



Mental Health:

An Underappreciated Challenge in the Insurance Industry

Client Story

The Hidden Struggle

In the demanding environment of the insurance industry, mental health often receives insufficient attention. Recently, the industry has seen a distressing increase in mental health issues among professionals, propelled by challenges such as long work hours, significant responsibilities, and high stakes. The COVID-19 pandemic and economic recession have magnified these stress levels. Insurance professionals now grapple with their struggles while addressing their clients' needs.

Pressures such as intense client interactions and constant financial risk evaluations generate high-stress levels and can lead to burnout.

An «always-on» culture and challenging economic situations often exacerbate these problems, placing a significant toll on the mental well-being of these professionals.

This silent crisis demands prompt attention and proactive steps. Investing in mental health support fulfills ethical obligations and is a strategic business move. A mentally healthy workforce can better handle industry challenges, potentially increasing productivity and reducing turnover. Ignoring this issue might result in far-reaching consequences that could disrupt the stability and efficiency of the workplace.



James Raynor, a subject of today's case study, also recognized these risks and how they can impact his team. If unattended, these risks could pose a real challenge to the well-being of his employees and business. Hence, he sought a solution that could close the gap as quickly and efficiently as possible.

A solution that he has found in Calmerry.

A Leader's Concern:

James Raynor's Story

James Raynor is a seasoned State Farm Insurance Agent in Orange City, Florida. His agency, recognized for its excellence with awards, including the State Farm Chairman's Circle and the State Farm National Convention, serves a diverse clientele with a broad range of insurance products.

Despite his agency's success, James became acutely aware of the mounting stress among his team during the peak season in January. The pandemic had amplified the already considerable pressures of the job, and James noted the impact on his employees' well-being. Determined to support the team, James sought a mental health initiative to help his team.



Calmerry: A Tailored Solution for State Farm Orange City

As time was of the essence here, James chose to pursue a third-party solution rather than spending time and effort on building an in-house mental health support program. With stress already mounting, such a monumental task might have needed more time, as stress and burnout were on track to outpace such an implementation.

Thus, James turned to Calmerry, seeking to address his team's mental health needs without disrupting their work schedule.

After listening to James' concerns and assessing the needs of his team, we have responded with a customized plan that can satisfy the time, budget, and expectations. In this scenario, it was a year-long contract that offered **unlimited messaging therapy and four monthly video sessions** for each member of his team.

Calmerry has built its B2B solution using our comprehensive expertise in the B2C sector, where we refined and optimized our client-counselor matching algorithms so that each client can get exactly the help they need, exactly when they need it.

This flexible plan was approved and launched within **2.5 weeks** thanks to our established framework.

This proactive approach was about providing mental health support and creating an environment where mental health was acknowledged and addressed rather than stigmatized or overlooked.

Positive Impact: A Transformation in the Workplace

Implementing the Calmerry program had a profound impact on James' team. Regardless of the issue that employees had, they always found the personalized approach they were looking for, all thanks to our **advanced matching algorithms**. Instead of an employer deducing what their employees need help with, each employee fills out a survey describing their needs, concerns, and expectations. Our matching agents then use this information to find the best-fit therapist to deliver personalized care.

By working together with counselors, the employees have managed to receive care for numerous issues, including:

- self-esteem,
- anger management,
- anxiety,
- depression,
- relationship issues,
- grief,

and more. Such partnership helped employees work through the pressing issues and equip them with training and mental health resources they could rely on for future crises.



This approach gave its results. Even though 70% of James' employees have not had a therapy experience, the program saw an impressive 55% usage rate, starkly contrasting with the 3% usage rate of traditional Employee Assistance Programs (EAP).

Such a high adoption rate has certainly been bolstered by James' decision to opt for a plan with many live video sessions for each employee. The face-to-face interactions made building rapport and trust between employees and their therapists easier, thus increasing retention.

Key aspects of Calmerry's approach appreciated by James included:

- 1. Efficient and responsive service:** Calmerry's swift response in developing and implementing a plan was key to James' satisfaction.
- 2. Personalized attention:** The dedicated account manager provided consistent, reliable support, ensuring help was always available.
- 3. Flexible offerings:** Calmerry's ability to adapt its services to fit the specific needs of James's team was a significant advantage.



So, how did Calmerry manage to accomplish these feats? Where others might opt for quantity and volume of clients, Calmerry's approach was always about **quality.**

Much like insurance agents cannot work their best when overwhelmed with requests, we understand that quality therapy requires time, care, and a deep understanding of the problem. By taking our time to hear and listen to James and his team, we created a solution not *for them* but *with them*.

And the results speak for themselves:



I am thankful that Calmerry has allowed me to support and care for my team. Work and life in general can be difficult and I feel, as an employer, I need to help my team process their emotions. My team knows that I care about them.

James Raynor

Future Prospects: Prioritizing Mental Health

As a leader, James is now more committed than ever to prioritizing mental health in his workplace. He also hopes his journey will inspire other companies to take similar steps, and he will continue working with Calmetry to boost his team's mental health and productivity.

While today's story focuses on the insurance industry, it is one of many where mental health concerns are growing. The aftershocks of economic uncertainty will continue to strike, making it ever more difficult to ignore its challenges.

The good news: *you don't have to.*

With Calmetry, you can deliver the help your employees need and guarantee they will stay focused, energized, and perform at their best. Whatever your concerns and challenges, we are here, ready, and eager to help.

Are you ready to tell us your story? Then, book a demo so we can discuss our next steps.

[Book demo](#)