

SUCCESS SPOTLIGHT

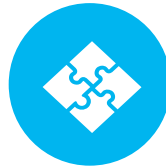
Magellan
HEALTHCARE®

National retail home improvement chain operating 1,800+ store locations throughout the U.S. with 270,000+ full and part-time employees.



Situation:

- Client wanted to increase awareness of counseling and promote new messaging therapy program
- Communication barriers included lack of computer access and frequently changing work schedules
- Predominantly blue-collar employee population with large majority of males who are notoriously reluctant to ask for help



Solution:

- Use simple communications with language that normalizes mental health conversations
- Post flyers in mobile Health Screening Units and employee breakrooms
- Send an all-employee email promoting free, confidential messaging therapy accessible via mobile device



Results:

- 7000% increase in users in the week following the communications (from 7 users to 502 users)
- Client satisfaction, *“Direct and specific communications make a key difference”*
- Decision to continue the momentum with regularly scheduled promotional communications