

intellect

How to justify a mental health programme with an ROI



Introduction

In today's competitive business environment, a wellbeing culture is crucial for employee engagement and the company's bottom line. Mental health programmes have become a non-negotiable benefit for organisations, but the challenge lies in quantifying the return on investment (ROI) they generate.

This ebook introduces Intellect's proprietary methodology and helps HR managers calculate ROI so they may articulate the business case for mental health benefits with more conviction. Additionally, we will also cover insights and actionable strategies in the upcoming chapters, empowering HR managers to make more informed decisions about their wellbeing strategy.

Most importantly, Intellect's approach to ROI has made it possible for organisations to measure and translate improvements in employee wellbeing into financial terms. In the long run, this makes a culture of wellbeing sustainable and fosters a workplace where happiness is not just an ideal, but a measurable contributor to an organisation's success.



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Unlocking 14x ROI in just six weeks with Intellect	

Understanding Intellect's ROI methodology



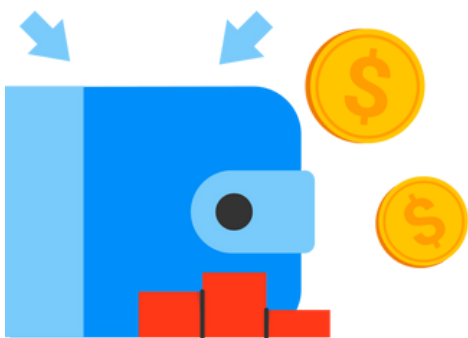
Intellect's approach to ROI calculation

Employee wellbeing undoubtedly contributes to positive business outcomes. Recent studies, such as the 2023 research by Duke-NUS and the Institute of Mental Health, underscore the substantial costs of unaddressed mental health issues, estimated at around S\$16 billion annually in Singapore. Globally, businesses face costs exceeding S\$10,500 per employee due to untreated mental health problems.

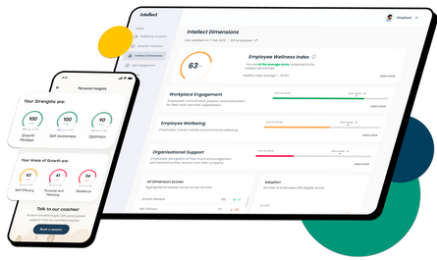
While the importance of employee wellbeing is clear, the challenge lies in assessing the ROI for mental health programmes. ***How can you ensure that your spending on workplace wellbeing is paying off?***

And ***what's this improvement worth in dollars and cents?***

Intellect's ROI methodology is a groundbreaking approach to answering these questions, and integral to it is Intellect Dimensions.



Intellect Dimensions: How do we measure employee wellbeing?



Intellect Dimensions, a 26-item self-assessment tool, is the heart of our ROI methodology. It assesses crucial facets of the employee experience, encompassing mental wellness and occupational engagement.

Intellect Dimensions accounts for factors within our control, such as our ability to manage stress, and external influences like an unprecedented increase in workload. The self-reports gathered from employees across Asia form the cornerstone of our ROI methodology. By delving into their personal resources and work environments, Intellect Dimensions allows employers to access a comprehensive overview of their workforce's wellbeing.

Enabling the business case for mental health

Bring the boardroom scientifically-backed Return on Investment (ROI) measurement of your wellbeing programme



14x financial return

Based on live data with more than >1000 data points



User-friendly & personalised insights

Engage employees with regular & quantifiable check-ins on personal growth



Organisational wellbeing outcomes

Get the big picture of how employees are faring and the impact of Intellect's solution over time

Organisational Dimension

Latest Update:  300 employees



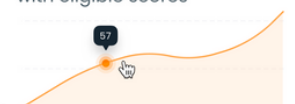
Employee Wellbeing Index
You are 12 points below the healthy average score*

Healthy average score = 75/100

Workplace Engagement
Employees' commitment, passion, and enthusiasm for their work and their organisation

BENCHMARK : 60

Adoption
Number of employees with eligible scores



Intellect Dimensions accounts for factors within our control, such as our ability to manage stress, and external influences like an unprecedented increase in workload.



Leveraging insights for organisational strategies

A nuanced understanding of employee wellbeing is pivotal for HR managers. A metric that accounts for its complexities, such as Intellect Dimensions, not only benefits your employees but also equips HR managers with actionable insights to create a thriving workplace focused on wellbeing, engagement, and productivity.



Here are some outcomes that you can expect from Intellect's approach:

- 1. Strategic decision-making:** Attain a comprehensive view of wellbeing metrics to inform strategic decisions, driving targeted initiatives that enhance both productivity and employee satisfaction. This includes precise resource allocation and tailored engagement strategies based on workforce strengths.
- 2. Proactive support:** Detect early signs of potential issues and intervene proactively, creating a healthier work environment that improves overall employee wellbeing.
- 3. Benchmarking and comparison:** Compare your organisation's wellbeing metrics with industry standards, providing a benchmark for continuous improvement and showcasing your commitment to employee wellbeing.

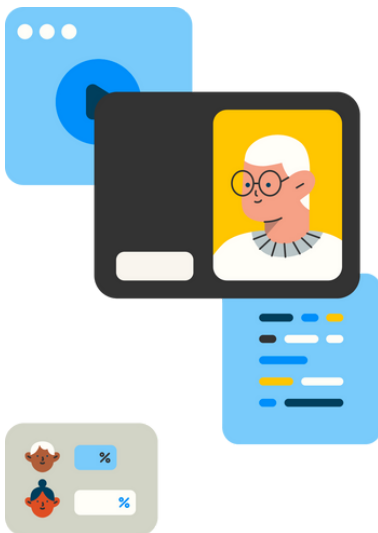
Identifying employee wellbeing objectives



Identifying employee wellbeing objectives

Measuring an improvement in employee wellbeing in monetary terms is tough. While the positive relationships, team dynamics, and customer feedback offer a glimpse of how the organisation is doing, anecdotal evidence alone rarely justifies investments in employee wellbeing.

To make a compelling case, Intellect Dimensions focuses on two components that impact the bottom line directly:



1. Absenteeism

Definition: The number of days an employee is absent from work.

In Singapore, the total costs of absenteeism due to mental health issues are estimated at approximately S\$2.3 billion*

2. Presenteeism

Definition: The number of days an employee is physically present but unproductive.

In Singapore, the total costs of presenteeism due to mental health problems are estimated at approximately S\$12.8 billion*

*Chodavadiq, P., Teo, L., Poremski, D. et al. Prevalence and economic burden of depression and anxiety symptoms among Singaporean adults: results from a 2022 web panel. *BMC Psychiatry* 23, 104 (2023).

Unravelling presenteeism: The hidden challenge

Presenteeism is way more complex than absenteeism, even though its financial burden is 6x higher. Let's delve into the causes of presenteeism and the resultant unproductivity:

Contributors to presenteeism

Emotional wellbeing

Anxiety, depression, and emotional problems significantly contribute to work impairment associated with presenteeism. These issues are often overlooked as valid reasons for taking time off work, exacerbating the situation.

Work outcomes

Lack of job security, job satisfaction, supervisor support, and burnout are identified as significant predictors of presenteeism, impacting overall work outcomes.

Workplace stigma

Perceived and self-stigma act as barriers, preventing employees from seeking professional help for mental health issues. This avoidance worsens symptoms and amplifies presenteeism.



Measurement & Evaluation: Intellect Dimensions Tool

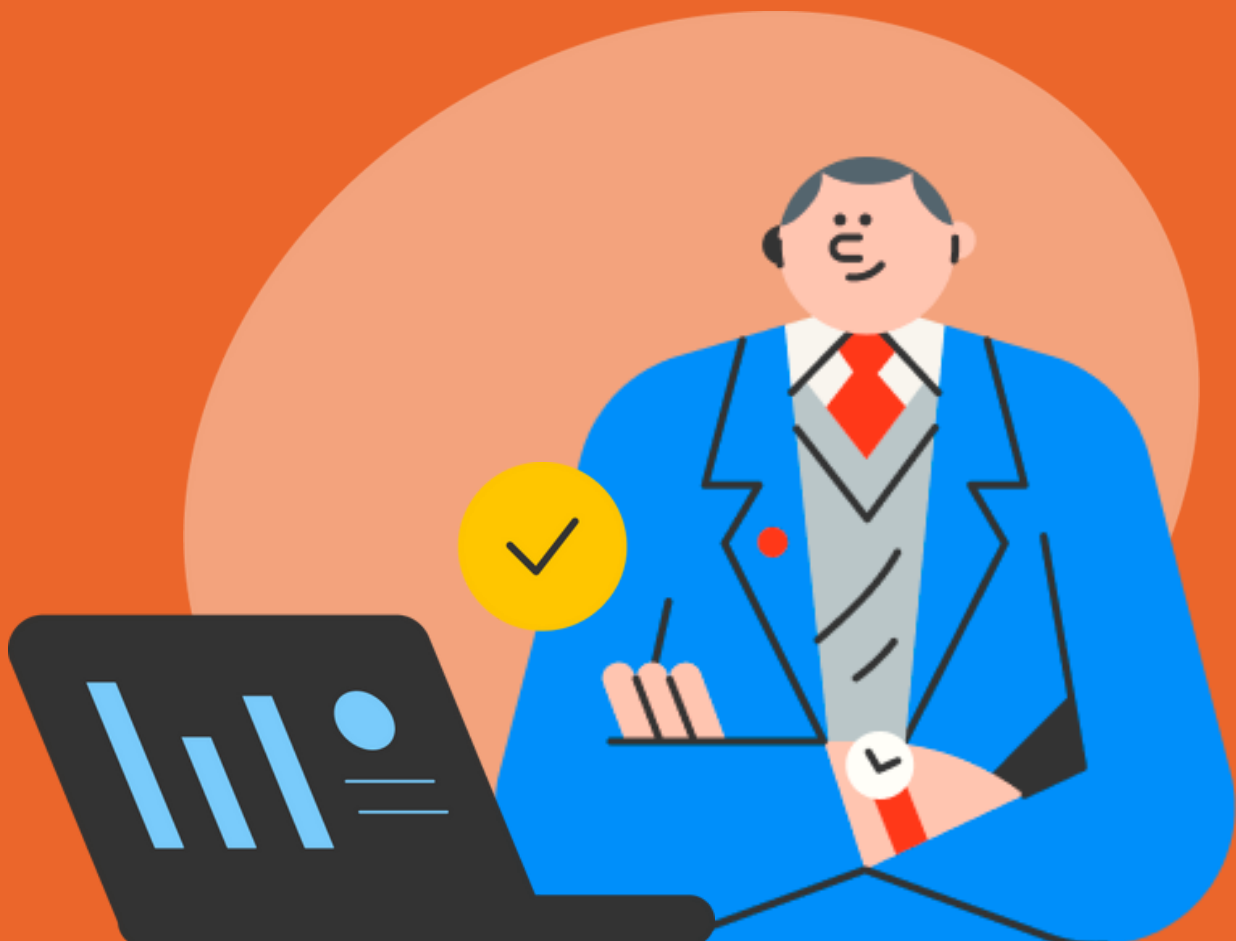
Intellect Dimensions: Clinically validated tool for measuring workplace wellness on the individual and organisational level



The Intellect Dimensions methodology has been scientifically validated in Intellect's clinical study with N=1001 working adults in Singapore (2022).

The intricacies of both absenteeism and presenteeism help us to appreciate the profound impact mental health has on productivity. In the subsequent chapters, we will explore methodologies to measure and translate these insights into tangible terms, offering HR managers the tools needed to build a persuasive business case for investing in employee wellbeing.

Measuring costs of absenteeism and presenteeism



Measuring costs of absenteeism and presenteeism

Now that we've clarified absenteeism and presenteeism, the next step is estimating their financial impact.



Group Dimensions within Intellect Dimensions utilised in ROI calculation

Productivity

decrease in human capital cost, increase in workforce productivity

Calculating the projected utility value of Intellect on your workforce's productivity through four dimensions:

- **Work Outcomes**

work environment, attitude, and outcomes

- **Emotional Wellbeing**

emotional state and risk of anxiety, depression, and stress

- **Stigma**

one's surroundings' attitudes towards mental health

Wellbeing

decrease in healthcare cost and health-related absence

Calculating the projected health benefits of Intellect by assessing workforce risk of health challenges

- **Absenteeism**

the number of days missed due to poor mental health

Intellect employs a pragmatic approach rooted in human capital considerations such as:

- The number of workdays affected by mental health issues
- The average monthly income of employees

Consider this scenario: You pay an employee \$100 for their presence at work. However, it has recently come to your attention that they have been less productive. They arrive late to work, take extended lunch breaks, and are frequently distracted by their phones during office hours. After checking in with them on Friday, you discover they have made little progress on that report you assigned them on Monday. Applying the human capital approach, the cost of presenteeism for this week alone amounts to \$500.

This straightforward calculation illustrates the financial implications of presenteeism on a weekly basis. In the subsequent sections, we will explore how HR managers can leverage this methodology on a broader scale.

A practical scenario: How to estimate the financial impact of presenteeism



An employee who is noticeably off-form in terms of productivity

Hourly wage: \$100



Employee is present but exhibits signs of presenteeism (e.g. arriving late, taking extended breaks), and is ineffective in their work



Little was accomplished by the end of the week

Total cost of 5 hours unproductive time for the week: \$500

Calculating ROI for employee wellbeing programmes

Outcomes: Results from Intellect's ROI study

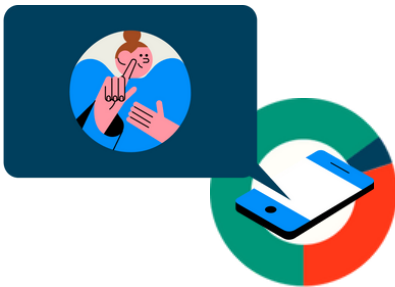


Calculating ROI of employee wellbeing programmes

After quantifying absenteeism and presenteeism, the next step is determining the ROI of an employee wellbeing programme. To assess the improvements in mental health and productivity, you will need data points before and after the implementation.

It is important to note that Dimensions provides a raw index score, but the true financial impact is derived by working closely with Intellect. We translate this index into tangible outcomes, factoring in average salaries to represent the genuine dollar value of your wellbeing programme.

You can accomplish this in four simple steps, as illustrated below:



Step 1 - Establishing a baseline

Your organisation is gearing up for a demanding quarter as an upcoming audit requires employees to put in extra hours. Calculate the costs of absenteeism and presenteeism at the beginning of this quarter, denoted as S\$X.



Step 2 - Programme implementation

You introduce Intellect's wellbeing services during this intense period and actively encourage employees to engage with coaches, counsellors, and psychotherapists. Our providers help address mental health concerns contributing to absenteeism and presenteeism.



Step 3 - Post-programme assessment

Six weeks into the programme, you revisit the costs of absenteeism and presenteeism. Despite the ongoing pressure, the numbers reveal a reduction from \$X to \$Y, indicating the programme's effectiveness in mitigating absenteeism and presenteeism.



Step 4 - Determining returns

You calculate the cost difference ($\$X - \Y) to quantify the reduced absenteeism and presenteeism during the 6-week programme. This amount represents the positive impact you have achieved and showcases the value of your wellbeing programme.

In summary

APAC's most comprehensive mental health platform, focused on efficacy for clients

24/7 Helpline

Wellbeing Analytics Overview

Healthy State Moderate to High Stress Clinical Need

Low to moderate risk Moderate to higher risk



Available in **20 languages** with coverage across **22 countries**



10+ in-process clinical studies proving clinical efficacy



"Best Digital Wellness Platform of the Year" #1 by HR Online



Google names Intellect **Best App of 2020**

Expected returns from Intellect Dimensions

The costs of both absenteeism and presenteeism were significantly reduced in a study involving 2,000 employees who actively engaged with Intellect over 6 weeks. The empirical evidence highlights the difference Intellect makes:

- Absenteeism improvement translated to S\$3,580 in savings.
- Presenteeism improvement resulted in S\$65,932 in savings.
- An impressive ROI of 1422%, ranging from 1294% to 1543% (95% confidence interval*).

In simpler terms, for every dollar invested in Intellect's services, organisations can expect a return of up to S\$14, showcasing improved mental health, enhanced productivity, and reduced absenteeism. These figures are indicative per 2,000 employees over an average 6-week period of active utilisation of the services.

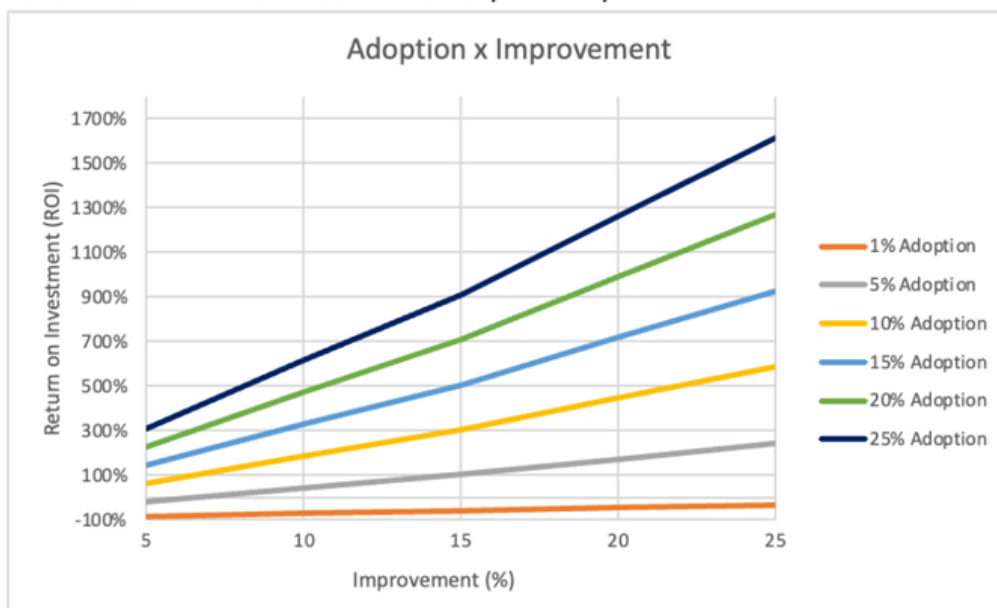
**the confidence interval in scientific terms indicates the level of certainty in the measurement, in which we are 95% confident that we would expect the true average ROI to be within the stated range*

Unlocking even higher ROI with Intellect's approach

Ideal Outcomes

Below is a simulation of actualised ROI with different Adoption & Improvement Rates over an 8-week period.

ASSUMING ALL EMPLOYEES SALARY = 30,000-100,000 PER ANNUM



What's even more promising is that this estimate of 14x is considered conservative for two key reasons:

- It's based on a modest average monthly income of S\$1,523.86, derived from World Bank data and applicable to Intellect's main operating countries.
- A potentially higher return on investment (greater than 14x) is anticipated as more employees take advantage of coaching sessions, underscoring the importance of self-efficacy.

Applying the approach to your organisation



Applying the approach to your organisation

Intellect Dimensions measures your cost savings through reduced absenteeism and presenteeism, but that is not all. It also empowers HR managers to compare "vitals" across departments and even benchmark the organisation against industry standards. These insights can help HR managers enhance recruitment and retention efforts.

Intellect's industry benchmark list

- Consumer goods & services
- Education
- Finance & insurance
- Government & non-profit
- Healthcare & pharmaceuticals
- Manufacturing
- Professional services
- Technology & telecommunications
- Others

Moreover, Intellect Dimensions offers a comprehensive view of your workforce's strengths and weaknesses. High rankings in categories like "self-awareness" can be celebrated internally to boost employee morale. Conversely, areas requiring improvement, such as "encouraging participation," can be addressed with Intellect's resources, such as our webinars on psychological safety.

Organisational strategy beyond ROI

- ✔ Gain insights into your organisation's position within its industry.
- ✔ Compare the "vitals" of specific departments.
- ✔ Leverage positive outcomes to bolster recruitment and retention efforts.

Strategic internal initiatives to improve workplace wellbeing

- ✔ Understand the strengths and areas for improvement of your workforce.
- ✔ Celebrate the top three attributes in newsletters and town halls to boost employee morale.
- ✔ Improve the bottom three attributes with employee engagement initiatives (e.g. implementing Intellect's webinar on psychological safety to improve encouragement of participation score).



Conclusion



Summary

We invite you to emulate the success of organisations who have embraced our innovative approach to employee wellbeing. This starts with:

Proactive wellbeing

Your organisation does not need to be on the brink of burnout for Intellect to make an impact. Similar to maintaining your health through regular exercise and a balanced diet, the best time to build organisational resilience is before a crisis emerges.

Leadership endorsement

Leaders play a pivotal role in driving awareness and adoption of mental health programmes and, ultimately, fostering a culture of wellbeing.

Team engagement

Your active involvement, as well as that of your team, is just as essential in driving adoption. Ramp up your marketing and communication efforts to improve utilisation.



Intellect can help your organisation achieve 14x ROI in just 6 weeks

A 14x ROI — in six weeks, no less — is not impossible. Reach out to us for a demo and discover how Intellect can revolutionise your approach to employee wellbeing today.

[Contact us](#)

Learn more at
<https://intellect.co/for-businesses/>
or contact us team@intellect.co

