

● SOLUTIONS

Mental Wellbeing

Support People. Drive Change.



The October Mental Wellbeing solution: private everyday support, human care pathways, whole-person health, manager enablement and organisational insight that helps leaders act.

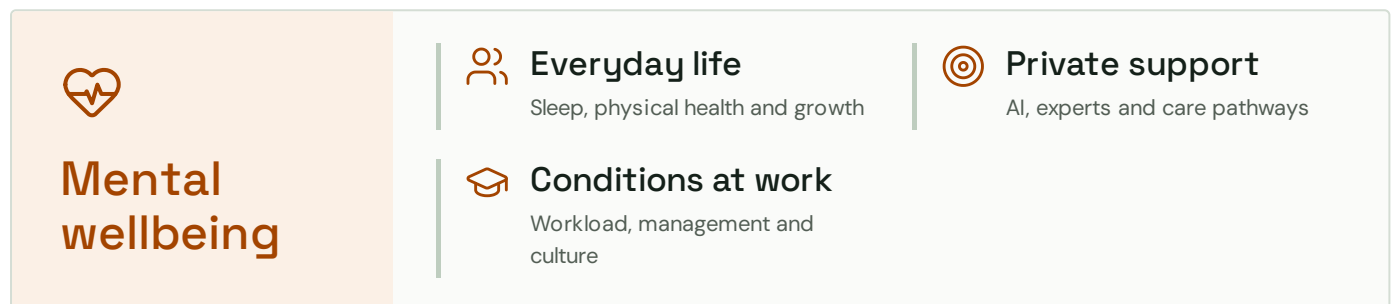
For HR, wellbeing leads and leadership teams

12 pages · October collection

● MENTAL WELLBEING / THE SOLUTION

Support People. Drive Change.

October's Mental Wellbeing solution combines private everyday support with the insight and expertise to improve the conditions people work in. The approach supports change from the bottom up and the top down.



Private support people can use

Luna, expert sessions, mindfulness, sleep, coaching and care pathways offer different ways to begin. People can seek support without explaining personal concerns to HR.

Insight leaders can act on

Pulse, ThriveMeter, topic demand and group trends help identify where workload, management and culture need attention. Customer success and Advisory help shape the response.

● THE OCTOBER APPROACH

Mental wellbeing does not live in isolation.

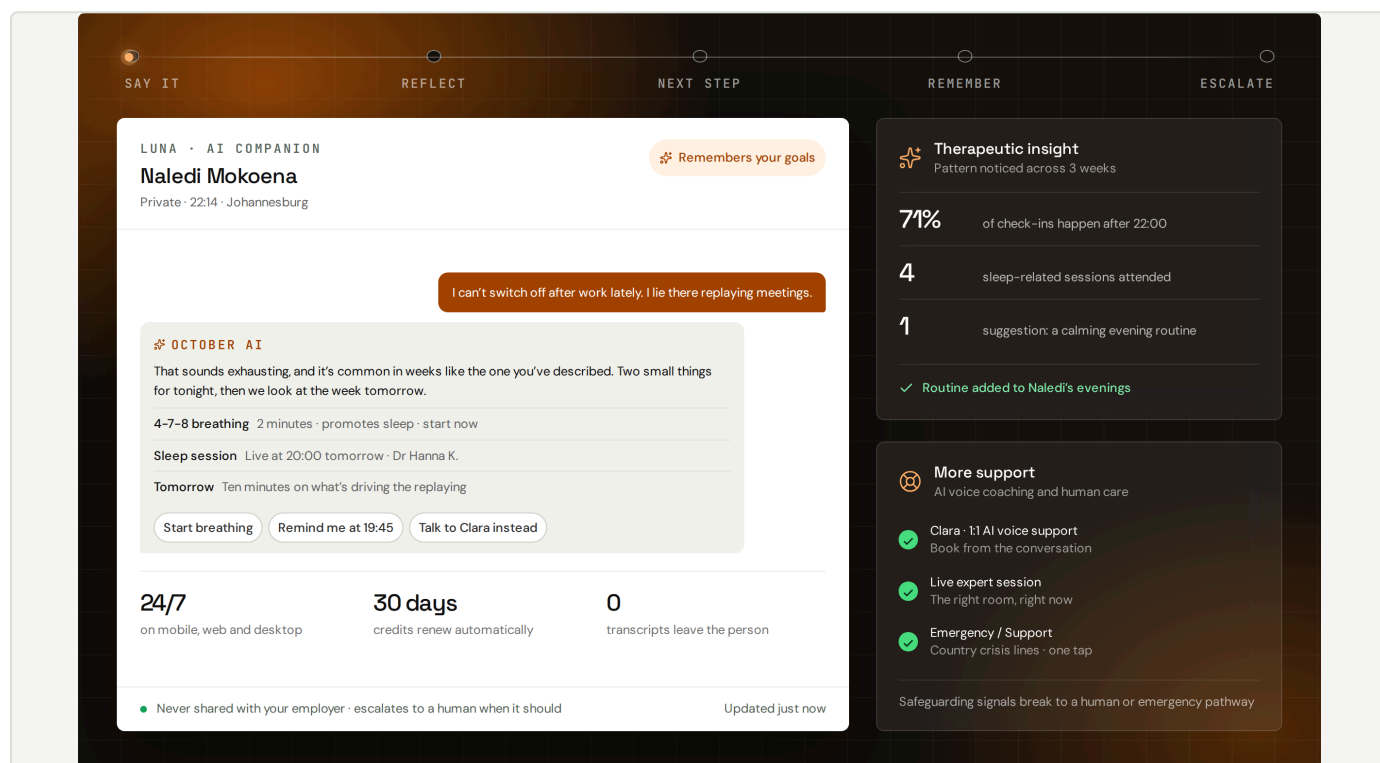
The whole person and the workplace

Physical health, financial and family concerns, personal growth and the experience of work all belong in the picture. Helping people build healthier habits must sit alongside improving the working environment.

● EVERYDAY PRIVATE SUPPORT

Start with the moment someone needs help.

October Health gives employees several ways to access support in one experience. A conversation, a live session or a short exercise can be the first useful step.



The October Mental Wellbeing experience · Website illustration; example data.

Luna: text-based AI support

Talk about stress, work, wellbeing or goals. Personalised prompts and reflection help people explore a challenge and find relevant sessions, courses or tools.

Clara: AI voice coaching

A private voice-based route to support, backed by October's clinical team. Human professionals remain available through the care pathway when needed.

Luna and Clara are AI services, not human therapists. Private conversations are not shared with the employer.

● LIVE EXPERTISE AND SHARED EXPERIENCE

A room to join. A topic that matters.

Live, audio-first sessions cover everyday concerns and skills for living and working well. Employees can join anonymously, listen, ask a question or return to a recording later.



THE HUMAN SIDE

An expert session, on your terms.

Join anonymously, listen and return to the recording.

20+

hours of live sessions described in the daily programme

Expert-led sessions

Psychologists, counsellors, coaches, medical professionals, athletes and trained peers host the programme. Topics include anxiety, burnout, money, parenting, grief, sleep and resilience.

Available after the session

Recordings, podcasts and saved sessions let employees engage around their schedules. The library includes October's Pressure Point podcast.

[Session formats, topics and programme ↗](#)

60+

topics across wellbeing, work and everyday life

Easy to discover

Browse live and upcoming sessions, search a topic, follow an interest and set reminders. Audio-first access reduces the need to appear on camera.

Specific to your organisation

Closed sessions can address a restructure, workload concern or other current priority. Company recordings remain available in the hub.

● SLEEP, REFLECTION AND PHYSICAL HEALTH

Care for the whole person. Make room for recovery.

October connects mental wellbeing with sleep, movement, nutrition and the habits that shape everyday experience. Employees can choose tools that fit the moment and their own goals.



THE HUMAN SIDE

Wellbeing does not live in isolation.

Movement, nutrition, sleep and recovery shape the everyday experience.

Mindfulness and reflection

Guided journaling prompts, gratitude and intention prompts, breathing exercises, meditation and calming audio support reflection and recovery. Entries remain private.

Ivy and nutrition

The AI dietitian provides nutritional information, meal planning, shopping lists and preparation ideas for the person's goals and budget. It provides information rather than clinical advice.

[Mindfulness and sleep ↗](#) · [Health and fitness ↗](#)

Sleep and rest

Sleep-focused soundscapes and wind-down tools sit alongside expert sessions on sleep and recovery. Personal insights help employees notice their own patterns.

Fitness and personal baselines

Wearable connections, activity and recovery trends, fitness coaching, validated screening tools and team challenges broaden the experience beyond mental health content.

● SKILLS, GROWTH AND SUSTAINED ENGAGEMENT

Support that develops with the person.

Performance psychology is the discipline used with athletes and executives, applied to the whole workforce: building the skills, habits and support that help people handle challenges and perform sustainably.



DAILY PARTICIPATION

Check in. Engage. Reflect.

Notice how you feel, choose support and make time to reflect.

Ash and coaching courses

AI coaching with tips, feedback and progress check-ins accompanies courses on productivity, time management, leadership, resilience and focus.

Daily engagement

Check-in, Engage and Reflect rings, streaks and XP encourage repeated participation. Weekly challenges and journey badges help make progress visible to the individual.

[Performance coaching ↗](#) · [October Journey and engagement ↗](#)

Broader learning

Articles, audiobooks and curated content cover money, family, work, health, life and performance. Focus soundscapes support time set aside for learning or work.

Rewards and choice

Gems, partner rewards and company-specific incentives support engagement. Team challenges and opt-in leaderboards focus on participation while personal support remains private.

● HUMAN CARE AND DEPENDANTS

Everyday support. A route to further care.

The solution includes a route from everyday support to appropriate human care. Employees can access an existing EAP through October or use an October-provided care arrangement.

A route to appropriate support

01

Everyday

Private tools and sessions

→ 02

Human care

EAP and professional support

→ 03

Urgent needs

Emergency pathways

01 One entry point

Connect employees to counselling, referrals and virtual or in-person EAP support. Confirm the service scope and local arrangements for your organisation.

02 Emergency support

An emergency pathway is accessible from the app, including country-specific crisis lines and escalation from Luna when a concern needs urgent human support.

03 Support beyond the employee

Up to three dependants aged 16 or older can have their own private accounts, with access to sessions, Luna and tools. Their conversations remain private, including from the employee who invited them.

AI has a defined role.

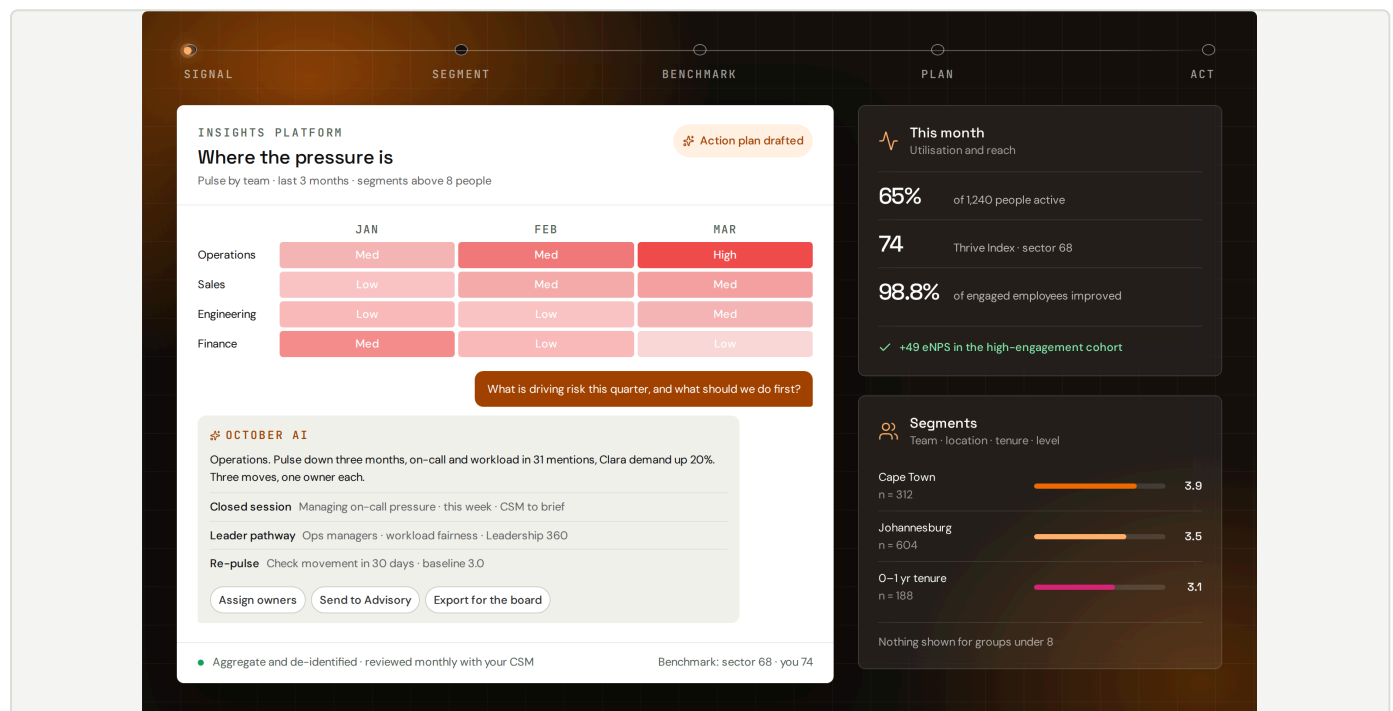
Luna and Clara provide support rather than diagnosis. Safeguarding concerns move to an appropriate human or emergency pathway.

[Care pathways and dependants ↗](#)

● ORGANISATIONAL INSIGHT

Understand where support and change are needed.

Weekly pulse, quarterly ThriveMeter, custom surveys and participation trends help build a current group picture. The organisation receives de-identified reporting, with minimum group sizes enforced.



Group wellbeing insight and follow-through · Website illustration; example data.

See the pattern

Review utilisation, Thrive Index, pulse, topic demand and care demand. Compare eligible groups by team, department, location, tenure and level.

[Measurement](#) ↗ · [Insights and action planning](#) ↗

Give the pattern context

Industry benchmarks and the Wellbeing Index help identify questions for leaders. AI-drafted action plans propose priorities, interventions and owners for review.

● MANAGERS AND ORGANISATIONAL ACTION

Help the manager. Improve the conditions.

Support for an individual cannot resolve every issue created by the working environment. October helps leaders act on the patterns that employees and the group data bring into view.



THE HUMAN SIDE

Better support. Better conditions.

Develop managers while addressing workload, role clarity and team practices.

Develop leaders

Leadership 360s, pathways, custom coaching courses, workshops and learning management connect development to the behaviours teams experience.

Keep communication connected

The company hub carries closed sessions, courses, announcements, podcasts and challenges. Leaders can explain the actions they are taking alongside the support on offer.

[Leadership capability ↗](#) · [Embedded Advisory expertise ↗](#)

Help teams work differently

Embedded psychologists, strategists and analysts can support a focused response to workload, role clarity, collaboration, retention or organisational change.

Review and adapt

Monthly customer-success reviews and quarterly strategy help teams return to the evidence. Keep actions, owners and follow-up visible as the response develops.

● CUSTOMER OUTCOMES

Participation matters. So does what changes.

October customers report changes in adoption, burnout, wellbeing and employee sentiment. These examples show different ways of reviewing a programme; they should be read within their own context.



Read each measure on its own terms



Burnout

Reported score change



Adoption

Programme participation



Sentiment

Employee advocacy

50%

reduction in burnout reported by
Forvis Mazars

PROPR: reaching more employees

The customer report describes approximately 1.4% adoption of its previous programme, compared with 55% for October. Quarterly reviews helped guide targeted support.

38%

increase in wellbeing scores reported
by Forvis Mazars

iWYZE: employee sentiment

The pilot reported eNPS moving from -10.8 to 13.5, alongside 63% team adoption. The reported 24-point swing is rounded from the displayed endpoints.

Review the outcome in context.

These are customer-reported results, not a controlled estimate of October's isolated effect or a guaranteed outcome for another organisation.

[Forvis Mazars report ↗](#) · [PROPR report ↗](#) · [iWYZE story ↗](#)

● **PRIVACY AND ROLLOUT**

Make access clear. Build trust from the start.

Individual support conversations, journals and personal health results stay private.
Employers receive de-identified group reporting above a minimum group size.



Private to the person

Conversations · journals · personal results



Visible across groups

De-identified trends · minimum group size

A privacy boundary separates individual support from organisational reporting.

Agree the programme

Review employee groups, dependants, EAP and care arrangements, company sessions and communication needs. Confirm the scope that fits your workforce and locations.

Explain what stays private

Describe the boundary between personal support and group reporting. Clarify programme-specific sharing for leadership 360s and who owns those results.

Create a useful first experience

Introduce Luna, live sessions, a relevant course or the company hub. Help managers explain access without asking people to disclose private concerns.

Keep leadership involved

Agree who will review group trends, who can change work conditions and how employees will hear about the response. Make that rhythm part of the rollout.

Evaluate the full solution.

Review reach, participation, employee feedback, group trends and organisational actions together. Define your own starting measures and review period.

● EXPLORE THE FIT

A fuller response to mental wellbeing.

Bring the realities of your workforce, the support you already offer and the changes you want leaders to make. October will walk through the whole solution with you.



THE HUMAN SIDE

Support the whole person.

Connect everyday help with leaders who can change the conditions of work.

01

Private support

AI companions, sessions, learning and recovery

02

Human care

EAP connections, emergency pathways and dependants

03

Business insight

Group reporting, enabled managers and expert action

Support People. Drive Change.

A solution that helps people care for their health and develop their skills, while helping the organisation improve management, workload and culture.

[Explore Mental Wellbeing](#)hello@october.health