



Meeting the Mental Health Needs of a Global Workforce

Multinational organizations face significant challenges in supporting the mental health of their diverse, global workforces. Rising mental health concerns, combined with cultural differences and logistical complexities, make it clear: one-size-fits-all solutions simply don't work.

To create meaningful change, organizations must understand how employees engage with mental health support globally and provide solutions tailored to regional and cultural needs.



Factors Shaping Mental Health Care Preferences Across the Globe

Managing mental health care for global workforces requires addressing cultural, logistical, and systemic differences. Tailored, adaptable solutions are essential to meeting diverse employee needs.



[Explore groundbreaking research on regional engagement patterns and mental health solutions](#)

Key Influences on Mental Health Care Preferences:

- 1. Regional Well-Being Disparities:** Employees across the globe experience vastly different levels of well-being, influenced by local economic conditions, cultural norms, and access to care.
- 2. Cultural Stigma:** In many parts of the world, stigma around mental health remains a significant barrier, influencing how individuals prefer to receive support, including whether or not to work directly with a care provider.
- 3. Workplace Expectations and Norms:** Work cultures vary significantly across regions, shaping how employees prioritize and engage with mental health resources.
- 4. Sociopolitical Factors:** Economic instability, regional crises, and systemic inequities exacerbate stress and affect how employees engage with care.
- 5. Regulatory Complexities:** Compliance requirements vary by country, emphasizing the need for regionally tailored, scalable solutions.

Care Preferences Across the Globe

There are stark differences in mental health status and care preferences across the globe, making it critical for global organizations to offer multiple care options. For example:



Burnout

- ▲ Highest Burnout Rate: United States, **60.7%**
- ▼ Lowest Burnout Rate: Africa and the Middle East, **53.1%**



Mental Well-Being

- ▲ Highest Rate of Positive Well-Being: Latin America and the Caribbean, **43.2%**
- ▲ Highest Rate of Poor Well-Being: Africa and the Middle East, **66.6%**



Self-Guided Resource Use

- ▲ Highest Use of Self-Guided Resources Only: Asia, **26%**
- ▼ Lowest Use of Self-Guided Resources Only: United States, **14.6%**



Engagement

- ▲ Highest Overall Engagement Rate: Latin America and the Caribbean, **64.2%**
- ▼ Lowest Overall Engagement Rate: Asia, **56.1%**



1:1 Care Use

- ▲ Highest Percentage of Participants Using 1:1 Care: United States, **47%**
- ▼ Lowest Percentage of Participants Using 1:1 Care: Asia, **30%**

Understanding these key influences on mental health care preferences is just the beginning. To truly make an impact, organizations must address the business case for scalable mental health solutions.

Why Mental Health is a Business Priority

As mental health challenges rise globally, the impact on businesses is clear: supporting employees' well-being is no longer optional—it's essential for organizational success. Addressing mental health needs at scale not only enhances team member engagement and retention but also protects against significant financial losses.



The Business Case for Scalable Mental Health Solutions:

- 1. Lost Productivity:** Untreated mental health conditions cost the global economy \$1 trillion annually in lost productivity.
- 2. Retention Impact:** Employees are 79% more likely to stay with companies prioritizing mental health support.
- 3. Health Care Costs:** Burnout, anxiety, and depression significantly increase health care claims, adding to operational costs.
- 4. Engagement Impact:** Companies with robust mental health solutions report 15x the industry standard for employee engagement with mental health apps.

These factors underscore the strategic importance of investing in mental health solutions that deliver measurable business results while addressing the diverse needs of a global workforce.



[See how investing in mental health delivers measurable ROI For organizations worldwide](#)

Knowing the strategic value of mental health solutions is crucial, but what does best-in-class care look like? Here's what to consider when designing a global strategy.

Delivering Best-in-Class Care for a Global Workforce



[Watch our on-demand webinar to learn how global leaders are addressing rising mental health needs](#)

The key elements of a best-in-class mental health strategy:



Cultural Sensitivity

Care solutions should be adapted to fit cultural norms and foster trust. Offering culturally aligned providers ensures employees feel understood and respected.



Flexible Support Options

Employees have varying needs and preferences. Offering a mix of self-guided tools, one-on-one therapy or coaching, and group sessions ensures accessible and personalized care for all.



Language and Accessibility

Providing care in native languages and across time zones improves engagement and ensures equity in access to support.



Data and Insights for HR Teams

Actionable insights, such as engagement trends and ROI metrics, empower HR leaders to make informed decisions and continuously improve offerings.



Scalable, Compliant Solutions

Navigating regional regulations is essential. Look for providers who can adapt care to meet local compliance needs while maintaining global consistency.

What Success Looks Like

Organizations that implement best-in-class mental health solutions see measurable improvements in engagement, access, and outcomes.



Less than **1 day**
to care globally

Quick access to care is critical for addressing mental health needs before they escalate. Modern Health ensures employees can connect with a provider in less than 24 hours, regardless of location.



4.9/5
average provider
rating globally

Employees worldwide consistently report high satisfaction with the quality of care received, reflecting the global excellence of Modern Health's provider network.



15X
the industry standard for
engagement with mental
health apps

Modern Health's tailored, flexible solutions drive unprecedented engagement compared to other mental health apps. Modern Health also outperforms traditional EAPs, helping more employees access the support they need.

How Modern Health Makes It Possible

Modern Health delivers a comprehensive solution to these global care challenges, making mental health support accessible for every team member.



[Read how Modern Health's solutions transform care delivery for global workforces](#)

What Sets Us Apart



Care in 80+ Languages

Localized support ensures employees feel heard and understood wherever they are.



Culturally Sensitive Providers

Therapists and coaches trained to address diverse cultural and regional needs.



Multiple Modalities

Self-guided digital tools, one-on-one care, and group sessions empower employees to choose what works best for them.



HR Insights and Tools

Real-time dashboards provide actionable data to measure ROI and track global engagement.

Key Takeaways from This Guide

1.

Regional preferences and engagement patterns highlight the need for diverse care options.

2.

Scalable, compliant solutions help organizations navigate global complexities while driving measurable ROI.

3.

Culturally sensitive and flexible strategies improve both employee satisfaction and productivity.



A global organization achieved 54% of its employees using 2+ types of care across 44 countries using Modern Health's tailored global strategy



Modern Health makes it easy to scale your strategy globally while ensuring every employee feels supported.



[Learn more about Modern Health's global offerings](#)

