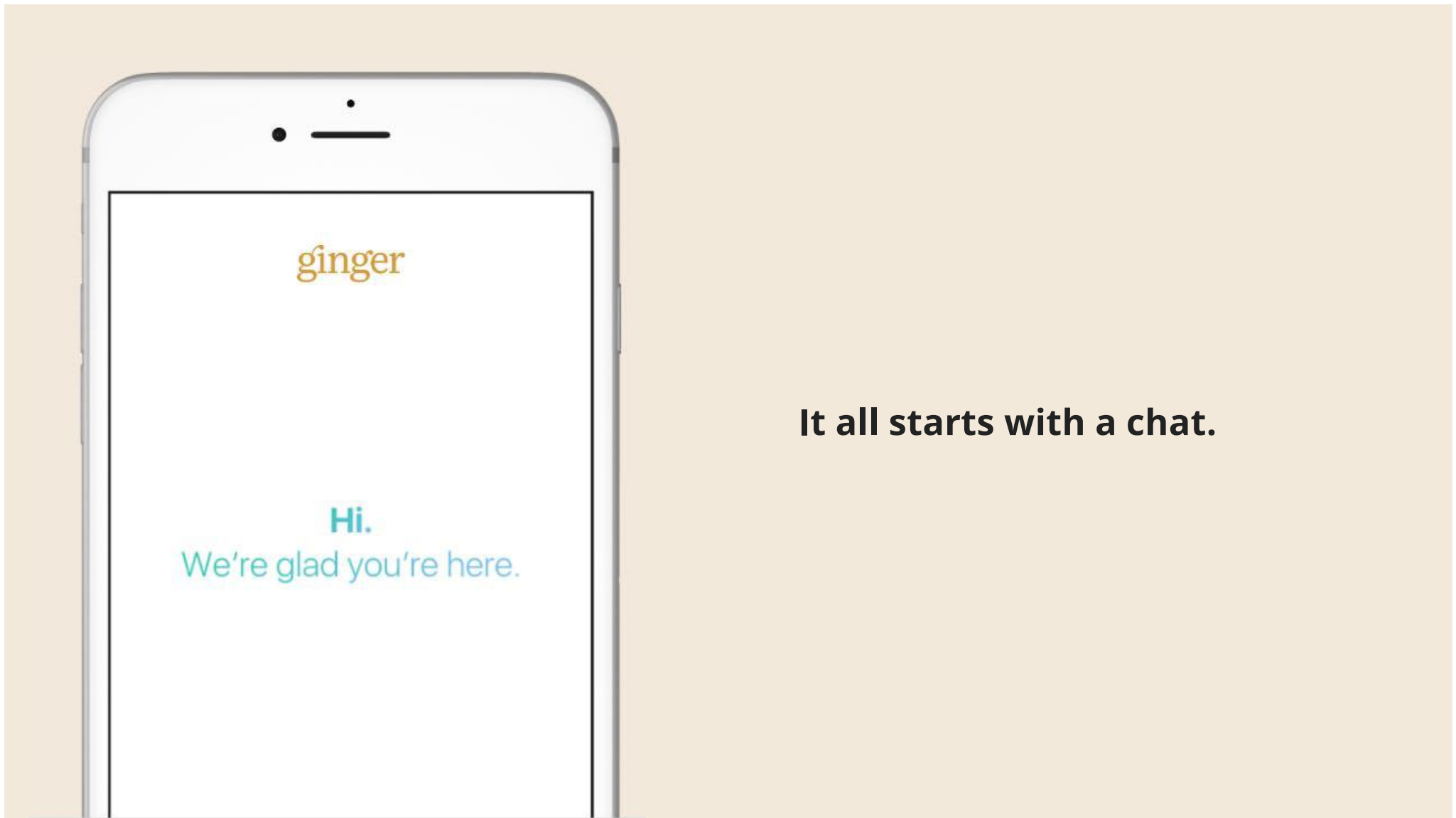
**IMMEDIATE**

Connect to an emotional health coach in seconds

**AFFORDABLE**

Members can get help without worrying about the cost





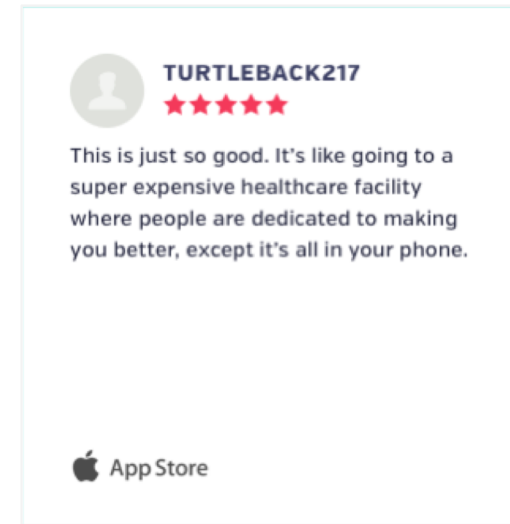
**It all starts with a chat.**

# Traction in the marketplace

“Our employees have embraced Ginger for its ease of use and accessibility. The personalized support they receive helps them thrive personally and professionally.”

Lenke Taylor, Chief People Officer  
| **BuzzFeed**

Some of our more than 50 customers



# Let's change healthcare together

**"Preventative care benefits** exist for physical health, but not behavioral health.

We wanted to fix that for our employees."

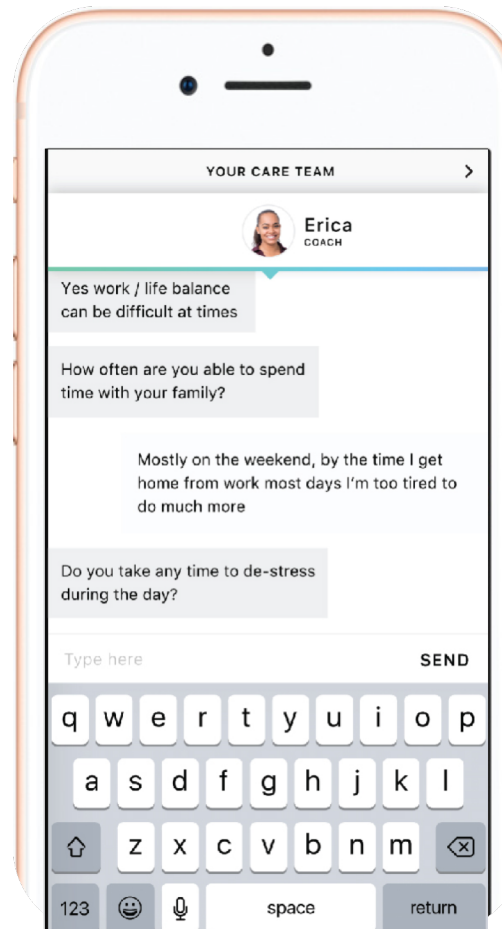
Global media company with 12k+ employees

"Ginger has been a tremendous help for our team. Employees don't typically tell their HR team that they're using a benefit for mental health, but we have had **people come forward to tell us how much Ginger has helped them**, that it's like a little toolkit they keep in their back pocket to use when they're feeling stressed."

Alice Vichaita, Head of Global Benefits | *Pinterest*

# We will be taking your questions now!

Ask us anything!



#### **AROUND-THE-CLOCK COACHING**

Coaches can help you achieve personal goals or just be there when you need someone to talk to-day or night.



#### **PERSONALIZED SELF-CARE**

Coaches share self-care Guides to help you achieve your goals and support you every step of the way.



#### **CONFIDENTIAL & SECURE**

Any information you share is completely confidential and securely stored.