

California Health Plan & Headspace Health

Expanding access to mental health resources — at lower costs — by ensuring members get the right level of care at the right time.

PARTNER

A large health plan based in California provides access to high-quality, affordable healthcare and support to millions of members. In recent years, the plan has been focused on improving member access to include support for mental health and well-being. To help them accomplish this, we partnered with Solera Health, a leading network of digital and community point solutions focused on intensive, evidence-based lifestyle, behavioral and social interventions.

CHALLENGE

The health plan is focused on improving members' access to mental health resources while also helping members reduce stress, improve resilience, and live healthier lives. To scale their mental health and support, they wanted a solution that ensures members receive the right level of care. They also understood that a value-based arrangement was key to improved outcomes and engagement.

SOLUTION: HEADSPACE HEALTH AND SOLERA

The health plan turned to Solera and Headspace Health to support members participating in its mental health program. The Headspace Health model, which includes Ginger's behavioral healthcare and support and Headspace's mindfulness and meditation platform, engages members in building daily, positive mental health habits.

MODEL

Headspace Health offers on-demand, human-to-human care provided by expert coaches, licensed therapists, and psychiatrists, augmented by engaging self-care content from Ginger and Headspace. After filling out an initial questionnaire, members are directed to the appropriate — and low-cost — self-care content in the Headspace app, if needed. Members who need more support are guided to download the Ginger app and chat via text with a live coach, available 24/7. For those with more acute needs,

WITH GINGER, THE HEALTH PLAN HAS SEEN*

80%

of members with moderate to severe depression at intake had improved symptoms

76%

of members with moderate to severe anxiety at intake had improved symptoms

77%

of members who started in coaching returned to the app for coaching and/or self-care content

Average coach rating of 4.8/5 and clinician rating of 4.9/5

WITH HEADSPACE, THE HEALTH PLAN HAS SEEN**

90%

of members view their plan more favorably after being offered Headspace

14,124,776

minutes of Headspace in 2022

>20%

monthly engagement rate

Most-used resources include content on anxiety, stress, and sleep

a licensed therapist or psychiatrist can be added to the member's care team. With this model, members access care at the right time, right place – reducing unnecessary utilization of higher-cost care.

The majority of Ginger's therapists, psychiatrists and coaches are employed, which allows for quality monitoring, and clinician collaboration protects access for health plan members and minimizes overlap with the plan's local provider network.

The health plan's mental health program members have access to Ginger and Headspace on-demand, 24/7. The plan collaborated with Solera and Headspace Health in a value-based model focused on member engagement and clinical outcomes to ensure a positive impact for the organization and its members.

RESULTS: IMPROVED MENTAL HEALTH OUTCOMES AND LOWER-COST CARE

After implementing Ginger and Headspace with navigation through Solera, the plan saw a notable improvement in mental health program-participating members. Members demonstrated meaningful engagement with anxiety, stress, and sleep self-care content, resulting in a positive change in these key areas. In addition, most members with moderate to severe depression or anxiety at intake had improved symptoms after engaging with Ginger. By navigating members to the appropriate resources and care for their acuity level, the health plan is able to expand access to mental health support at lower costs.

"My coach is awesome, very informative, positive, and encouraging. I always look forward to my appointments. She communicates well and sets expectations so I always know what to expect. I feel like I'm more hopeful and focused than I've been in a long time.

The texting and app are perfect for me because I wanted mental health support but not the intensive and involved experience of traditional in-person therapy. Having it for free through my health insurance has given me a much better opinion of my health insurance provider."

HEALTH PLAN MEMBER

*SELF-REPORTED MEASURES. DATA REFLECTIVE OF 01 - 07/2022.
**SELF-REPORTED MEASURES. DATA REFLECTIVE OF 12/2021 - 07/2022.