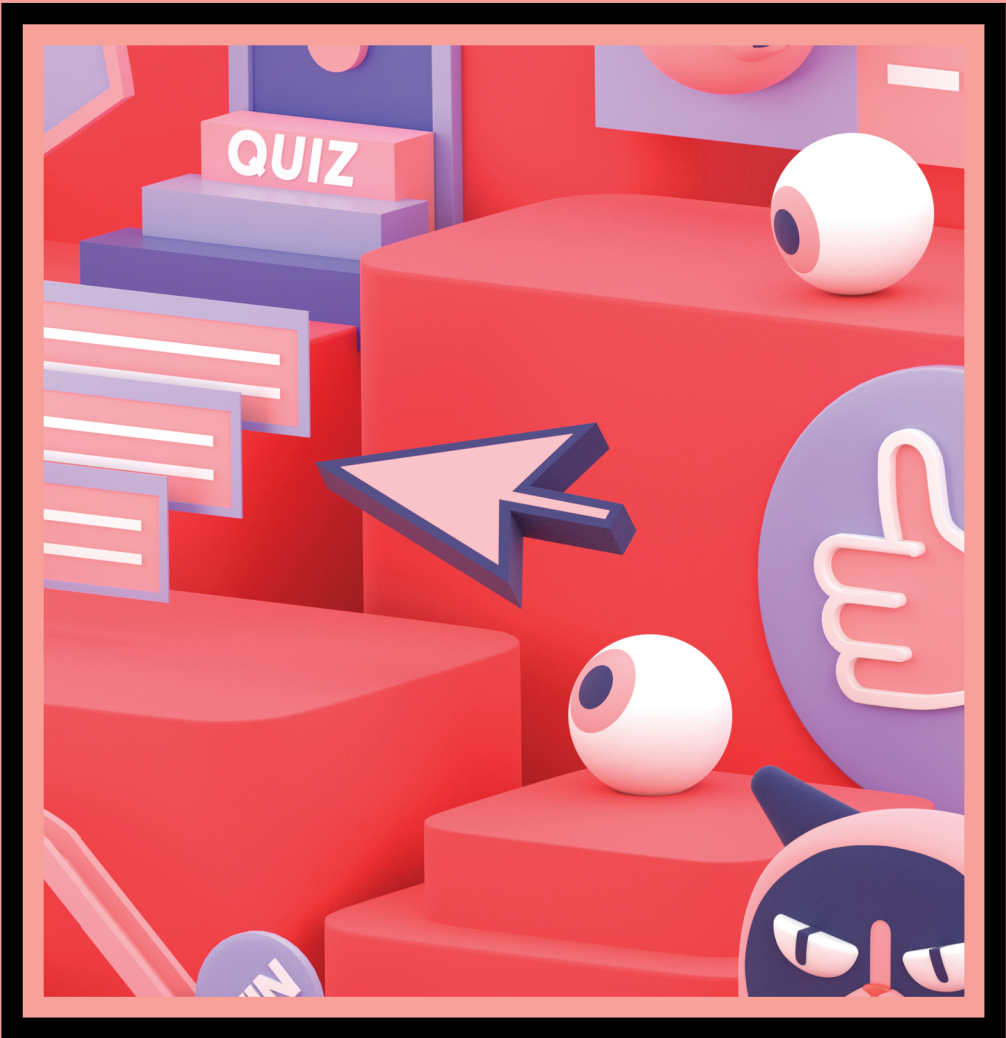


Buzzfeed

CASE STUDY



ginger



At a glance

Industry
Technology & Media

Employee Count
1,181

International offices
**Canada, U.K.,
Germany, Australia**

Key challenge
**Providing convenient
& accessible care**



By the numbers

1,181
Covered lives

36%
Sign ups

43%
Engagement

4.6 ★
Average satisfaction
rating



Making mental health a company-wide priority

In 2015, BuzzFeed teams collaborated on a mental health-focused content sprint across all platforms. Inspired by the experience, employees started to ask what more could be done internally at the company for mental health. The People Operations team at BuzzFeed, led by Chief People Officer, Lenke Taylor, began to investigate ways to close the gap between the limited options available through traditional mental healthcare and what their employees needed. Yet, they struggled to find current mental health care options that were convenient and easy to access. To improve offerings, BuzzFeed switched to a fully-insured trust and began to investigate better mental health care solutions.

The impact at BuzzFeed

Ginger's on-demand mental health system was able to provide BuzzFeed employees with 24/7 emotional support through coaching, therapy and psychiatry. With Ginger, BuzzFeed employees can chat with a behavioral health coach at any time of the day or night as well as receive therapy or psychiatry video sessions as needed, without having to wait weeks for an appointment. To get started, BuzzFeed launched Ginger as a pilot

program that they rolled out to just the U.S. Editorial Team. However, shortly after the U.S. presidential elections in 2016, BuzzFeed saw that their employees needed immediate support and they rolled the program out to their entire U.S. team—increasing sign-ups for Ginger by over 6x. In June 2018, they expanded their program internationally, offering free coaching to employees in Canada, Australia and Germany.

Employees can chat with a mental health coach at any time of the day or night





“Partnering with Ginger furthers our mission to provide well-rounded benefits to our people.”

Buzzfeed

Ready when you are

Give everyone a shot at their best through Ginger, the world's most advanced mental health system. With care that's data-driven and powered by AI, every Ginger member has access to high-quality mental health support coordinated across our experienced staff of coaches, therapists, and psychiatrists.

ginger

To learn more, email theteam@ginger.io or visit us at ginger.io