

Headspace & LegalZoom

with support from Sequoia



Headspace and Sequoia partner with LegalZoom to offer comprehensive mental health support and to ensure the growing, global team can easily access vital resources.

ABOUT

LegalZoom is dedicated to making quality, affordable legal help accessible to all. Over two million customers have trusted LegalZoom with protecting their legacy through online estate plans. Since the company's start in 2001, more than four million estate planning documents have helped provide peace of mind for customers and their families. LegalZoom is particularly passionate about supporting small businesses and has made it easier for more than 4 million entrepreneurs to launch and grow their companies.

CHALLENGE

Over the past few years, self-care has become not only a luxury, but a necessity, as 30-40% of US adults annually report symptoms of anxiety or depression. In 2021, LegalZoom analyzed its benefits package and found that its mental wellness offerings were lacking and needed a sharp focus.

“Upon doing a deep dive, we noticed that we didn’t offer enough mental health benefits, particularly in our remote-first environment. We needed to address this gap and realign our offerings to be competitive within the technology industry.”

– Elie Teow, Sr. Manager, Benefits

The LegalZoom team has always fostered an employee-first culture and wanted to deliver a benefits package that truly met the diverse needs of their global, remote-first workforce. Additionally, they wanted to make it easy to educate employees across all regions, ages, and backgrounds about available benefits. Like any growing company, they hoped to do this all while keeping their offerings cost-effective.

HEADSPACE APPROACH

To upgrade their benefits package, LegalZoom engaged Sequoia and evaluated their Wellbeing Bundle to offer a flexible and affordable approach to top benefits vendors. “It made our lives really easy to be able to offer a comprehensive suite of benefits in a single place,” says Elie Teow, Sr. Manager, Benefits at LegalZoom.

HEADSPACE RESULTS

21%

enrollment rate

28%

engagement rate

4.9

average clinician rating

44 sec

median response time

Headspace appeals to tech-savvy employees at LegalZoom, who prefer care on their own time and at their fingertips. In addition to on-demand, evidence-based guided meditations, sleep content, and mindfulness exercises, employees gained access to one-on-one mental health coaching 24/7.

The feedback was so positive that LegalZoom expanded its offerings in 2023, adding access to therapy, psychiatry, coaching, and meditation under one virtual roof. With Headspace Care, members are surrounded by a team of mental health coaches, therapists, and psychiatrists who collaborate to deliver personalized, measurement-based care to drive better outcomes for each individual.

“Headspace is a cost effective, on-demand service for employees who have a busier lifestyle. Our remote-first employees are more apt to take advantage of benefits that enable them to build personal wellbeing into their everyday schedules, no matter where they are, and this is the first suite of benefits to do just that.”

— James Mesick, VP, Talent & Rewards

LegalZoom finds that Headspace’s user-friendly mental health system offers greater accessibility compared to their traditional EAP. Employees can easily tailor their care to their needs, whether it’s for daily sleep improvement, therapy, or anything in between, without having to make an appointment.

To ensure employees know these resources are easily accessible, the LegalZoom team works to communicate about Headspace regularly. This includes Open Enrollment seminars, educational campaigns throughout the year during key times like Mental Health Awareness Month, promoting benefits at ERG events, sending communications during challenging times to remind employees about available support options, and more.

The team also maintains regular engagement through a benefits-focused Slack channel, email updates, and office hours to keep employees informed about available benefits, as well as answer questions about how to make the most of these programs.

“We believe that well-being is crucial to employee happiness, engagement and productivity. LegalZoom is committed to delivering creative, holistic and differentiated benefits that address their employees personal and family needs, so they can focus on what matters most in work and life.”

— Sheily Chhabria Panchal, Chief People Officer

RESULTS

Headspace’s brand recognition and user-friendly app have helped drive high engagement and utilization of LegalZoom’s mental health benefits. In employee surveys, Headspace consistently receives positive feedback, and employees share they appreciate knowing LegalZoom is actively investing in their mental healthcare. Employees recognize the immense value Headspace brings — and the LegalZoom team is thrilled with the strong ROI they’ve achieved by offering Headspace through Sequoia.

