

## CASE STUDY

In October 2021, Plumm teamed with a **top 10 ranked health and fitness app**. The company has seen substantial growth in their team. More than half of their workforce now receive mental health support with Plumm.

A global health & fitness app



## Our partnership

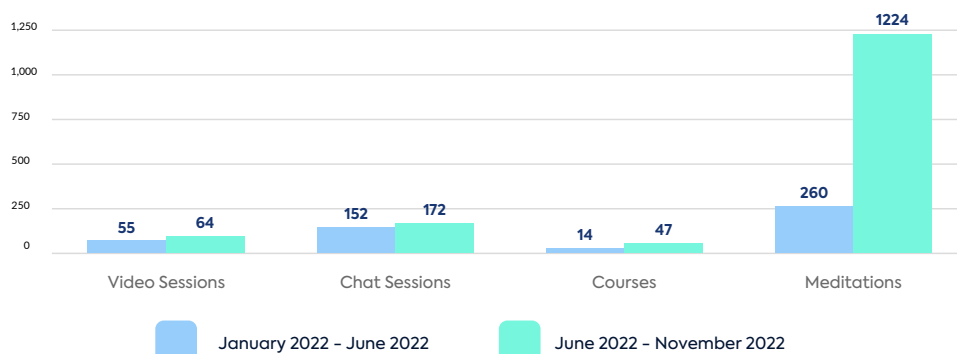
As a company that recognises the importance of prioritising one's health, they sought to introduce a wellbeing solution to their team that would be both accessible and affordable.

The partnership kicked off in Q4 2021 with signing a long-term contract. In early 2022 they upgraded their Plumm package to accommodate their growing team. 56% of the team are now active users of Plumm's mental health resources.

## Results

Since the beginning of the year there has been an increase in the utilisation rates across all of Plumm services by their employees.

The rise in utilisation rates from the first half of the year (January 2022 – June 2022) to the second half of the year (June 2022- November 2022) is presented visually in the graph below.



There has been an impressive **213% average increase** in utilisation rates of all services collectively by this company's employees.

The figures in the above graph show an even more impressive 371% increase in the use of meditation and soundscapes from the first half to the second half of the year, as well as a 93% increase in the use of online courses. The utilisation of video therapy has increased by 16%, and the use of chat therapy has seen a 13% increase.

The most utilised service has been meditation, followed by chat therapy.

The high utilisation of self-help services has been observed as a trend with many of our partners. The utilisation here suggests that our users at this partner company are experiencing a relatively stable period in their mental health and shows an active engagement with services that help to maintain this positive state. At present, there appears to be less need than with some of our other partners employees to access intervention support via face-to-face therapy.