

The New Normalization

A report on the seismic shift in attitudes towards mental health and therapy and what it means for the workplace



Of the many ways our world was forever changed by the pandemic, the new normal in how we think, feel, and talk about mental health may be the most positive. The stigma once associated with struggling or seeking help is increasingly a thing of the past, as everyone from individuals to the government to employers talks more openly about mental

health. As people are more interested and invested in prioritizing care they see therapy as part of a holistic approach to well-being, and we all must embrace this shift. When Talkspace took the pulse of our community three years after the start of the pandemic, we discovered strong signals as to where our larger society is headed in the near future.

80%

8 in 10 respondents believe people are more open to therapy than 3 years ago.

65%

65% are more likely to discuss mental health with their friends than they were pre-pandemic.

76%

3 in 4 respondents (76%) said that their opinion of business leaders would not be negatively impacted if the leader admitted to struggling.

<10%

Less than 10% expressed that they'd think less of a leader with mental health challenges.

People want to talk about, treat, and prevent mental health challenges

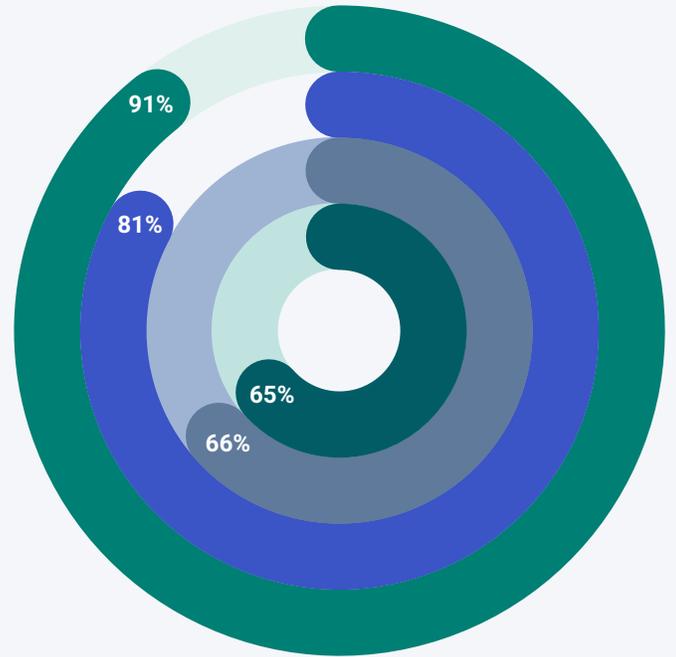
Mental health ranked higher than family dynamics, physical health, and weight or physical appearance as a comfortable subject.

65% are more likely to discuss mental health with friends than pre-pandemic.

66% say more friends or family are seeking therapy than three years ago.

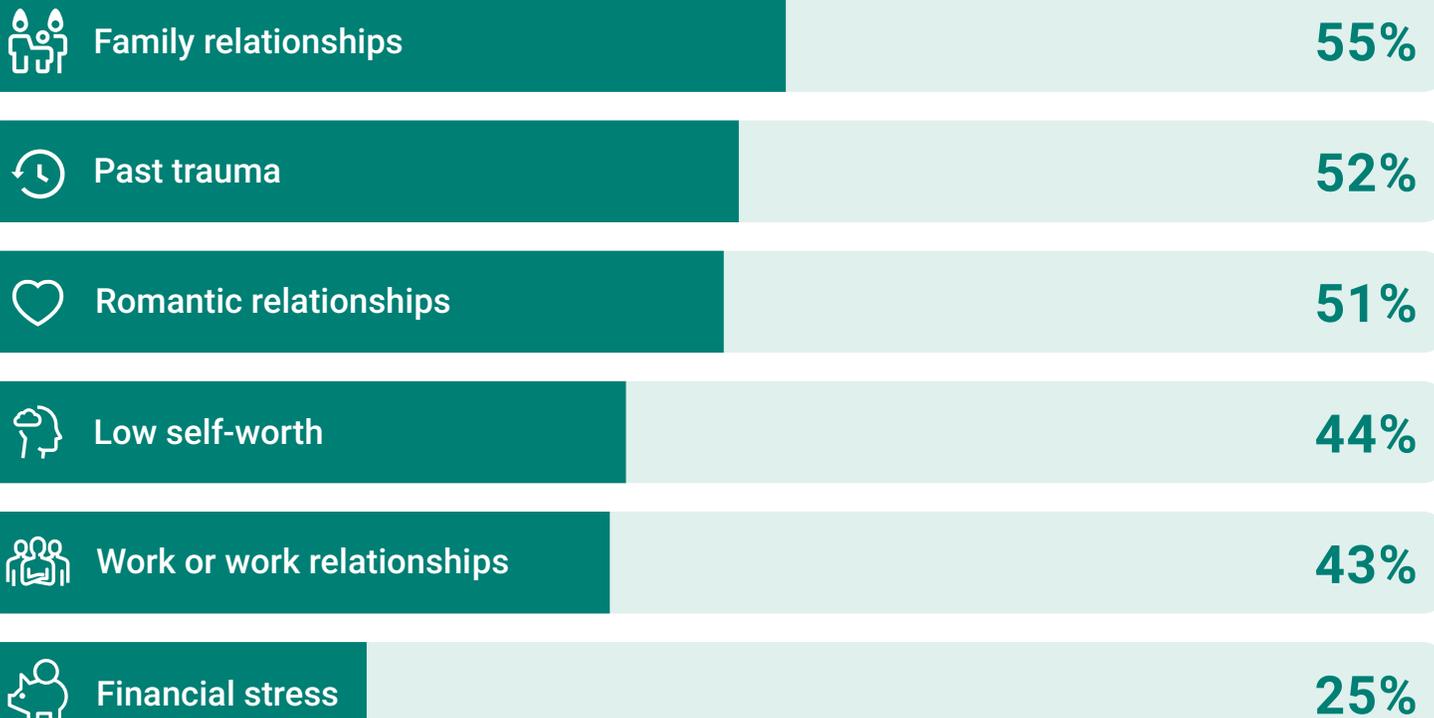
81% believe people in general are more open to going to therapy now.

91% believe therapy and mental wellness exercises prevent mental health challenges.



Topics discussed with a therapist

Therapy is for a wide range of topics, not exclusively personal relationships nor trauma-related.



Methodology statement

In March 2023, Talkspace conducted the survey of 3,979 respondents who are current, former, and prospective members signed up to receive email communications. The results of the survey do not necessarily represent the views of the general population. No personal health information was collected during the administration of the survey, and each respondent was made aware that the survey is anonymous.

3,979
surveyed

The benefits of investing in workplace mental health

51%

over half of respondents ranked mental health benefits at “9/10 or 10/10” for relieving workplace stress.

86%

say that if their employer directly covered the cost of therapy, they’d be more likely to stay in their job.

98%

believe that everyone should have mental health care coverage—even without a diagnosable condition.

96%

state that mental health benefits are “as or more effective” at relieving stress than commuter or financial wellness benefits.

43%

currently in therapy disclosed that they discuss work and work relationships with their therapist.

Take action

Employers who invest in mental health care coverage will reap the benefits—healthier work environments, more productive employees, and enhanced job satisfaction.

Of all the benefits of offering mental health coverage—increased engagement, improved morale, and enhanced productivity—employee retention may have the most impact.

Remove the traditional barriers to mental health care—like cost, access, and location—by offering comprehensive covered care to everyone.

Helping employees manage and relieve stress is a win-win. Supporting their mental health offers better results and more value than other benefits.

In addition to boosting overall well-being, therapy gives people a space to address workplace-specific stress and develop coping strategies.

The impact of better mental health in the workplace

"After evaluating the patterns in our health claims data and hearing how challenging it was to get access to good quality care, we expanded our offerings to include Talkspace. We appreciate how quickly and easily our employees can access quality, licensed providers—whether that's during the day, or at 3 AM. We really value their partnership because they've helped our employees lead happier, healthier, and more productive lives, in and outside of the office."

Lending Tree

"From the initial contact point to launch, Talkspace professionals were all very helpful, professional, understood our needs and were really efficient in helping us launch this benefit to employees during this time of need."

Expensify

Invest in mental health with Talkspace

It's time to embrace this new normalization and ensure employees have access to the high-quality mental health support they deserve and expect, so they can thrive professionally and personally — ***Talkspace is the solution.***



STEP
01 | Assess your organization's needs



STEP
02 | Choose the right plan for your employees



STEP
03 | Implement & monitor organizational progress

[Connect with Talkspace](#)