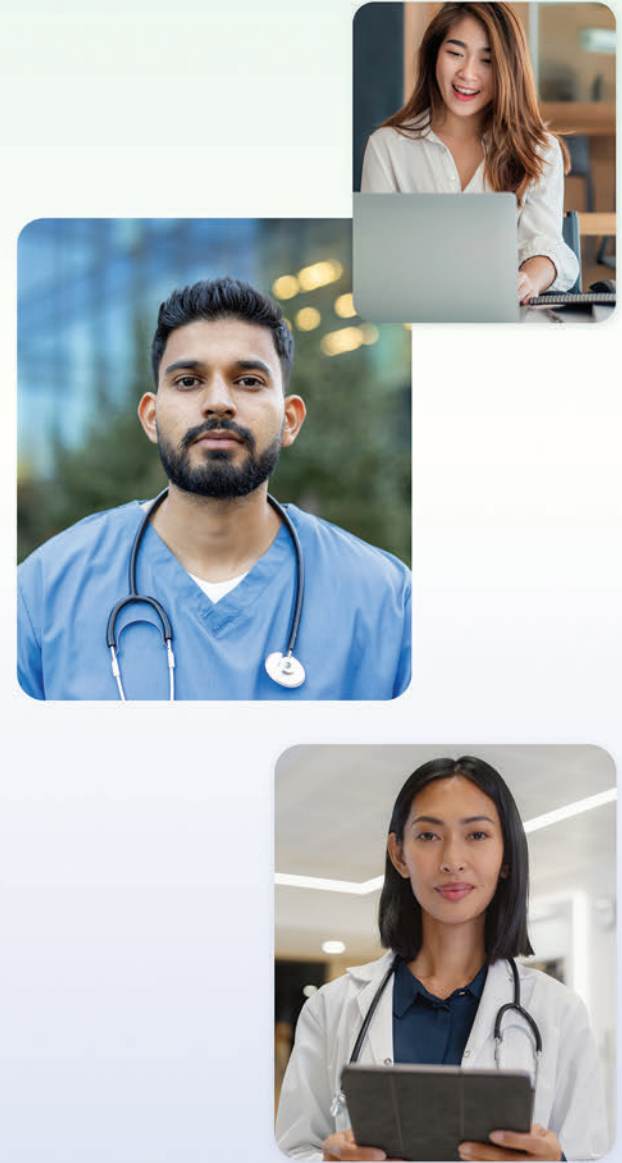




Baystate  
Health

CASE STUDY

# How Baystate Health reduced turnover and **improved** mental health outcomes with Marvin Behavioral Health



## Overview

Baystate Health has always taken employee well-being seriously. But for years, depression and anxiety remained two of the only health metrics across their workforce that didn't improve post-pandemic, despite strong internal efforts and standard offerings like an EAP. This impacted not just workplace culture, but employee turnover.

The problem wasn't intention. It was access to support. Employees couldn't find therapists who understood their world, appointments weren't available after hours, local options were limited and stigma still shaped who sought help and who didn't. That changed when Baystate partnered with Marvin. Not just to offer care, but to ensure employees heard about it, trusted it, and could start it on their terms. By fully enabling Marvin's outreach model, Baystate removed the invisible friction that often stalls well-being program engagement.

**The result:** meaningful activation, measurable outcomes, and a visible shift in how mental health was discussed across the organization.

# Baystate + Marvin: At a *glance*

**14%**

of Baystate employees engaged with Marvin in year one

**76%**

of appointments happened outside 9-5, during evenings and weekends

**97%**

member satisfaction

**95%**

average therapist rating

**14**

sessions on average per member

**Clinically meaningful improvement** on PHQ-9 and GAD-7 for members in care

## ***The challenge:*** A persistent gap in access

Even before the pandemic began, internal health assessments showed that **more than 25% of Baystate employees screened in for moderate to severe depression**. Wellness leaders had moved the needle on other lifestyle and clinical risk factors, but mental health remained stubborn.

### **There were structural reasons:**

- Western Massachusetts is a designated mental health provider shortage area
- Local EAP networks couldn't meet the volume or clinical specificity needed
- Appointments rarely aligned with shift-based schedules
- Stigma and privacy concerns made many reluctant to engage

The team knew they needed more than “just another mental health vendor.” They needed something that addressed access, relevance, and stigma at scale.

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We weren't doing anything wrong. But mental health is hard to move, especially when access doesn't match demand.

Jenna Bishop, former Director of Employee Wellness, Baystate Health

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# A *partnership* designed around real access

From the outset, Baystate viewed Marvin not just as a vendor, but as a partner. The Marvin team worked closely with internal stakeholders like HR, communications, and wellness leads to tailor messaging, launch opt-out campaigns, and integrate Marvin into benefit fairs and department-level conversations.

Baystate also took a critical step to broaden access: they shared eligibility files and allowed Marvin to communicate directly with employees through email, print, and in-person activations. Messaging came from a trusted external partner and the content itself delivered value, offering clear, stigma-aware education that often served as the first step in care.

## Real engagement and results

- **14%** of eligible employees activated Marvin in year one (vs. 1–2% norm for EAPs)
- **76%** of sessions took place outside of 9–5, meeting shift-based demand
- **Employees averaged 14 sessions**, signaling sustained use
- **97%** member satisfaction; 95% average therapist rating

These weren't one-and-done appointments. They were sustained, clinically meaningful episodes of care, delivered in ways employees could actually use.

## Clinical *impact* and workforce stability

Because the Marvin model ensured capacity, managers and HR teams could promote it freely without fear of overpromising. That shifted the tone of conversations and made it easier for frontline managers to refer struggling team members to real help.

As more employees engaged with Marvin, cultural norms started to shift. Employees became more open about using mental health support, with many proudly sharing their positive experiences at tabling events and fairs.

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We're comfortable promoting Marvin broadly because we never worry about capacity. That's not always true with other programs. With Marvin, we can keep encouraging use because we know people will get seen.

Jenna Bishop, former Director of Employee Wellness, Baystate Health

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## Looking *ahead*

Baystate continues to integrate Marvin into its broader well-being strategy and sees the partnership as foundational to creating a workplace where mental health is treated with the same seriousness and accessibility as physical health.

See how Marvin can help your team take the next step in **mental health** access.

