

October 9, 2020

**World Mental Health Day** is observed on the 10<sup>th</sup> of October every year, with the overall objective of raising awareness of mental health issues around the world and mobilizing efforts in support of mental health. On the eve of this important day, the Healthcare Benefit Trust (HBT) would like to share relevant information on our partnership with LifeSpeak.

**Background:**

LifeSpeak is a digital platform that provides a meaningful wellness offering. In April this year, in the early stages of the Pandemic, HBT through a partnership with LifeSpeak, provided all employers complimentary access to LifeSpeak's extensive wellness library and expert-led resources. The response and usage during this partnership with LifeSpeak has been amazing. With the complimentary access period coming to an end on October 31<sup>st</sup>, 2020, HBT would like to share our negotiated preferred pricing partnership details. Please visit <https://www.hbt.ca/News-and-Resources/Pages/AboutNewsAndResources.aspx> to view past news releases on LifeSpeak.

**HBT Preferred Pricing Partnership for Employers:**

For those HBT employers who would like to explore LifeSpeak's wellness offering for your organization, HBT has negotiated preferred pricing. The wellness offering has many components and the LifeSpeak team is ready to educate and demonstrate the immense value of their content. LifeSpeak will work directly with employers.

**A Few Highlights:**

- LifeSpeak is available anywhere and anytime, and access is 100% confidential.
- Mental Health Marathons throughout the year. Employees have real-time access to LifeSpeak's leading mental health experts. Anonymous employee generated questions are answered by a recognized authority.
- Hosted day-long web chats for participating clients featuring six different experts, each focused on a slightly different area of mental health, who are ready and waiting to answer users' questions in real-time.
- Watch videos, read blog articles, and interact with world-class experts in real-time.

**The Partnership:**

- Unlimited access for both employees and their family members to the full library of expert led modules (2000+ modules vs 180 during complimentary period).
- Approximately 60% off rate card.
- Once an employer becomes a client of LifeSpeak, they are able to provide specific usage data unique to your organization.
- Rate is set for 3 years.
- Cross promotion of Employee Assistance Program and other resources available.
- Turn key communications provided by LifeSpeak for employers to post into emails, websites, portals etc.
- A full time Account Manager to work with your organization's unique requirements.

**HR business leaders wanting more information regarding this resource and for all questions please contact:**

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*Please forward this document to all departments within your organization.*