# Lower workforce stress without disrupting care

How MindfulText helped Mental Health America of Dutchess County (MHADC) Reduce Stress and Boost Workplace Pride

**67%**
say the texts help them reset after stress

**76%**
reported greater pride in their work

**70%**
say they'd refer us to a peer

**"My team needed a tool that fit 1 to 2-minute windows, not 30-minute workshops."**
Andrew O'Grady, CEO Mental Health America of Dutchess County

## **Problem:** No time for traditional wellness programs

MHADC offers 24/7 crisis hotlines, mobile outreach teams, community based care management, peer-support services and many other care-based programs.

Delivering care is challenging and the pace can be hectic. Leadership was looking for a solution that didn't require staff to leave their units for 15-20 minute blocks.

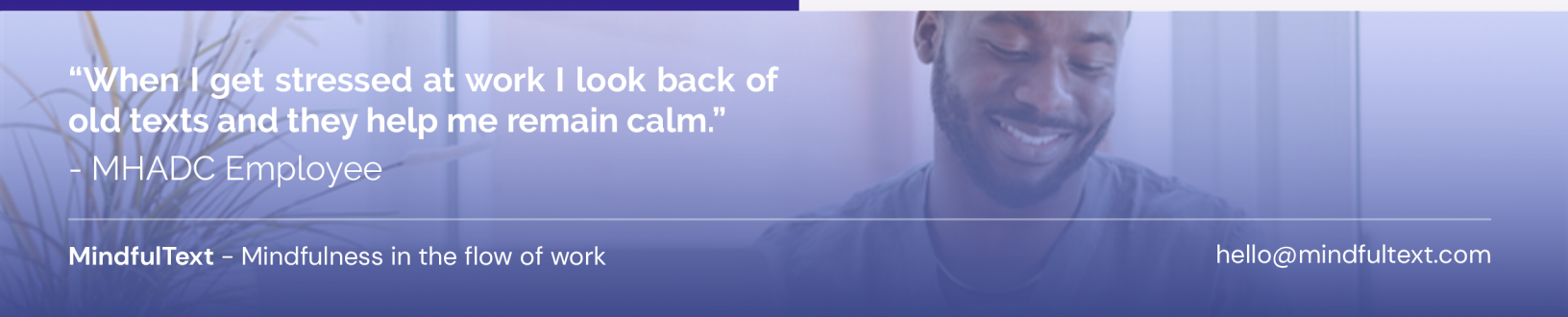
- Staff move between crisis, prevention, and admin tasks with little downtime
- Existing wellness options took 15 to 120 minutes, which wasn't realistic during shifts
- Leadership needed a stress solution that fit into daily workflows without disrupting care

## **Solution:** Just-in-time mindfulness delivered by text message

MindfulText fills the gap between two extremes: doing nothing and carving out time for apps or half-hour workshops.

It delivers tiny, clinician-approved mindfulness nudges through text—so even the busiest caregiver can pause, breathe, and reset in under 60 seconds. Texts arrive during the workday and can be read at their convenience. For those who want more, deeper practices are available.

**The approach was simple:** 100+ employees were auto-enrolled in the first week, and over 60% still receive daily messages 16 months later—six times the retention rate of leading wellness apps.



**"When I get stressed at work I look back of old texts and they help me remain calm."**
- MHADC Employee