

**CASE STUDY**

# Over Half of Carrot Fertility Employees Use Modern Health



For any event that arises, especially those of high stress, we share Modern Health resources. Employees have responded positively, thanking us and going out of their way to share how grateful they are for these resources and the benefit as a whole."

Lauri Armstrong, Sr. Director, People Operations

## Carrot Fertility partners with full-scale mental health provider Modern Health to foster workforce well-being.

Carrot is a global fertility healthcare provider with a mission to make fertility care and family-forming accessible and affordable to everyone who wants or needs it regardless of age, race, sex, sexual orientation, gender identity, or geography. In addition to working with global employers to offer comprehensive fertility benefits, Carrot is focused on supporting its own people with impactful resources. One of Carrot's top priorities is the health and well-being of its employees and their families. To better support its workforce and round out its benefits offering, Carrot sought a full-scale mental health provider.

As a benefits organization, Carrot understood that a quality mental health solution could be well worth the investment. They required a well-rounded service that would improve access to quality care and employee well-being and determined that Modern Health was the best choice to deliver on these goals.

## Modern Health launches in 2019 to resounding popularity among Carrot employees.

Modern Health's all-encompassing platform lets any Carrot team member access the right care for their needs. Of all eligible employees, 53% have registered for Modern Health and an astounding 50% have engaged with the app. Over 63% of members use self-serve digital resources like programs and meditations, and 46% of members utilize one-on-one coaching and therapy, rating their providers an average of 4.9 out of 5 stars. "[My therapist] was supportive, listened, and made a great recommendation for me to meet with another therapist that specializes in specific areas where I need the most help at the moment," said a therapy member. "I really appreciate the time she made for me and thoughtful next steps."

## Modern Health's commitment to DEIB helps foster Carrot's inclusive workplace culture.

Diversity, equity, inclusion, and belonging are embedded in Carrot's culture. Leadership prioritizes well-being and promotes Modern Health as a tool to help employees be their whole selves. Carrot closely partners with Modern Health's Client Success Team on an outreach strategy that drives employees to Modern Health during holidays and other periods of high stress and whenever serious real-world events occur. With executive leadership support, Carrot hosted a "Recharge Day" that gave all employees a day off to rest and encouraged the use of Modern Health. Later, employees shared how they spent their recharge day in Slack, and a fruitful conversation emerged with many leaders involved.

## Investing in employee well-being resources supports talent acquisition and retention.

Modern Health's expanded access to care and decreased time to care has helped reduce stress and anxiety among employees. One-on-one care has proven especially valuable for Carrot's member support team, providing an outlet for employees who regularly navigate emotional conversations as part of their job. Modern Health also supports Carrot's new talent acquisition, as more and more job seekers gravitate toward companies that provide comprehensive mental health benefits. Modern Health is a key benefit that is highlighted with candidates throughout the hiring process.

## CARROT

### OUTCOMES



# 50%

Engagement rate



# 63%

of members use self-serve digital resources



# 46%

Engage with 1:1 care



# 4.9/5

Average provider care rating by Carrot members