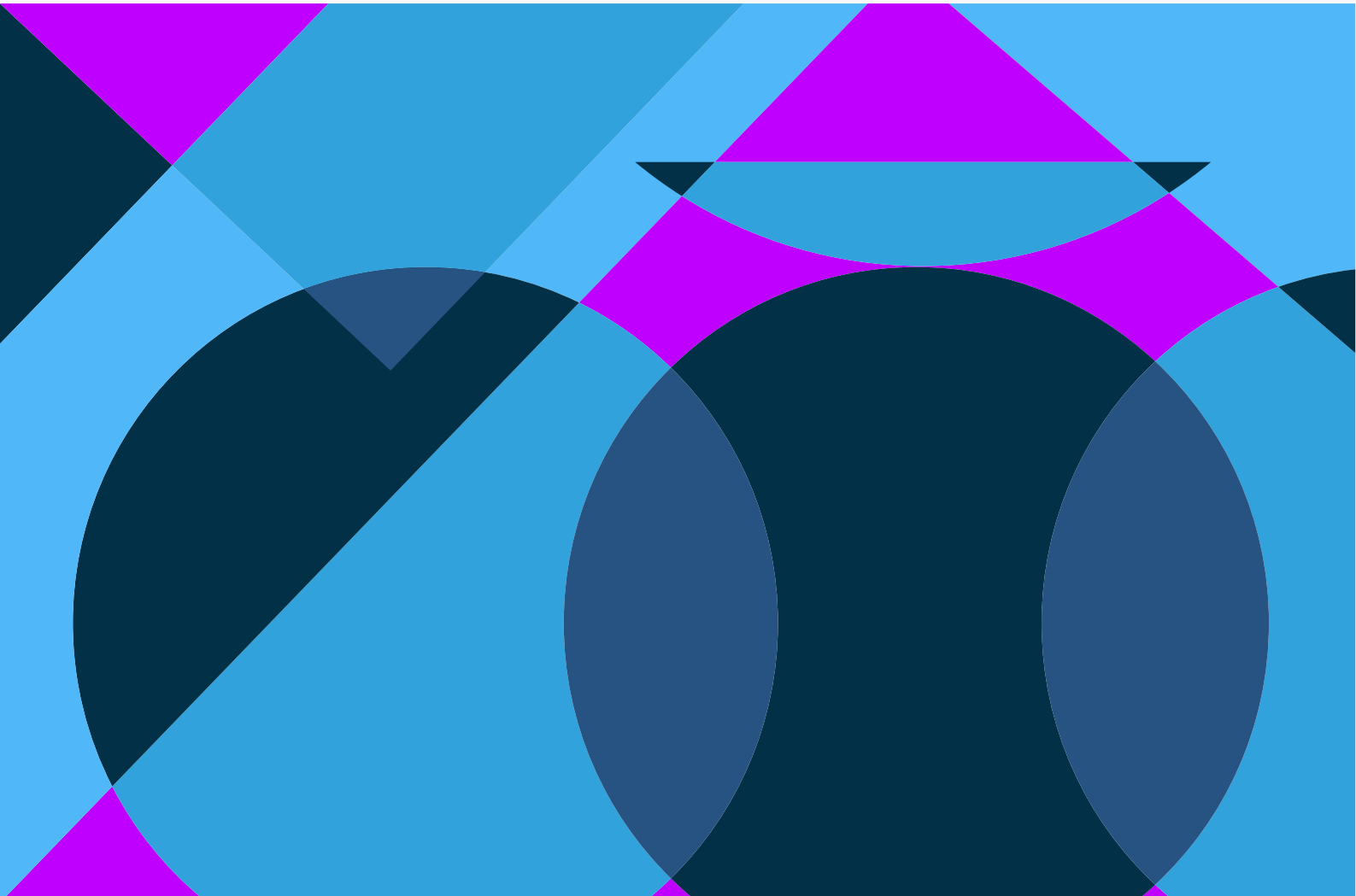


How companies successfully manage the well-being of their employees?

Discussion with Oleg Karpušenko



“

It was a surprise how fast and seamlessly Siffi could start providing the service for all of Entain's employees." says Oleg. "It really is as simple as a click and its done. We saw that employees started immediately using Siffi in all of our locations."

Oleg Karpušenko

Head of Human Resources at Entain Baltics & Nordics

1. Company profile



Entain Baltics & Nordics is a multi-brand online gaming company. They are **the leading iGaming operator** in the Baltic States, and one of the fastest growing operators in Eastern Europe.

Entain's mission and core values are to create entertainment, infuse joy and spark change. Looking practically how things are happening in Entain, it's fair to say, they are living these three values in everyday lives.

650+ employees
from more than
15 countries



Oleg Karpušenko

Head of Human Resources at Entain Baltics & Nordics

As the Head of HR, Oleg's responsibilities are overseeing and establishing employee-centered HR system and team, elaborating recruitment and hiring strategy, ensuring compliance with regulations, managing budgets, assessing staffing needs, designing training programs, and developing compensation plans.

2. A company with top notch employee benefits

For Entain Baltics and Nordics mental health is an important aspect of work.

“A well-designed workplace not only supports individual mental health, but also leads to increased employee engagement and productivity,” highlights Head of Human Resources Oleg Karpusenko.

Here we take a look at **some of the examples in regards to benefits** for employee wellbeing in Entain.

Some of the benefits related to employees' overall well-being are:

- massage therapist in the office,
- free lunches,
- gym membership and opportunity to join different sports trainings,
- sports events like cycling trips organized throughout the year,
- paid participation in marathons and other sports events,
- events to be communicated and shared throughout the year in every country.

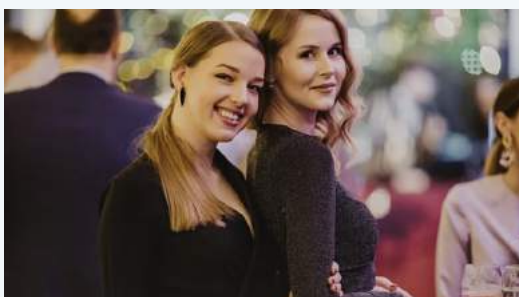
In regards to **mental health**, Entain employees have:

- many extra paid leaves additionally to 'health days',
- classes or seminars on health topics,
- emails or newsletters with health/mental health information,
- Officevibe (Engagement Surveys)
- diversity, equity and inclusion (DEI) policies and programs and DEI Committee,
- Mental Wellbeing internal channel.

With ever expanding remote teams, social distancing and disruptive societal changes, Entain felt that maintaining a healthy mental wellbeing culture requires another leap forward. An expert provider of mental wellbeing service was needed.

In general, this addition to an already thorough list of benefits should directly contribute to:

- overall employee happiness,
- relief from depression, anxiety, or,
- ability to deal better with stress.



3. Selecting a solution for employee well-being

Entain Baltics & Nordics had following requirements for a new mental well-being solution:



Professional help

Entain Baltics & Nordics wanted to have access to high quality and certified therapists, psychologists and coaches. Entain had already employed well-being support programmes (such as EAP's) but found that this was not enough to truly address the needs of their employees. A more focused solutions oriented service was needed to tackle individual issues the employees faced.



Multi-language and multicultural background

Entain Baltics & Nordics employs people from more than 15 different countries so the mental health support system has to work in Entain's international organisation and support the languages and cultural backgrounds of a diverse workforce.



More than 650 employees

All of the hundreds of employees have to have access to mental health professionals without adding administrative load to the company.



Audit of overall situation

Entain Baltics & Nordics wants to get visibility into the overall mental well-being of their employees in order to be able to further improve their company working culture and employee mental health.



Confidential and private

Visits with mental health professional should stay absolutely private between the certified specialist and the employee.



Remote teams

The solution should provide access to every employee regardless of their location, or whether they work from home or at the office. It should provide access to every employee independent of their actual geographic location or their native language.

Entain Baltics & Nordics was looking for one solution or provider that could match all of these requirements. This proved to be difficult due to country barriers, the need for be able to use the service in multiple languages and need to offer online service due to various locations and remote work.

In searching possible providers, they **found Siffi and realised that seemed to check all the requirements.**

Siffi's service is specifically made for international multicultural companies with remote teams.



Oleg Karpušenko

Head of Human Resources at Entain Baltics & Nordics

“Implementing what Siffi offers simply made sense.”

4. Siffi's employee well-being solution

As work has become increasingly fast-paced and remote, mental well-being has become an urgent priority for most organizations. Equipped with a Siffi-subscription, employees have one-click access to top-rated therapists, psychologists, and coaches from Siffi's international roster.



On-demand counselling with top-rated mental health professionals.



Monthly subscription fee is fixed and includes all care, unlimited.



Valuable quarterly statistics and analyses on the mental wellbeing of your organization.



Get an online appointment within 1-2 days, often even within hours.



A carefully assembled network of therapists and coaches available in the preferred languages of your staff.



Usable across different locations and dispersed teams: no juggling around with a patchwork of local providers.

Siffi serves an increasing number of customers within the digital tech and SaaS industries.

5. Starting to use Siffi

It took only two weeks from deciding to use Siffi as a professional mental health support system to deploying it across the entire company.

On average, Siffi sees 15% of adoption rate amongst employees on an annual basis, which on average is more than six times higher than other employee assistance programs demonstrate.

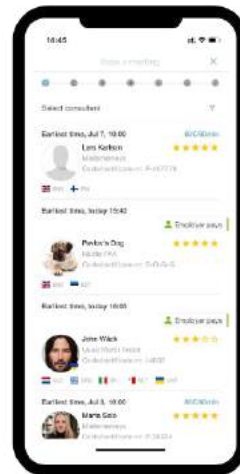
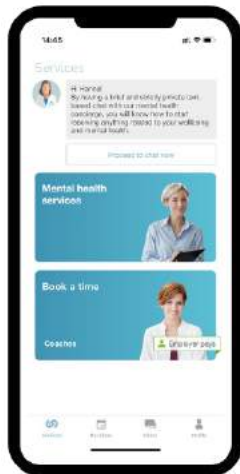
This is achieved through a smooth onboarding system where Siffi devises a tailor made onboarding process that suits the customer.

The onboarding has 3 simple steps:

1. The company signs up, will get access to its administrative interface
2. The admin HR person imports all the employees to the platform
3. Employee will get an invitation, fills in the profile and can start using the service

Siffi's mental health specialist participates in the onboarding to explain and demystify the concept of mental well-being. Siffi aims to take away all thresholds for seeking help or advice on mental well-being and mental health.

A tailored onboarding session is conducted with every corporate customer.



About Siffi



Siffi offers quick and simple access to high-quality mental health services. That means one-click access to counsellors, psychologists, and coaches. We take the user through a simple two-step process that ensures that they get the right level of care and receive recommendations on who might best help them.

The Right Care On Siffi, your employees can find a convenient and safe environment for support, counselling and therapy.

The Best Therapists Our therapists are top-rated professionals who employ the clinically proven Cognitive Behavioural Therapy (CBT) methodology.

Absolute Privacy All information remains strictly between our mental health professionals and employees.



Helina Harro

Psychologist and Mental Health Lead at Siffi

“ Remote working, international teams and distributed organisations pose new challenges to management and HR. We at Siffi want to ensure that everyone in your organisation can continue to thrive, also in this new environment.

User-Friendly Online Mental Health for Your Employees

Established in 2018, Siffi is a trustworthy digital mental well-being service provider, with a rating of 4.98 out of 5 and we have designed our services with an employee in its centre.

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