



# News Notes

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VOLUME 16 | ISSUE 2 | FALL 2020 | GUEST ARTICLES



## Give Your Mental Health a Boost with Digital Health Coaching

The world has been noticeably different this year. There's been a notable rise in stress and anxiety amid the pandemic and social unrest, and those concerns continue to evolve as we ask, "What's Next?"

It's hard to predict how our day-to-day lives will change and how big and small businesses alike will recover. The anxiety of these and many other unknowns, and many have suffered new or increased mental health issues as a result. This means behavioral health is more important than ever, as is the need for alternative delivery methods.

"As people head back to work, there's a lot of uncertainty about what our 'new normal' will look like," said Dr. Brian Mayhugh, IBH's Chief Clinical Officer. "One in five people in the United States is living with some form of mental health issue, and it's crucial to offer people digital technologies to better meet people where they are so they can get the support they need."

In the past, EAP programs have focused primarily on workplace-related issues, but as people's work and personal lives exceedingly overlap, IBH's coaching has expanded its scope to include much more personalized support. In addition to the ever-important professional topics like workplace productivity and workplace conflict, or major personal topics such as substance abuse or anger management, members can find support for social anxiety, sleep problems and even public speaking.

Unlike many health-related apps available, IBH's Behavioral Health Coaching is encouraging without being a nuisance – reminders are more like a gentle nudge about once a week instead of daily alerts the user will quickly start to ignore. Also contributing to higher engagement results is that the self-guided sessions are typically five to six minutes long, meaning busy professionals can easily squeeze a session into their busy day. Depending on the particular goals, there can be anywhere from nine to 30 sessions in a program, and it's the member who decides how often they want to participate.

Chatting with a coach via text is similar. Be it synchronous and asynchronous chat sessions, coaches may check in on them to see how they're doing or to celebrate progress and milestones. But IBH's coaches make it a point to encourage members without being annoying – the interactions are still on the member's terms and schedule.

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While most of the programs are self-guided through a virtual coaching system that includes access to more than 500 short videos on various topics, members also have the ability to connect with a highly trained clinician via text or phone. For circumstances that need more intensive care, the EAP will quickly connect the member with a professional for in-person sessions.

While technology is at the core of the engagement aspect of this program, it's the science behind the program that's at the core of its effectiveness. Developed by a team of psychologists and researchers the coaching model is grounded in evidence-based therapies including cognitive behavioral therapy (CBT) and positive psychology. It's also completely secure and confidential, above and beyond HIPAA standards.

The new coaching model reports a 37% registration rate, and of those who register, 89% complete the assessment. Of the 15 goal areas supported by the new app, anxiety, stress, relationships and work issues top the most commonly set goals, with anxiety seeing the greatest increase in recent months.

If you would like to learn more, reach out to Joe Bosche, [joe.bosche@ibhsolutions.com](mailto:joe.bosche@ibhsolutions.com) 717-503-9323

## Helping Everyone Be Their Best

Support employees **today** to positively impact how everyone will successfully transition back to the new normal **tomorrow**.



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