



 karaconnect

# About us.

Kara Connect provides **completely tailored** mental health and wellbeing solutions, where employees can engage with **highly qualified therapists**, counsellors, coaches, and experts in over **35 languages**, in 60+ speciality areas.





Founded in Iceland by  
Cognitive Psychologist  
**Tobba Vigfusdottir**



The Nordic Mental  
Health Employee  
Benefit



Opened Dublin HQ in  
2022 to accelerate  
international expansion  
across EMEA



Serving clients across  
multiple sectors  
including health, legal,  
energy, tech, FS, retail  
and more



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Why do we **exist**?

# There's an accelerating mental health **crisis**

**21%**

**of Adults have a mental  
health condition  
(Eurostat 2023)**

**46%**

**of GenZ are stressed or  
anxious most or all of  
the time (Deloitte)**

**18%**

**of UK adults took  
antidepressants in 2022  
(NHS 2023)**



# Practitioners are our biggest asset

Vetted & experienced

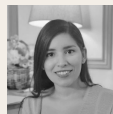
No monetisation - paid fairly

Use Kara Pro for all their clinical administration

Trusted community and support

Data is secured with professionals

Supervision Hub



"Kara Connect has transformed my professional life. It eliminates administrative work and client communication. No more manual forms or tracking bookings. Kara Connect handles everything efficiently and stores all data in one place, simplifying invoicing. As a counseling specialist, Kara Connect makes it easy to support my private clients. Highly recommended!"

**Maria Gracia Abad** Psychologist ([testimonial](#))



I use Kara Connect for encrypted video, notes, payment, invoices, and automated email and text reminders. ... they save me hours of administrative work every week, allowing me to dedicate more time to seeing clients or having downtime. Partnering with Kara Connect also comes with additional benefits, such as participating in their Wellbeing Hubs program. This gives me another channel to support more people at no cost to them, while still receiving full pay for my work. It couldn't get any better.

**Dr. Tim Van Wanrooij** Chartered Counselling Psychologist ([testimonial](#))

# Current solutions **are failing**



**1.8**  
**%**

- Employment Assistance Programme (EAP) usage average is just **1.8%** (REBA)
- Extremely low pricing (**€1.00**/ employee/ month) creates incentives to delay, deny and limit service
- Extremely unpopular with practitioners, who are paid just **€30**/ session)



# What we provide.

**3000+**

**practitioners with 60+ specialties in 35+ languages**



# Areas covered.

## Mental Health

Anxiety  
Depression  
Digital Wellbeing  
Grief  
Life Coaching  
Loneliness  
Mental Fitness  
Mindfulness & Relaxation  
Trauma  
Stress  
Emotional Eating

## Relationships & Family

Family, Parenting, Marriage, Divorce  
Special Education  
Elderly Care  
Teenagers  
Life Stages Communication  
Counselling  
Community Integration  
LGBTQ+ (Gender & Diversity)  
Excessive Phone/Tablet Use  
Fertility Counselling  
Baby Loss / Pregnancy Loss

## Physical

Nutrition  
Diet  
Physical Therapy  
Sleep  
Substance Use  
Alcohol Pattern  
Sports  
Menopause  
Mobility  
Pain Management  
Speech Therapy  
Breath Work  
Fertility

## Financial

Budgeting  
Financial Help  
Saving  
Debt  
Investing  
Pension

## Career

Managing Everyday Activities  
Career Growth  
Burnout  
Productivity  
Conflict Mediation  
Work Relationship  
Workplace Change  
Public Speaking Coach



# Strong relationships with Practitioners

## Kara Connect

- Deep understanding from years building a practitioner platform
- Close relationships with in-depth vetting and top class support
- Practitioners selected to deliver high quality and best employer match

## Practitioners

- Empowered to deliver their care as they have been trained
- Receive a steady supply of new clients
- Paid “properly”
- NPS of +65



**Laura Mongey**

**Behavioural Coach, Career Coach**  
Burnout, Career Growth, Productivity,  
Work Relationship, Workplace Change



**Rakel Rós A. Snæbjörnsdóttir**

**Sleep Consultant & Behaviorist**  
Sleep, Sleep in Children with ADHD,  
Autism, Developmental Disabilities



**Paddy Hare**

**Trauma Informed Therapist**  
ADHD, Autism, Trauma, LGBTQ+,  
Anxiety, Depression, Stress



**Thomas Flower Ellis**

**Psychotherapist**  
Stress, Trauma, Nervous System  
Regulation



**Raffaella Lodigiani**

**Psychologist**  
Trauma, Depression, Anxiety,  
Menopause, Emotional Eating



**Lisa de Jong**

**Women's Health Coach**  
Menopause, PMDD Support,  
Endometriosis Support, Period Pain



**Self-service access to high quality, specialised support**

## **3000+**

Direct and private access to  
3000+ of the best  
practitioners

## **Choice**

Employees can choose  
who to speak to. No  
"callback"

## **Huge range**

(60+) of services provided  
in 35+ languages

## **Short waiting times**

(< 2 days)

## **Secure**

Dedicated, platform for security and  
confidentiality

## **Credits**

Employer credits to start -  
employee can pay to continue



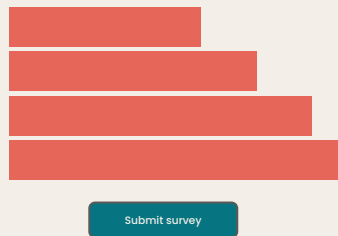
## Highest standards of clinical responsibility and support



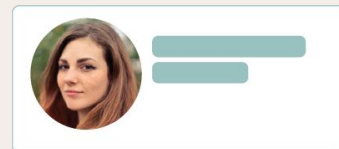
Use validated measures such as WHO-5 and GAD-7 to track clinical outcomes and employee progress



Actively track practitioner performance and effectiveness using ARM-5 and other measures



Provide support to therapists to ensure employees progress as as expected



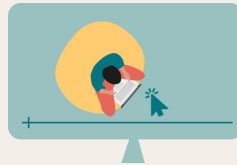
Ensure practitioners have their own supervisor or utilise the Kara Connect Supervision Hub



**Highest standards** of clinical responsibility and support



In-person concierge &  
signposting



Regular programme of  
webinars



24x7 Emergency  
Support



AI-based therapist  
matching if required

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## Putting Employers in Control



Manage spend and  
apply caps



High quality  
aggregated reporting



Dedicated Customer  
Success manager

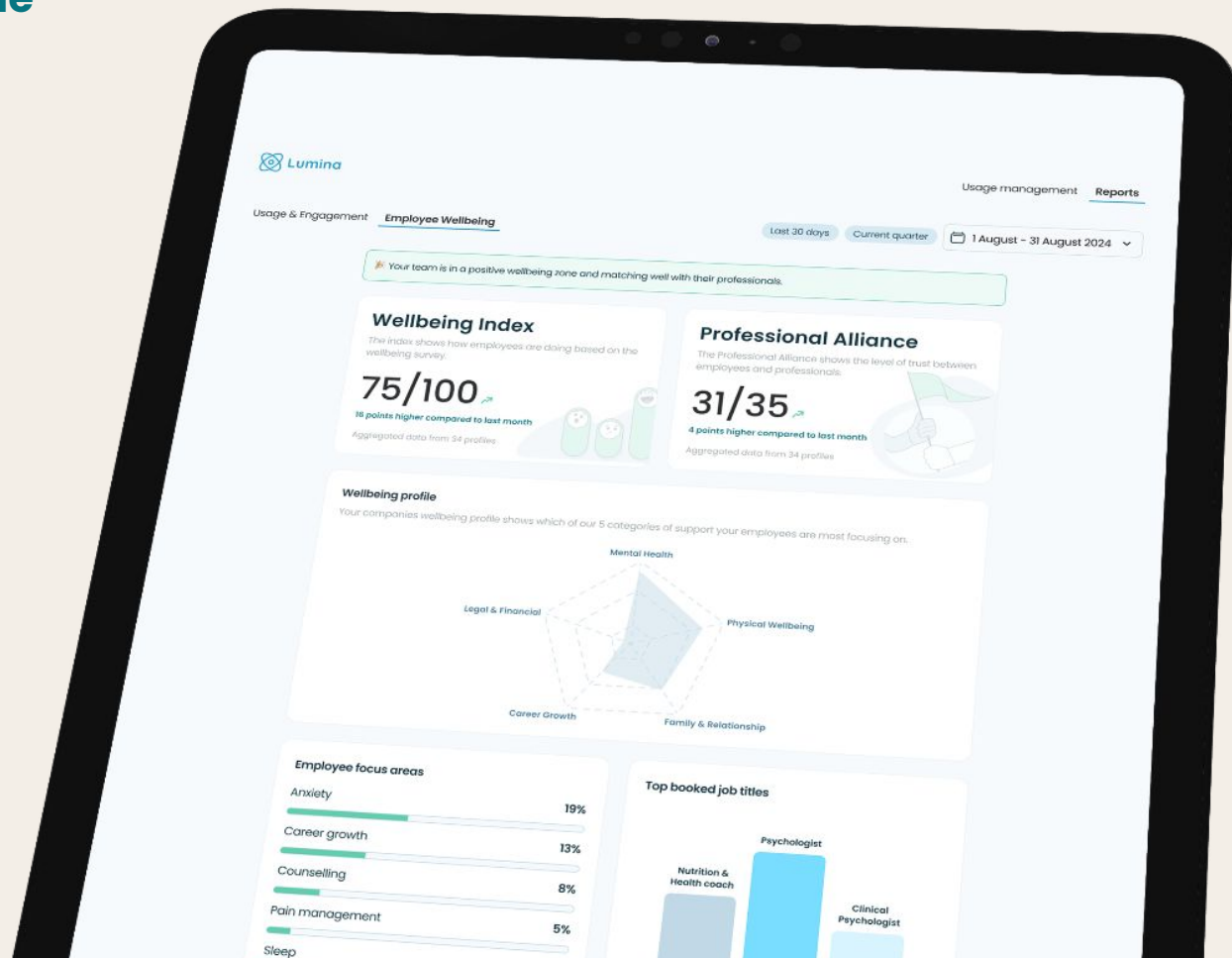


Wellbeing and trust  
measures

# Real-time reporting

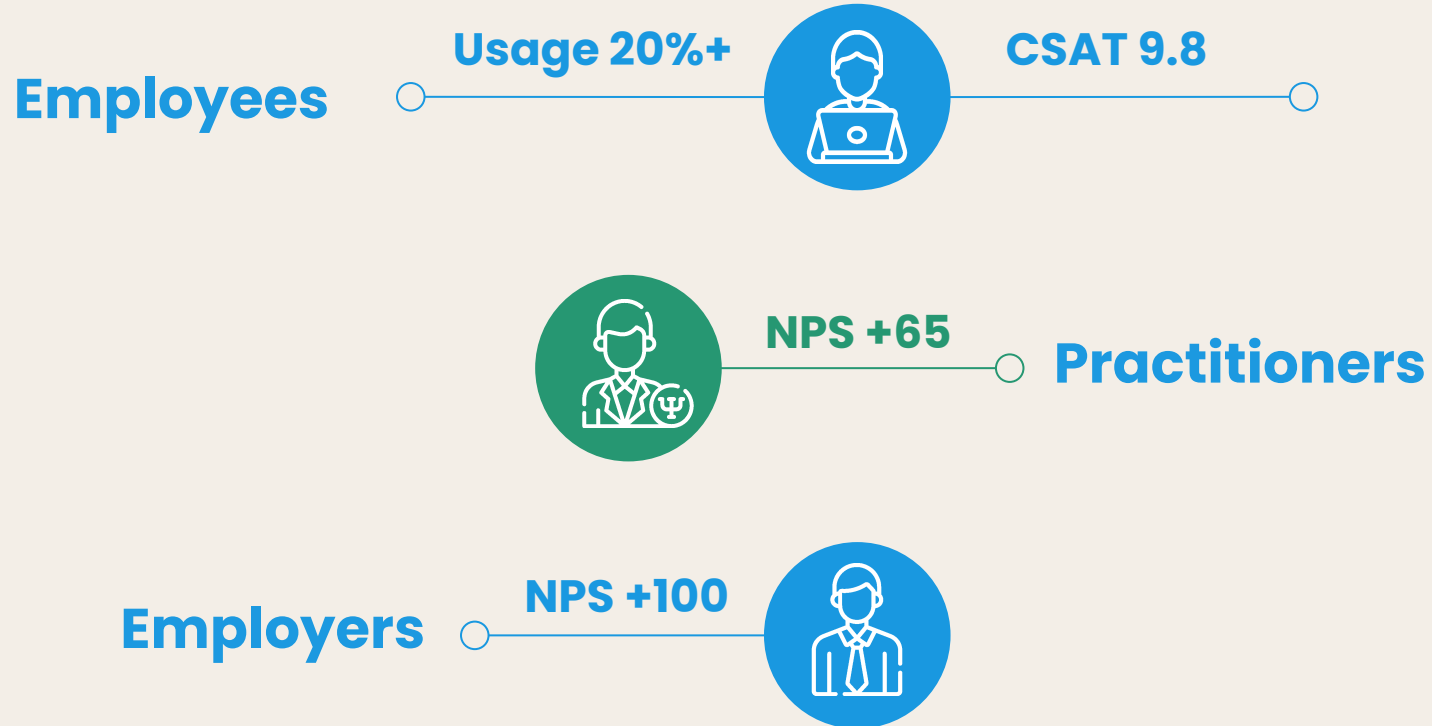


# Wellbeing Score: real-time reporting Dashboard





# Unprecedented levels of Usage and Satisfaction





+	Real usage of <b>20%+</b> and CSAT of <b>9.8</b>
+	Employees have self-service access to book specialist services directly
+	Practitioners are empowered and properly remunerated with an NPS +65
+	60+ specialised services
+	Curated service with practitioners selected in line with employer needs
+	Genuine native language multilingual support
+	Unified offering across geographies
+	Dedicated, secure platform for security and confidentiality
+	Dedicated Customer Success manager
+	Reporting on clinical outcomes using validated measures

## Traditional EAP

Real usage of <b>1.8%</b> on average	—
Triage call centre before referral to a specialised practitioner	—
Unpopular with practitioners who are incentivized to limit service	—
Limited range of available support services	—
One-size-fits-all solution	—
Effectively monolingual	—
Highly country-specific	—
Uses telephone and desktop tools	—
NA	—
NA	—



**Exceptional ROI**

**4X – 6X**

Typical ROI



## Significant reduction in

### Attrition + absences

**28%** of staff absences primarily due to wellbeing factors<sup>1</sup>

### Employee Burnout

**14%** of employees have **every** symptom of burnout<sup>2</sup>

### Pressure on managers

**30%** of Manager time spent addressing staff **personal** issues<sup>3</sup>

### Risk of litigation

Includes claims for work-related stress and employment tribunals

# Private, Secure, Confidential

[Visit our Trust Centre](#) ►



## Privacy

Complete confidentiality  
No data sharing  
Anonymised insights  
Aggregated reporting



## Security

End-to-end data encryption  
Highest standards of information  
security  
ISO 27001 certified  
NorDEC certified





# karaconnect Content Hub



A comprehensive library of expert-created video and written content. Learn at your own pace and tap into a wealth of knowledge and resources whenever you need them.

# Wellbeing Events: Webinars, Online Events, Bootcamps and more.

We host 2-3 online events quarterly, addressing various Mental and Physical Wellbeing topics for your staff. These free sessions are a benefit of partnering with Kara Connect. Check our upcoming events [here](#).

It's Monday, 23 September, GMT+01:00


## Hi, Luis Arthur Martinez

📅 Upcoming events (2) < >

You're invited

🕒 Thursday 10th October, 13:00 - 13:30

### Mind-Body-Soul: Qigong



**Deirdre Flannery**  
Holistic Life Coach & Reiki Practitioner

Register for free

# Newsletters: Always keeping you up to date with the latest news.

Our goal has always been to **support your wellbeing strategy**. The key to improving your teams' mental and physical health is ensuring they're aware of their employee benefit: "The Wellbeing Hub".

Each month, we'll send you our newsletter, "**Unlock Your Best Self: The Kara Connect Digest**", featuring:

- Top articles from our professional network to support you and your employees' wellbeing
- E-books, cheat sheets, and actionable tips to enhance your wellbeing strategy
- Ready-to-use content for easy sharing with your team—we do the work so you can simply copy, paste, and distribute
- Announcements of our upcoming FREE Wellbeing Events, which you can promote as your own
- And much more...

## Unlock Your Best Self: The Kara Connect Digest

Sharing Insights on Stress, Free Yoga Session & Professional Alliance Survey

September 2024



Read time: 5 minutes

Hello there,

Welcome to this month's edition of the "**Unlock Your Best Self: The Kara Connect Digest**". In this issue, we would like to share an article by our amazing practitioner, **Tanya Kuznetsova**, talking about stress, its origins and influence on our body and mind. With the autumn beginning it's a great time to prioritise self care. Download our **free e-book** about prioritising employees self-care, stress, productivity and wellbeing. Continuing our series of Kara Connect wellbeing events, we invite you to our first ever **Online Yoga Session** with **Annika Herter**. Last but not least, we want to share news about **Professional Alliance Survey**.

Without further ado, let's dive into it!

### In today's issue:

- 🌸 Not Letting Stress Get the Best of You: Insights from Tanya Kuznetsova
- 📖 Free e-book: How Prioritising Employee Self-Care Improves Productivity & Engagement
- 🧘 Find Your Inner Calm, FREE Online Yoga Session with Annika
- 💡 Product Update: Professional Alliance Survey



# NORDEC Certified: Our Commitment to Security and Confidentiality

Taking inspiration from best practice digital health assurance processes worldwide, the NordDEC sets a standard across four important areas. These include data and privacy, technical security and stability, usability and accessibility, and professional and clinical assurance.

Products that have been evaluated against and meet the criteria are listed in a central directory, enabling health and care providers to identify trusted technologies and for patients to live and act in an open, seamless, and crucially safe, cross-border healthcare ecosystem.

**Kara Connect was successfully certified on October 2024 meeting all required criteria.**



**NordDEC**  
CERTIFIED



**is trusted by ...**

**Deloitte.**

**ORS**

**Alcoa**

**KPMG**

**muve**

**BLUE LAGOON  
ICELAND**

**tixly** zartis

**TalentHub**

**LEX**

**uni.lu**  
UNIVERSITÉ DU  
LUXEMBOURG



**Spotlight  
Oral Care**

**VEITUR**

**Linked Finance**

**FuturEnergy** Ireland

**Eurofound**



**LANDSPÍTALI**

**alvotech**

**RioTinto**

**FALLON & BYRNE**  
DUBLIN

**samkaup**

# Customer Quotes

 FuturEnergy Ireland

"Our experience with Kara Connect has been **a major success**: the majority of our team have utilised it. The direct booking service is very easy to use"

"We are impressed with Kara Connect's impact on our company. Highly recommend it to companies needing quick access to specialist services."

"**Staff absences have declined by 35%** since we started using Kara Connect"



 TalentHub

"Kara Connect is simple, flexible, and robust. We have seen **an improvement in their problem solving skills**, which has reduced the time we spend coaching our people"

 zartis

"Kara Connect has left everyone positively impressed and gives our team reassurance that we care about them and their wellbeing"

"In particular, I'd like to highlight how **satisfied we are the quality of professionals available**"




# Get in touch .



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