



## CASE STUDY

# Global Manufacturing Company Prioritizes and Protects the Well-being of its Workforce

## OVERVIEW

A tragic incident such as a suicide can have a profound traumatic impact across any community, including a workforce. It's important that your company be prepared to respond with the appropriate support and resources for those impacted. One meQ customer in the manufacturing industry experienced a suicide within their workforce, in a large business unit of about 15,000 workers. HR met with the senior leader for that unit, and acknowledged that other employees were likely struggling as a result and may themselves be experiencing resilience and mental health concerns.

## TAKING ACTION: A PROACTIVE APPROACH TO WORKFORCE WELL-BEING

Leaders knew that they needed to take action in order to strategically and sustainably support their workforce. First, they wanted to use data to understand the risks in their population, the extent of burnout, anxiety, depression, and other workforce risks. Second, they knew they needed to offer support from trusted subject matter experts on self care, grief and trauma. They also recognized the importance of visible leadership support, and a senior leader stepped forward to become a mental health champion to further support the initiative.

To address the data issue, the company turned to meQ to help uncover where the population may be struggling. **meQ'S WORKFORCE INTELLIGENCE REPORTING CAPABILITIES WERE USED TO PROVIDE AN ANONYMOUS RESILIENCE FACTOR HEAT MAP TO IDENTIFY DEPARTMENTS THAT WERE AT HIGH RISK.** In addition, data from their weekly polls was integrated with the meQ data for even deeper insights.

The resulting analysis indicated that the company's call center employees in particular were struggling with the somatic factors of sleep, diet, exercise, and pain, putting them at risk for burnout and depression. Data in hand, the HR team was able to plan next steps with full support from leadership.

meQ worked with the company to develop a blended learning campaign on self-care for both leaders and employees, which included live training led by subject matter experts combined with digital tools offered to employees for ongoing skill building. This was accompanied by a robust communication strategy incorporating employee storytelling that reinforced the importance of self-care to the company, to individuals, and demonstrated visible leadership commitment to supporting workforce well-being.

## **IMPACT: MAKING A DIFFERENCE**

The program was met with high employee satisfaction, driving increased usage of the company's self-care resources, and improvement in the identified areas of risk. meQ data from employees evidenced meaningful change in the somatic factors that were a primary focus on the support campaign. Further, use of meQ's personalized digital program has resulted in a double-digit reduction of depression risk.

**17%**

reduction in  
depression risk

**59%**

average improvement  
in somatic factors

**1 in 5**

employees reported  
better sleep

