

# What Higher Ed Mental Health Benefits Look Like Today

College and university mental and behavioral health benefits continue to evolve in response to growing conditions afflicting faculty and staff.

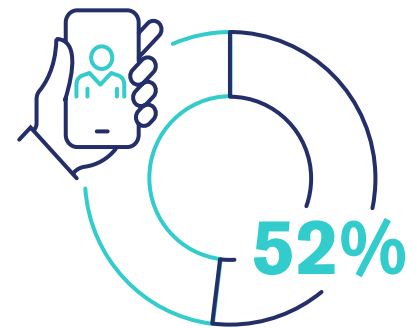
Despite the increased focus on mental and behavioral health at many higher education institutions over the last couple of years, conditions such as anxiety, depression, trauma, substance abuse and stress-related disorders continue to increase.

This infographic presents preliminary data from Segal's 2024 *College and University Benefits Study* (CUBS) on what higher ed mental health benefits look like today.

## More than half of institutions with standalone virtual behavioral health platforms use a specialty vendor.

### Observations

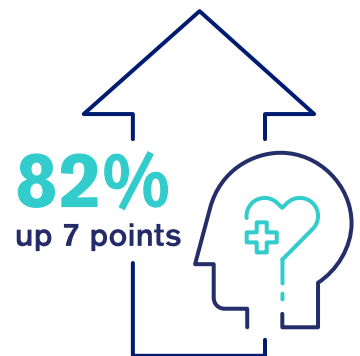
Institutions are likely turning to behavioral health vendors because they tend to offer digital/virtual health solutions (telephonic/video/text/chat) that appeal to younger employees and hybrid workers who prefer those forms of communication. Institutions that don't use specialty vendors either use their medical insurer on its own or alongside a general telemedicine vendor that offers a combined behavioral health solution.



## A large and growing majority of institutions offer cognitive behavioral therapies for stress management through an EAP.

### Observations

This growth isn't surprising given the rise in financial insecurity, health-related concerns and/or caregiving responsibilities. Compliance with the mental health parity rules is another contributing factor.



## More institutions now cover critical-incident stress management through an EAP.

### Observations

This increase may be related to the increase in violence on campuses, a pattern that's driving the need for this benefit.



## Higher ed EAP benefits are expanding and becoming more user friendly.

The number of institutions either offering or promoting EAP benefits on their websites have increased:

Online EAP information and education modules



**33%**  
up 19 points

Webinars and seminars to educate employees on various behavioral health and lifestyle topics



**33%**  
up 9 points

Concierge-type services to help navigate the EAP and other healthcare- and lifestyle-related services



**13%**  
up 5 points

### Observations

As faculty, staff and their dependents become familiar with the many ways their institution's EAPs can help them, utilization and demand for additional services rise.



### Strategy insights:

While its true institutions are communicating more about the benefits of their EAP, a recent focus group for one institution found that most employees don't know what it offers, and few are utilizing the services. This presents a communications opportunity focusing on employee awareness or other digital solutions that might offer employees much-needed help.

Need assistance navigating today's growing mental and behavioral health solutions? Take a look at our insight, "[5 Key Considerations for Behavioral Health Solutions.](#)"

Institutions should regularly review their current EAPs' services to be sure they are meeting your people's needs and plan terms.

Finally, institutions must be sure their benefit programs comply with the mental health parity rules. Take a look at our insight, "[Proposed Mental Health Parity Rules Suggest Major Changes.](#)"

### Learn more

Segal's [CUBS](#) covers benefits offered by hundreds of public and private higher education institutions. Be among the first to get the 2024 study report when we release it next year. **Join our mailing list by scanning the QR code.**

To find out how you can use our college and university database to benchmark your institution's benefits, get in touch with Norman Jacobson at [njacobson@segalco.com](mailto:njacobson@segalco.com) or 914.450.4506 or Leonard Spangher at [lspangher@segalco.com](mailto:lspangher@segalco.com) or 646.345.2998.



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