



## **WELLBEING IN THE WORKPLACE AWARD ENTRY**

**ENTRY TITLE:** Ignite is a proactive wellbeing platform that enables access and choice of support anytime, anywhere.

**NAME OF APPLICANT:** Sarina Finucane (GM)

**ORGANISATION:** Ignite Aotearoa

## **Additional Information about Entry**

More than a quarter (28%) of the NZ population suffers from poor mental wellbeing, a leap of 27% from 2018 to 2021 (2021 General Social Survey, Statistics NZ). Ignite was established and self-funded by Emerge Aotearoa Trust as a response to the needs and gaps identified by He Ara Oranga - the 2018 Mental Health and Addiction Inquiry. The Inquiry found that current mental health support models were too restrictive, expensive, and put intense pressure on the public health system. And that was before COVID-19 and Cyclone Gabrielle.

In 2019, Emerge Aotearoa Trust made an initial capital investment and engaged Rush Digital to help kickstart a research and development project entitled: 'How might we use technology to enable us to tackle the barriers to access and choice for New Zealanders'. We focused on a pilot market which would enable us to fund a model to reach all whānau - non-tech enabled Employee Assistance Programmes (EAP) in Aotearoa/NZ. In other words, small and medium sized businesses (SMEs), the backbone of our nation. While large enterprise level business has ample funding for EAP, options at a SME level are dismal with low rates of engagement and referral. SMEs provided the right environment to test the benefits of proactive mental health engagement through open access and choice.

Using a co-design approach with a test group of Wellbeing Managers and HR Managers, we mapped out the initial customer experience (CX) and user experience (UX) journeys. We developed an active prototype which we tested within Emerge Aotearoa across 1200 kaimahi as a minimal viable product (MVP). After feedback and product iteration, we launched to the NZ market in 2021. We have continued to iterate the product over the last two years in market.

Today the Ignite platform is employed across multiple industries including retail, education, professional services, technology, government and NGOs with over 3300 users. Average activation of accounts across all Ignite client organisations is 64%. 78% of all active users have used the daily mood diary and tracker. 56% of all active users have engaged with our wellbeing planning tool. Additional validation of the platform design stems from our outstanding Net Promoter Score (NPS) of +65. Perceptive, an Australasian customer intelligence agency, reports that **in New Zealand and Australia, an average NPS is 30.**

Since launching Ignite Aotearoa we have validated our model and challenged the traditional understanding of how NZers wish to engage with mental health services. 81% of booked support sessions are not with a local support provider. We have delivered 62% of sessions by video / 32% in-person / 6% by phone. Most sessions are held 4 - 8 pm. 81% of appointments are booked within 48 hours. In comparison, our current mental health service offers in person or phone bookings 9am - 4pm via a local triage and booking service which can take up to 12 weeks to be confirmed.

### **Ethical Work Practices**

Reducing health disparities of Māori, Pacific, rural, LGBTQIA+, youth, and marginalised communities is the purpose of our work as Emerge Aotearoa Group. This priority for equitable outcomes informs and guides our decision making, how we allocate resources and what we focus on.

### **Sustainability**

We are a sustainability conscious organisation, where considering carbon footprint is business as usual. We operate with a digital-first mindset not only for our service provision but also our internal processes, and minimise travel for our team, our providers, and our users.

## Address the following Criteria

### **1. Evidence of mental wellbeing as a strategic organisational priority supported by clear goals. This includes evidence of the supporting interventions / initiatives developed and implemented to achieve the strategy.**

We believe that everyone should have the opportunity to realise their potential. The role Ignite Aotearoa plays in this is providing evidence-based mental health and wellbeing offerings that are fast and easy to access, provide greater choice, and cater to a range of budgets.

Our digital platform 'Ignite Wellbeing' is designed to provide access to resources, therapeutic support, and a multitude of tools to drive positive change in the wellbeing of individuals and their whānau.

Our team is experienced in clinical mental health service delivery and leadership of education development and delivery. We ensure oversight and accountability for clinical standards and safe service provision by our providers and our digital resources through validated curation and has been managing the service provision to all Ignite Aotearoa's clients since we commenced delivery.

We recognise that wellbeing support needs to be provided 24/7, therefore the Ignite Wellbeing platform is available every day with support sessions available to be booked across a range of hours, including after-hours and weekends. Our online platform is updated in real time and offers personal access to all our features and services, including available support session bookings, with instant booking confirmation. Many of our providers have availability outside office hours as a standard.

As a social enterprise, it's important we extend access and choice to not only those employees in the workplace, but also to their friends and family – and we offer the ability to share your subscription with your friends and family.

PRICING – SOCIAL ENTERPRISE GIVE BACK

### Whānau Assistance Programme

Subscribing to LiveWell gives your People's whānau the opportunity to request their own Ignite Wellbeing platform subscription funded by Ignite Aotearoa.

The total maximum number of whānau subscriptions included is equal to the number of paid subscriptions and includes all features and workshops.

If desired, you can enable this to make one-on-one support sessions available to whānau subscribers on request, drawing from your total support session limit in your plan.



### **Our methodology - Whole of Life Wellbeing:**

*Hapaitia te ara tika pumau ai te rangatiratanga mo nga uri whakatipu” We aim to foster the pathway of knowledge to strength, independence and growth for future generations*

We believe in a whole-of-life approach. Informed by several models of health and wellbeing used in Aotearoa which acknowledge the inter-relatedness of our life on our overall wellbeing, we have adopted three core themes: **My Life**, **My Health**, and **My Meaning**.

It is important for us to be aware of the importance of each area and think about how we can enhance our overall wellbeing by paying attention to and strengthening each area. Ignite enables employees to proactively work to balance the areas in their life that play a part in strengthening their mental health and wellbeing, and these themes run through every area of the platform – assessment, tools, resources, workshops and support providers offered.



### My Life - Taku Oranga

Lifestyle and relationships at work and home give us the ability to flourish and grow, reaping the fruit and flowers of life.

- Finances**  
Finances consider budgeting, management of debt, savings and investments, planning for retirement and your financial comfort.
- Relationships**  
Relationships consider friendships, family and household relationships, parenting, intimate relationships and break-ups.
- Occupation**  
Occupation considers your education, training, career planning and jobs that fit your life.
- Recreation**  
Recreation considers activities that bring you joy as well as sports, hobbies and interests.



### My Health - Taku Hauora

Mental and physical health, habits and choices strengthen and hold us strong.

- Body**  
Body health considers your physical health, nutrition, exercise and health conditions.
- Home**  
Home considers you being shut-out and conditions such as affordability, crowding, location and choice about where you live.
- Habits**  
Habits consider things you do that affect your overall wellbeing when out of balance like alcohol, drugs, gambling and sleep patterns.
- Mind**  
Mental health considers feelings of stress, anxiety, depression, grief and your overall mindset.



### My Meaning - Taku Tikanga

Our meaning provides us with a solid foundation from which to grow our wellbeing.

- Beliefs**  
Beliefs consider your connection to meaning and purpose in your life, through philosophy, religion, spirituality or even nature.
- Connectedness**  
Connectedness considers your connection with community groups, friends and family, faith churches and interest groups.
- Culture**  
Culture considers your connection to and understanding of ethnicity, whānau/haritage, cultural identity and practices (teanga).
- Identity**  
Identity considers how you see yourself in the world. It covers aspects of who you are, like ethnicity, gender and sexuality.

#### Clinical governance:

The organization is supported by a Clinical Practice Group (CPG) that provides expert clinical governance and oversight to our organization at a strategic level and is designed to assist with ensuring safe, best practice and high-quality support services.

Chris Maxwell (Nurse Practitioner) is the Group's National Clinical Lead and provides oversight and accountability for clinical standards and safe service provision. She has implemented a clinical governance framework for the organization, which incorporates four dimensions:

- ◆ Safety/Quality Improvement (doing things RIGHT)
- ◆ Engaged Effective Workforce
- ◆ Clinical Effectiveness (doing the RIGHT things)
- ◆ Consumer Engagement/Participation.

## 2. Evidence of innovation and/or recognised best practice.

### Human Centred Design and Agile approach –

We operate our organization with the customer/user at the heart of everything we do. We apply a process of Human-Centered Design to the development of all our products and services, with our user personas informed by the workplaces we are co-creating with.

## Human Centered Design.

Ideo.org methodology used to put empathy with our users at the heart of our design process.



As part of the ongoing Agile approach to our platform iteration, we take user feedback from our clients and their employees and put it at the center of the development prioritization process. We utilize demographic information to identify any utilization or outcome inequities between different groups of users early and engage with our clients and users regularly to address these.

## Wellbeing Assessment Tools.

The average activation of accounts across all Ignite client organisations, is 64%.



## Support.

In 2022, 800+ support sessions were booked through the platform.



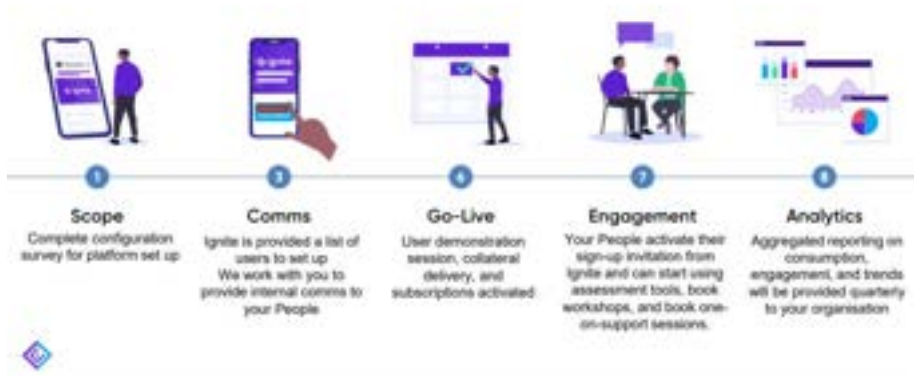
## The UX.

76% of people say wellbeing has improved through accessing support via Ignite



Through our innovative design and development, we have been able to co-create a fast and easy implementation process that suits small – medium sized businesses. Through design we aim to remove the barriers to accessing support at all levels within our model, including the speed to introduction and embedding into the business.

## 7 day implementation into your business.

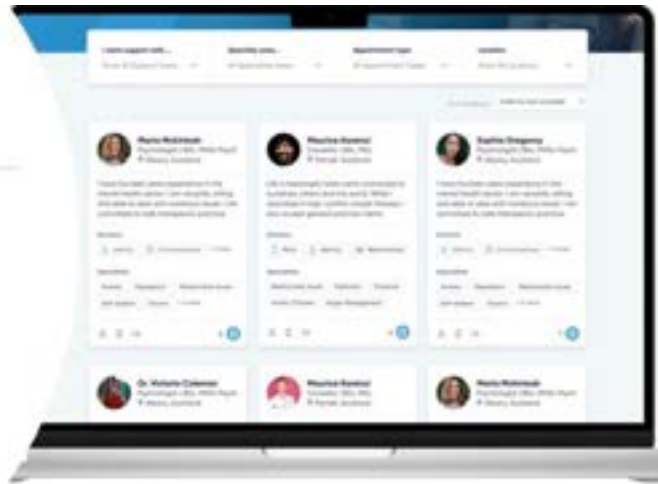


You may think that the NZ digital wellbeing landscape is busy with online tools to support Kiwis. **They do not offer our innovation - an online support provider marketplace.** We have disrupted the traditional model of accessing support for mental health by facilitating direct contact between those in need of support and service providers. We largely circumvent formal processes involving an intermediary. Qualified, certified providers can directly intervene if more intensive help is needed. Our model results in faster treatment for those who need help and especially for those who need it urgently. Let's be clear here though. Our platform is not replacing much-needed triage for serious mental illness. We focus on preventative mental health support for anxiety, depression, relationship or financial issues.

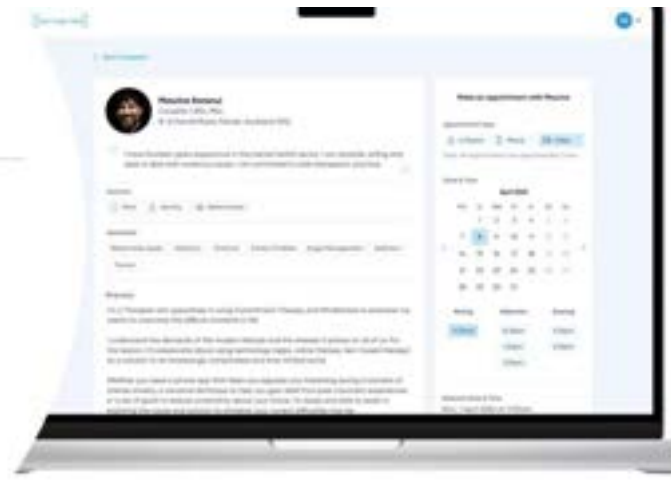
## THE PRODUCT Search.



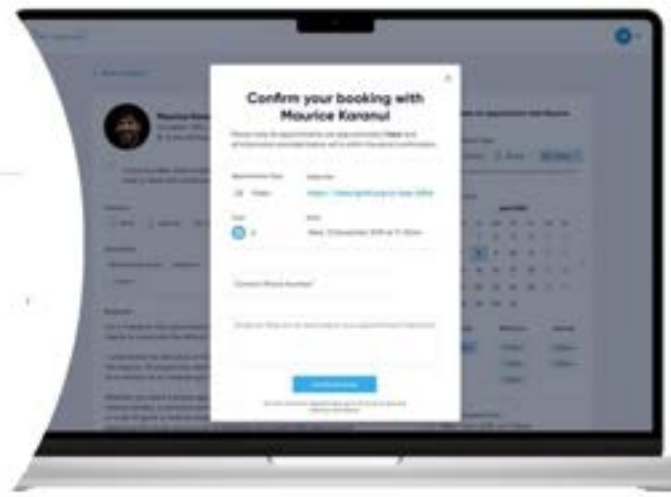
THE PRODUCT  
**Select.**



THE PRODUCT  
**Select.**



THE PRODUCT  
**Book.**



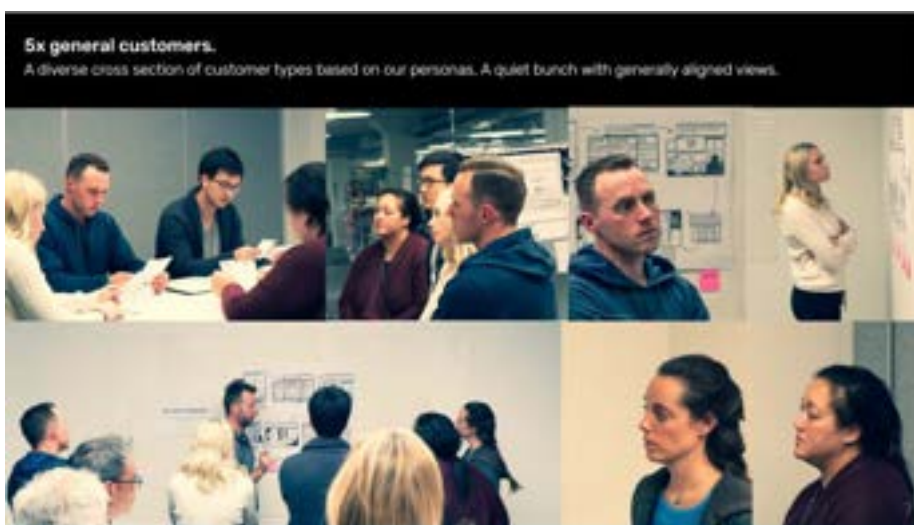
**3. Evidence of co-design or collaboration with those with a lived experience of mental health challenges in the planning, implementation and evaluation of workplace wellbeing strategy.**

Ignite Aotearoa fosters social innovation. Our mission is to change the landscape of mental health services delivery in Aotearoa/NZ. All our actions and services are motivated by the goal of meeting a social need, backed by our parent organisation Emerge Aotearoa. Their provided the driver to establish Ignite – strengthening whanau so communities can thrive.

The way we connect as a team, design our tools and resources and deliver our services is done in line with the Emerge Aotearoa strategic pou or pillars: (1) Lived experience and diversity are privileged and we will recognise this in our business and clients. Privileges include education, gender, race, age and sexual

orientation. Those who experience privilege are asked for their opinions, included, encouraged to participate and sought out; (2) Māori succeeding as Māori – solutions for Māori must be Māori designed. We are growing our Māori therapists to support our Māori businesses and are the first platform in NZ to offer a traditional therapy Mirimiri (a traditional healing practice). We are designing a Te Reo Māori business version of the platform with support from Ngāi Tahu SME business team to respond to the 11,000 kaimahi in Māori authority businesses (1200+ businesses registered); 3) Supporting Pacific peoples to thrive. Our Pacific Communities will be thriving when the languages and cultures are embraced, Pacific youth are confident, resilient, contributing to and shaping their future, and Pacific communities are healthy and prosperous.

We initially kicked off design with a 'Lived Experience Hackfest' giving our mental health teams an opportunity to get involved in what the opportunity was, and the methodology of how Ignite would come together as a product. From there, we ran a number of Lived Experience workshops across ages and demographics to land our wellbeing methodology – administered by Mind and Body, a lived experience team within Emerge Aotearoa. We designed Ignite using Human Centred Design principles. This means that we spent the first years testing continuously on potential users in real environments, designing in collaboration with users and reflecting on who else could potentially use the platform.



#### **4. Evaluation of the effectiveness of wellbeing interventions and the evidence of positive outcomes and impact to the organisation, workplace and community.**

Ignite Aotearoa provides quarterly reporting on data, trends, and analytics which will provide the assurance our services are most effectively meeting your People's needs. We use data to inform our decision making about our product, our services and, most importantly, our effectiveness. We will share these insights with you by providing a dashboard of aggregated trend reports on several key impact indicators. All data remains anonymous and is aggregated, so each user can be guaranteed full privacy.



Our market is small-medium sized businesses who cannot afford a costly EAP offering and but are keen to offer workplace wellbeing tools. Traditionally, EAP support sessions are targeted at selected employees who show that they are suffering from stress, anxiety or depression. They are usually referred by a manager or HR. This results in low adoption rates – 8.2%. In contrast 20% of Ignite users book support sessions. Engagement rate with Ignite is 60%, roughly 10 times higher than the traditional EAP model at 3-5%.

Our model proves a key finding of our R&D - more employees seek mental health support when it can be accessed independently of the employer organisation and in complete confidence. Support booking and workshop feedback surveys tell us: 81% of people find the booking process easy; 86% of people rate the support they've received as very good; 93% of those who attended a workshop believe it provided skills or ideas they can put into place.

In three years Ignite has positively impacted workplace wellbeing and we see further opportunities to innovate. We bridge a gap between social enterprise and a 'for purpose enterprise'. Monetisation of the platform drives our social contribution and intention to facilitate change

## IGNITE IMPACT

### What is our impact?

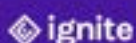
Our latest customer feedback survey (Feb 23) told us:

- 81% of people find the booking process easy
- 86% of people rate the support they've received as very good
- 76% of people say wellbeing has improved through accessing support via Ignite
- Net promoter score is 65
- 93% of those who attended a workshop believe it provided skills or ideas they can put into place.



### Client verbatim feedback results – February 23

- "My GP made a referral that was going to take 7 weeks. I got an appointment through Ignite within 48 hours...you wouldn't believe the impact this has had on my life"
- "My appointment helped so much. I was stuck in a frame of mind that wasn't open to new ideas"
- "Slept better last night and feel better after talking."
- "It's only been 24 hours, but my mood picked up immediately. My perspective has also changed as to the way we manage the pain we carry."
- "I wish everyone had access to Ignite. Attending just one session gave so much clarity and reassurance that I was not alone in my thinking. Thanks to my workplace for providing this brilliant service."
- "It's helping me to work through what I need to work through. I'm so grateful for help during this time to guide me"
- "I feel so grateful for the support. Being able to have access to support sessions was a lifesaver for me right now!"
- "This is an awesome service, it is helping me sort my relationship out."
- "Thank you so much for the support, I would be lost with out it. Thank you."



## Wellbeing Assessment Tools

Our wellbeing planning tool empowers people to self-assess their wellbeing needs and priorities, then choose resources, activities and support based on their unique challenges.

Our personal mood diary helps people explore and regulate their emotions and build their mental health and resilience toolbox over time.

Our daily mood tracker also allows those in distress to find help straight away and direct them to urgent support.



Our monthly reporting for organisations assists in targeting areas of the organisation where we can support them to develop a sustainable workplace wellbeing culture through using indicators to design support around resources, workshops, conversation with a support provider. We meet with clients monthly to work through their indicators and together building their wellbeing programme.

## **Conclusion**

Ignite Wellbeing enhances traditional psychological support services by providing an additional suite of wellbeing tools, via a single personalised login, to complement and broaden the impact of one-on-one talk therapy, supervision, coaching and other support, including:

- ◆ Digital booking platform; offers calendar availability to book phone/video/in-person
- ◆ Access to a clinically curated, Aotearoa relevant resource library
- ◆ Personalised wellbeing dashboard
- ◆ Workshops that deliver practical tools
- ◆ Whole-of-life wellbeing planning and assessment tool
- ◆ The opportunity to request whānau platform access

We are small but we are growing – we have achieved a 48% increase in revenue in the last six months. And we are positively impacting the wellbeing in NZ workplaces. 79% of users report improvement with their mental wellbeing. Success is growing to support more NZ workplaces and kaimahi and reinvesting our profits into (a) further developing the product and (b) extending free support directly to NZers in need. Reinvesting our margins into free mental health support, directly to those who most need it is core to our proposition. The key driver for us in commercial decisions is – will this action/decision increase access and choice options for NZers with mental health support?

Success means continuing to enhance our support provider marketplace and incubating more support providers with placement and peer support offerings. This will help build our future pipeline and grow experience for new coaches, counsellors, occupational therapists, psychologists. Eventually, we want to

integrate our product with other GP digital health platforms, becoming part of the primary health referral process and removing the waiting time for those in need.

**Overall, success is enabling kiwis to take control of their own wellbeing journey via our platform. Ultimately leading to a stronger, more sustainable mental health landscape in New Zealand.**



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**Appendix of Support Material (max. 8 x A4 pages).**

[Ignite Aotearoa - Ignite Your People's Wellbeing](#)

An overview of the Ignite platform can be viewed in [this short video](#).  
[https://drive.google.com/file/d/1SX0m1DznYKd7ErfJHRPb63p-TYklG0m\\_/view](https://drive.google.com/file/d/1SX0m1DznYKd7ErfJHRPb63p-TYklG0m_/view)