



Starling Build
Resilient
Minds.

The Price of Ignoring Employee Mental Health

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Starling Minds CEO & Founder

October 12, 2018



Emerging trend:

1 in 3 Canadians

experience mental illness*



* Statistics Canada, 2017



WHO predicts that
**DEPRESSION WILL BE
THE LEADING CAUSE
OF DISABILITY**
by 2030.*

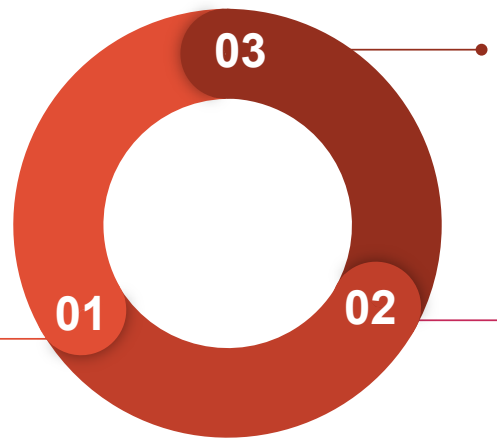
* World Health Organization (2011)

The Problem



1. Mental Illness is Rising

50% of the population will experience mental health problems by the time they reach age 40.



3. Gaps in the Mental Health System

People aren't seeking treatment due to access, cost and stigma

2. The Costs To Organizations is Growing

Billions of CA & US dollars are lost every year due to mental illness

Source

Canadian Mental Health Association (2018)
Assessing the Economic Costs of Serious Mental Illness

The Cost



The Cost of Mental Illness

Starling

Canada

Depression
+ Anxiety

\$49.6 billion/year



Source

Healthy Brains at Work, Conference Board of Canada (2016)
Assessing the Economic Costs of Serious Mental Illness, American
Journal of Psychiatry (2008)

The Cost of Mental Illness



US

Depression
+ Anxiety

\$193.2 billion/year



Source

Healthy Brains at Work, Conference Board of Canada (2016)

Assessing the Economic Costs of Serious Mental Illness, American Journal of Psychiatry (2008)

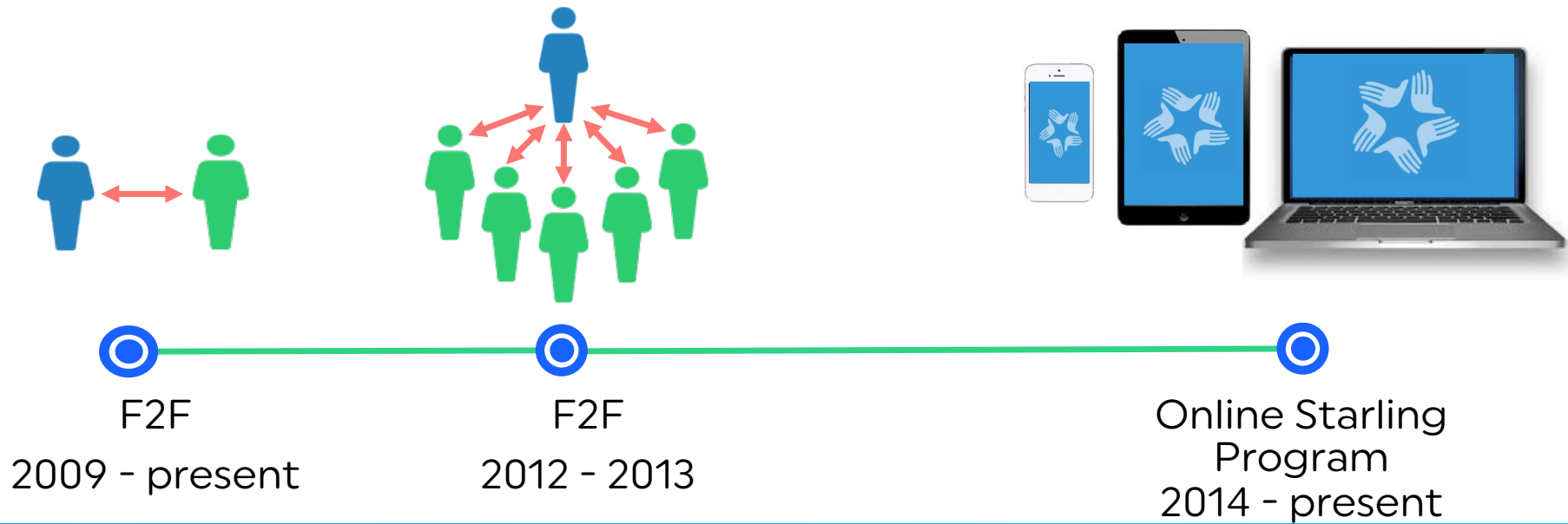
How Employees Become Mentally Ill



Our Story



Starling™ evolved from Dr. Miki's private practice that focused on psychological treatment/assessment for vocational disability

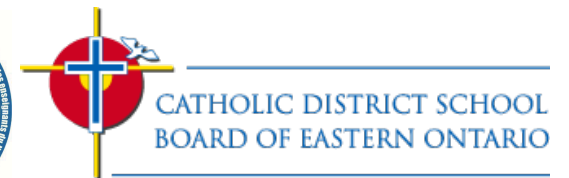


100% Retention of Customers Since 2014

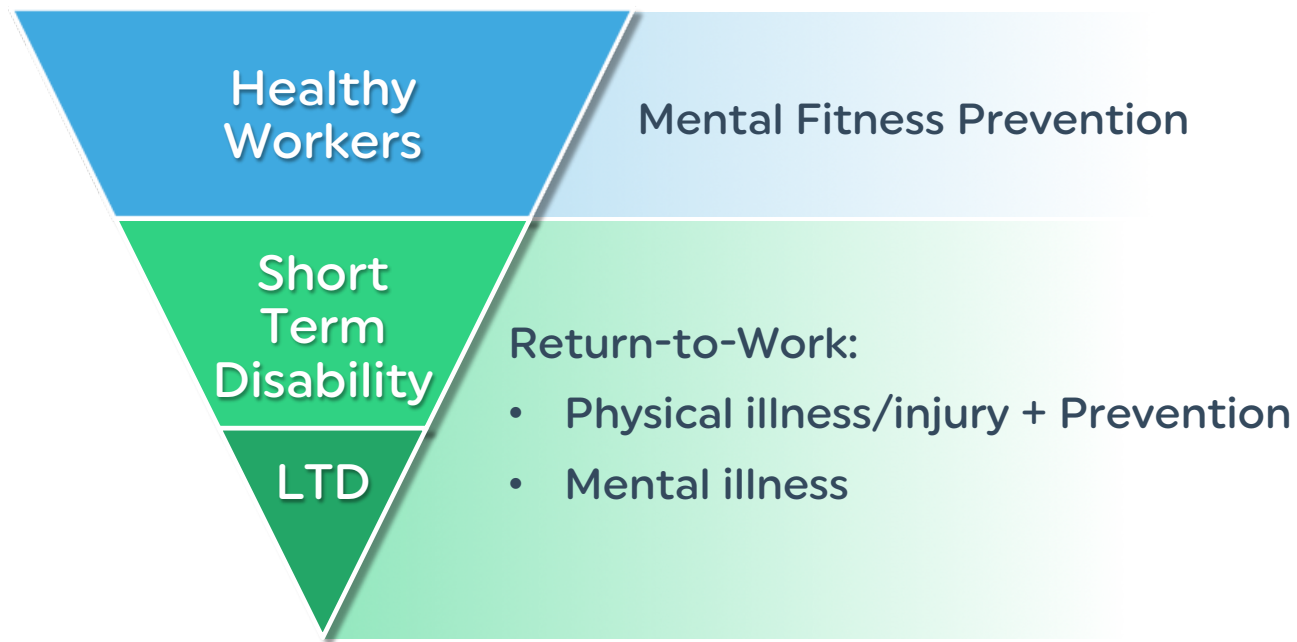
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Association des directions et directions adjointes des écoles franco-ontariennes



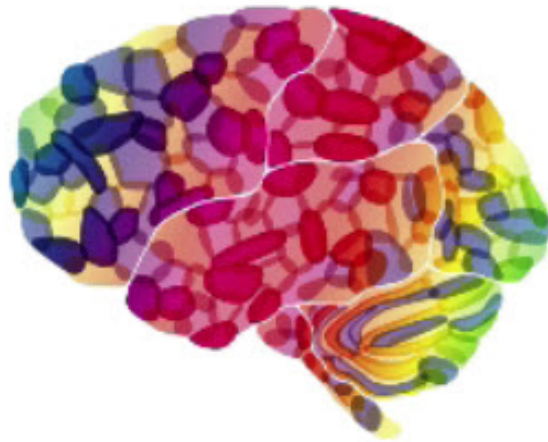
The Mental Health Disability Funnel



Common Stressors

Workload
Unclear roles/expectations
Inadequate support
Unsupportive management
Bullying
High turnover
Morale
Deadlines
Lack of control over deliverables
Long hours
Pressure from managers/customers

Increase in financial obligations
Conflict/Divorce
Moving/Change
Children/Aging parents
Feeling overwhelmed/stressed
Anger/Guilt
Sadness/depression
Worry/anxiety
Irritability/Fatigue
Substance Abuse
Suicide

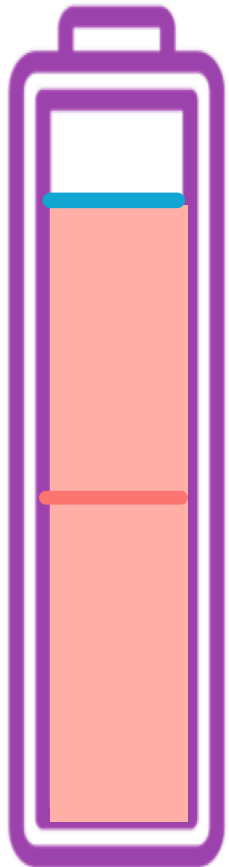


WHAT IS STRESS?



Stress is defined as a feeling
of strain or pressure

Baseline & Symptom Line

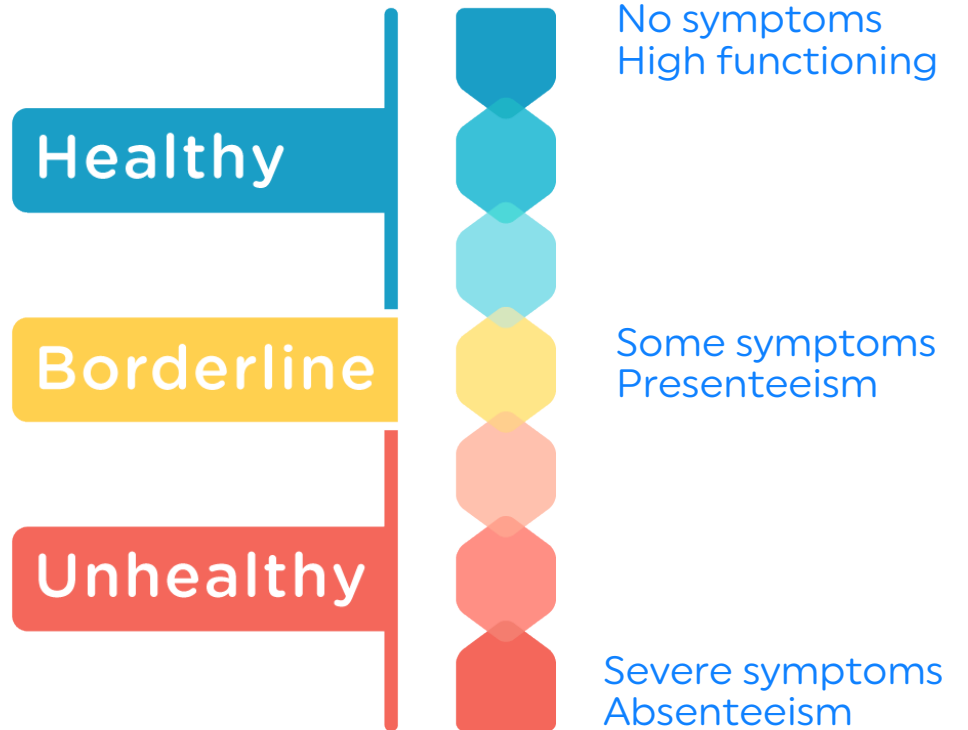


Baseline

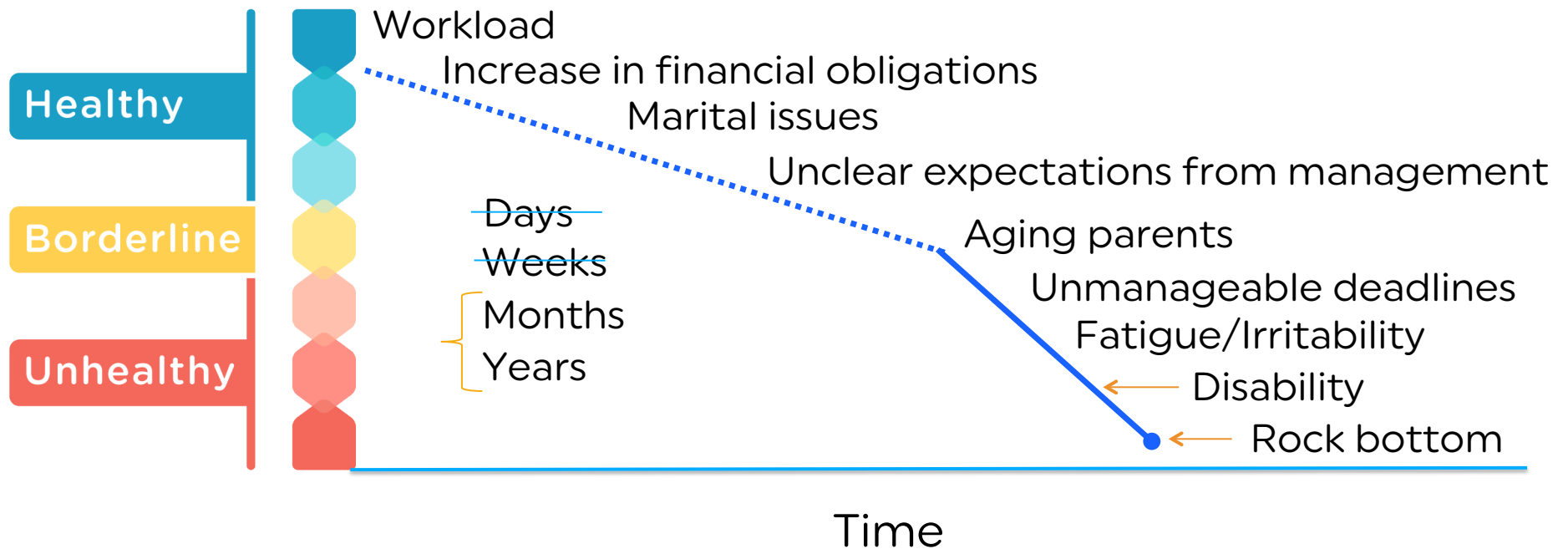
Symptom Line

The Mental Health Continuum

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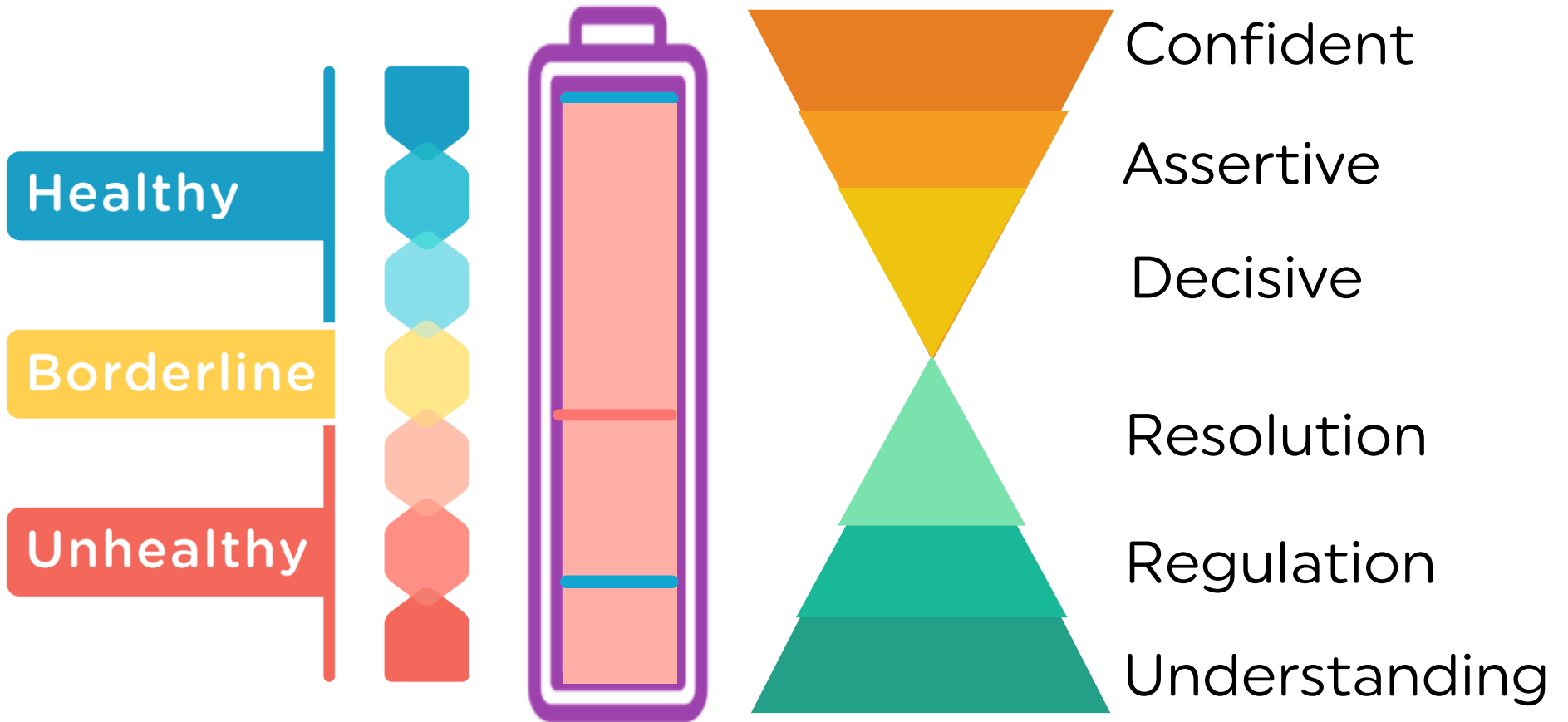


Trajectory Of A Disabled Worker



Demystifying Mental Illness

Starling



How To Keep Employees Mentally Fit



Mental Fitness

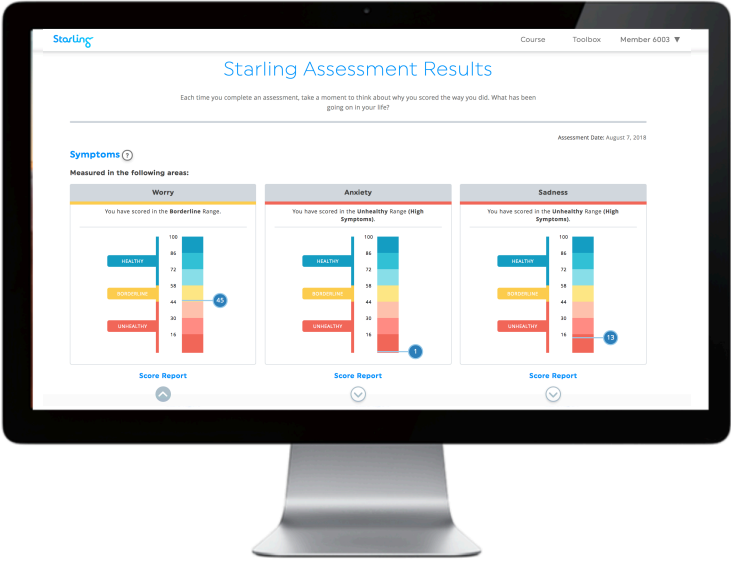


- Extended Health Benefits
- Employee Assistance Programs
- The 'Standard'
- Awareness Campaigns
- Wellness Initiatives
- Disability Management

Starling Minds delivers science-based mental health support anytime, anywhere to develop the mental resilience a healthy, productive workforce requires.



Mental Fitness: Self-Awareness



The monitor displays the 'Starling Assessment Results' page. At the top, it says 'Starling Assessment Results' and 'Each time you complete an assessment, take a moment to think about why you scored the way you did. What has been going on in your life?'. Below this, it lists 'Symptoms' and 'Measured in the following areas:'. There are three charts: 'Worry', 'Anxiety', and 'Sadness'. Each chart has a vertical scale from 0 to 100, with 'Healthy' at the top and 'Unhealthy' at the bottom. The 'Worry' chart shows a score of 45, 'Anxiety' shows a score of 1, and 'Sadness' shows a score of 11. Each chart also has a 'Score Report' link below it.

Step 1: Mental Fitness Assessment

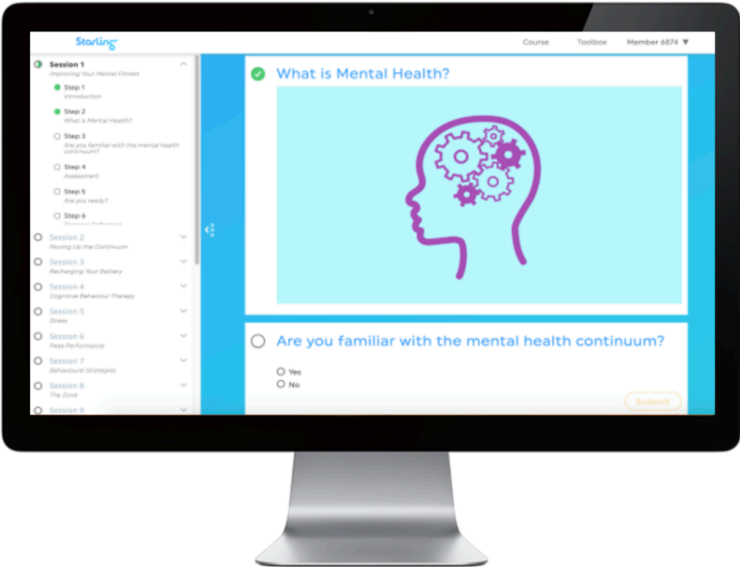
Step 2: Education

Step 3: Skill Building

Step 4: Practice

Step 5: Resilience

Mental Fitness: Basic Education



Step 1: Mental Fitness Assessment

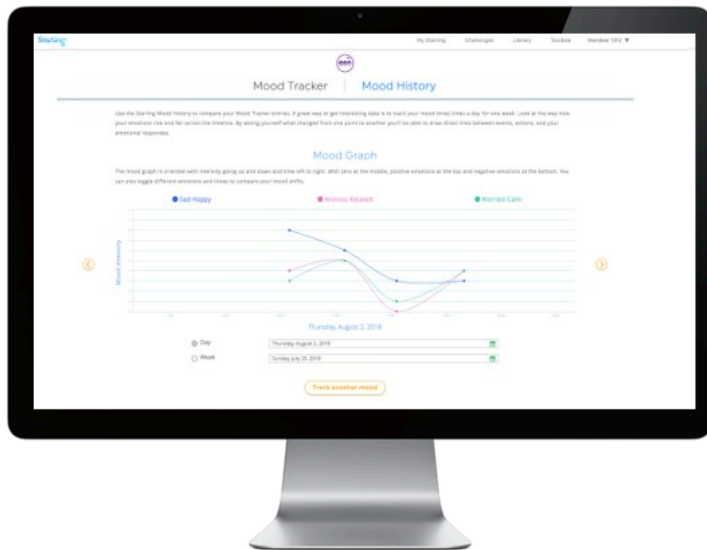
Step 2: Education

Step 3: Skill Building

Step 4: Practice

Step 5: Resilience

Mental Fitness: Skills Training



Step 1: Mental Fitness Assessment

Step 2: Education

Step 3: Skill Building

Step 4: Practice

Step 5: Resilience

Mental Fitness: Application of New Skills



Step 1: Mental Fitness Assessment

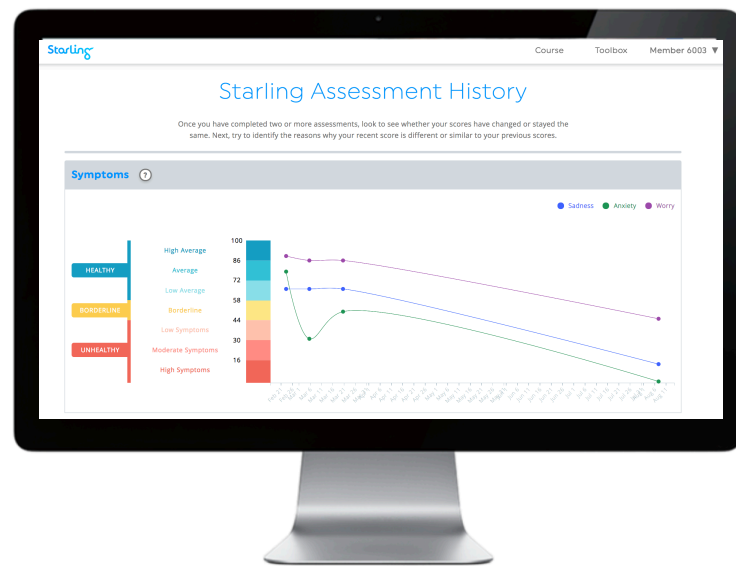
Step 2: Education

Step 3: Skill Building

Step 4: Practice

Step 5: Resilience

Mental Fitness: Learning to Increase Resilience



Step 1: Mental Fitness Assessment

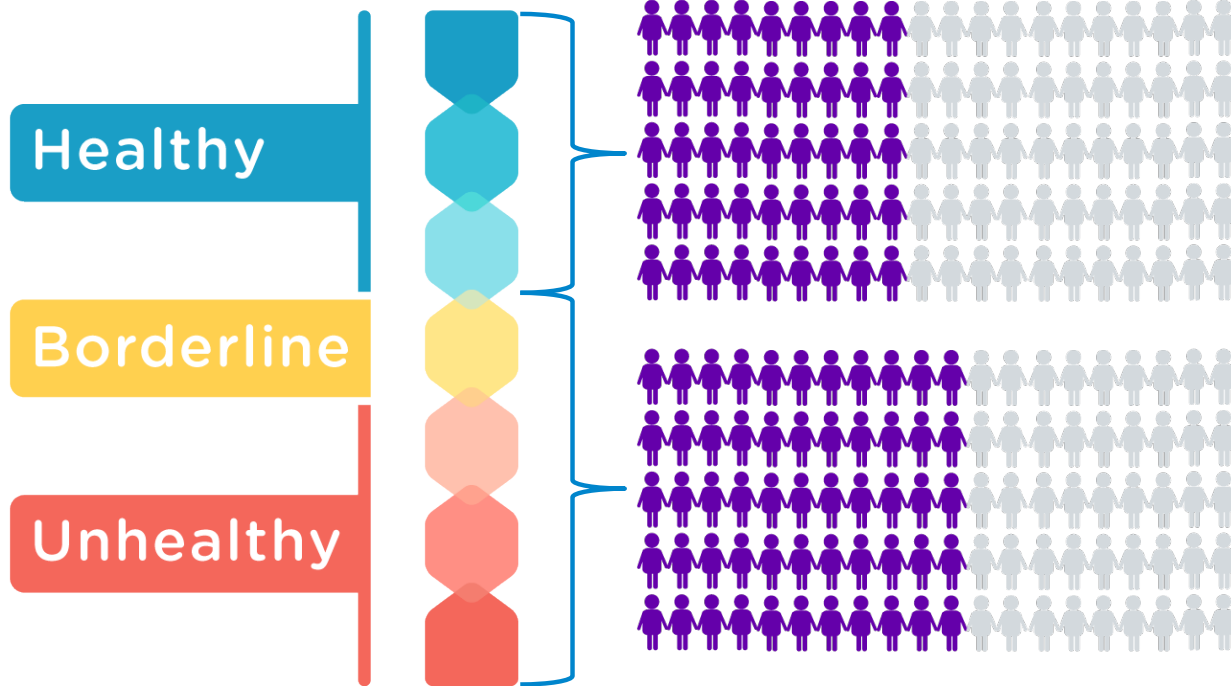
Step 2: Education

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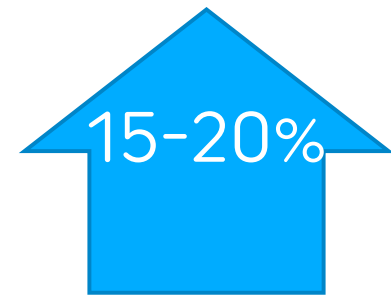
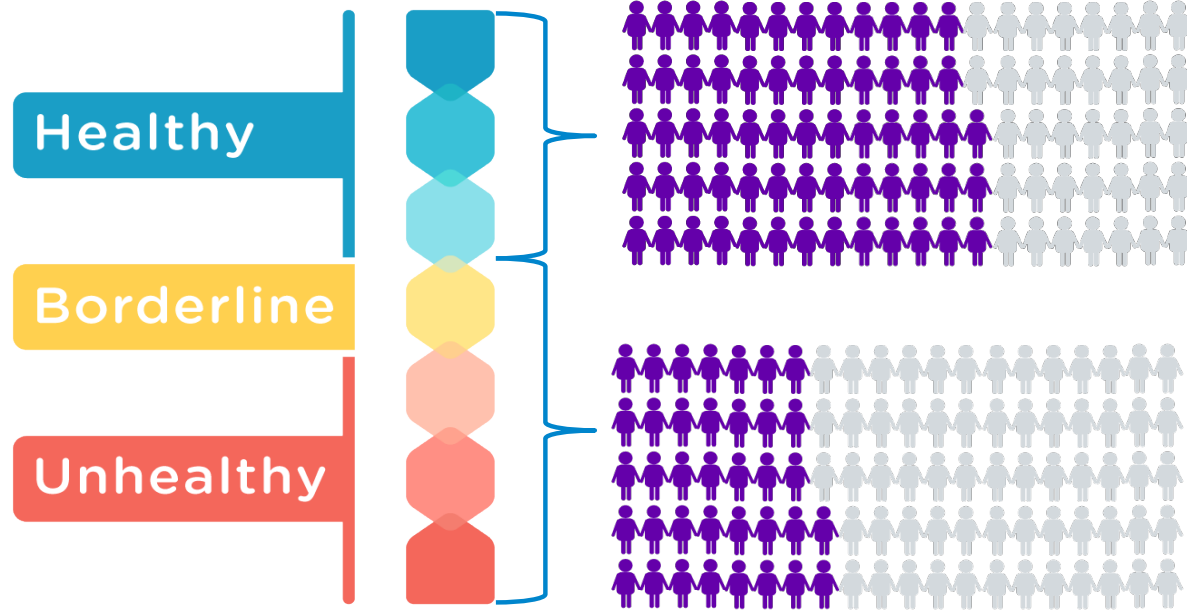
Starling Results



47%
of workers
started in the
healthy
categories

53%
started in the
borderline or
unhealthy categories

Starling Results



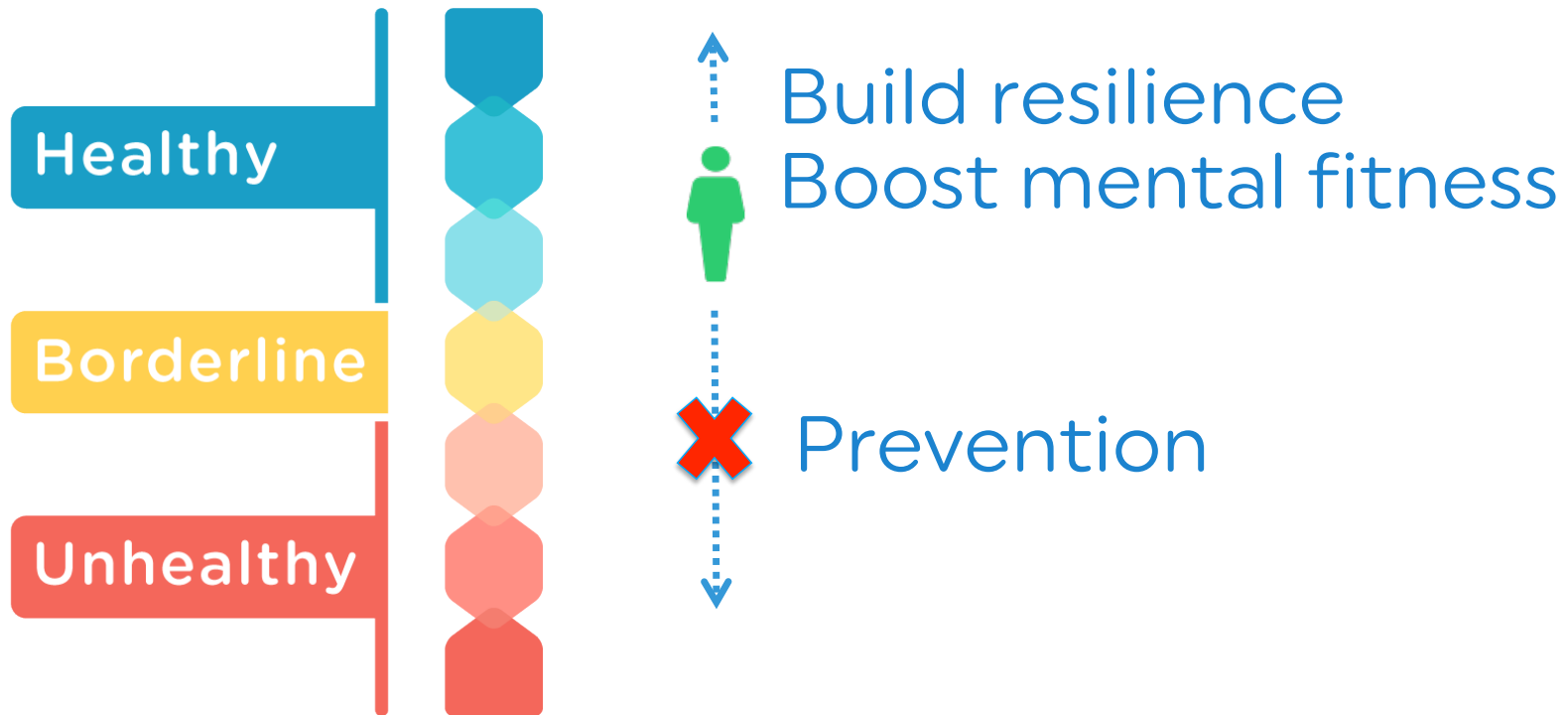
of workers moved up from the bottom or middle of the mental health continuum

ROI Decreased Absenteeism

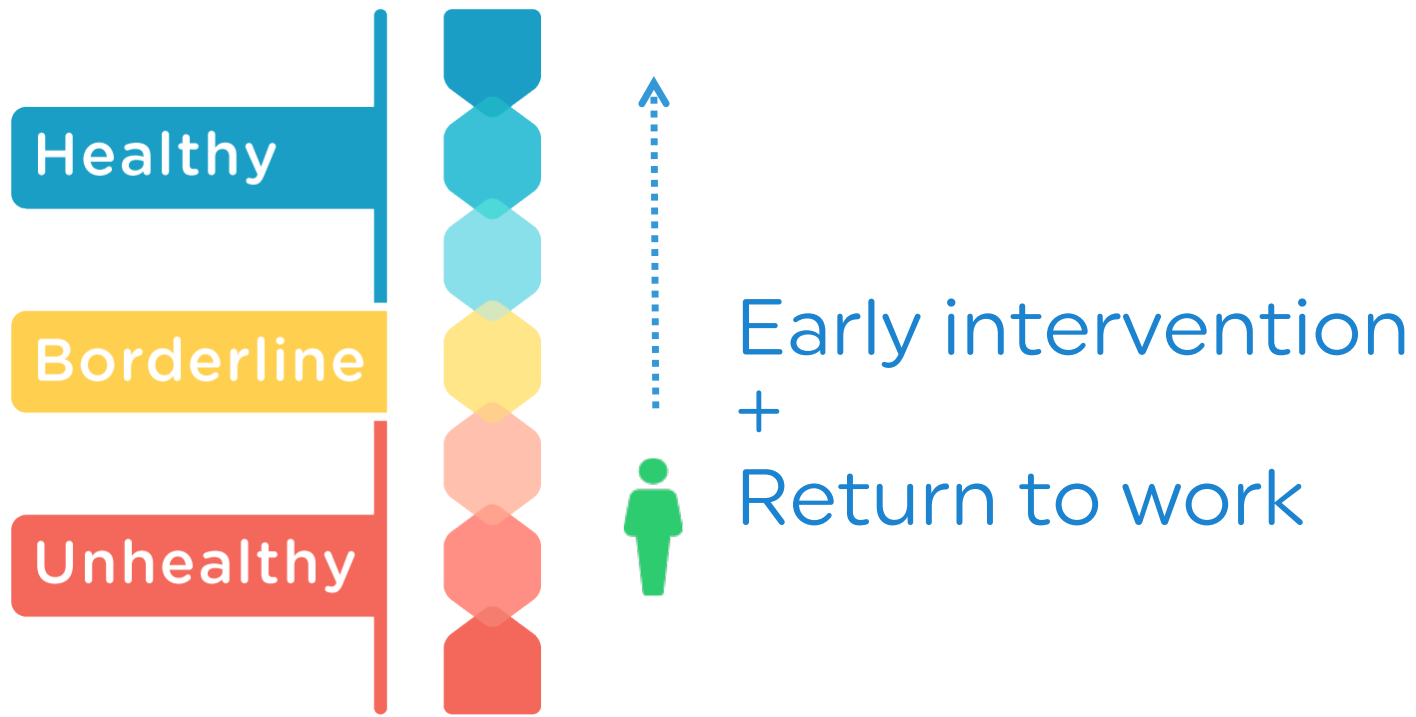


- > Based on a company with 1000 employees and an adoption rate of 10%, the annual net savings due to decreased absenteeism is **\$43,3030**

Goal of Starling's Programs



Goal of Starling's Programs



Thank you

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