

# Health Assured's 2020 trend report

2020

2020 is finally over—and what a challenge it was for all of us! Let's look back on the year and how we've supported our clients and their workforce.

## Most common day of the week



People called our helpline most often on **Mondays**—the beginning of the week is always the hardest.



## Most popular time to call the helpline

People called most often between **10am and 2pm**—our afternoons may be busy, but we're always available 24/7.

## Out of hours calls 22%

We received 22% of calls out of standard office hours—we're not just helping people with the 9-5.

## COVID-related calls Over 3,000

We received over 3,000 calls related to COVID-19 and the pandemic in 2020. Along with creating over 70 unique digital resources across our online FAQs and blog, Health Assured is proving vital in getting people through the pandemic.

## Biggest % rise in counselling calls Anxiety

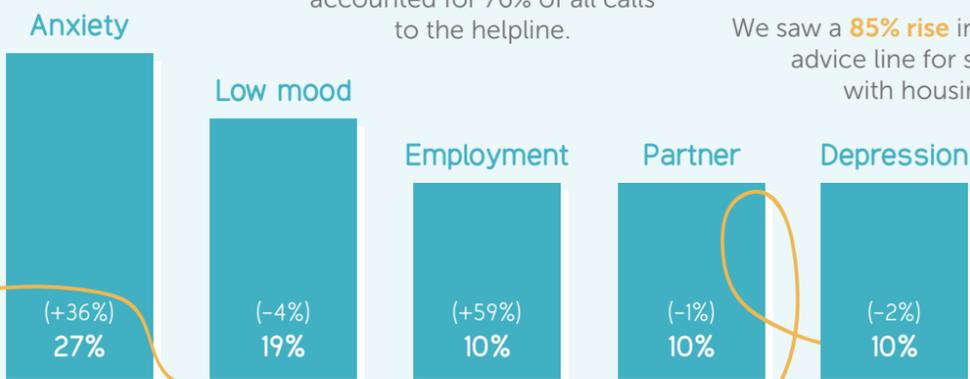
We saw a **36% rise** in calls to the counselling helpline for support with anxiety.

## Top 5 reasons for calling

The top 5 reasons for calling accounted for 76% of all calls to the helpline.

## Biggest % rise in advice calls Housing

We saw a **85% rise** in calls to the advice line for support with housing.



## Return to work

**54%** of those out of work at the start of therapy are back in work at the end (v 42% in 2019)

## Age of our service users

We saw the highest usage of the service from employees aged **30-39 years old**.

## Top 5 industries we supported

**Healthcare** was, unsurprisingly, the sector we supported the most last year, with our team providing 34% more support to this industry than in 2019.



For more information, contact our experts:

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health assured