

zoom

Boosting Employee Happiness with Workforce Mental Health Benefits





At Zoom Video Communications, Inc., delivering happiness is at the core of everything it does. With that mission in mind, Zoom nurtures a culture of caring at work that's committed to its communities, customers, and most importantly, its employees.

Founded in 2011, Zoom provides a video communications platform for businesses and individuals, and its success has skyrocketed during the pandemic.

Even with this abrupt growth, Zoom continues to foster a supportive work culture, recognized as one of [Glassdoor's Employees' Choice Awards for Best Places to Work in 2022](#) and [Comparably's award for Best Company Happiness in 2020](#).

For Zoom, mental health care emerged as a key benefit to maintain this high bar for employee happiness and a thriving work culture.

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It's very important that our employees have **access** to mental health care because we understand everybody has **stressors**. There's a life outside of work, and sometimes that all gets a little tricky. Our company motto is '**Work happy,**' and we want our employees to also live happy. Without access to good mental health care, there's a risk of our employees going down a spiral, affecting their family, their productivity, and their lives.”

— Sheila Krueger, Head of Global Benefits,
Zoom Video Communications, Inc.



The Challenge

"In the middle of 2019, we decided that we needed to bring on a stronger mental health benefit," said Zoom's Head of Global Benefits, Sheila Krueger. "Our employee assistance program (EAP) was sufficient, but not really proactive in helping our employees. And we felt that the number of visits that they had available was not sufficient to really support good mental health."

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Prior to coming on board with Lyra, we had incredibly **low participation** in our EAP, and I really do believe that was because **accessing** that service was so **difficult** that we had people that delayed or just abandoned care."

— Sheila Krueger, Head of Global Benefits, Zoom Video Communications, Inc.

Zoom's previous EAP offered five telephone counseling sessions per year to employees. This system came with significant barriers to care, putting the burden of finding a therapist on employees who may have already been facing difficulties caused by mental health issues. "Using a standard EAP meant employees typically received a list of providers, and would have to make phone calls to find out if they were accepting new patients. Oftentimes, employees had to delay care for up to two to three weeks while they found a provider that could help them," said Krueger.

The lack of timely, accessible care was apparent in Zoom's EAP usage, which was extremely low. Ultimately Zoom was providing—and paying for—a benefit that wasn't being used by its employees because it wasn't effective. "Prior to coming on board with Lyra, we had incredibly low participation in our EAP, and I really do believe that was because accessing that service was so difficult that we had people that delayed or just abandoned care," said Krueger.

The Solution

In early 2020, Zoom launched Lyra as a comprehensive mental health solution for its global workforce, solving the issues that employees were facing with access, utilization, and recovery. With Lyra, employees can fill out a brief survey, and quickly get connected to a coach or therapist, and schedule a first appointment within a few days.

Low utilization doesn't mean low need

The barriers inherent to Zoom's previous EAP had silently discouraged employees from getting care. But under the surface, mental health was an employee need. Lyra offered a clear pathway for quickly getting help.

"Based on the previous utilization from our EAP, we were overwhelmed by the response that our employees had to Lyra. With Lyra, our utilization has been incredibly high, and we can see now how needed that service really was," shared Krueger.

Through a prolonged pandemic, remote work, and unstable home lives, employee demand for mental health care has continued to grow across industries. With Lyra in place, Zoom felt at ease knowing that they were able to offer mental health care to the growing number of employees who needed it. "We're very happy that so many Zoom employees are using Lyra because we know that our employees are accessing the care that they need and getting the help that they want when they need it," said Krueger.





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High-quality mental health care for true recovery

Lyra offers a nationwide network of top-tier, local providers who are selected through a rigorous application process—only the top 5 percent are hired. This elite group of therapists and coaches practice evidence-based treatments (EBTs), the clinical gold standard for effectively reducing symptoms and improving overall function.

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We ended up selecting Lyra as our partner because we felt that their employee experience was really amazing. The ability to get online, have your questions asked and answered, determine care, and then receive that care in a really timely manner was important to us.”

— Sheila Krueger, Head of Global Benefits, Zoom Video Communications, Inc.

“It was really important to Zoom and our leadership that we partnered with a company that had evidence-based care and was able to provide us good reporting on it,” said Krueger.

Lyra provides Zoom with comprehensive quarterly reports that include the number of members who sought care, average validated clinical outcomes, and client satisfaction rates. “I’m so impressed with Lyra’s reporting, which is miles above what we were getting from our old EAP,” said Krueger.

Extending mental health care to meet every Zoom members’ needs

Zoom initially launched Lyra with 16 mental health care sessions per year for employees and their dependents. The success and popularity of Lyra’s services has stamped its place as a highly valued benefit at Zoom.

“Lyra has been incredibly well-received,” said Krueger. “The next step is to integrate Lyra into our medical plan. No one wants to go through 16 sessions with their therapist and feel like they’re on the verge of a breakthrough and then have to change care.” Through this integration, Zoom employees can continue care beyond their maximum sessions with their medical plan, ensuring seamless care for those who may need longer periods of treatment, such as medication or extended therapy for complex needs.

The Results

2 days

is the average wait time to a first available Lyra appointment for Zoom employees, compared to 25 days nationally.

7.5x

higher engagement with Lyra compared to traditional EAPs

8 in 10

Zoom employees experience reliable improvement or recovery from their mental health conditions, compared to just 4 in 10 nationally.

Prioritizing mental health care aligned with Zoom's culture of caring, and the effects of partnering with Lyra include happier, more productive employees. "I'm so thrilled that we partnered with Lyra because the benefit has been so amazing for our Zoom employees. Anecdotally, we've seen a really great impact on their productivity and in their happiness," said Krueger.

An already coveted place to work, Zoom now touts the Lyra benefit to all prospective employees to help attract top-tier talent. "When we're looking at bringing on new employees, one of the most important things that we can offer, besides a great opportunity and workspace, is to have a fantastic slate of benefits. And Lyra is absolutely one of those benefits that people are thrilled to hear about during our recruiting process," Krueger said.

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