

Reaching Micron's Global Workforce Through Rich Content and Collaboration with Journey



Industry:
Semiconductor
Memory

Company Size:
Over 46,000
employees

Global Reach:
Operating in 17 countries,
78% in Asia and the Pacific

Micron is one of the world's leading semiconductor and AI infrastructure companies, powering the memory and storage behind the global AI boom. During a period of historic growth that culminated in Micron reaching a \$1 trillion valuation, the company continued investing heavily in employee wellbeing and equitable access to mental health support across its global workforce.

The Challenge: Outdated, Inaccessible Resources for a Global Team

After enjoying consistent growth over many years, Micron was finally ready to make a bigger investment in their EAP solution. Their previous EAP fell short in key areas: outdated technology, a limited provider network, and resources that didn't reflect the diversity of Micron's global workforce. The resources provided didn't match the breadth or depth of diversity of Micron's workforce. Moving forward, they needed an EAP partner that understood and embraced the needs of their modern company, both technologically and culturally.

"We were looking for a real partner—a team we could lean on, with better technology than we had before," said Marni McDowell, Senior Director of Global Wellbeing and Experience at Micron.

6x
higher EAP awareness vs. industry average

3x
increase in EAP engagement

"Our team had scorecards for all the mental health platforms we were looking at, and Journey came out on top on so many factors—content, quality, price. Plus, we had great interactions with everyone on the Journey team."

Marni McDowell, Senior Director, Global Wellbeing & Experience

A Platform Built for Engagement

Micron found that partner in Journey in 2024, when they began working together to provide Micron employees with mental health support catered to the diversity of their needs. Right away, Micron noticed a major difference in how user-friendly the Journey platform was compared to that of their previous provider.

"The Journey digital platform is great—it's modern, engaging, and easy to use," said Susi Lendvay, Senior Manager of Team Member Advocacy. "As a technology company, engineers make up a large portion of our team, and they appreciate having good digital tools and communication channels. The Journey platform is a welcome change for them. Our employees have shared a lot of positive feedback about how easy it is to use and access."

During Journey's partnership with Micron, the company became one of the fastest organizations in history to surpass a \$1 trillion valuation, driven by unprecedented global demand for AI infrastructure and semiconductor memory.

"The Journey digital platform is great—it's modern, engaging, and easy to use."

Engaging Employees with Diverse Clinicians and Content

The accessibility piece is crucial for Micron’s large, diverse workforce. Journey **operates in over 190 countries** and has clinical **counseling available in more than 100 languages**, which offered Micron a truly global mental health care solution with local resonance for all employees.

Furthermore, Journey’s provider network includes people of all identity groups, and the platform has extensive digital resources that speak to all ranges of employees’ experiences, identities, ethnicities, and life stages. Given the large population of neurodivergent, LGBTQ+, and disabled employees among Micron’s workforce, this level of diversity within Journey’s offering made an impact.

“The more accessible and inclusive a platform is, the more people use it. We have a huge employee population across 17 countries, so having a platform that’s inviting, easy to use, and representative of so many people’s identities has made a big difference. Journey has definitely improved the accessibility of mental health support for our team.”

–Susi Lendvay, Senior Manager, Team Member Advocacy

Accessibility has to be paired with quality content to be effective, and to Micron, this is where Journey really stands out. **“A notable differentiator between Journey and our previous benefits provider,”** said Marni McDowell, Senior Director of Global Wellbeing and Experience, **“is that Journey offers a much higher quality of content—and they’re contextually relevant to our work.”**

The platform has a library full of great resources, applicable to everyone in the world. It’s so nice to have this consistent source of genuinely helpful material.”

Having high-quality, inclusive content drives measurable results, too. From January 2024 to November 2025, **preventive engagement more than tripled**—demonstrating strong adoption across Micron’s global workforce. Clinical engagement also received a boost in several countries. Japan, where 10% of the company’s employees live, saw 4.4% clinical engagement—a strong benchmark for clinical mental health engagement globally.



A Responsive, Collaborative Partnership



From the start of their engagement, Journey delivered on the promise of being an open, strategic wellbeing partner for Micron’s team—including acting fast to address problems. When Micron employees shared difficulties with the EAP transition early on, Journey maintained an open channel of communication to hear every piece of feedback. And when employees at Micron’s rapidly growing Boise, Idaho location—an area with a limited supply of mental health providers—struggled to find clinicians, Journey immediately began expanding its provider network in the region.

“Journey has always been very open to our feedback, and extremely fast in getting us what we need. In our industry, you can’t make excuses—you just have to solve problems. Journey addresses issues without making excuses, and they bring great ideas to the table. We really appreciate having a partner who thinks outside the box to find effective solutions for us.” – Susi Lendvay, Senior Manager, Team Member Advocacy

“Our preventive engagement is higher with Journey than it ever was previously, because the platform is so much better and more engaging than our past EAP partners.”

Susi Lendvay, Senior Manager, Team Member Advocacy

Joint Efforts to Support Micron's Wellbeing Team

Micron has a Wellbeing Team who promotes mental health and wellbeing internally. Journey collaborated with the team on numerous initiatives over the first year of the partnership to help increase employee engagement with their benefits. Initiatives included:

- Attending benefits fairs at key Micron locations in the United States
- Providing content, copy, and promotional materials about Journey in multiple languages
- Creating a hub of mental health resources specifically for HR employees and Wellbeing Team members

“We love the HR hub. We did not have that before, and now every person on our Wellbeing Team has access to the resources they need when they need them,” said Susi, noting that the Journey resources around dealing with tragedies and mass events have been particularly useful to Micron's Wellbeing Team when navigating numerous tragedies in different localities over the course of 2025.

Responsive Programming to Increase Global-Local Impact

Increasing the impact of its global offering, Journey also tailors its approach and programming by geography, incorporating local languages and heeding cultural nuances around mental health for each region.

For example, 78% of Micron's employees are based in Asia and the Pacific (APAC), where mental health stigma remains high despite widespread need. Journey organized a series of seminars to address employee populations and concerns in several countries, garnering very high attendance. Country-specific seminars included:

- **Taiwan:** “Mental Health: Recognize & Respond - A Session for Employees” → **478 attendees**
- **Singapore:** “Balance Not Burnout” → **280 attendees**
- **Japan:** “Embracing Change” → **168 attendees**
- **China:** “Tackling Loneliness” → **156 attendees**
- **India:** “Overcoming Imposter Syndrome” → **150 attendees**

Live seminars have also been an effective vehicle for connection for employees in Europe, who make up a much smaller percentage of the Micron workforce and can feel isolated from the rest of the organization.

Seminars aren't the only service driving local impact. Journey has provided rapid assistance developing Critical Incident Stress Management (CISM) programs for Micron's Wellbeing Team after traumatic employee events at various locations. In one instance, after stepping in during a rare critical incident with a team member, Micron's emergency medical technician (EMT) team had a particularly challenging experience. ***“Public EMTs experience tragedies all the time, but our internal EMT team doesn't, so it's really important that we take care of them afterward,”*** Susi said. ***“Journey was able to work with our team after the incident to get a CISM and appropriate content together and available for the EMTs the very next day. It's amazing that we can get that level of support that quickly when it's needed.”***

What's Ahead: Spearheading AI, Advancing Local Resonance, Boosting Engagement

As Micron and Journey look forward to the next phase of their partnership, they're eager to increase the reach of Journey's solutions and boost employee usage and engagement across the board. Planned efforts include:

- Expanding the conversation and language used around mental health to resonate with a wider percentage of their employees
- Growing the EAP provider network in Boise and other geographies with more limited networks even further
- Creating stigma-reduction campaigns targeting persistent beliefs in APAC to boost clinical EAP usage among APAC employees
- Promoting different kinds of wellbeing content, such as financial wellbeing and work-life balance to encourage employees to utilize every Journey feature
- Increasing the use and capabilities of AI-enabled Journey tools

Further incorporating AI is a distinct and exciting priority. Journey has developed a risk-analysis tool, called Journey Signal™ AI intelligence engine, to identify signals of stress in real time across global populations. Once a stress signal is identified—such as a natural disaster or regional conflict, for example—it enables Journey to send relevant content to affected employees promptly.

“At Micron, AI is a big deal. We make the memory that’s in AI products, and we like to see our partners diving into AI, too. We’ve already seen that with Journey developing red-flag analysis tools and more. We’re really excited to see that continue.”

Susi Lendvay, Senior Manager, Team Member Advocacy

