

ginger

# How Care Works with Ginger

Ginger offers effective, convenient, and affordable mental health support from the privacy of your smartphone.

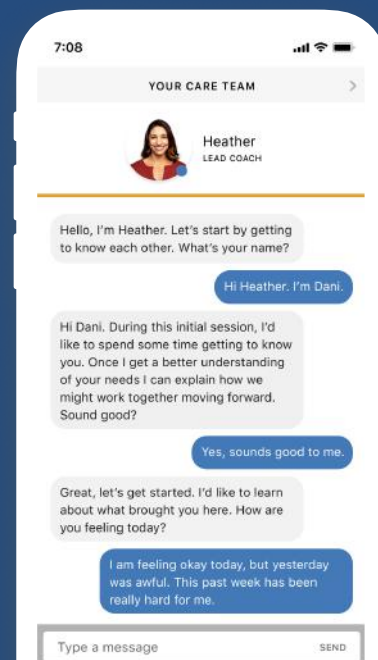
Behavioral health coaches provide care through text-based chat and self-care resources. If you need extra support, coaches collaborate with therapists and psychiatrists so you get personalized care that meets you where you are, for any type of challenge.



# Behavioral Health Coaching

For those little annoyances that seem silly to stress about, for those big, overwhelming feelings, for the changes you want to make in your life, and for everything else, behavioral health coaches can help. Through text-based conversations, your coach helps you manage everyday stressors early, before they become bigger issues.

It's like getting a regular tune-up for your car so you're not left stranded with a failed engine. Your coach works with you to build skills to cope with challenges and will stick by your side to keep you on track. One of the best features of coaching is that it's all done through text messages, so you can chat on your own time without worrying about anyone listening in. Coaches get you back to feeling like yourself so you can focus on what matters to you most.



## Coaching In Action: A (Fictional) Member's Story

Katie (she/her) has been feeling overwhelmed by the work piling up in her job. It's getting to the point where she's constantly stressed and is losing sleep over it. She checks her work email and learns that she has access to Ginger as part of her company's benefits; she decides to give it a try and downloads the app on her lunch break.

- ① Two minutes after downloading the app, **Katie schedules her first 1:1 text-based session** with her coach, Joe, for later that evening after she puts her kids to bed.
- ② In her first session, Katie lets Joe know about her stress. **Joe creates a personalized plan for Katie, which includes weekly scheduled coaching sessions and assignments from the Self-Care Library** to help her manage stress and improve her sleep.
- ③ During each weekly coaching session, **Coach Joe checks in on her progress** to ensure her coaching care plan is still the right fit. When something isn't working for Katie, Joe adjusts her plan. Together they come up with specific, measurable, and attainable goals for Katie to work toward with Joe's support.
- ④ **In between sessions, Katie browses the Self-Care Library and chooses activities on her own, and explores Joe's suggestions.** Joe is able to see which activities Katie followed through with, and recommends others based on her progress and needs. Katie marks her favorites so that she can return to them at any time.
- ⑤ After three months, Katie feels more in control of her emotions. She's less stressed about work and is sleeping better. **She decides to stop her weekly sessions with Joe and now just checks in occasionally.**
- ⑥ **Every other month, Katie attends Ginger's live workshops** to hear from other coaches and get refreshers on tips for managing different challenges.

4.8/5 ★

Average Ginger coaching satisfaction rating

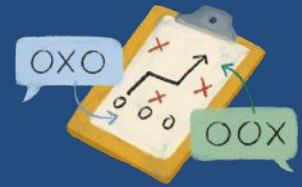
85%

of members (approximately) have their needs met by coaching alone

50+

Countries where coaching is available to millions of people

# Behavioral Health Coaching



## Text-based chats

Coaching happens through text messages in the Ginger app. Texting lets you get mental health support privately, conveniently, and without the worry of anyone overhearing your conversation.



## Confidential

Ginger is a healthcare provider and as such, we keep your health information secure. Your activity is never shared with your company, and privacy of data is protected by law.



## Scheduled sessions & immediate support

Schedule regular sessions with your coach when it's convenient for you. When you need immediate support, coaches are available within minutes, 24/7/365.



## Real people, experienced professionals

Ginger coaches either have a graduate degree in psychology or a related field, and/or a coaching certification. Coaches have at least two years of professional work experience, and undergo 200+ hours of training a year.

## Working with your coach

Our research shows that coaching is most effective when done regularly. We recommend scheduling sessions weekly or every other week. In your first session, your coach will do an initial consultation to learn about you and what you're going through and will work with you on creating a care plan. In follow-up sessions, your coach will check in to see how the plan is going for you and will make adjustments if necessary. Some of the issues a coach can help you with include relationships, sleep, anxiety, depression, productivity, career, confidence, self-esteem, grief and loss, and mindfulness.

### When you need immediate support:

We understand that sometimes you need in-the-moment support. Maybe you're panicking before a presentation, or you've been lying awake for hours and could use help quieting your mind. Ginger coaches are available when you need immediate care and can work with you to develop skills so you can handle the challenge if it arises again.\*

### How coaching & therapy work together:

Your coach may determine that you could benefit from additional support from a therapist. Coaching is an excellent complement to clinical care, regardless of whether you work with a Ginger or non-Ginger therapist. Coaches can support you in between clinical appointments to answer questions and help you stay on track.

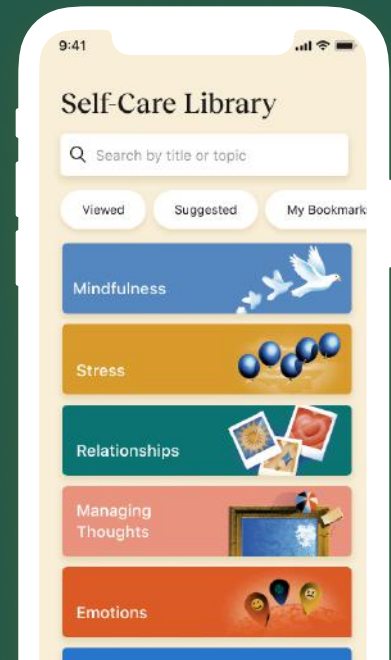
\*Note: Ginger is not a crisis line. If you are experiencing a life-threatening emergency, please contact 911, go to your nearest emergency room, or call the National Suicide Prevention Lifeline at 800-273-8255.

# Self-Care Library

The Ginger app's Self-Care Library contains more than 200 clinically-validated resources, including self-guided activities, videos, podcasts, classes, and more to help you practice well-being techniques and develop life skills.

Each activity takes an average of five minutes to complete and topics include productivity and mindfulness, stress, relationships, self-esteem, personal identity, career, and more.

Coaches may assign you activities as part of your care plan and can track your progress. Along with your coach's suggestions, Ginger may recommend content based on what you share during your intake process. The Self-Care Library is always open for you to engage with any content whenever you need it.



## Just some of the topics in the Self-Care Library



Anxiety



Self-Esteem



Parenting



Mindfulness



Career



Stress



Relationships



Personal Identity



### 200+ activities & growing

Our team of coaches and clinicians constantly adds new, relevant content that supports a variety of needs.



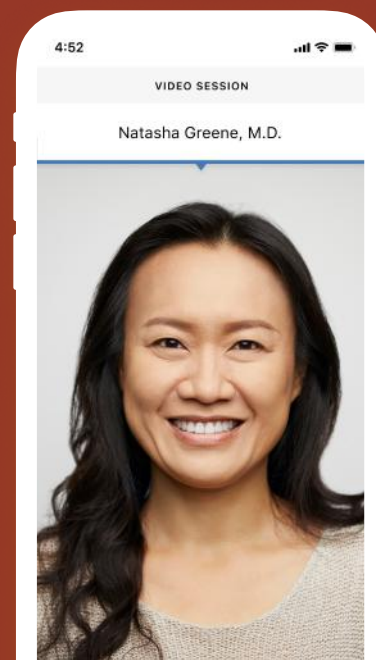
### Easy to use

Resources can be accessed any time, anywhere. They are quick to complete, averaging 5 minutes per activity.

# Therapy

When you need extra support for more in-depth issues, your coach may suggest you work with a therapist, who will become part of your care team. You'll meet with your therapist on video during regularly scheduled sessions.

Typically, members work with their Ginger therapist over eight sessions. Your coach and therapist, communicate and collaborate with each other to ensure you're getting the right care.



## Coaching & Therapy In Action: A (Fictional) Member's Story

James (they/them) has been feeling down lately. Worried about finances, work performance, and family obligations, James has been having frequent panic attacks and struggling with their mood. James sees a company email about a Ginger workshop on anxiety and decides to check it out. After learning some new strategies to help them cope, James decides to download the Ginger app to get personalized support.

- ① **James begins their first 1:1 text-based session** with their coach, Kim. James texts with Kim during the day in between meetings when they have a few moments.
- ② **Kim suggests that therapy may benefit James.** Coach Kim works with James on skills to help James feel more grounded. In their work together, Kim learns that James' anxiety and low mood seem to be rooted in long-standing issues from their past. James decides to give it a try.
- ③ **Coach Kim adds a Member Support specialist to James' care team. The MS specialist helps James schedule an appointment with a therapist.** At the time of the appointment, James meets with their therapist on video through their phone.
- ④ **In between clinical sessions, James continues to meet with coach Kim,** who helps James incorporate everything they're learning into their daily life. Kim also assigns James activities from the Self-Care Library to support their work with their therapist.
- ⑤ **After eight sessions over four months, James feels more in control of their emotions and has more self-confidence.** James and their therapist decide that James is ready to move on from therapy and to continue working with their coach for biweekly check-ins to keep them on track.

4.9/5 ★ Average rating for clinical services\*

85% of members who screened positive at intake for anxiety saw an improvement in their symptoms after working with both a therapist and coach for eight to 12 weeks.

# Therapy



## Our therapists

Ginger therapists are state-licensed healthcare professionals trained in a variety of evidence-based therapeutic approaches, and have either a master's or doctoral degree. They help you understand why psychological symptoms or patterns of thought, behavior, or emotion develop, and how to create positive change. Therapists use measurement-based care protocols to determine the right number of sessions to best serve your needs.

## Collaborative care with coaches

**Together, your coach, therapist, and/or psychiatrist make up your care team** and collaborate so you receive effective and seamless care. In between your clinical sessions, coaches can support you with challenges that may arise and help you practice skills. Coaches can also continue supporting you after you complete all your therapy and/or psychiatry sessions.

## Video-based

**Therapy and psychiatry sessions happen on video.**

You can choose to use your computer or the Ginger app. We recommend finding a quiet, private spot where you're able to focus. Our video service is secure and is HIPAA compliant. Your activity is never shared with your company and privacy of data is protected by law.

## Starting with a therapist

When and why you might start working with a therapist:

- Your coach recommends you could benefit from working with a therapist. Coaches are trained to assess when extra support is needed. Your care team also uses technology to help them better assess the right level of care.
- You decide you'd like to work with a therapist. Maybe you've received a referral from your primary care provider or you'd like to switch from your non-Ginger therapist, or you simply want to talk to a therapist.

## How to connect with a therapist

- ① **First, ask your coach about therapy.**  
Your coach may conduct an assessment to determine if clinical support is right for you.
- ② **Next, your coach will add a Member Support specialist to your care team.** The MS specialist will help you schedule a time with a clinician who meets your needs. Your coach will continue to support you in between clinical sessions and after you've stopped working with your therapist.



# Ready to get started with Ginger?

**Just follow these simple steps.**

- ① Download the Ginger Emotional Support app.
- ② In the app, tap "Create account," then "My Organization."
- ③ Follow the instructions and you're all set!

## Questions?

Visit our website at [www.ginger.com](http://www.ginger.com), or email [help@ginger.com](mailto:help@ginger.com)

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