THE BEST PLACE FOR WORKING PARENTS®

Upping *the* Game



The New Normal *of* Workplace Mental Health Benefits

fall 2025

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About Best Place for Working Parents®

The Best Place for Working Parents® is a growing network of business leaders proving that family-friendly is business-friendly. Through a first-of-its-kind 3-minute online business self-assessment, businesses across the country are gaining this competitive designation that recognizes innovation across the top 10 research-backed family friendly policies proven to benefit working parents AND employers' bottom line.

Our online self-assessment and designation was developed together with 100 business leaders who recognized family-friendly practices as a critical lever for catalyzing and empowering a changing workforce, and as a keen business strategy for attracting and retaining today's top talent. Today, the Best Place for Working Parents® effort has expanded to 11 states and 21 regions across the United States, engaging businesses of every size and industry that boosting employee attraction, retention, loyalty, productivity, and engagement through research-backed family-friendly policies

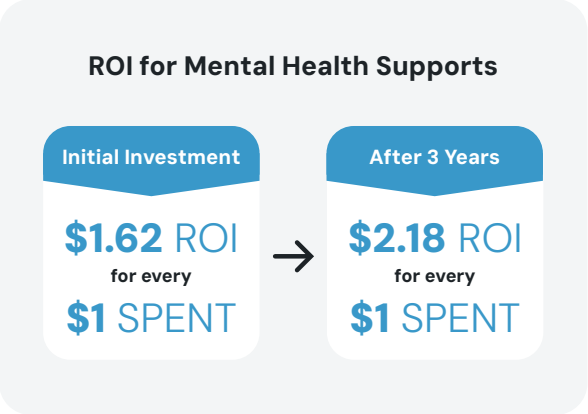
The Best Place for Working Parents® is supported by national research that demonstrates the power of these practices in impacting working parents and their families, and for the businesses that implement them. The 3-minute online self-assessment instantaneously allows business leaders to see if their organization earned a Best Place for Working Parents® designation, along with a dashboard of their company's results as compared to other businesses of like size and industry. The self-assessment results dashboard is dynamic and updated each time a new business takes the assessment.

To learn more, **visit BestPlace4WorkingParents.com**, or reach out to us. We look forward to connecting with you!

Why Mental Health – Supporting Research

Employers today recognize that employee well-being is of key importance to their workforce. Research shows that investments in employee mental health are directly tied to positive business outcomes metrics including:

- **Absenteeism**
- **Employee productivity**
- **Retention**
- **Health care savings**[1]



Report Overview and Scope

In 2025, The Best Place for Working Parents® augmented our 3-minute online business self-assessment to include an additional set of questions inquiring about the presence of employer-provided mental health benefits and supports.

The aim of these questions was to examine the emerging presence and trends of employer mental health benefits. This report examines the data to provide an analysis of the differences in implementation of mental health benefits for designated and non-designated Best Place for Working Parents® businesses[2], how mental health benefits vary across the national network, and differences that exist in implementation across size and industry.

To conduct this analysis, The Best Place for Working Parents® partnered with Empactiv Analytics, led by Dr. Marcus Butts, Director of the SMU Cox School of Business.

Definitions of Mental Health Benefits and Supports

Employee Assistance Program (EAP): Offers free and confidential assessments, short-term counseling, referrals, and follow-up services to employees who have personal and/or work-related problems.

Mental Health Coverage: Health care plans that include coverage for behavioral health treatment, such as psychotherapy and counseling, inpatient services, and substance use disorder treatment.

Therapy: In-house or reimbursement options for mental health counseling.

Mental Health Days: Additional Paid Time Off to support employees' mental well-being.

Stress Management Support Program: Tools and resources designed to prevent and reduce workplace stress.

Other: Mental health programs and supports not listed above.

1 | https://www.shrm.org/topics-tools/news/benefits-compensation/real-roi-employee-wellness-programs
2 | Based on the designation earned through the Best Place for Working Parents® self assessment at https://business.bestplace4workingparents.com/public/designation-central.

Data Sample & Scope

Empactiv Analysis analyzed Best Place for Working Parents® data on submissions completed between January 1st, 2025 and mid-September 2025 (n=1035).

Among those surveyed during this time period, only 6.6% (n=69) did not received the Best Place for Working Parents® designation.

figure 1. **Mental Health Survey Participation by Size of Business**

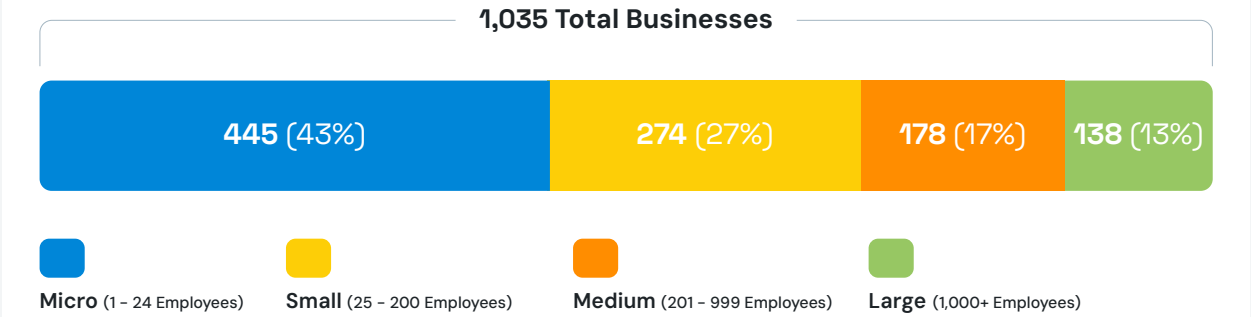
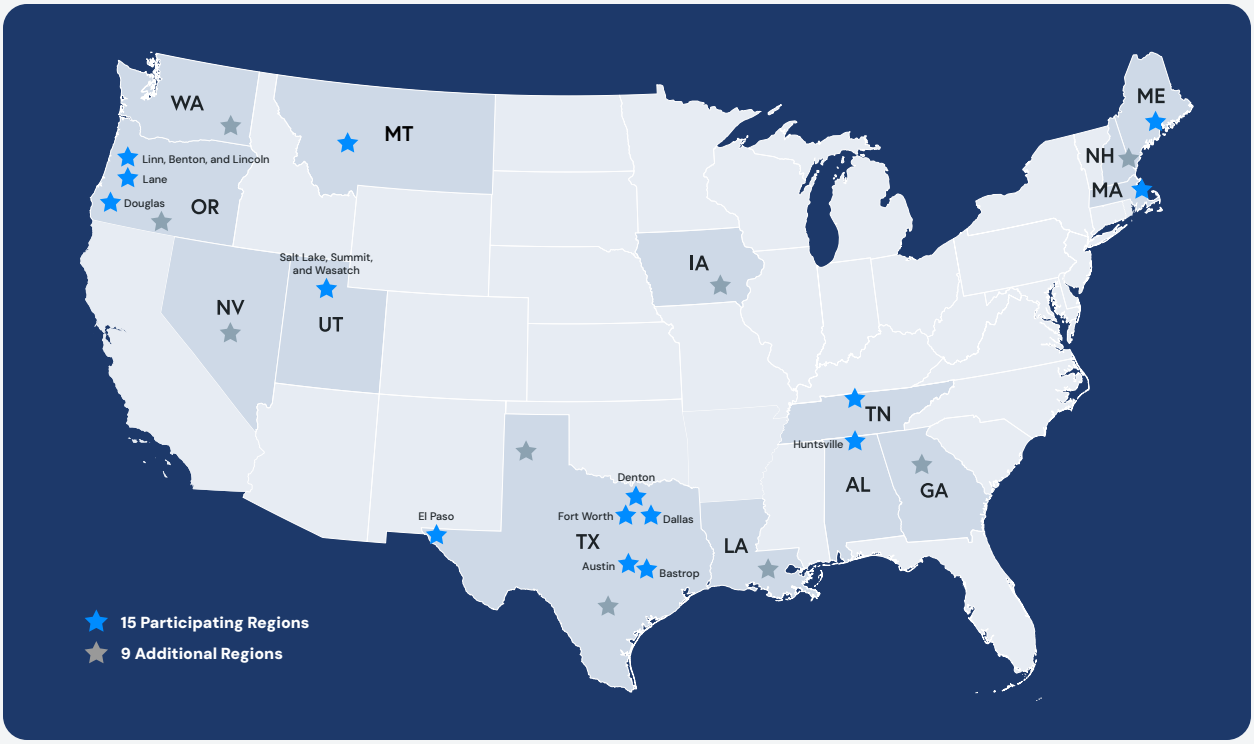


figure 2. **Participating Best Place for Working Parents® Regions**



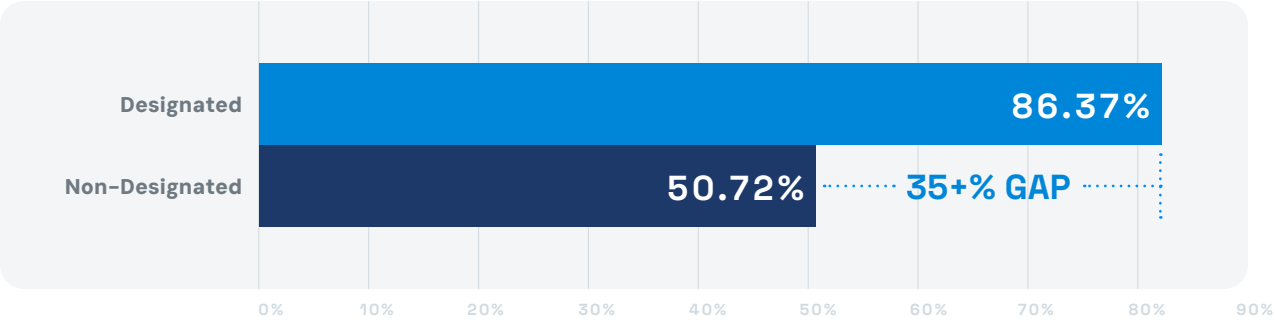
section 2: Summary of Mental Health Benefits Implementation

Are Best Place for Working Parents® businesses more likely to offer mental health benefits?

Yes!

86.37% of Best Place for Working Parents® businesses provided at least one mental health benefit and **64.08%** provide two or more mental health benefits, compared to **just 50.72% of non-designated businesses.**

figure 3. **Designated vs. Non-Designated Businesses Offering At Least One or More Benefits**



How are mental health benefits distributed across the Best Place for Working Parents® National Network?

Among designated businesses, an **EAP and Mental Health Coverage** are **offered by more than 50% of businesses.**

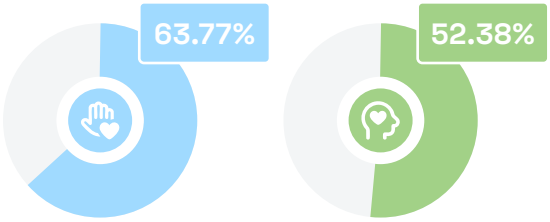
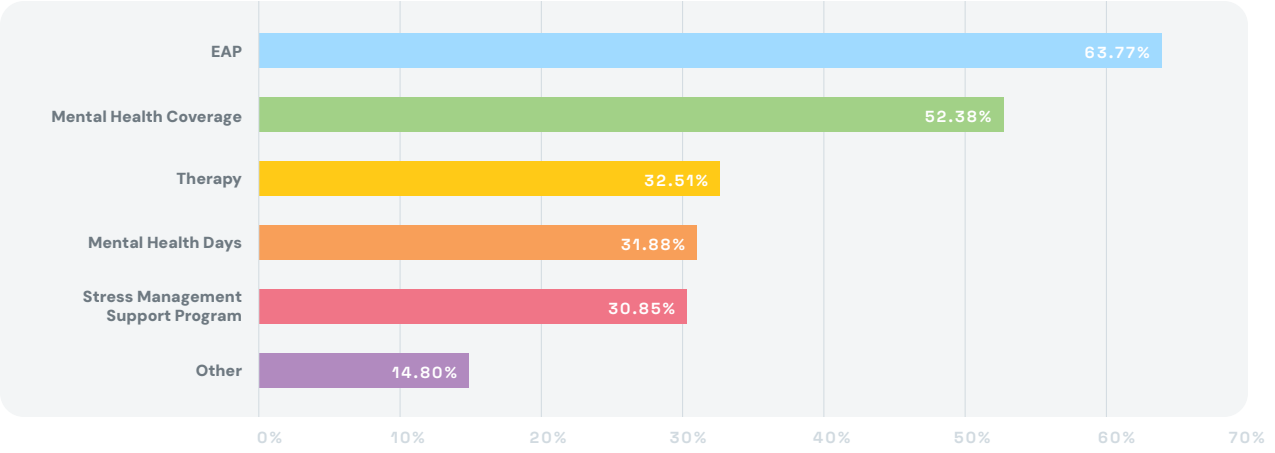


figure 4. **The Six Mental Health Benefits in Designated Organizations, 2025**



section 3: Mental Health Benefits by Size

How does implementation of mental health benefits vary by size of business?

Larger businesses are more likely to offer mental health benefits and more likely to offer multiple benefits.

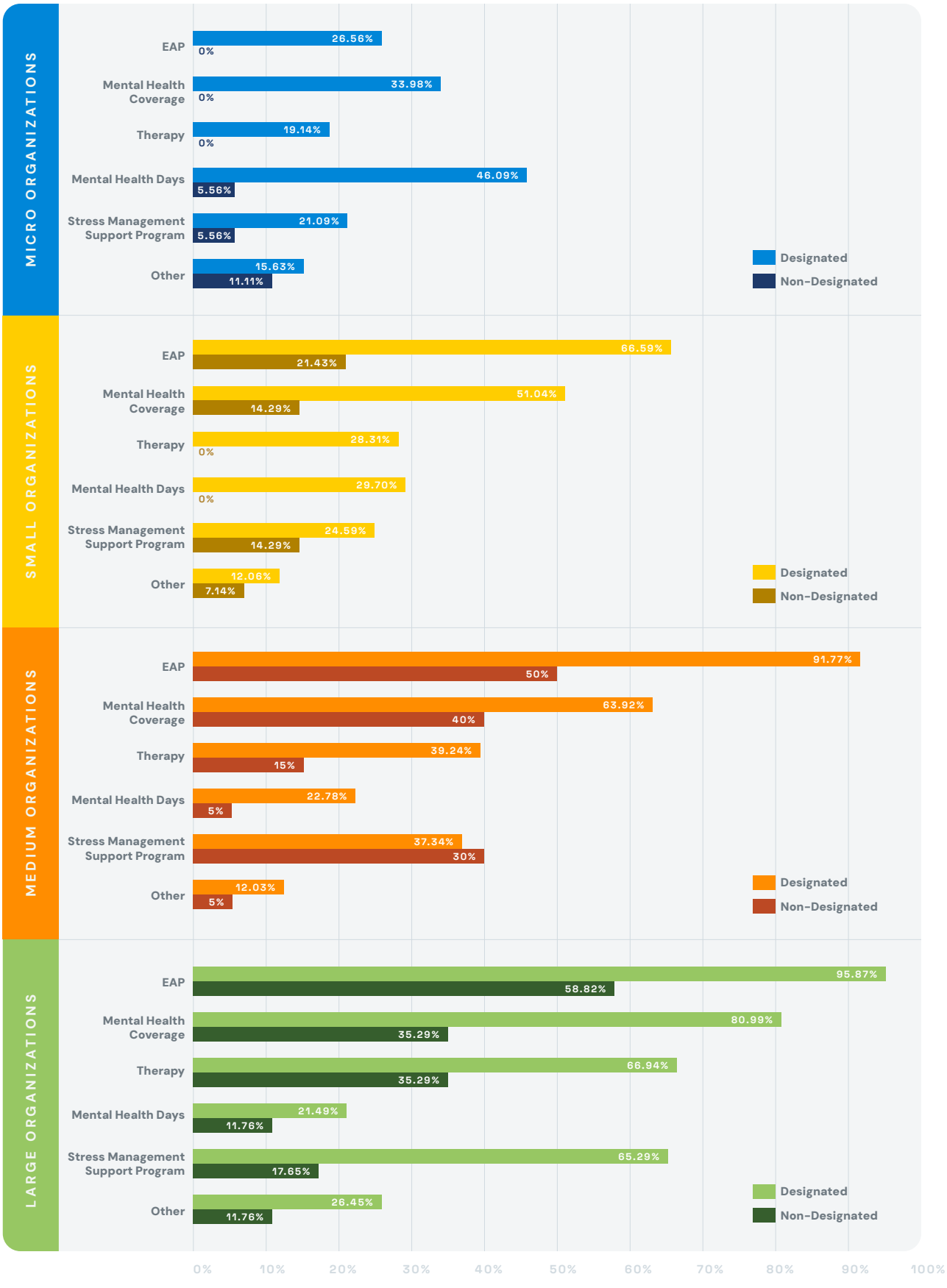
An outlier to this trend is that micro-sized businesses are most likely to offer mental health days, followed by small-sized businesses.

To provide a more detailed level of understanding regarding the differences in specific mental health benefits by company size, we also examined each mental health benefit by non-designated versus designated organizations in each of our size categories (micro, small, medium, and large).

Overall, while differences in implementation exist based on the size of company, across all sizes and mental health benefits, we see large differences in mental health benefits that are driven by designation versus non-designation rather than purely company size. While more extreme differences exist for micro and small organizations, even large organizations show big gaps between the mental health benefits offered between designated and non-designated organizations.



figure 5. **Designated vs. Non-Designated Organizations by Mental Health Benefit, By Size**



section 4: Mental Health Benefits by Industry

How does implementation of mental health benefits vary by industry?*

To understand how policy implementation varies across industries, we compared the variation in implementation by industry.

Industry Leaders by Mental Health Benefit

The following industries were leaders (Top 3 for rate of implementation) in mental health offering benefits.

Finance & Insurance

Employee Assistance Program


Mental Health Coverage


Stress Management Support

Business & Insurance


Mental Health Coverage


Therapy


Mental Health Days

Healthcare


Therapy


Stress Management Support


Other

Energy, Natural Resources, & Environmental


Therapy


Other

Food, Hospitality, & Retail


Mental Health Days

Real Estate & Housing


Stress Management Support

Manufacturing

Employee Assistance Program

Non-Profit


Mental Health Days

Legal


Other

Government

Employee Assistance Program

Technology


Mental Health Coverage

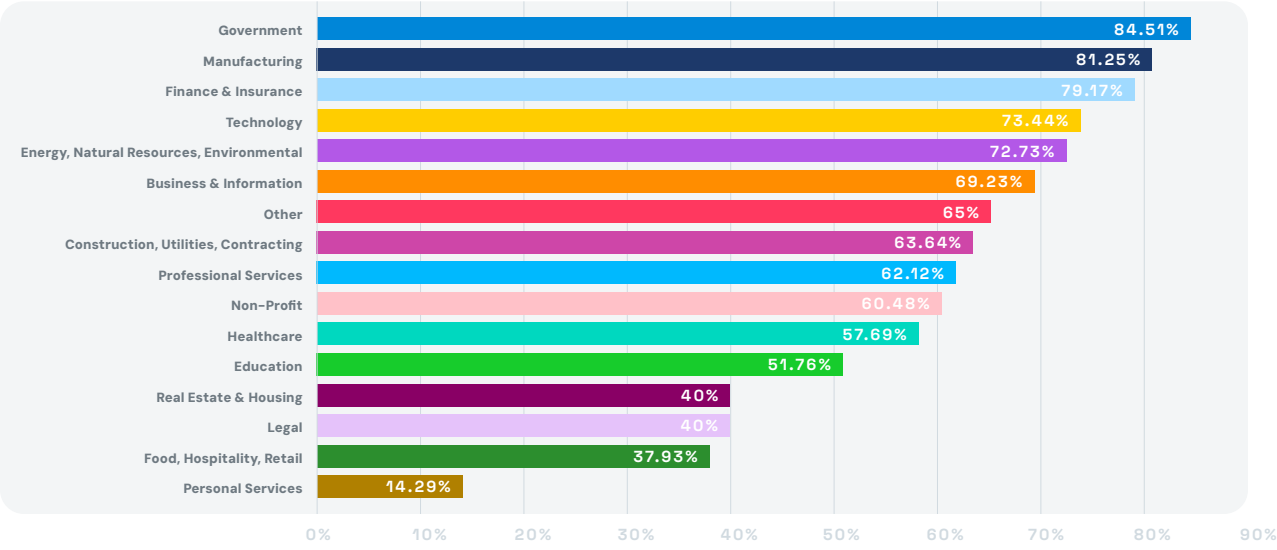
*Industries with less than seven BP4WP businesses were not included in this analysis.

Policy Implementation by Industry

Employee Assistance Program (EAP)

EAP's are the most widely available mental health offering across all industries, with high participation by industry. Government, Manufacturing, and Finance + Insurance are the industries most likely to offer access to an EAP, **with nearly 80% coverage across these industries.**

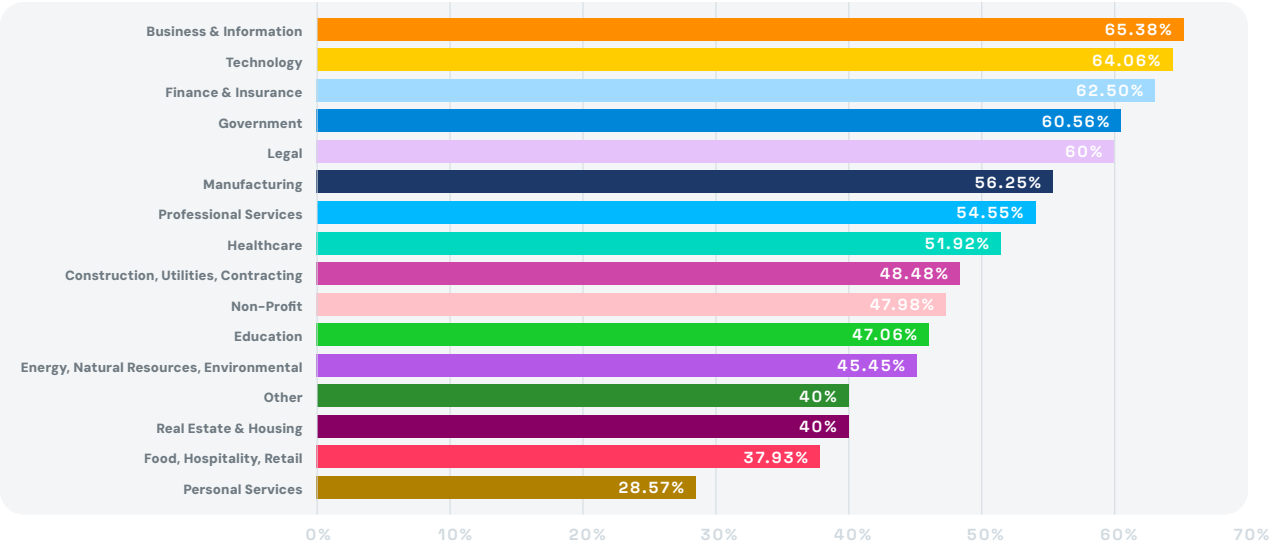
figure 6a. **Industry Data for EAP**



Mental Health Coverage

Overall, Mental Health Coverage is less frequently offered compared with an EAP. Leading industries are **Business + Information and Technology where 64-65% of businesses offer mental health coverage.**

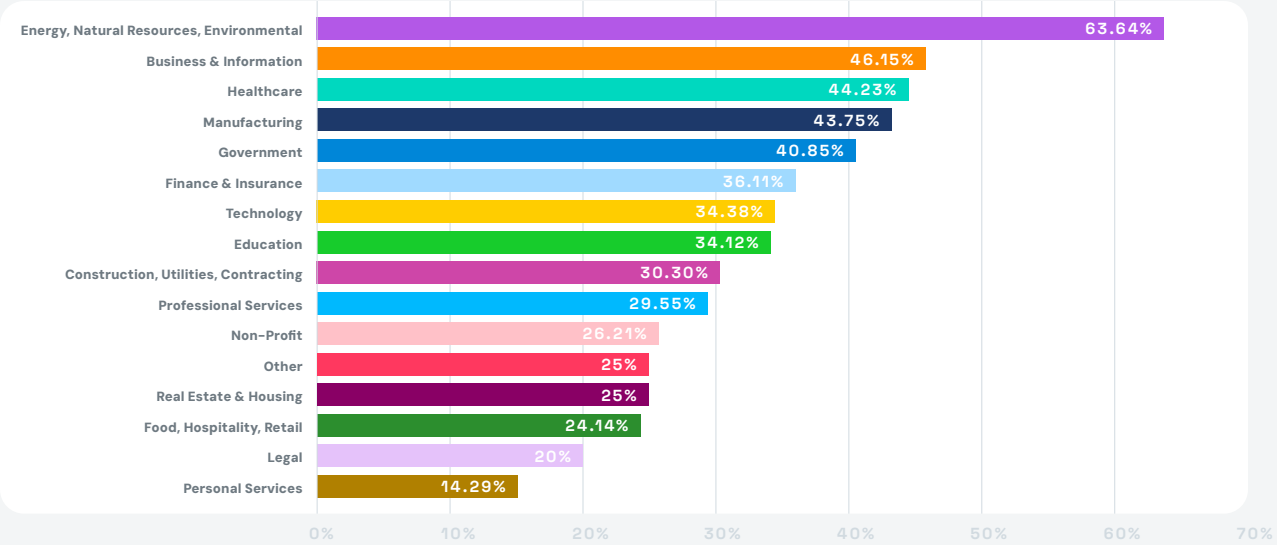
figure 6b. **Industry Data for Mental Health Coverage**



Therapy

Across the board, therapy as a mental health benefit is less available. **Energy, Natural Resources, & Environmental is the most likely industry to offer therapy, more than 15% higher than any other industry.**

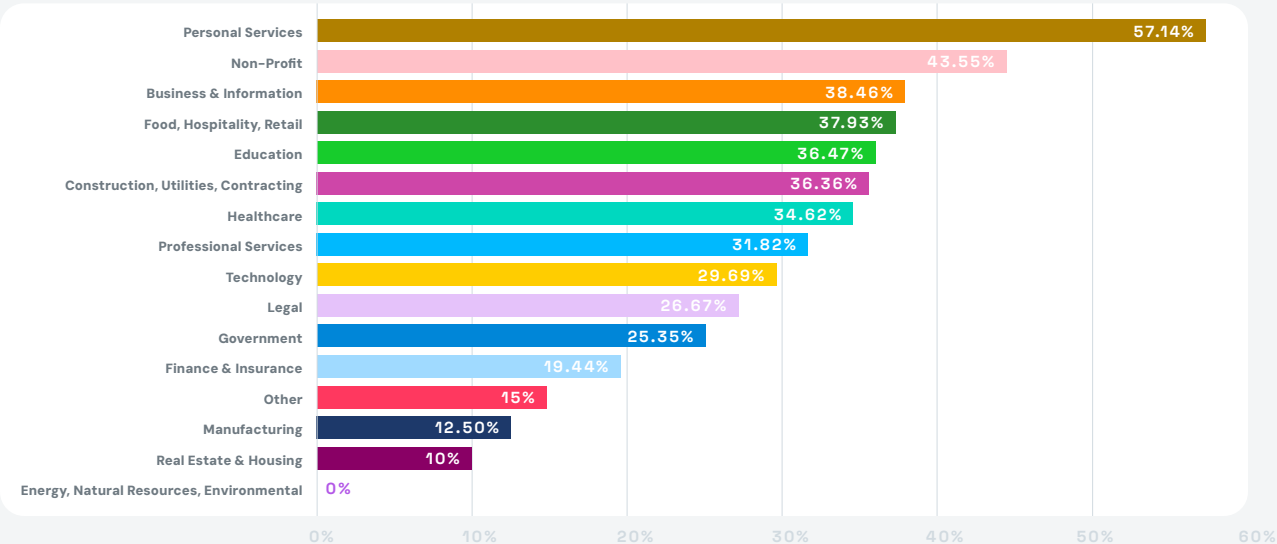
figure 6c. Industry Data for Therapy



Mental Health Days

The **non-profit industry is most likely to offer Mental Health Days**. A potential reason that so many non-profits lean into this benefit could be the low/no cost to employers.

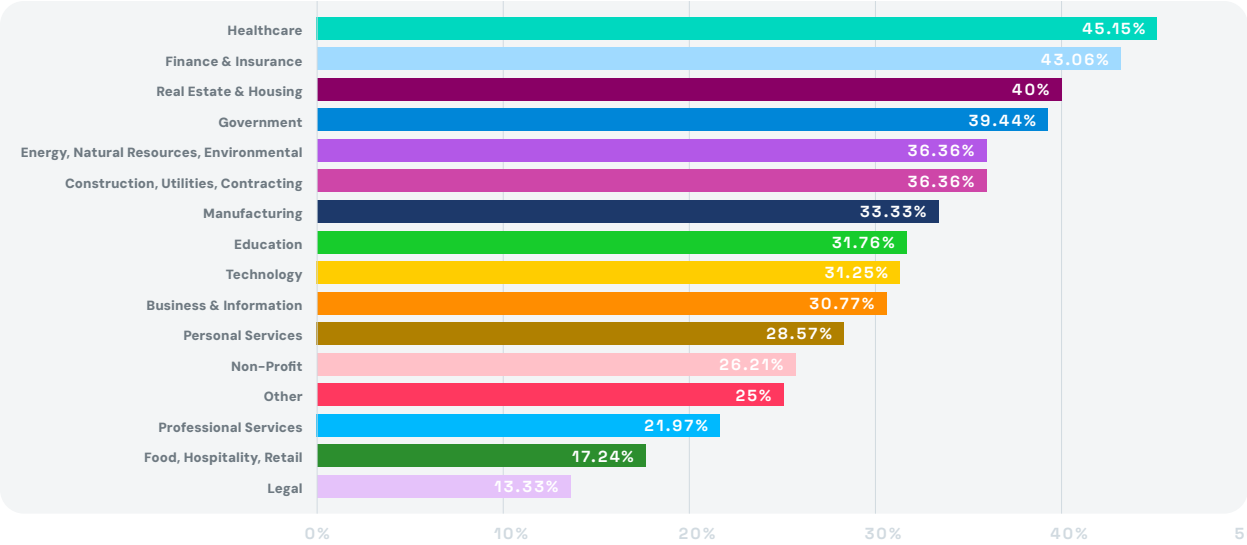
figure 6d. Industry Data for Mental Health Days



Stress Management Support

Leading industries offering **Stress Management Supports are Healthcare and Finance + Insurance, all with a prevalence rate above 40%.**

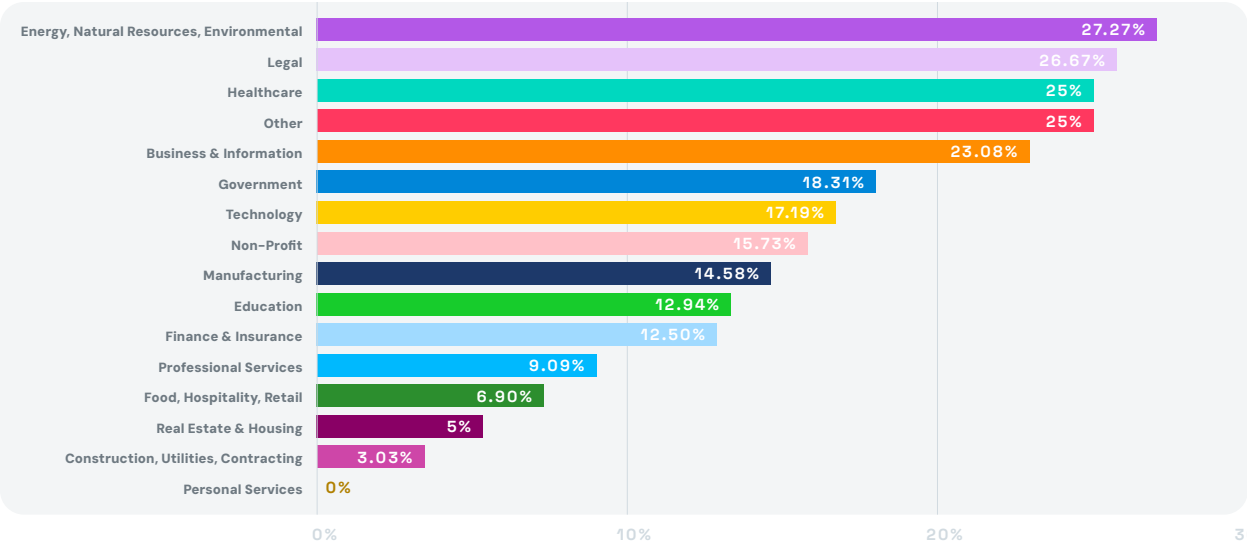
figure 6e. Industry Data for Stress Management Support



Industry Data for Other

Overall, mental health benefits outside the traditional five listed above are uncommon. **Legal and Healthcare are the most likely industries to offer an additional, outside the box, mental health benefit,** with about 25% of businesses in these industries offering it.

figure 6f. Industry Data for Other




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