

PwC's Stance on Making Mental Healthcare Mandatory

Learn how PwC has evolved their people strategy with Cindy Perry, Managing Director of Health and Well-Being at PwC, and why preventive health and behavioral healthcare is a non-negotiable for all employees.



Cindy Perry

Managing Director of Health and Well-Being at PwC

Topics Addressed in the Episode

- What did PwC learn about employee needs through the pandemic, and how has that informed their people strategy?
- Why is PwC investing in preventive health and mental health for their employee population?

Key Highlights

On Pandemic-Era Challenges and Breakthroughs

- “The firm took a very bold approach to its people strategy to its capital strategy, to see our staff and customers. And in that vein, we implemented flexible working, protected time off. So those focuses on wellbeing, just overall holistic well-being. And then we also have a holistic focus on our total rewards, and on how we provide personalized benefits.”
- “We’re certainly focusing on helping people build inclusive leadership skills. But we also had humongous focus on social issues. So we asked: How do we help our employees build trust? How do we help them gain skills around empathy and listening so that people can feel valued and that the firm’s values are on display by leadership?”
- “We’ve seen a drastic increase in the need for mental health benefits. Our people are increasingly being diagnosed and dealing with stress, anxiety, burnout, depression.”
- “It speaks volumes when leaders are supposed to be on vacation, yet they’re still on their phones. What it says to staff is that you’re expected to be checking in even though you’re on vacation, and you don’t get that psychological break that we heard about earlier. We’re really encouraging our staff to disconnect, and when it comes to mental health, taking away that stigma. It’s ok to say you’re not ok.”

Watch this episode and more videos in The Future of Work Series [here](#).

Want to know more about how you can improve the health of your business? [Get in touch with us](#).

Key Highlights

Why PwC Prioritizes Preventive and Mental Health as a Core Offering

- “There are some things that are core and fundamental to who we are, especially on the health and welfare team. Preventive care is non-negotiable. It’s not a choice. It’s not a matter of ‘we’re going to let our people choose whether or not to get preventive care.’ It was important for me to position that in a way where it is part of our core offering.”
- “For me, mental health access is not a choice. We know that in certain geographic markets we serve, it’s extremely difficult for our employees to access mental health care.”
- “We started reimbursing out-of-network mental health claims — at an in-network rate — just to help people get the care they need. For me, that was non-negotiable. And while we may look at some things in our budget and say, ‘We need to reduce here,’ we still expect certain increases.”
- “Not all savings are good savings. I don’t want to save on preventive care. I would really like the bulk of my sins to be in that category. To me, that’s an investment in our people. It’s an investment in the firm. And it’s an investment in their personal wellbeing and the wellbeing of their families as well.”
- “Emphasis on preventive care is not just about reducing our healthcare spend overall, because it isn’t just about dollar savings. It really is about an investment in the wellbeing of our staff and partners, so that they can show up; they can be present. We can measure things like the connection between preventive care, our disability claims, and how present our employees are. Those are things that we’re looking to try to quantify. I see preventive care — especially mental health care — as non-negotiable.”