



THOUGHTFULL™ *for*



HEALTHIER, LONGER,  
BETTER LIVES

## CASE STUDY

# Building Mental Resilience and Employee Wellbeing for Financial Institutions



## Company Overview



**Industry**  
Insurance & Financial Services



**Company Size**  
2,300 employees



**Timeframe**  
2 years



**Key Challenges**  
Supporting employees who were experiencing higher stress due to constant changes and uncertainties.

## Program Results

**43%**

Average reduction in depression, anxiety, and stress levels<sup>1</sup>

**35%**

Total utilisation (vs. 3% industry rate)

**84%**

AIA users reported they would recommend ThoughtFullChat to others



Average user rating

## The Challenge

AIA knows what good health care benefits look like. As a leading life insurance and takaful company in Malaysia, AIA Malaysia's purpose is to help the community live healthier, longer and better lives.

When the COVID-19 pandemic started in early 2020, AIA leadership knew it needed to act fast to support the mental health of its employees. "At AIA, we recognise that the mental and physical aspects of health are interlinked. During the Covid-19 pandemic, it was important to us to support our people to strengthen their resilience so that they could thrive through the multitude of sudden and ongoing changes at work and in their personal lives." says Ben Ng, CEO at AIA Malaysia.

## Why ThoughtFull

“

Of the players in the market, we chose to work with ThoughtFull because they were able to deliver quality **end-to-end mental healthcare** seamlessly for both the employer and our employees. **More importantly, their offering is delivered thoughtfully, something that is hard to replicate.**

”

**Penelope Gan**

Chief Human Resources Officer, AIA Malaysia



### Convenience And Ease Of Use

"We like that employees are able to select and chat with a certified professional on the ThoughtFullChat app at their own convenience and have the option to switch a professional where needed. On the app, they also have access to interesting bite-sized wellness content and resources." says Darshini Mahendranathan, Director of Culture & Engagement at AIA Malaysia.



### Multi-pronged Approach

"The wellbeing webinars conducted by ThoughtFull's certified professionals have been instrumental in supporting our employees' wellness journey both offline and online to truly embed a wellness culture within AIA." says Darshini.



### Partners, Not Vendors

Another draw for AIA was the good synergy and level of service displayed by the ThoughtFull team. "The team is responsive and displays genuineness in wanting to solve a problem and exploring new initiatives with us" says Penelope.

<sup>1</sup> Results were taken from users who completed their Emotional Health Assessment on the ThoughtFullChat app based on the Depression, Anxiety, Stress scale (DASS-21) at the beginning and end of a month. The DASS-21 is a clinically backed assessment that is globally used by clinicians to measure the emotional states of depression, anxiety and stress.

# The Results

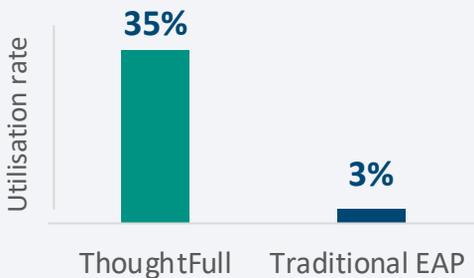
## Normalising Mental Wellbeing At Work

“ThoughtFull’s employee wellbeing program has helped us initiate conversations at the workplace on mental health in a comfortable, non-threatening way which otherwise, would have been a slow, uphill road ahead.” says Darshini.

“That we have an **above-average subscription rate (35%)** and **over 90%** of those users say that they would otherwise never have experienced engaging with a mental health professional leads us to believe that we are making steady progress in normalising this topic for our people.”

**Darshini Mahendranathan**

Director of Culture & Engagement, AIA Malaysia



## Improvements in Depression, Anxiety and Stress Levels

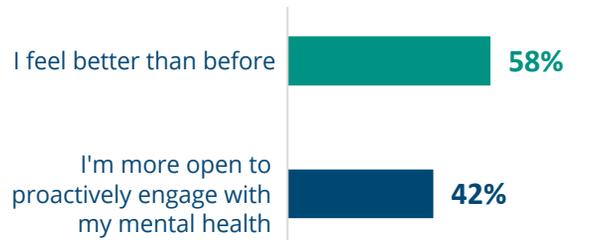
Results taken from AIA users who completed their Emotional Health Assessment on the ThoughtFullChat app has shown promising trends of improvement. After just 1 month of using ThoughtFullChat, users reported<sup>1</sup>:



## Empowering Employees

AIA employees who have been utilising the ThoughtFullChat app to connect with a certified mental health professional and engage with their wellbeing have reported positive changes in their outlook and behaviour.

### Changes reported by AIA Users



“I like that I’m able to get **1-on-1 professional help** whilst staying anonymous on the app. It makes me **feel safe** to share how I really feel without being judged.”

**Meera Patel**

AIA Malaysia Employee



## Building Connection and Awareness

To help raise mental health awareness and create a forum for employee engagement within AIA, ThoughtFull has curated and conducted a series of webinars with a high average engagement rate of 60%.

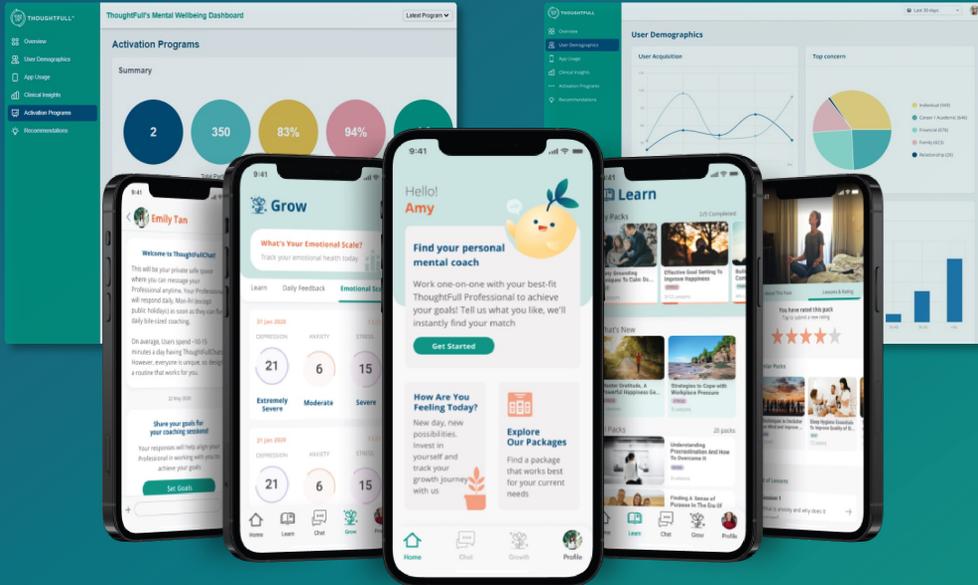
“We also worked with ThoughtFull to expand our focus to include targeted, personalised support for groups and teams that need it – which have garnered highly effective outcomes” says Darshini.

This is only the beginning. ThoughtFull and AIA will continue to drive further employee wellbeing advocacy and engagement within AIA to ensure employees have the support and resources they need to thrive in both their personal and professional lives.

<sup>1</sup> Results were taken from users who completed their Emotional Health Assessment on the ThoughtFullChat app based on the Depression, Anxiety, Stress scale (DASS-21) at the beginning and end of a month. The DASS-21 is a clinically backed assessment that is globally used by clinicians to measure the emotional states of depression, anxiety and stress.



THOUGHTFULL™



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