

CASE STUDY



COMPANY:

The Onin Group

LOCATION:

Birmingham, Alabama

WEBSITE:

oningroup.com

INDUSTRY:

One of the Largest
Staffing Firms in the U.S.
and Largest Industrial
Staffing Firms in U.S.

EMPLOYEE COUNT:

Approximately 500

Uprise Health's Offerings Improve Engagement of Mental Health Services and Reduce Cost of Care for Employees at The Onin Group

Why Uprise Health?

- Utilization rate **increased** from **18%** to **47%** with digitally enabled EAP
- **161%** improvement in overall program utilization
- **4%** engagement rate in digital mental health platform
- **Exceeded** their annual projection by **9.2%**

Company Overview

The Onin Group is a privately-held group of companies serving the continental U.S. that is based in Birmingham, Ala. Onin Staffing, the company's flagship division, was founded in Dallas in 1993 by the Managing Partner. Today, Onin Staffing is the largest owner-operated U.S. staffing company with more than 100 offices. The Onin Group hires, coaches, and sustains the best talent as a performance-based, top-grading organization. Its decentralized command and control structure empowers managers to make decisions locally, making it more nimble, innovative, and responsive than its competitors.

Situation

The Onin Group initially sought out Uprise Health's services in January 2020, per a recommendation from the company's insurance broker. Onin began its partnership by engaging Uprise Health's traditional employee assistance program (EAP) offerings. The original objectives were to ensure Onin employees, "Oninites," had convenient mental health benefits and to bolster the company's mission of empowering Oninites to thrive in the areas of health, wealth, work, and home. Key components of the program included awareness and increasing adoption and utilization of EAP solutions including 24/7 help via phone, work-life services (financial, legal, dependent care), manager referrals, and access to a comprehensive reporting and analytics dashboard.

Onin's EAP utilization rate for the year of 2021 was an average of 18 percent, with a total of 38 cases and 90 services. Solutions were used predominantly by women (69 percent) between the ages of 30-39 (67 percent). Oninites engaged largely in counseling services (78 percent) due to stress/anxiety (32 percent), work-life problems (18 percent), depression (11 percent), relationship/family/couple issues (nine percent), and emotional/psychological challenges (eight percent).



“

Uprise Health’s resources have granted us the ability to drastically grow our Total Rewards program,” said Donte Hardy, Manager, Total Rewards, at The Onin Group. “This partnership allows Oninites to take advantage of the full suite of support offerings available to them.”

Donte Hardy, Manager
Total Rewards at The
Onin Group

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Although higher than industry average, the early phase utilization rate of Uprise Health’s EAP program was lower than the company hoped for. Similar to most companies, the Onin leadership team made the conscious decision to prioritize employee mental health needs due to the pervasiveness of psychological health conditions brought on by the COVID-19 pandemic. In addition, the pandemic generated widespread workforce challenges such as retention, attrition, and burnout. Given the nature of Onin’s business, the company determined it would prioritize increasing the familiarity of Uprise Health’s robust solutions and resources to Oninites and their loved ones to both address mental health needs and retain staff.

Solution

In an effort to maintain its reputation as an optimal employer, Onin developed a newer, more robust People & Culture department strictly committed to the wellbeing of Oninites. In early 2022, this team spearheaded the expansion of its partnership with Uprise Health to incorporate digital self-guided tools such as apps, online videos, and mental fitness courses. Onin broadened the program to meet the following principal objectives:

- Guarantee Oninites have constant access to assistance
- Enhance engagement and resilience for not only Oninites but for their families as well
- Accommodate a greater demand for mental health solutions

Since the establishment of Onin’s program, Uprise Health’s offerings have been available to 500 Oninites and their families. Before augmenting the program to include digital self-guided offerings, Onin’s utilization rate was 18 percent. Currently, its total utilization rate for both branches of the program is 47 percent, a 161 percent increase that is 9.2 percent higher than its annual projection. Between January 2021 and April 2022, there were 59 total cases and 235 total services, mainly comprising of counseling (88 percent), inquiries and clinical support (eight percent), digital self-services (four percent), and work-life services (one percent). This drastic increase likely resulted from heightened awareness created by the People & Culture team, and the Total Rewards team.



“

We are delighted that Uprise Health’s solutions are able to assist Õninites,” said Jay Spence, Ph.D., Chief Product Officer at Uprise Health. “Reducing the stigma around mental health in the workplace is essential to increasing awareness and providing individuals with the tools and treatment they need to succeed. The expansion of our partnership with The Õnin Group confirms that our inventive, digitally-enabled services have the capacity to foster optimal outcomes.”

Jay Spence, Ph.D.,
Chief Product Office at
Uprise Health

*Learn how we can help
support the mental health
of your organization.*

Contact Us

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About Uprise Health

Uprise Health offers digitally-enabled mental health solutions bolstered with digital employee assistance programs, personalized coaching, chronic condition management, managed behavioral health, and substance use assessment and treatment solutions. With a focus on positive outcomes through clinically validated methods and tools, Uprise Health reduces claims and costs for organizations while improving the lives of its members. Formerly known as IBH, the Company has been providing services for over 30 years and is a Shortlister Vendor of Choice for EAP, behavioral health, return to work, and substance abuse. Uprise Health provides services to millions of members representing a diverse group of employers, health plans, and partners through their credentialed network of providers across the United States. Visit uprisehealth.com for additional information.

About The Õnin Group

The Õnin Group is a Birmingham-based, privately-held group of companies focused on people. Õnin’s core business is staffing, and it has been recognized as one of the Largest Staffing Firms in the U.S. and Largest Industrial Staffing Firms in the U.S. by the Staffing Industry Analysts (SIA). Staffing brands include Õnin Staffing, Excelsior Staffing, A3 Solutions and Fōcus. Other ventures include Mōmentum Capital Funding, WoodHaven Custom Calls and Õnin Timber.