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NeuChem

Case Study.
Impact evidence of
NeuChem[®] Coaching.



Quantifying risk of poor mental health; measuring effect of interventions.

Being able to accurately define risk, and risk exposure is vital. This has always been a challenge when it comes to wellbeing, and mental health. Historically, organisations have not been able to precisely identify who is at risk of poor mental health/wellbeing – or how they can fulfil their duty of care under the HSE, and provide the right support to them. Measuring the effect of wellbeing support interventions is problematic: how do you put a number to feelings, and emotions?

Over a period of six years we worked with a financial regulator to do just that: using our digital wellbeing platform, Cari, we have been able to quantify and identify their risks associated with poor mental health/wellbeing, and have used the data to provide the right support, to the right people, at the right time. Measuring again, we have been able to ascertain the effect it has had on their people, and their bottom line.

Working together we have reduced their risk exposure by 45% overall, and their costs by 60% – and enabled change in the culture which makes the organisation a wonderful place for employees to thrive.

In 1997 we were at the forefront of wellbeing tech, and Cari, our digital platform has undergone over 25 years of rigorous research and development. The questions are rooted in neuroscience and psychology, and nuanced analysis of responses enables us to put a number to feelings – and so quantify the risks of poor mental health and stress, and provide evidence for the effectiveness of support interventions. All employees now complete a Cari wellbeing consultation prior to and upon completion of their coaching programme. This gives the individual a measure of the upturn in their wellbeing levels and access to additional support, and provides the organisation with the collated data to enable accurate focusing of wellbeing resources.

26 people completed their “before” and “after” wellbeing consultations. Working with a targeted cohort like this enables you to quickly identify the most impactful processes, and, using our scientifically proven 'Forest Garden' approach, organically grow the benefits across the business.

This creates an exponential improvement in wellbeing and performance across the organisation by ensuring that you always apply the right intervention, with the right person at the right time. This case study examines the effects of NeuChem® Coaching on the cohort, and the change in the organisation’s risk profile.

Key findings.

Costs associated with poor mental health. **-60%**

Exposure to risks associated with poor mental health. **-45%**

Number of presentees. **-59%**

Wellbeing levels. **64% ▶ 80%**

Brain power. **59% ▶ 84%**

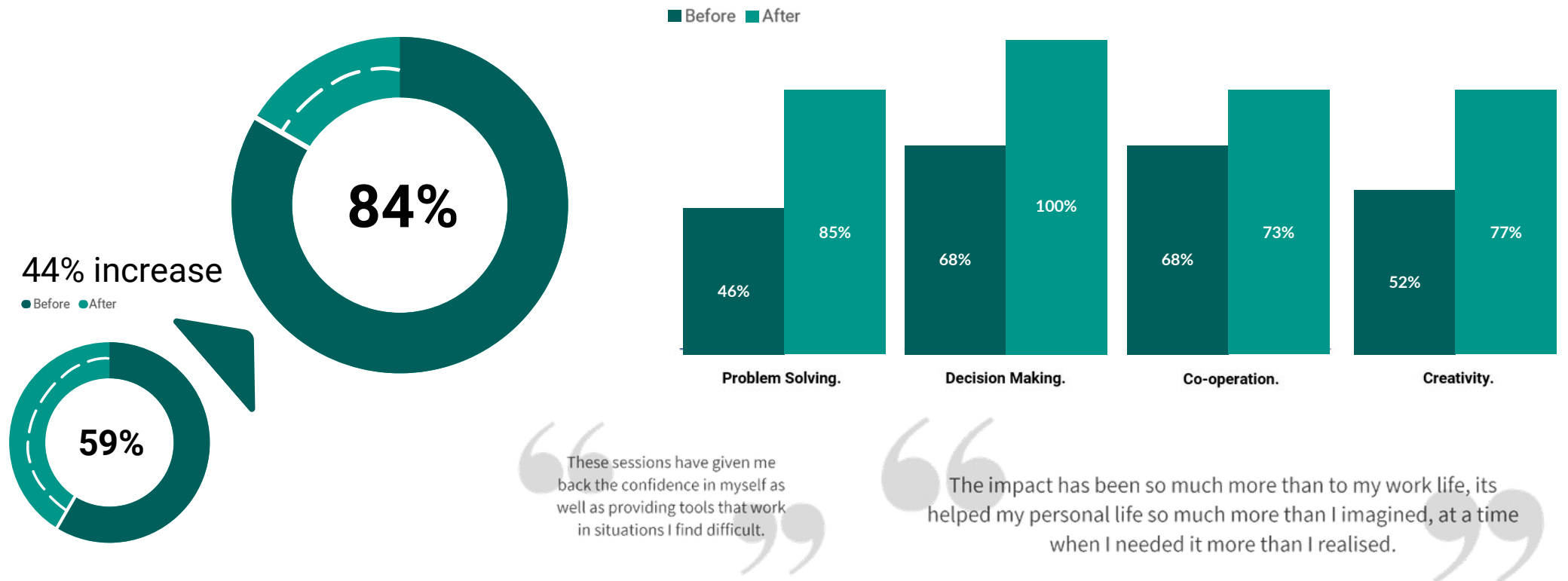
Culture shift. **Resurrecting to Phoenix.**

Brain Power.

We can see a shift in how peoples' brains are functioning following NeuChem® Coaching: an improvement of 44%. When we are feeling low, or out of sorts, the functioning of our brain is impacted: we may have trouble making decisions and problem solving, be less co-operative, and less creative. Conversely when we are feeling good, all these skills see an improvement.

“[The] coaching has helped me understand why my brain and ways of negative thinking have had the negative impact it's had.”

The brain power report looks at how people are operating across all these areas, and the results indicate a change across the board.



Wellbeing & presenteeism.

The increase of 25% in overall levels of wellbeing across the cohort indicates a change in how people are feeling: they have been lifted out of negative “reactive” behaviours, and into a healthy mindset.

The move to robust wellbeing: presenteeism

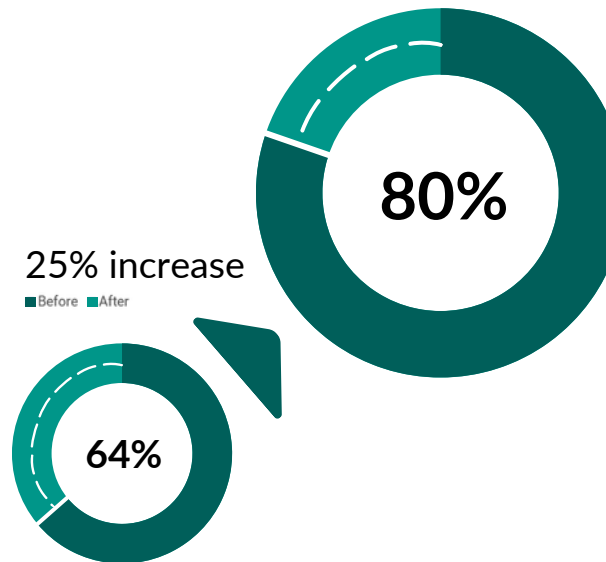
Wellbeing With Cari have identified four quartiles of wellbeing: ill; injured; reactive; robust. A wellbeing level of over 75% indicates robust wellbeing, and healthy behaviours: people are focussed, productive, and able to cope.

Wellbeing levels below 75% indicate that people are likely to be presentees, and slipping into “reactive” behaviours – unable to focus, irritable, not truly ‘present’. This can be further broken down into reactive, injured, and ill.

Using Cari we are able to identify what percentage of the team are at each of the levels of wellbeing – and measure the change in presenteeism levels before and after NeuChem® coaching sessions.

Before beginning the coaching, 75% of the cohort were identified as presentees (15% at the low, injured level of wellbeing, and 60% at reactive). 25% of people were identified as “healthy”.

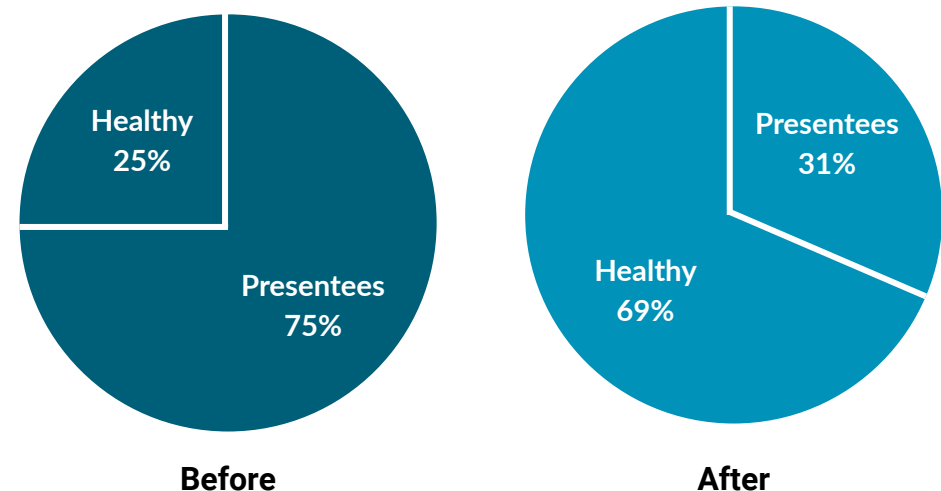
After NeuChem® Coaching this switched: with 69% now measured as “healthy”, and 31% as presentees. The number of “injured” employees decreased 100%.



Key Finding.

We observed a reduction in presenteeism of 59%: before 25% of people healthy and 75% presentees; and after 69% and 31% respectively.

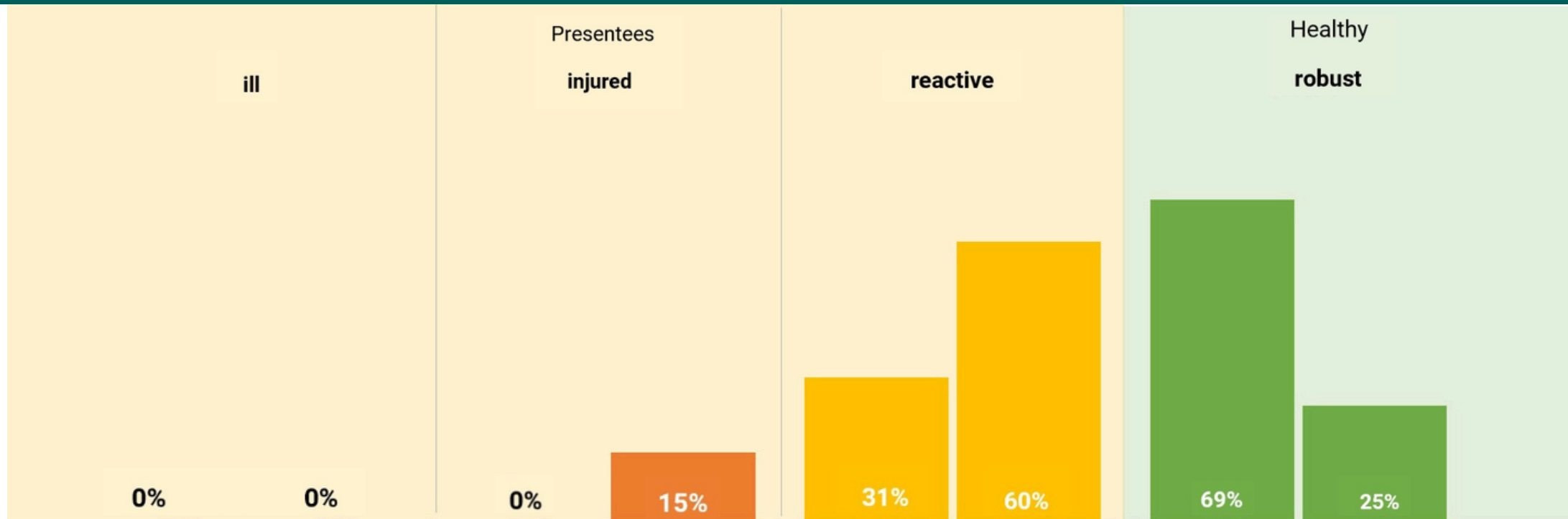
Identifying Presenteeism.



The shift from presentee to healthy.

The quartiles of wellbeing in detail and associated behaviours.

*The left hand block shows the before and the right hand block shows the after scores for each quartile.



Excessive anxiety, panic attacks, easily enraged/aggressive, inability to make decisions, cannot concentrate, cannot perform duties.

Response to wellbeing initiatives

I feel burnt out and I can't imagine anything could help right now - I need empathy and no expectations of me

Anxiety, hopelessness, negative attitude, decreased performance/workaholic tendencies, disturbed sleep, withdrawal.

Response to wellbeing initiatives

I don't want to work with others, but I could benefit from one to one support. I may want someone confidential to talk to, but I'm not sure it would help

Nervous, irritable, sad, forgetful, low energy, muscle tension, decreased social activity, occasional nightmares

Response to wellbeing initiatives

I can't take on board a wide range of initiatives. I need a simple, paired down approach, and preferably something that will connect me to others. Simple, practical ideas laid out for me to try.

Normal fluctuations in mood, takes things in their stride. Good sense of humour, consistent performance, physically and socially active, ethical and moral, confident in self and others.

Response to wellbeing initiatives

I can take on board and enjoy a wide range of different initiatives

Culture and emotional environment.

The wellbeing and performance (brain power) chart looks at the culture within teams and organisations. Where wellbeing and performance are high, we see a Phoenix Culture: people are at the peak of health and performance – emotionally engaged, ethical, and resilient.

Conversely where both are low, we see a Zombie Culture: people may be in a state of hypo-arousal – hopeless, low on energy, have feelings of inadequacy. They may be anxious, reactive, and disaffected.

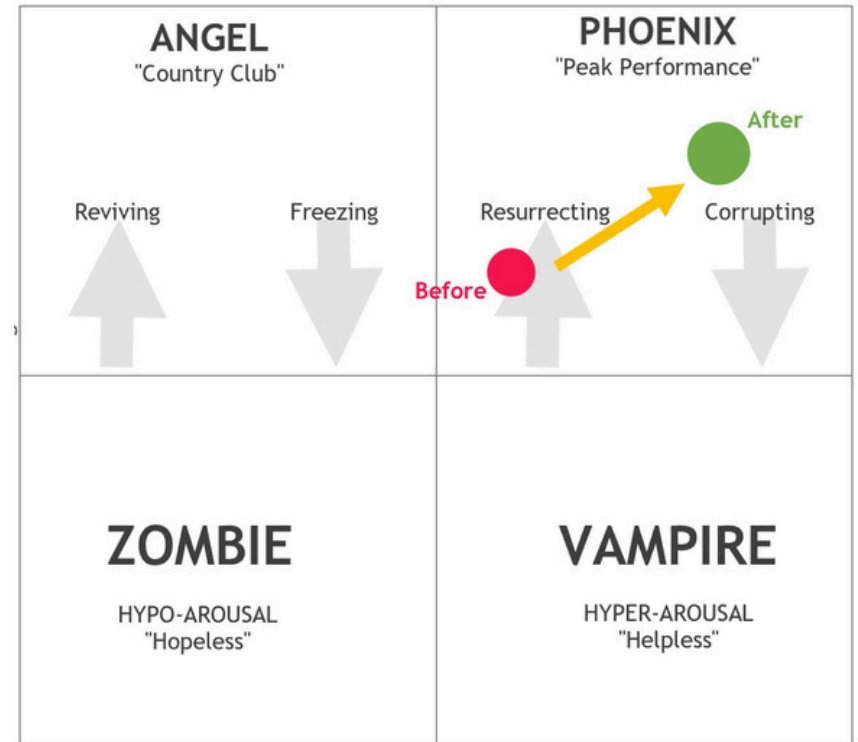
The results here indicate a shift, from Resurrecting, to Phoenix culture.

Resurrecting Culture

Responsive and supportive, the organisation acknowledges the stress people feel under, and has 'lived values'. from the top down, prioritising wellbeing. It may be perceived by employees as a Vampire culture, and it is important to work universally to demonstrate a supportive culture. People may be in a state of hyper-arousal, feeling helpless – this may manifest as intimidating or bullying behaviours. Mistakes are unlikely to be admitted to. There may be a culture of blame and shame.

Phoenix Culture

This is a learning culture, where errors and mistakes are seen as opportunities to improve and learn. Employees are engaged in a cycle of continuous improvement, and experience levels of happiness at work leading to flow, social engagement, and connection. They are energised, committed, open, and resilient. The emotional environment is supportive and thriving.



“ My thanks to my coach for her kindness, patience, and wisdom, and thanks to [organisation] for the opportunity. ”

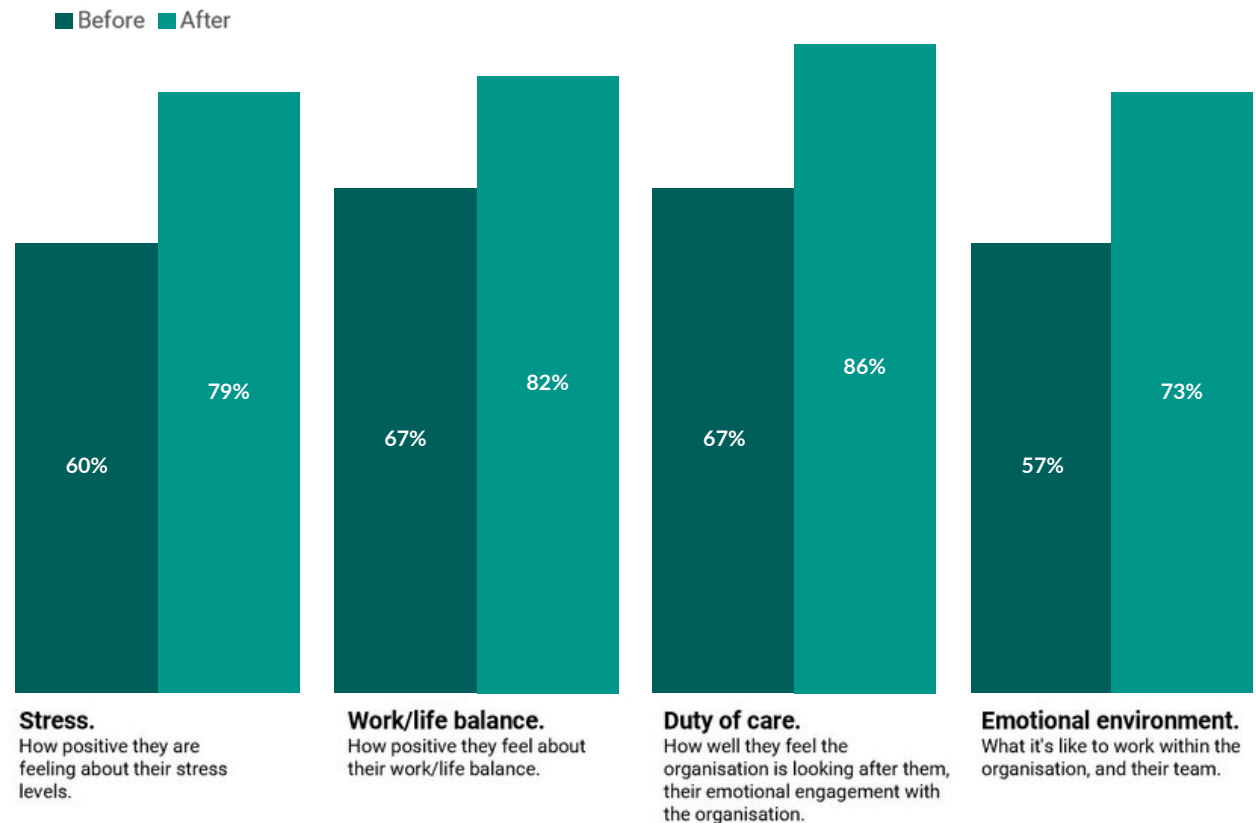
“ I have found my coaching to be so incredibly helpful. Through the guidance and instruction I received, I have been able to face issues that would have had a significant impact on me. ”

Stress, work life balance, engagement, and environment.

The cognitive responses to Cari can be grouped into four key areas. What people think about:

- Stress levels – are they positively, or negatively stressed?
- Work life balance – is it in balance, or out of whack?
- Duty of care – how engaged do they feel with the organisation? Do they feel the organisation is supportive?
- Emotional environment – what's it like to work within their team/organisation?

Here we can see a positive shift across all four areas, with the largest positive change being to how people feel about stress, and duty of care – how well they feel the organisation is looking after them, and how emotionally engaged they are (32 percentage point increase for both).



“This has definitely had an impact and I feel I have changed how I think and am more positive in my outlook than previously. I have enjoyed the sessions, it has worked for me and would recommend to my colleagues.”

Conclusion.

Being able to identify risks associated with poor mental health and wellbeing is vital for organisations to be able to manage and reduce their risk exposure. This directly affects the bottom line of the organisation by reducing costs associated with absence, staff turnover, and compliance/legal.

By using our digital wellbeing platform to obtain accurate and detailed analysis and data, we have enabled the organisation to:

- Manage their risk exposure and therefore reduce costs of absence, attrition, and compliance - and associated legal cost reductions
- Improve performance at work by improving wellbeing and engagement.

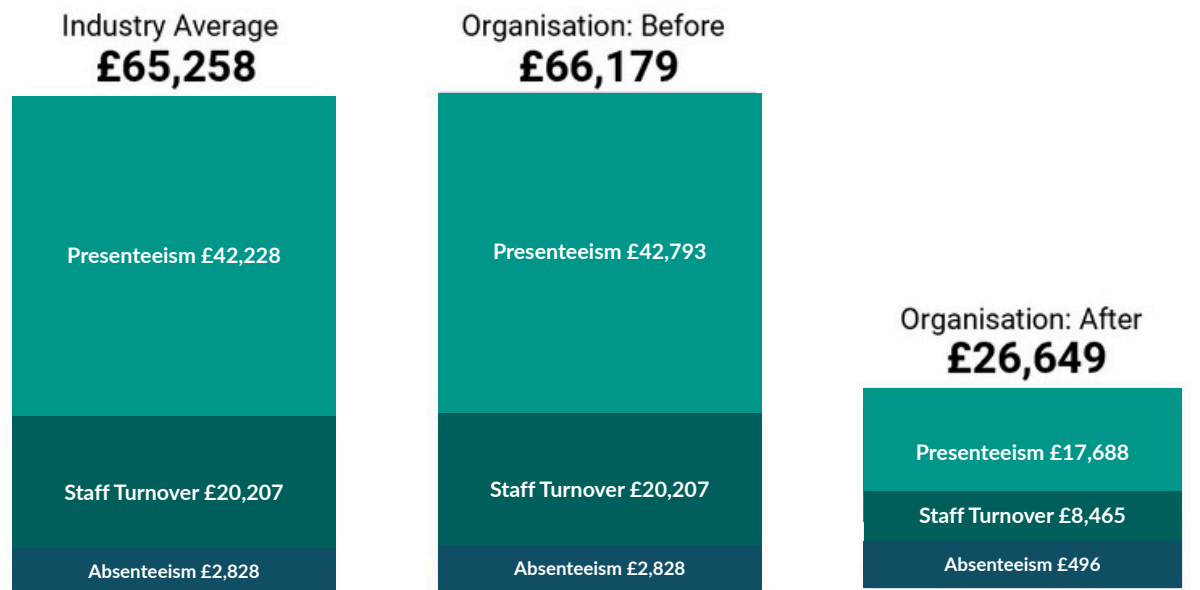
The HSE Risk Assessment for stress in the workplace identifies areas organisations should assess for risks. Using Cari we have been able to identify a reduction in risk exposure across all of these areas - a 45% reduction in the risks associated with poor mental health overall.

Across the cohort costs based on absence, presenteeism, and staff turnover attributable to poor mental health have been reduced by £39k per year - a 60% decrease in costs.

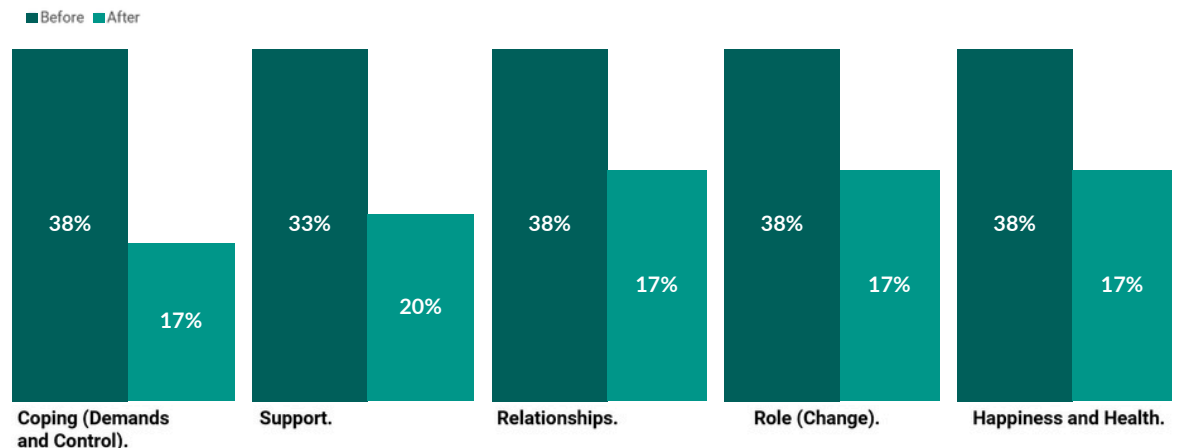
The organisation has ensured its people are in the best possible overall health - not just mental health - and as a side effect, have created a happier place to work, becoming an employer of choice.

By focussing on risk exposure, and not just collecting the data but having an in-depth analysis of peoples' nuanced responses, the organisation was able to deliver on its values and aspirations for a happier, healthier, and more productive workplace.

Costs attributable to poor mental health: reduction of 60% overall



HSE Risk Exposure: reduction of 45% overall



End note.

How did we gather the data?

26 people were asked to complete a wellbeing consultation using our online digital platform, Cari, before and after their coaching sessions. Cari is humane tech, and has undergone over 25 years of development. The questions are strongly rooted in neuroscience and psychology. Through nuanced analysis of responses using complex algorithms, Cari is able to uncover how people are truly feeling – not just how they say they are feeling.

This enables us to quantify wellbeing, and measure risk exposure.

Once people have completed a consultation they receive immediate insight into why they may be feeling the way they do, and instant connection to the human support which will help them, in that moment – tailored by their responses.

The organisation gets the evidenced reporting they need in order to reduce their risks and costs, and the people receive the support they need to thrive.

How do we calculate costs?

We gather data from Cari, along with other research reports and have used this to calculate costs attributable to poor mental health, following Deloitte's measures of presenteeism, absence, and staff turnover.

- Presenteeism: $((\text{days lost to presenteeism} \times \text{amount caused by poor mental health}) \times \text{number employees identified as presentees}) \times \text{average salary}$
- Absenteeism: $(\text{Absence caused by poor mental health} \times \text{number people in organisation wellbeing level} < 75\%) \times \text{cost of absence per day}$
- Staff turnover: $((\text{staff turnover rate} \times \% \text{ due to poor mental health}) \times \text{number of people wellbeing} < 75\%) \times (\text{average salary} \times \% \text{ attrition as \% of salary})$

Where organisation specific figures are known (for example, days lost to sickness absence, average salary) we use these. Where they are not, we use industry/sector based data.

References

- Deloitte's [Mental Health And Employers: The Case For Investment - Pandemic And Beyond](#) (March 2022)
- Office for National Statistics [PAYE RTI Weekly Gross Pay data rtinsaapr2022](#)
- xpertHR [Research on 2020 turnover rates \(Aug-Sept 2021\)](#)
- Oxford Economics/Unum [The Cost Of The Brain Drain \(2015\)](#)
- Wellbeing With Cari [Research Proves Covid-19 Has Negatively Impacted Workplace Wellbeing and Performance \(2020\)](#)



Together we can reduce risk and elevate performance.

Talk to us about using Cari to measure your risk exposure and the effects of your wellbeing support, or providing NeuChem® Coaching to your teams.

hello@mariapaviour.com | +44(0)1273 714898

