

meQ

CASE STUDY

Improving Key Resilience Factors Reduces Employee Burnout by 30% at Large Pharmaceutical Company

OVERVIEW

The global pandemic produced a slow-burning mass trauma event with huge implications for today's employers. One large pharmaceutical company, like many others, realized that workforce resilience and wellbeing are integrated, interdependent, and essential. The company found itself with some employees on the frontline as essential scientific workers on site, others working remotely and, for many, a reprioritization of work to address the virus. To help employees maintain resilience in the face of disruption, the company turned to meQ.

THE CHALLENGE: BUILDING THE HABIT OF RESILIENCE AND MEASURING IMPACTS

HR leaders could see that their ability to perform as a company was dependent on the resilience and wellbeing of their workforce, But they were not able to measure this and urgently needed a way to understand the problem. When the question became, 'do we build or buy', the team evaluated the market for the right tools to meet the need and it was clear meQs resilience program combined with workforce intelligence was the answer.

The root problem? **AT LEAST HALF OF PEOPLE** with a diagnosable mental health condition will not seek treatment either due to stigma or because they don't know they're not supposed to feel the way they feel. While a necessary and valuable resource, EAP programs typically help only a tiny fraction of people (<5%) who would benefit from attention to symptoms of depression, anxiety, or high stress levels. And when resources were made widely available for the company's workforce, content including videos, articles, and webinars, their HR team remained unsure about what would stick or a way to measure impact holistically.

THE SOLUTION: BUILDING RESILIENCE AT SCALE WITH THE TOOLS TO MEASURE RESULTS

- Managers were empowered to learn empathy on an organizational level.
- Individuals with a high risk for anxiety or burnout based on their assessment benefit from personalized wellbeing.
- Analytics and insights based on employee assessments identify the population of individuals at risk.

IMPACT: EMPLOYEES TAKE OWNERSHIP OF HEALTH, EMPLOYER BALANCES WELLBEING AND PERFORMANCE

Working closely with the company, and with commitment from their leadership to make resilience a cornerstone of culture, the launch was a success with a record breaking **22.5% OF THE COMPANY'S ELIGIBLE POPULATION ENROLLING IN 2 WEEKS**. Within 7 months of launch (during a pandemic), over 50% of the population was enrolled and actively using meQ. This is a testament to the holistic approach of combining risk mitigation and preparedness into how you culturally balance wellbeing and performance needs.

Led by a strong internal campaign from company leadership, more than 14,000 employees have enrolled in meQuilibrium, representing an enrollment rate of 68%. **70% OF THE ENROLLED POPULATION ENGAGES WITH meQ ON A MONTHLY BASIS.**

74%
Improvement in stress management

40%
Improvement in work-life balance

30%
Reduced burnout

Among employees, mental health risks have also dropped significantly. The rate of employees with symptoms of burnout has declined by **30%**, and symptoms consistent with moderate or worse generalized anxiety disorder have dropped by **25%.** The incidence of employees with symptoms of moderate or worse depression has declined by **16%.**

SUMMARY

As the team looks to the future they will be focused on connecting managers and leaders in cohorts based on key resilience factors to create a community for growth. With a shared language and deeper understanding of each team's emotional wellbeing needs, managers will be able to support employees through challenges whether from transitioning work environments or another crisis. With meQuilibrium, the company has the insights to predict and prevent risks, adapting to today's challenges and preparing for the future of work.

Learn how building workforce resilience can strengthen your organization. **Reach out to a meQ specialist today.**