



# The Meru Impact: How one email campaign impacted the mental wellbeing of Stanford University’s population

Stanford University partnered with Meru Health to offer a world-class mental healthcare benefit to their employees. As the university explores the future of work for its employees, one thing remains clear: the need to prioritize health and wellbeing. In the spring of 2021, Stanford introduced Meru Health as a free benefit for all university staff and their adult dependents. The new benefit was very well received — 344 members started an intervention with Meru Health within the first few weeks of the rollout.



47%

Within 24 hours of the launch, Meru Health sent out an email communications campaign, instantly reaching 47% of Stanford University’s population.



344 people

210 people immediately started the Meru Health Intervention, climbing to 344 people within one month after the campaign.

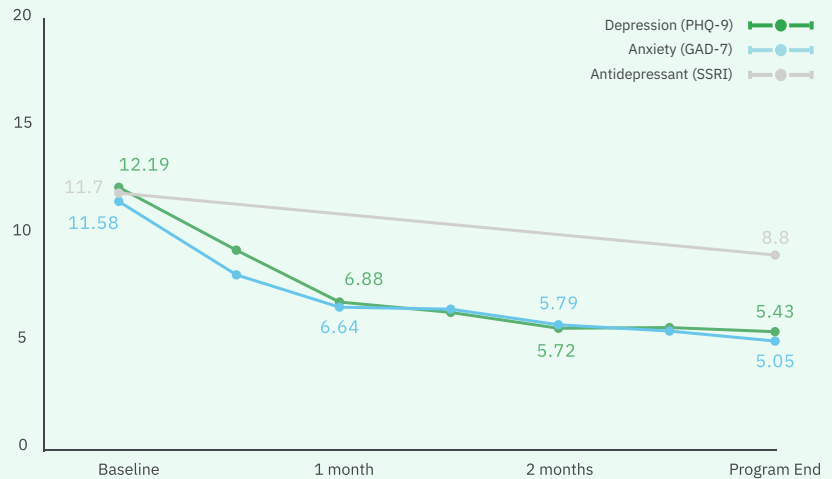


3,810 hours

Enrolled participants went on to spend a total of 3,810 hours using Meru Health.

65.8%

of participants who started the program with clinical levels of depression or anxiety no longer met these criteria at the end of treatment\*



1–4 = minimal depression or anxiety (remission)  
5–9 = mild depression or anxiety

10–14 = moderate depression or anxiety  
15–27 = moderately severe/severe depression or anxiety

Learn more at [meruhealth.com](https://meruhealth.com), or contact us at [info@meruhealth.com](mailto:info@meruhealth.com)

SSRI data is presented for comparative purposes only and comes from Kroenke, K., West, S.L., Swindle, R., Gilsean, A., Eckert, G.J., Dolor, R., Stang, P., Zhou, X.H., Hays, R. and Weinberger, M., 2001. Similar effectiveness of paroxetine, fluoxetine, and sertraline in primary care: a randomized trial. *Jama*, 286(23), pp.2947-2955.

\*Clinical levels of depression or anxiety defined as a pre-treatment score of 10+ on the industry standard Patient Health Questionnaire-9 item depressive symptom scale (PHQ-9) or 10+ on the Generalized Anxiety Disorder-7 item anxiety symptom scale (GAD-7) declining to less than moderate (<10) levels of depressive or anxiety symptoms at the end of program.