

Resource Toolkit

Your guide to spreading the
word about Headspace Care



INDEX

What's included in your toolkit?

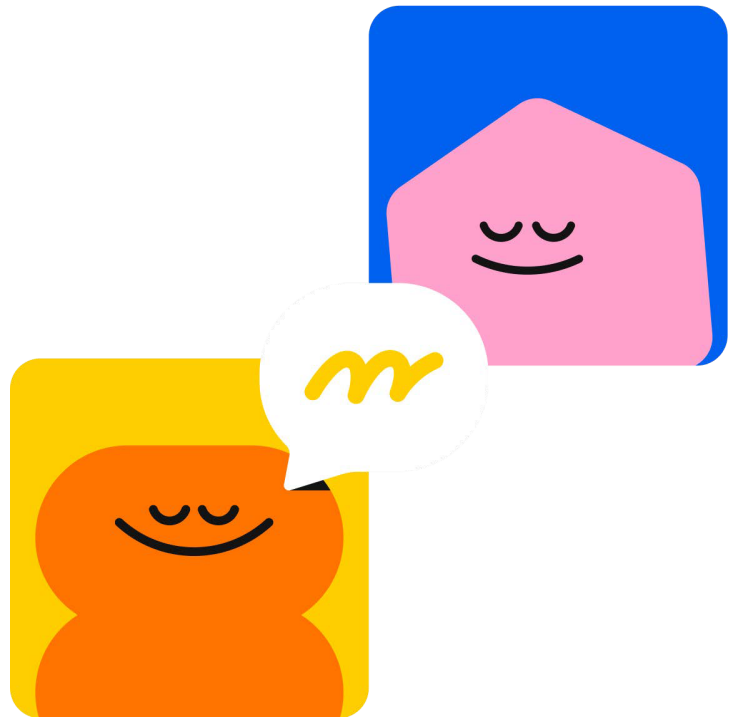
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Get your Employees the care and support they need

Hey there,

We admit, mental health isn't easy to talk about. But what's even more difficult is actually getting adequate mental health support. In fact, less than 50% of Americans with a mental health illness receive effective care¹.

This is partly because of the imbalance between the low supply of providers and the high demand for care. That's why Cigna has partnered with Headspace Care, to fill that gap by connecting people with the right support for what they need, when they need it.



For some people, taking that first step to getting care can feel challenging. That's where you come in. Sometimes, all a person needs is a little bit of encouragement and to know they're not alone.

Our goal with this toolkit is to empower you to help your employees who have a Cigna health plan get the mental health support they need.

Thank you for partnering with us,
— The Headspace Care Team.

¹ SAMHSA. Substance Abuse and Mental Health Services Administration. (2020, September 11).

Want to learn more about Headspace Care for Cigna customers?

Visit <https://organizations.headspace.com/cigna>

Looking for more resources from Headspace Care?

Visit <http://organizations.headspace.com/blog>

Getting started

You engage with your employees in different ways.

There isn't just a single way to talk about mental health. So we've put together a list of ideas on how you can reduce the stigma of mental health in your workplace and help spread the word about Headspace Care.

1. The **Cigna Overview flyer** is a great resource to provide to employees to help them understand what Headspace Care is and how it works with their Cigna health plan.
2. Our **leadership announcement** creates curiosity and generates excitement about a benefit available to employees covered by Cigna. An announcement from leadership tells employees you are mindful of their emotional health and want to support them.
3. Our **talking points** are a great way to introduce Headspace Care over a friendly chat, during a team meeting, or through an announcement. They're also simple snippets of what Headspace Care is for your own knowledge, so you can help answer any questions that may arise.
4. Our **photo album** can complement any of the above. Images help boost your message. We happen to think our images do an especially good job at that!

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Looking for more resources from Headspace Care?

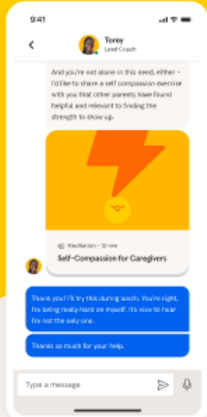
Visit <http://organizations.headspace.com/blog>

Resources: Overview flyer


An easy to share overview of Headspace Care services ranging from coaching and skill-building resources to therapy and psychiatry appointments.

Download the flyer

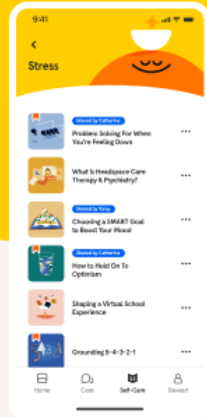
All your care. All in one place.




Coaching
Connect with a coach via text-based chat to receive personalized support for whatever you are going through.



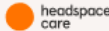
Therapy & Psychiatry
A licensed therapist or psychiatrist can be added to your care team if you need extra support and based on your health plan benefits. These sessions are video-based and available evenings and weekends to fit your schedule.



Skill-building resources
Our library of tips, tools, and insights includes articles, classes, and podcasts offering expert guidance on a range of topics. This in-app content is available for you to use in your own time to help you move toward your goals.



Ready to get started?
Download the Headspace Care app and create an account.
Questions? Email us at caresupport@headspace.com or visit us at organizations.headspace.com/connect



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Resources: Leadership Announcement

Use Case: Introduce Headspace Care to employees covered by Cigna. Edit based on your needs.

Channel: Email, newsletter, intranet, other.

LEADERSHIP ANNOUNCEMENT V1

From: C-Level/HR/Benefits

SL: Introducing Headspace Care, your newest mental health benefit from Cigna

Your mental health matters—Let's talk.

At <<Company Name>>, we value the passion and dedication that you bring to work each day. For this reason, we want to encourage you to take care of your mental health and remind you that your feelings are valid!

Through your Cigna health plan, you and your dependents aged 18 and older have access to Headspace Care: affordable mental healthcare and support that's tailored to your needs.

Want help managing stress and anxiety, or building self-confidence to take that next big step? A Headspace Care mental health coach can help with any challenge you may be facing. As a Cigna health plan member, you can receive in-the-moment support. And, one month of coaching, along with access to Headspace Care's self-care content library, costs less than a single therapy visit. Headspace Care is also available in Spanish.

Headspace Care's licensed therapists and psychiatrists are included in the Cigna behavioral health network, and can be added to your care team by your coach. Therapy is offered through video with flexible hours, including weekends and evenings—all from the privacy of your smartphone. Costs for therapy and psychiatry services are determined by your health plan.

Get Started with Headspace Care

1. Download the [Headspace Care](#) app.
2. In the app, tap "Get Started," then "My Health Plan."
3. Follow the instructions. You're all set!

Emotional health matters to us and we care about yours. Thank you for all of the work that you do,

<<Salutation>>

For questions, please contact Headspace Care Member Support at caresupport@headspace.com

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Resources: Talking points

Bite-size info about Headspace Care. Perfect for small talk in those awkward moments before meetings, or anytime you need.

Headspace Care offers confidential, on-demand mental health support. Mental health coaching is available anytime, anywhere, for a variety of mental health challenges you may be struggling with—all from the privacy of your smartphone.

Through the Headspace Care app, you can connect with a mental health coach via text-based chat, access informational content and self-guided activities, and talk to a licensed therapist over video (and yes, they're all real humans delivering care!). Your care team will coordinate the best, personalized care for you. It's like a virtual clinic without the waiting room.

Coaches can help with

- **Setting and achieving goals.** Your coach can help you create SMART goals and hold you accountable along the way -- whatever your goal is.
- **Building self-esteem.** Whether you're feeling anxious about an upcoming presentation or an upcoming date, your coach can help you build confidence and practice self-compassion.
- **Forming and strengthening relationships.** Did you have a fight with your significant other? Are you feeling lonely and wanting to make new friends? Your coach can share strategies on how to overcome these challenges and create meaningful connections.
- **Incorporating self-care in your everyday life.** Your coach can work with you to create a self-care plan, like eating healthfully, getting enough rest, and having a work-life balance.
- **Trouble getting out of bed on Monday morning or can't sleep at 3 AM?** Need advice for managing anxiety and other difficult feelings? Or maybe you're just looking for someone who'll listen without judgment. Your coach can do that too.

Steps to sign-up for Headspace Care

1. Download the **Headspace Care** app from the Apple or Google Play Stores.
2. In the app, tap "Get Started," then tap "My Health Plan."
3. Follow the instructions and you're all set!

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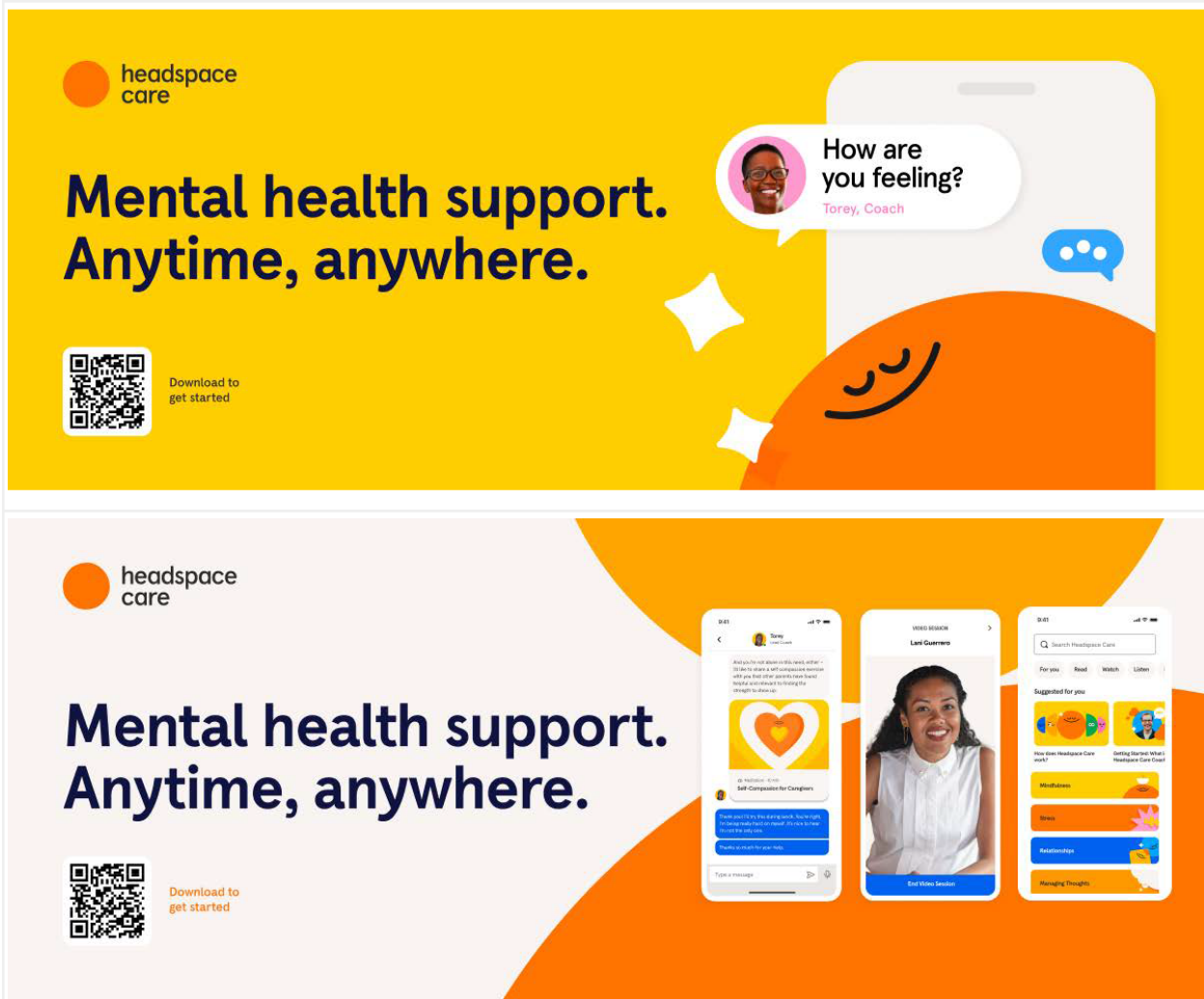
Visit <http://organizations.headspace.com/blog>

Resources: Photo album

Eye-catching graphics to accompany your messages

How to use the photo album

- Select a picture to go along with your message. (Note: some links that we've included with the messages might generate images of their own when you post them. You can use those, or change it up by picking an image from the ones below).
- Attach it to the message wherever you're posting it

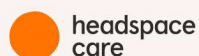
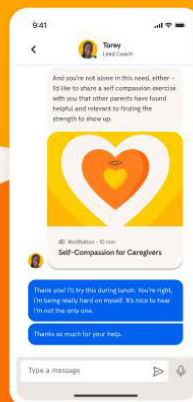




Mental health support. Anytime, anywhere.



Download to
get started



Care for every moment



Download to
get started



Find balance
while parenting



Free yourself
of stress & worry

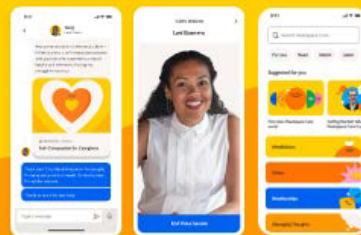


Burned out?
Begin recharging

Support for all of life's challenges



Confidential mental health support. Anytime, anywhere.





Thank you

Thank you for being a great partner and spreading the word about Headspace Care. Your role is so important in bringing mental healthcare support to your workplace.

Have a question?

We'd love to hear from you. Please email us at caresupport@headspace.com and someone from our team will be in touch.

