

Mental health benefits: Insights from HR professionals

Mental wellness is critical to people & culture strategies today. Are employees using provided benefits, and are benefits communications effective?



Data collection: July 31st, September 17th, 2023



Respondents: 51 HR professionals whose organization has competitive mental health benefits

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

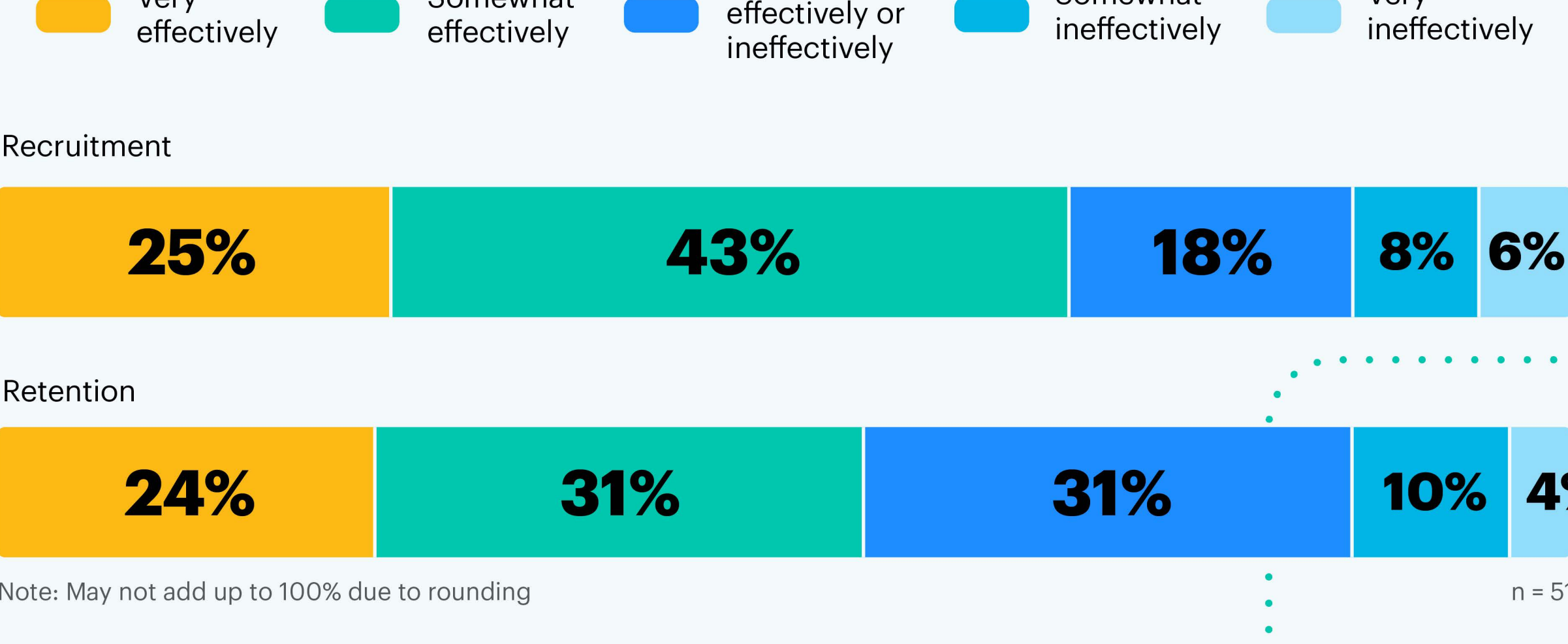
The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



Mental health benefits have positive impacts across both recruitment & retention

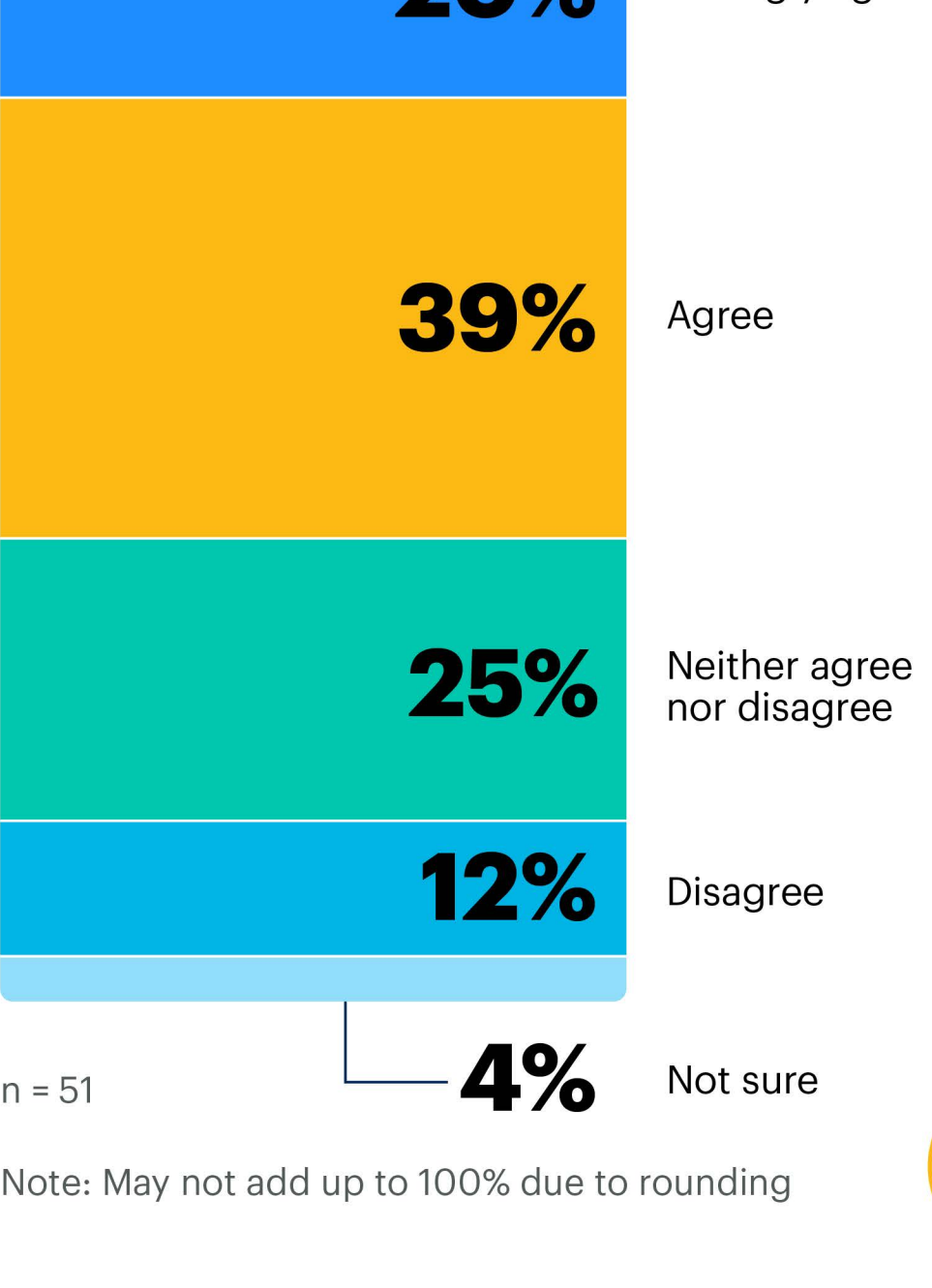
68% of respondents say their organization's **mental health benefits** effectively contribute to **recruitment** while **54%** say it effectively contributes to **retention**.

In your opinion, how effectively does your organization's mental health benefits contribute to the following:



HR professionals say most employees use their mental health benefits

Over half (59%) of HR professionals say they agree (39%) or strongly agree (20%) **most employees at their organization take advantage of provided mental health benefits**. Just 12% disagree.



How do you feel about the following statement: "Most employees at my organization take advantage of our mental health benefits."

"[Build] awareness through webinars, camps, doctor's talks, [etc.]"

VP, professional services industry, <1,000 employees



"Be thoughtful about selecting [mental health benefit] options and [do] not cancel them after a year."

VP, professional services industry, <1,000 employees

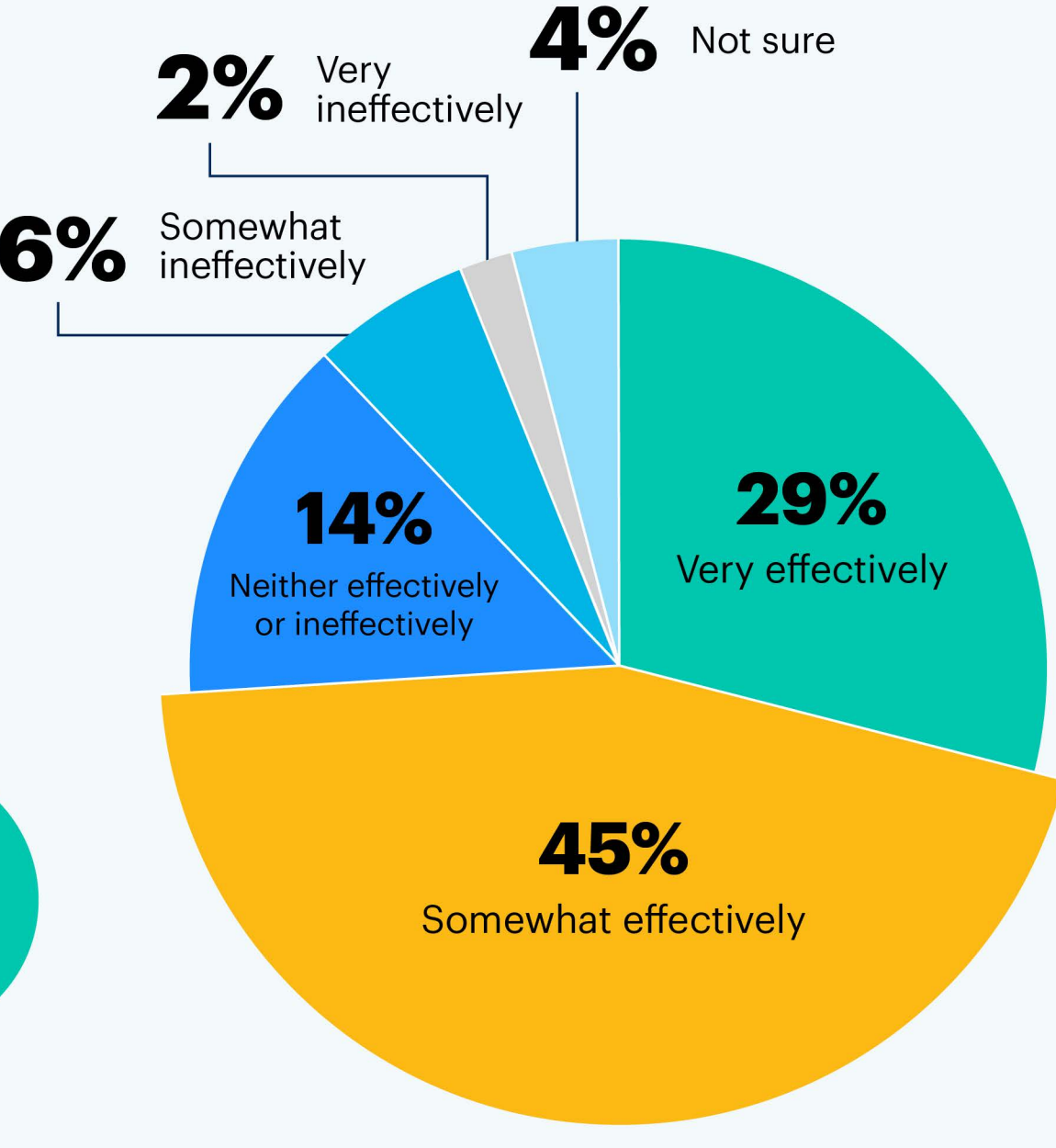


Question: In your opinion, how can organizations encourage more employees to take advantage of mental health benefits?

Most organizations' mental health communication plans are successful

45% of respondents say their organization is **somewhat effective** at communicating about their mental health benefits. 8% say their organization does so ineffectively.

In your opinion, how effectively does your organization communicate about mental health benefits?



"Listen to what employees need and use the feedback to evolve."

Director, finance industry, 1,000 - 5,000 employees



"Make information easily available and accessible."

Manager, real estate industry, <1,000 employees



Question: What's missing from your organization's mental health benefits communication strategy?

In their own words...

"By caring for [your] staff, building connections and celebrating success together; helping all employees to enjoy happier lives. This can be done by providing direct access to MH professionals via phone... or in person. Offer EAP, coaching, training, therapy, mindfulness programs and wellness apps. Use communication to reduce stigma and promote well being as part of the culture."

- Director, finance industry, 1,000 - 5,000 employees

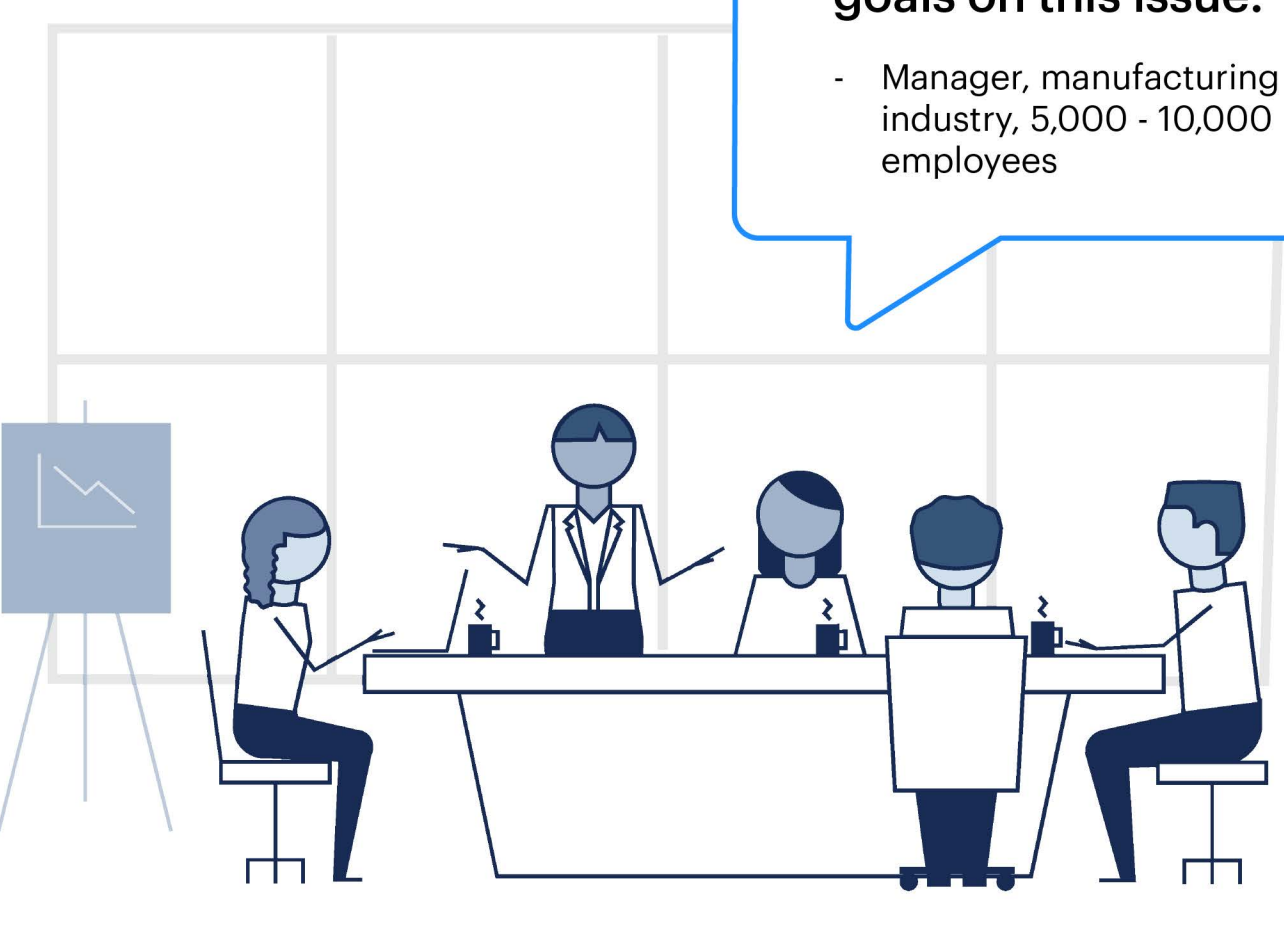
"People don't know what they don't know, so they can't identify what supports would be best. There should be tools to help employees drill-down, or filter, [their] services and benefits."

- Manager, government, 1,000 - 5,000 employees

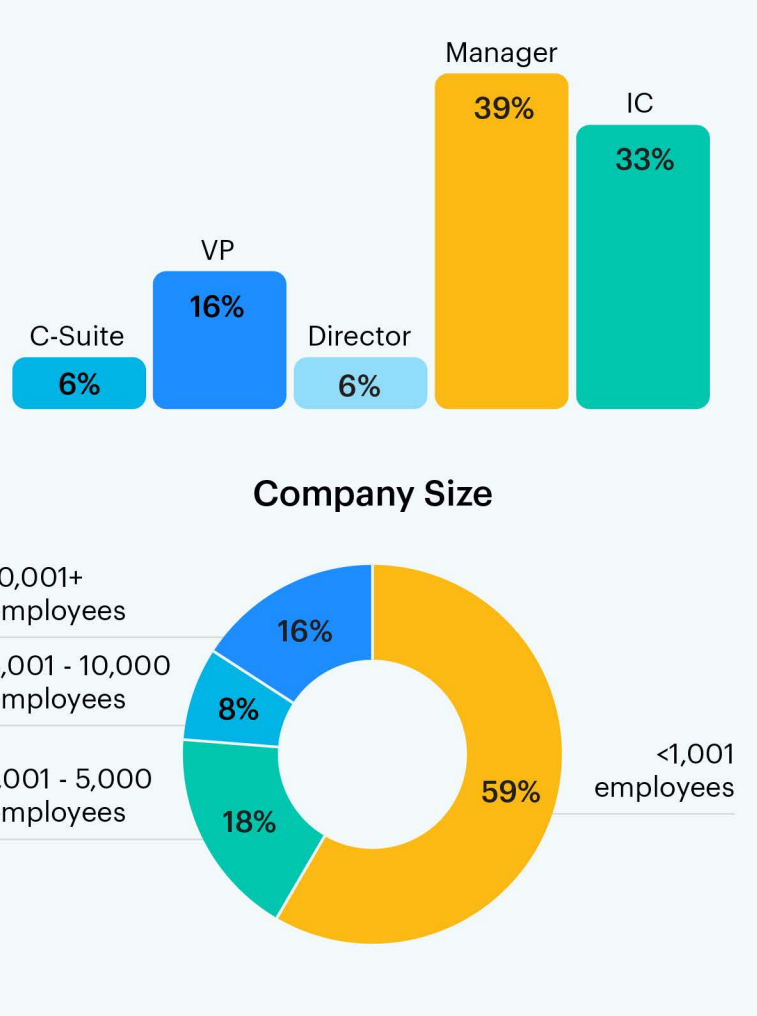
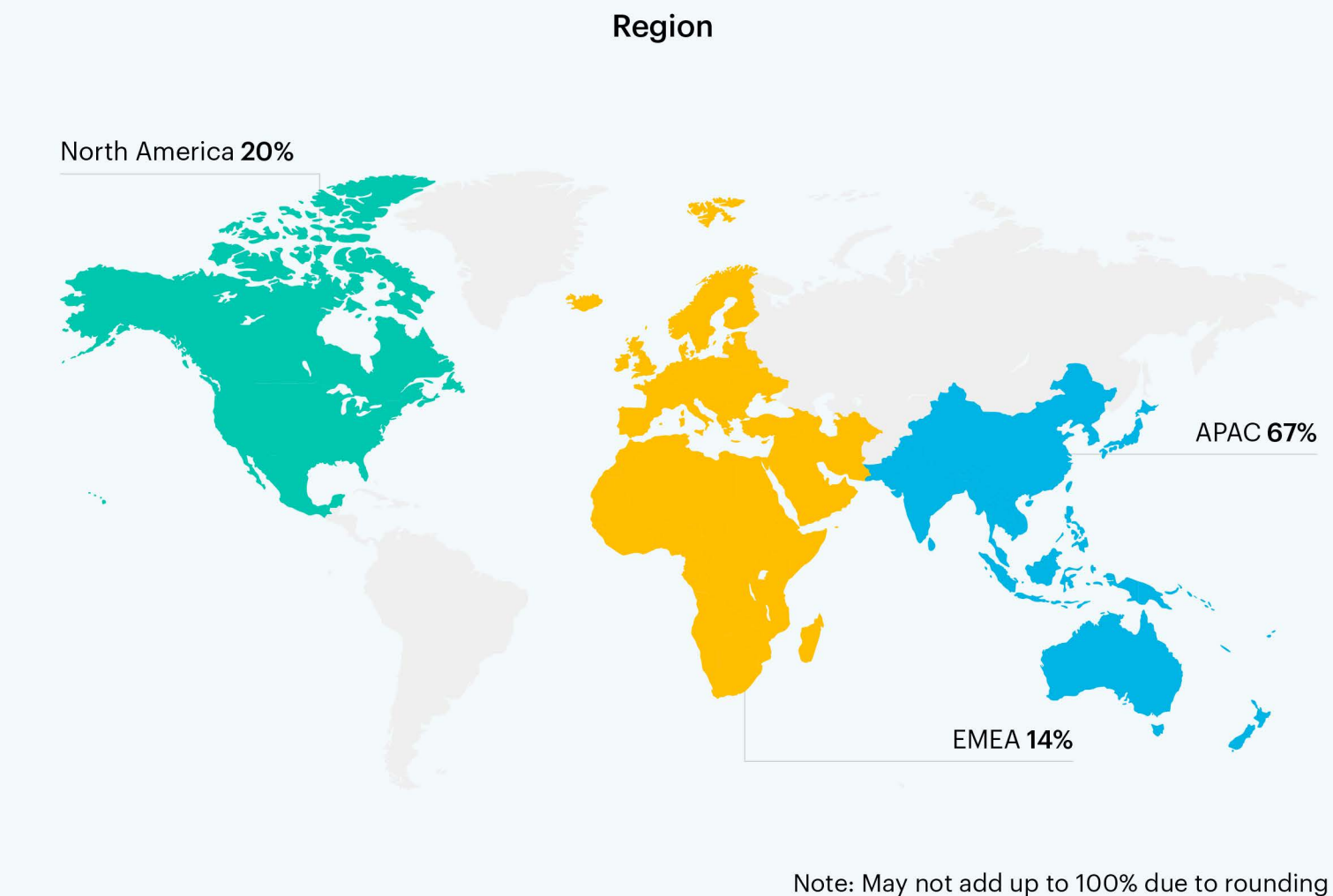
"There is a good variety of benefits, but... employees don't believe that [they] can be beneficial. We need to [set] some goals on this issue."

- Manager, manufacturing industry, 5,000 - 10,000 employees

Question: In your opinion, how can organizations encourage more employees to take advantage of mental health benefits?



Respondent Breakdown



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Source: Gartner Peer Community. The state of mental health benefits according to HR professionals survey

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