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# UNLOCKING PRODUCTIVITY

THE ROLE OF MENTAL  
HEALTH IN EMPOWERING  
THE WORKSPACE



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# THE LINK

**The link between  
Mental health  
and productivity.**

Task Efficiency

Performance Levels

Absenteeism & Presenteeism

Motivation & Engagement

Workplace Relationships

**The present state  
of mental health in  
corporate settings.**

Recognition of the issue

Impact of the COVID-19

Initiatives towards mental wellbeing

Mental Health policies and benefits

End of Stigma

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# MENTAL HEALTH & WORKFORCE STATS

- **Impact and cost of mental health issues on workforce.**
- **Depression & Anxiety: cost USD 1 trillion/every year.**  
World Health Organisation
- **Absenteeism & Presenteeism: cost GBP 35 billion/year in UK.**  
The Center for Mental Health UK
- **Stress: 80% of workers feel stress.**  
American Institute of Stress
- **Staff Turnover: GBP 3.1 billion/year cost for replacing staff in UK.**  
The Center for Mental Health UK

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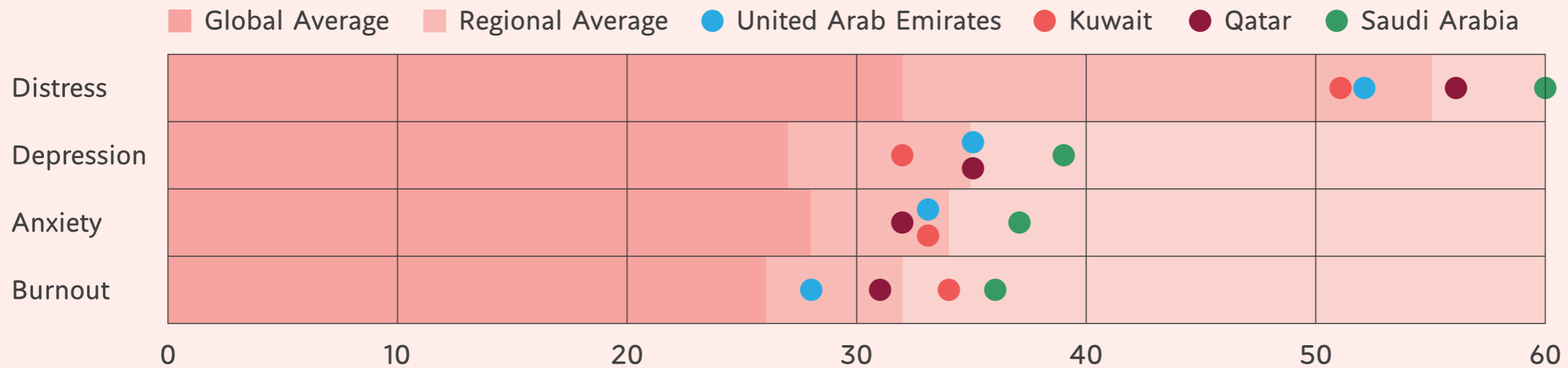
**DO THIS  
EXIST IN  
KUWAIT?**



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# 4,000 employees surveys across: Kuwait, Qatar, UAE and Saudi by Mckinsey & Co in 2022.

Mental-health outcomes by Gulf Cooperation Council (GCC) countries, % of respondents citing outcome



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**CORPORATES BEGAN  
TO RECOGNIZE THE  
ADVANTAGES OF  
MENTAL HEALTH  
PROGRAMS AND  
STARTED PROVIDING  
THEM FOR THEIR  
EMPLOYEES**

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الإتجاه  
ETIHAD  
AIRWAYS



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# RETURN ON INVESTMENT



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# ROI OF INVESTING IN MENTAL HEALTH

- **Study in 2019 shows the average ROI is 2.18x.**  
Deloitte 2019
- **ROI from 2 to 9 years yield a return of \$3 per \$1.**  
American Psychologist Association
- **Beyond Blue ROI 2.3X.**  
PwC, University of South Wales”
- **The ROI seen in the form of:**

Increased Productivity

Reduced Absenteeism

Reduced Presenteeism

Decreased Staff Turnover



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# THE CHALLENGES THAT EMPLOYEES FACE WHEN LOOKING FOR MENTAL HEALTH SUPPORT



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# CHALLENGES, SOLUTIONS & AREEKA

- **Stigma.**
- **Awarness and understanding.**
- **Confidentiality Concern.**
- **Availibility and Allocation.**
- **Reach and Accessibility.**



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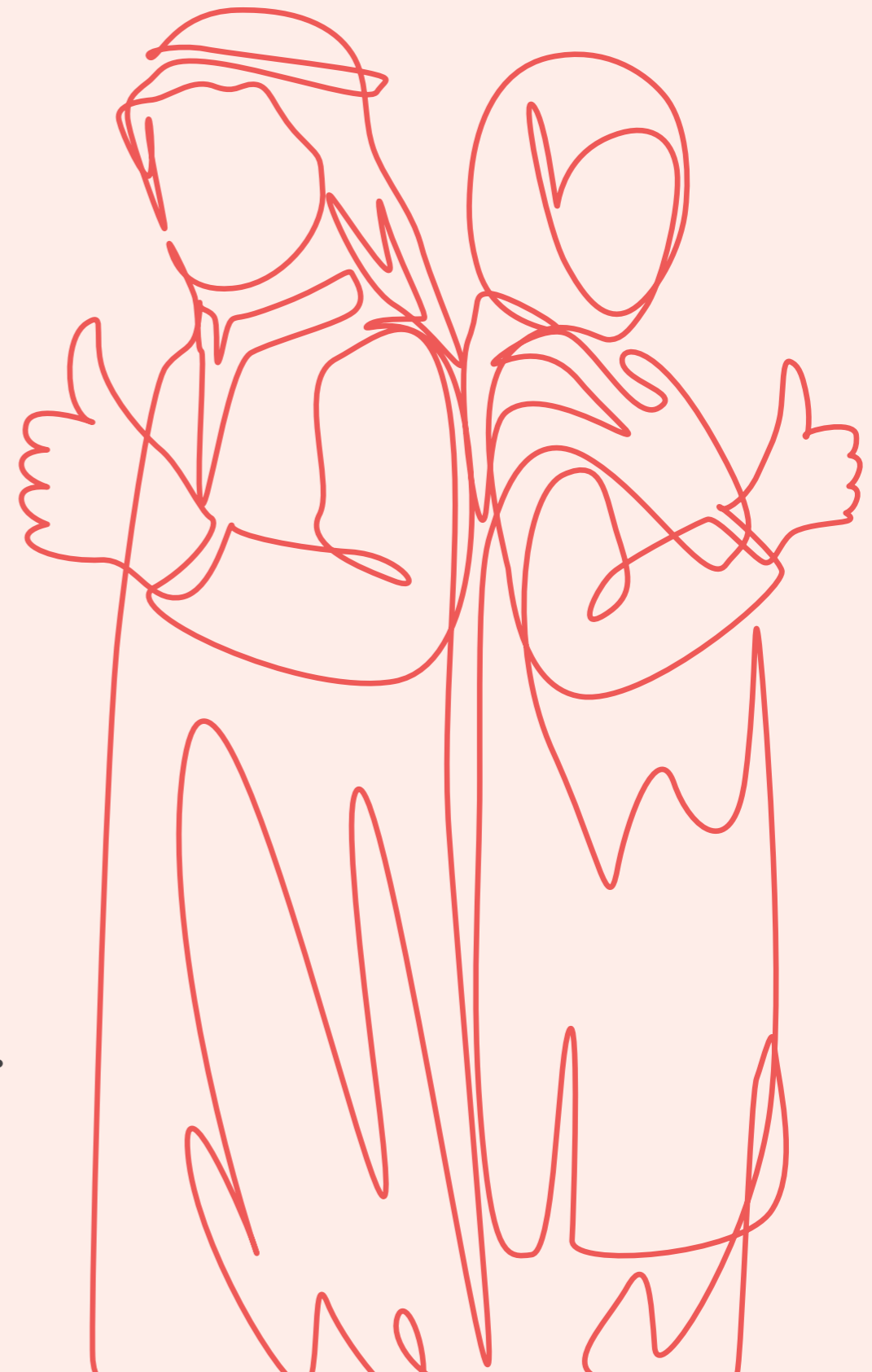
# SOLUTION



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# CHALLENGES, SOLUTIONS & AREEKA

- **Stigma: Supportive Virtual Environment.**
- **Awareness and understanding: Recognize Signs and Symptoms.**
- **Confidentiality Concern: HIPAA / Twilio Telehealth.**
- **Availability and Allocation: 2,400 Session a Month, Anytime Anywhere.**
- **Reach and Accessibility: User-Friendly across all devices.**



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# AREEKA AT A GLANCE

Areeka is a mental health platform providing confidential and secure 1:1 online therapy sessions aimed at helping individuals improve their overall well-being. Our licensed therapists, who are selected from diverse backgrounds around the world, hold at least a Master's Degree, have a minimum of 2000 hours of experience, and are fluent in both English and Arabic.

# USER-FRIENDLY INTERFACE



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# TEAM





Samira Aarbas



Samar Dagher



Riwa Haidar



Rita Haouli



Ramona ElKhaouli



Perla Khalil



Perla Maalouf



Pamela Hayek



Nour Yaktine



Nour Fayyad



Myrna ElKhoury



Mayssa Tohme



Martin ElKhoury



Mark Alfons



Marianne ElKhoury



Mariam AlSalahat



Maria Tauk



Malak Amer



Julia ElKallassi



Josiane ElHaddad



Christelle Zoueïn



Christina ElKhawly



Christine Chaker



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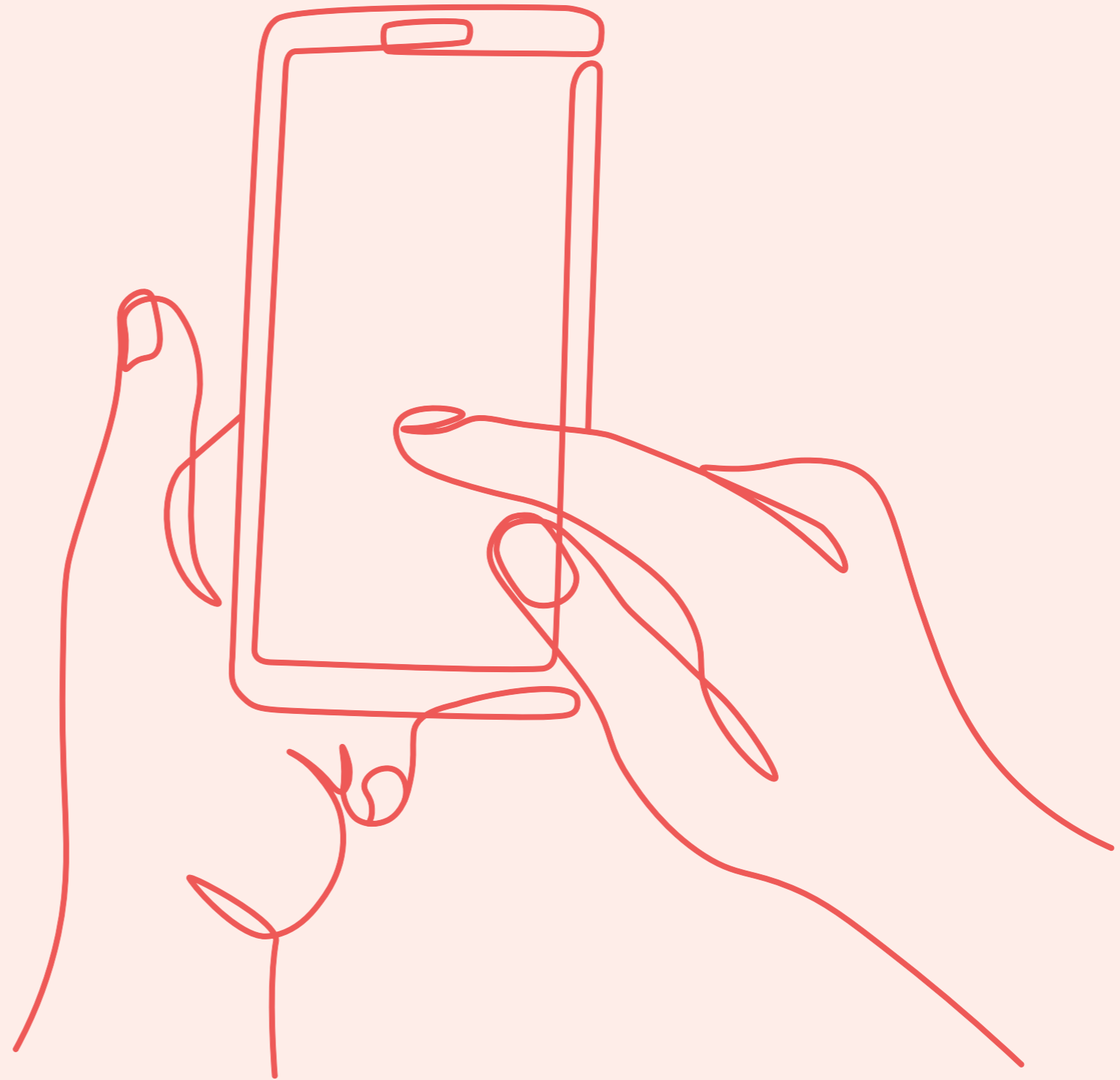
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# DOWNLOAD AREEKA APP



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**THANK  
YOU**

