

Brown Brothers Harriman: Breaking mental health barriers with Lyra

With over 6,000 employees worldwide, Brown Brothers Harriman (BBH) is the largest private financial services firm in the United States, providing private banking, investment management, and investor services for clients around the globe.

Employers have learned to expect the unexpected as distressing events have impacted employees and permeated the workplace. Mental health care needs have expanded beyond individual therapy, and companies are looking to their behavioral health partners to guide all of their employees through emotionally challenging crises. BBH's partnership with Lyra has shifted and grown with this changing landscape, helping to form the proactive, innovative approach to mental health that exists in BBH's work culture today.

CHALLENGE

BBH's employees faced significant barriers to care with their traditional EAP, with appointment wait times as long as six weeks in a professional industry with entrenched stigma around mental health.

SOLUTION

BBH launched Lyra, unlocking 7x faster access to care and a 4x increase in clinical improvement. Today, BBH leans on Lyra as a true mental health partner to address complex, and often urgent, mental health issues in the workplace.

IMPACT

2 days

average wait time to first-available appointment with a Lyra provider

99%

of BBH employees are instantly matched with a Lyra provider

8 in 10

BBH employees who have used Lyra have improved or recovered from their mental health conditions

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Our challenging experience with our previous EAP put us on the path to a far more robust and comprehensive mental health offering with Lyra. We were focused on getting a full EAP replacement, which Lyra was able to deliver to us—and more. The technology was a game changer, in addition to the high quality network of providers.”



Sandi Stein
Global head of benefits, Brown Brothers Harriman

Check-the-box solutions are limited and can't grow with a company's changing needs.

BBH launched Lyra in January 2020 for its quick access to care (average two days to first-available appointment, compared to 25 days nationally). But with the onset of a pandemic, multiple social crises, and a global war, Lyra quickly pivoted to providing deeper mental health support beyond therapy and coaching for BBH's workforce. "Lyra has supported us in ways that we had never envisioned when we entered into the partnership. We had first engaged Lyra for a full EAP replacement and manager training, but as the partnership has deepened, we've gotten so much more," said Stein.

Lyra supported BBH with unprecedented mental health challenges in real time.

BBH has partnered closely with Lyra to provide emergency mental health support to its employees in Poland and help U.S. employees discuss challenging issues such as suicide. "Lyra is incredibly proactive in providing resources and support before we even ask for it," said Stein. "Everything from gun violence to the Roe vs. Wade decision, we're provided support for, and the foresight is outstanding. We never have to hunt for content. It's a godsend."

A quality mental health benefit that helps employees actually recover is non-negotiable.

The most important metric to measure for any mental health benefit is whether or not your employees are actually getting better. "Utilization and access are very important metrics, but it's quantitative, not qualitative," said Stein. "For us, the most important data point is that 82 percent of our employees who have been in care are showing positive signs post-care. You definitely want people to use the benefit, but you also want to make sure that the benefit you're offering is actually leading people to getting better for the long term. We're thrilled about our numbers and share this data with our leadership."

BBH provides support for the full spectrum of mental health issues with Lyra.

BBH eventually integrated Lyra into its health plan in the U.S., removing the final barrier to care for employees with more severe mental health issues that require additional support beyond their max sessions. "There was a small percentage of our employees who needed care beyond their max number of sessions, and we saw it as essential to provide continuity of care for these members. These employees often have the most serious needs that impact their lives, and are the highest cost claimants. Through this design with Lyra, we can now support our entire population, from mild to severe, seamlessly," said Stein.

Here's what BBH members are saying about Lyra:

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Lyra was able to get me the support I need that my PCP was not able to provide.

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The entire experience starting from registering for my first appointment was easy to navigate. From beginning to end, it felt safe, thorough, and enjoyable.

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So far I'm happy with my therapist!