

# Breaking down barriers in workplace mental health support

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# Siffi in brief

Established in 2020,  
**Estonia & Finland**, spin off  
from MinuDoc



2021



Started offering 1:1  
therapy, added  
coaching services,  
10 languages

HR Insights



2022

30+ HR software  
integrations



2023



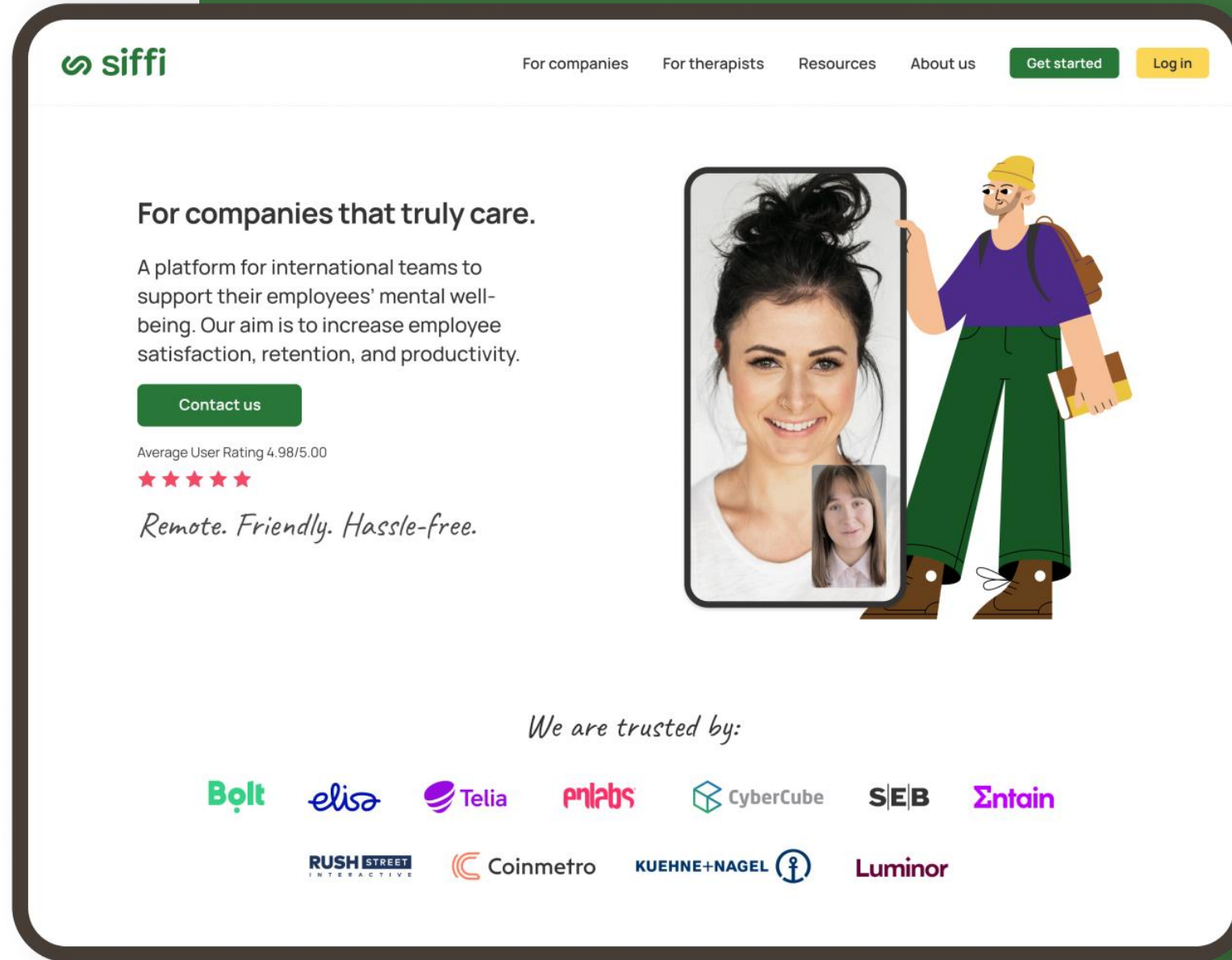
Added My Wellbeing  
profile, meditation and  
mindfulness, audio  
moments



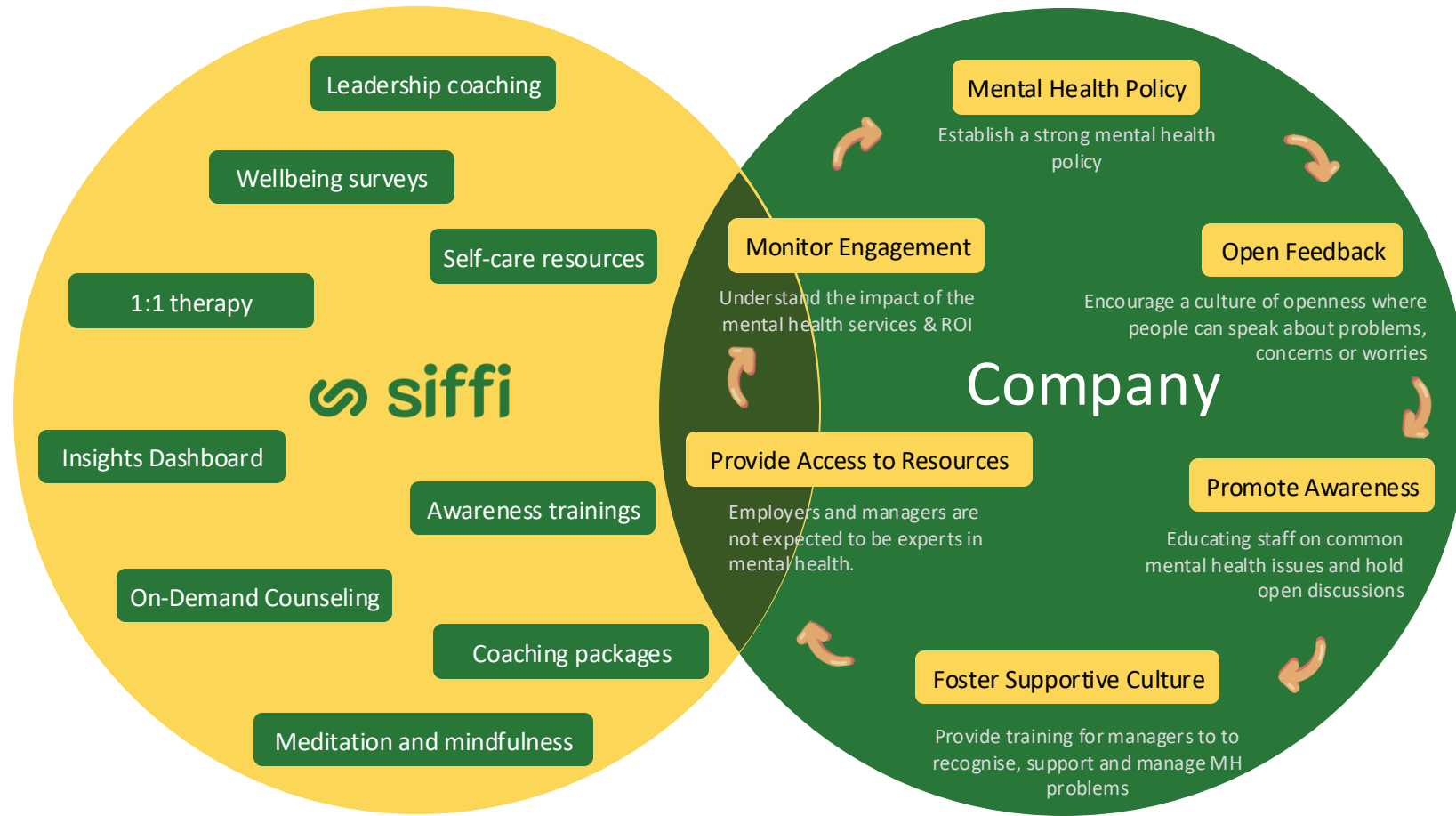
**32 languages**, 14,000  
employees and  
customer teams in **20+**  
**countries**

# What is Siffi?

- Siffi (siffi.com) is a
  - **digital** platform
  - for **international** teams
  - to support their **employees'**
  - **mental** well-being



# Providing Specialist Input and Practical Tools to Support Elements of Mental Well-being Culture



## We are Global

Available in 20+ regions and counting

Inclusive of every employee - no matter where they are

# Siffi is international

User Locations:

Estonia, Latvia, Lithuania, Finland, Germany, Malta, Spain, Peru, Mexico, Chile, Brazil, Sweden, UK, Belgium, France, Serbia, Turkey, Colombia, Philippines, Malaysia, Indonesia, Canada, US, Curacao, Singapore, Portugal, Netherlands

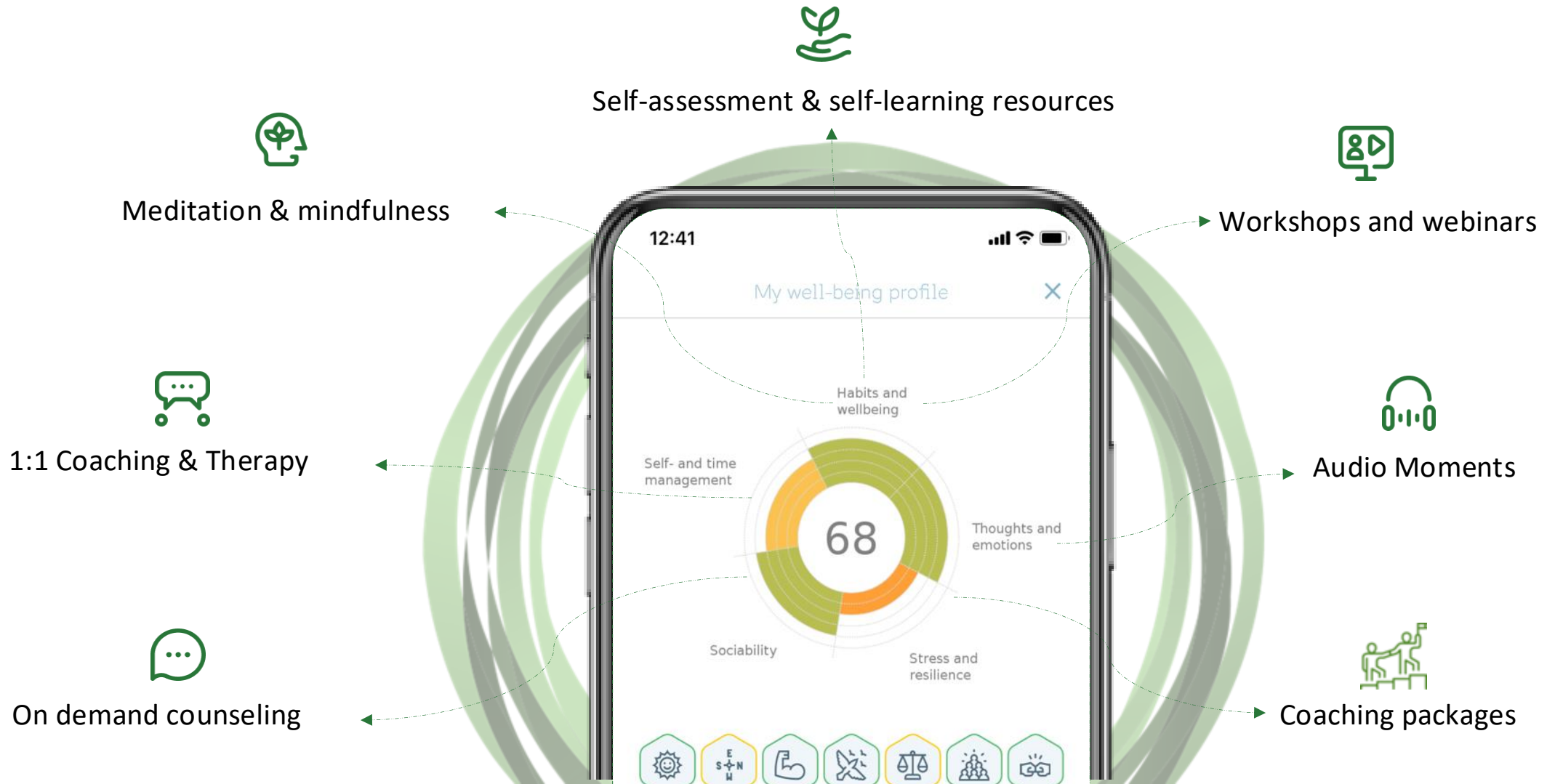


Siffi provides services in 30+ languages

*We speak:*

- |          |            |            |          |            |           |
|----------|------------|------------|----------|------------|-----------|
| Albanian | Bosnian    | Bulgarian  | Croatian | Dutch      | English   |
| Estonian | Finnish    | German     | Greek    | Indonesian | Italian   |
| Latvian  | Lithuanian | Malay      | Maltese  | Mandarin   | Norwegian |
| Polish   | Portuguese | Portuguese | Romanian | Russian    | Serbian   |
| Shami    | Slovenian  | Spanish    | Swedish  | Turkish    | Ukrainian |
| French   | Slovak     |            |          |            |           |

# Tailored towards employee engagement and satisfaction



## Calculated Impact

57%

reduction in absenteeism

23%

reduction in presenteeism

10%

increase in retention rate



116k to 163k EUR

Annual ROI for 600 strong team



# Lessons so far...

- Awareness -> to raise the subject every now and then
- HOW we talk about something matters most
  - No personal connection -> no engagement
  - No engagement -> no prevention (of bigger issues arising)
- Mental health -> health
- Levels of cultural versatility
  - Employees
  - Teams
  - Organisation
  - Counsellors
- Languages
- Gamification
- Fast and personal feedback
- Tools need to be comfortable enough (*“zone of proximal development”* 😊)





It has been a great pleasure to be  
here with you all! 😊

Helina Harro

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