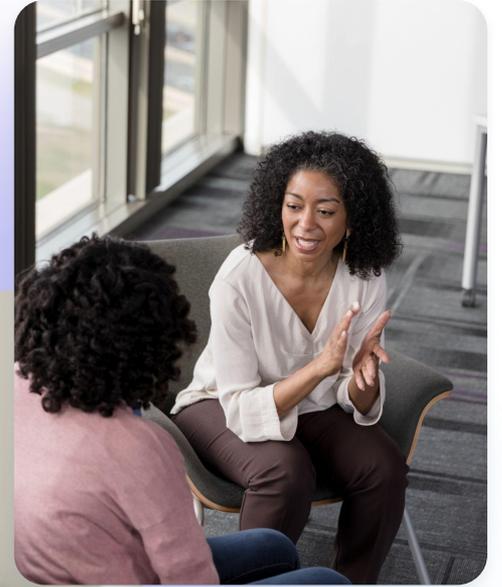




## Case Studies





# Sierra Nevada

INDUSTRY: CPG Beverage

SIZE: Mid-Market

## KEY CHALLENGE:

Supporting a distributed, fully-remote organization's mental well-being and establishing a welcoming wellness-first culture.

Sierra Nevada wanted to continue prioritizing employee well-being despite becoming fully remote. It became a challenge as their employees have diverse backgrounds, different needs, and varying levels of comfort with mental health. Calm's self-serve model was appealing as Sierra Nevada's employees can now access robust mental health resources to overcome individual challenges at their own pace. Sierra Nevada was also able to efficiently plan their annual wellness initiatives with the continuous support from Calm's engagement strategy documents and suggested monthly topics.



*We were interested in providing our employees with a tool that would support each individual's stressors in life. Calm provides a self-serve model that allows employees to engage with it in a way that best serves them."*



**Andie Callahan**

Wellness Manager at Sierra Nevada

Average Engagement Rate:

**75.4%**

Engagement is defined as the total number of users that have started at least one session with Calm

Average Weekly Sessions per Engaged User:

**10**

Sessions is defined as any piece of content in the Calm app





# DHL Express Americas

INDUSTRY: Logistics    SIZE: Enterprise (30,000 members)

## KEY CHALLENGE:

Providing effective mental well-being support to a diverse, distributed, on-the-ground workforce.

As a globally recognized industry leader in employee well-being, DHL Express Americas knew it was time to pivot the benefits playbook after the pandemic. They chose Calm as a sustainable, accessible mental wellness platform available in multiple languages to give back to their diverse population of 30k employees. Safety of employees comes first at DHL, and they know when their team is focused and rested, they'll bring their best selves to the workplace and beyond.



*Calm has a very important role to help people find balance, feel grounded, to help them feel like they can cope when everything around them is changing. Calm gives employees the tools to take the next steps forward."*



**Shonagh Baigent**

Chief of Staff & Head of Employee Engagement at DHL Express Americas

Average Engagement Rate:

**78%**

Engagement is defined as the total number of users that have started at least one session with Calm

Average Weekly Sessions per Engaged User:

**13**

Sessions is defined as any piece of content in the Calm app





# Parkview Health

INDUSTRY: [Healthcare](#)    SIZE: [Enterprise \(16,000 members\)](#)

## KEY CHALLENGE:

### [Battling burnout and supporting employee mental health amongst frontline healthcare workers.](#)

As exhaustion and burnout continued to mount during the pandemic for healthcare workers, Parkview wanted to provide self-serve, always-on mental well-being resources to its staff. Already well-known amongst Parkview's population, Calm's strong consumer brand and robust library of content made for enthusiastic, ongoing reception. Parkview leans on Calm's account management team to build out employee engagement strategies to bring together the Parkview community while addressing industry-specific challenges.



*When our population signs up for Calm, they're actually using it, which tells us that it's necessary."*



**Kristen Ruble**

Well-Being Manager at Parkview Health

Average Engagement Rate:

# 80%

Engagement is defined as the total number of users that have started at least one session with Calm

Average Weekly Sessions per Engaged User:

# 15

Sessions is defined as any piece of content in the Calm app





## Aiding mental well-being and reducing stigma in the workplace

Size: Enterprise

Industry: Food



COLIN JANSEN

Manager of International Diversity, Inclusion, & Belonging

*Providing Calm signals this is something that we believe in and care about as a company. It helps to set the right culture.*

*I do believe Calm—and mindfulness—is having a positive impact on our employees' well-being and resilience.*

*I've had people reaching out to tell me how much they enjoy it, how useful they find it. And we're also getting clear usage numbers from the Calm team, which supports the anecdotal results.*



## Bolstering mental wellness across the full spectrum of employees

Size: Enterprise

Industry: Technology



JENNIFER AYLWIN

Director of Global Benefits

*Calm has become a pillar of our wellness benefits portfolio. It's a really robust solution. I haven't felt like we've wanted anything more from the platform.*

*[Calm] really fit the whole spectrum of our employee base—not just people who are into meditation—which I really liked.*

*We needed a resource that could help our employees and their families cope with new stresses, work through any anxiety, and maintain a healthy work-life balance. That's what led us to Calm.*

# Proactive Approach Drives Positive Impact on Employee Mental Health

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# Calm improves overall workforce mental health

“

*Calm has a very important role to help people find balance, feel grounded, to help them feel like they can cope when everything around them is changing. Calm gives employees the tools to take the next steps forward.*

EMPLOYEE TESTIMONIAL

84%

saw improvements in mental health<sup>1</sup>

80%

saw improvements in depression<sup>1</sup>

90%

saw improvements in anxiety<sup>1</sup>

# Calm may reduce healthcare costs across employees

Calm subscribers with cardiovascular disease and depression reported **10-15% improvement** in physical health, mental health, sleep and stress.  
Among Calm users with comorbid health conditions:<sup>1</sup>

**85%** noticed changes in their mental health

**66%** noticed changes in their physical health

**83%** noticed changes in their stress

**75%** noticed changes in their sleep

# Calm is scientifically proven to significantly decrease stress

“

*Calm allows me to ease my anxiety and manage my stress from work or at work. [I] better engage in my work and with my peers and obtain good presence during meetings so I am focused on the task at hand. It boosts my productivity and my overall emotions which allows me to better connect with my team.*

EMPLOYEE TESTIMONIAL

81%

saw improvements in stress levels using Calm 5+ times a week<sup>1</sup>

68%

saw improvements in stress levels using Calm 1-2x a week<sup>1</sup>

# Calm improves two key components of burnout

“

*Calm helps make life more manageable. By taking part in the Daily Calm, I'm able to avoid burnout and significantly reduce the stress / anxiety that comes with working in such hectic environment. Calm is a great mental health tool and has been needed now and in the past year more than ever.*

EMPLOYEE TESTIMONIAL

Using Calm for 4 weeks leads to improvements in **two key components of burnout**<sup>1</sup>:

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Emotional exhaustion

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Depersonalization

# Calm helps employees sleep better, fall asleep, and stay asleep

“

*I get more restful sleep, I feel more focused and have decreased stress. I've been able to manage the increased workload with more ease thanks to personal well-being through Calm.*

EMPLOYEE TESTIMONIAL

92%

of 10,000 Calm users reported that Calm has improved their ability to fall asleep<sup>1</sup>

82%

of Calm users with sleep difficulties showed significant reductions in depression<sup>1</sup>

81%

of Calm users with sleep difficulties showed significant reductions in stress<sup>1</sup>

1. Huberty, J., Puzia, M., Larkey, L., Irwin, M., & Vranceanu, A. (2020). [Use of the consumer-based meditation app Calm for sleep disturbances: A cross-sectional survey](#). JMIR Formative Research, 4(11), e19508.

2. Huberty, J., Puzia, M.E., Green, J., Visides-Henry, R.D., Larkey, L., Irwin, M.R., & Vranceanu, A. [A mindfulness meditation mobile app improves depression and anxiety in adults with sleep disturbance: Analysis from a randomized controlled trial](#). General Hospital Psychiatry, 73, 30-37.

# Calm contributes to a mindful work environment through increased engagement

“

*Meditation is now a daily habit of mine. Calm offers so many new perspectives, beneficial self help tools to practice, and it's been essential to my well-being.*

EMPLOYEE TESTIMONIAL

Frequency of using Calm is associated with **improvements in mental health, physical health, stress, and sleep**<sup>1</sup>

Those who use mood check-ins are **76% more likely to meditate** in any given week<sup>2</sup>

Evidence suggests that **pairing Calm meditation with a work routine** (e.g. before reading morning emails) may help develop a **consistent practice**<sup>3</sup>

1. Huberty, J., Vanceanu, A. M., Carney, C., Breus, M., Gordon, M., & Puzia, M. E. (2019). Characteristics and usage patterns among 12,151 paid subscribers of the Calm meditation app: cross-sectional survey. *JMIR mHealth and uHealth*, 7(11), e15648.  
2. Huberty, J., Green, J., Puzia, M.E., & Stecher, C. (2021). [Evaluation of mood check-in feature for participation in meditation mobile app users: Retrospective longitudinal analysis](#). *JMIR mHealth uHealth*, 9(4), e27106  
3. Stecher, C., Sullivan, M., & Huberty, J. Using personalized anchors to establish routine meditation practice with a mobile app: Randomized controlled trial. (In review)..

# Employees who use Calm may experience higher levels of psychological safety in the workplace

“

*My employer understands that taking care of employees' mental health is important. They value me as a whole person.*

EMPLOYEE TESTIMONIAL

Employees who use Calm with others at work experienced **56% increase in psychological safety measures like asking coworkers for help**<sup>1</sup>

**88%** of employees who used Calm with members of their team **felt colleagues valued their unique skills and talents**, **14%** higher than those who did not<sup>1</sup>

Remote workers who **discussed content from Calm** with their teams **felt more psychologically safe**<sup>1</sup>

1. Puzia et al. Using Calm in the workplace: How remote employees engage with Calm and the effects of using Calm on mindfulness and psychological safety. In progress.  
2. [Mind Share Partners, Qualtrics, & ServiceNow](#). (2021). 2021 Mental Health at Work Report. Mind Share Partners.

Calm's diverse content creates  
access for all employees

# Calm is effective for reducing stress in students

“

*[Calm] has made such a big difference in my life. Having access to tools that promote mental health has been an immense help not only during a pandemic but also while navigating the average struggles of being a student.*

COLLEGE STUDENT TESTIMONIAL

Using Calm for 10 mins/day for 8 weeks was effective for reducing stress in college students<sup>1</sup>

88%

of college students who used Calm for 8 weeks improved stress<sup>1</sup>

Hamilton

ACC

TRINITY  
COLLEGE  
CAMBRIDGE

Pomona  
College

Washington  
University in St. Louis

Berkeley  
UNIVERSITY OF CALIFORNIA

SCNM

M | LSA

UNIVERSITY OF CALIFORNIA  
MERCED

# Calm is effective in kids' mental health and sleep



“

*It's helped me a lot with my children. I really appreciate that I've been able to introduce them to meditation. I have two children ages 6 and 3. The 6 year old has begun to do nightly meditation and breathing exercises and of course his little sister follows. We use the calm kids app at least four times a week. It's become part of our bedtime routine.*

EMPLOYEE TESTIMONIAL

87%

of parents felt that Calm was helpful for their child's sleep<sup>1</sup>

63%

of parents felt that Calm was helpful for their child to manage emotions<sup>1</sup>

# Calm helps men sleep better and feel more connected to work

Men 40-54 years old who work in manufacturing and are Calm users sleep better and are more connected to their workforce<sup>1</sup>:

20%

more likely to feel well rested than non-users<sup>1</sup>

40%

more likely to feel connected to their colleagues than non-users<sup>1</sup>

40%

more likely to feel mentally tougher than non-users<sup>1</sup>

15%

more likely to talk to their managers about their mental health than non-users<sup>1</sup>