

How PatientPoint Attract and Retains Talent with Lyra

PatientPoint® is the trusted partner for tech-enabled patient engagement solutions that enhance the patient experience across the entire care journey. PatientPoint creates more effective doctor-patient interactions and delivers high value for patients, providers and healthcare sponsors. Through 140k unique healthcare provider relationships, PatientPoint's solutions impact roughly 750 million patient visits each year, further advancing their mission of making every doctor-patient engagement better. But with high growth comes high stress, and PatientPoint's benefits team knew it needed a more effective mental health care solution to support employees.

CHALLENGE

A mix of employee burnout, a lack of modernized benefits, including a mental health partnership with access to timely care, influenced increased turnover.

SOLUTION

A new focus on mental health to attract, support and retain employees with Lyra as a dedicated, ever-present partner.

IMPACT

9.5x

Higher engagement with Lyra compared to traditional EAP

2 days

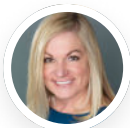
Average time to first available session

75%

of PatientPoint members saw measurable improvement with Lyra's same-day, guided self-care tools

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I have worked with Lyra at a \$5B company and now with a smaller, private health care technology company. Today's workforce and their families need mental health access and resources. Regardless of company revenue or size, the offerings, high-touch service, and support from Lyra remain the same—exceptional!”



Melissa McMahon
Chief People Officer at PatientPoint

PatientPoint seeks a new mental health solution to tackle burnout and stress amid the pandemic.

"We were moving quickly, we knew that we needed to modernize our offerings to meet people in their place of need. We're dealing with things that we've never had to before in the history of work," said McMahon. PatientPoint sought a mental health partner that could be as agile as it was in providing immediate access to care, offering timely resources, and providing evidence-based treatments that were proven to deliver results. After researching their options for mental health benefits, Patientpoint found the partner it needed in Lyra and rolled out the benefit to its employees and families in January 2022.

PatientPoint leverages Lyra to compete and keep top talent.

"Active job searchers often have two or more offers in hand. So we're doing something called 'The Great Return,' which is our strategy to bring our regrettable loss departures back. For people who have voluntarily left in the past two years, we're using our enhanced benefits as part of our messaging to bring them back. We're telling them that in the past two years, we've modernized our benefits and now offer things like Lyra to support them. We're laser focused on taking care of our people personally and professionally," said McMahon.

Lyra partners closely with PatientPoint to provide workforce mental health support in addition to coaching and therapy.

In addition to clinically proven therapy and mental health coaching, Lyra delivers guided learning and development tools, monthly mental health resources, and personalized content for PatientPoint to share with employees. "Lyra is always two steps ahead of us in providing timely resources, communication, and an easy-to-implement roadmap for successfully leveraging the partnership. They provide success-in-a-box. It isn't like once you've implemented Lyra, they're gone. They send content and offering reminders on a regular basis; they're going to nudge you and support you. It's a true partnership," said McMahon.

In just 3 months, PatientPoint has seen meaningful results with Lyra.

PatientPoint has seen 9.5 times higher engagement with Lyra compared to traditional EAPs, with an average time of two days to the first available session for their members. Seventy-five percent of the company's members showed meaningful, measurable improvement with Lyra's guided self-care tools—which offer on-demand, evidence-based support for mild mental health challenges, designed for those who are hesitant to get started with therapy or who may not need that level of care.

Overall, companies that have partnered with Lyra have seen 50% lower turnover and 70% improved productivity from employees. "As we have modernized our benefits, Lyra has been one of the most impactful and talked-about resources for our teammates and their families," said McMahon.

Here's what Patientpoint members are saying about Lyra:

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The intake process is a good overview of options and really helped me figure out what was the best fit for me.”

“

The process to sign up for care was very easy and user-friendly to maneuver.”