

Build award-winning neurodiversity support at work

Powered by Peppy

Featuring Lauren Lunniss,
Health & Wellbeing Lead at Peppy's client

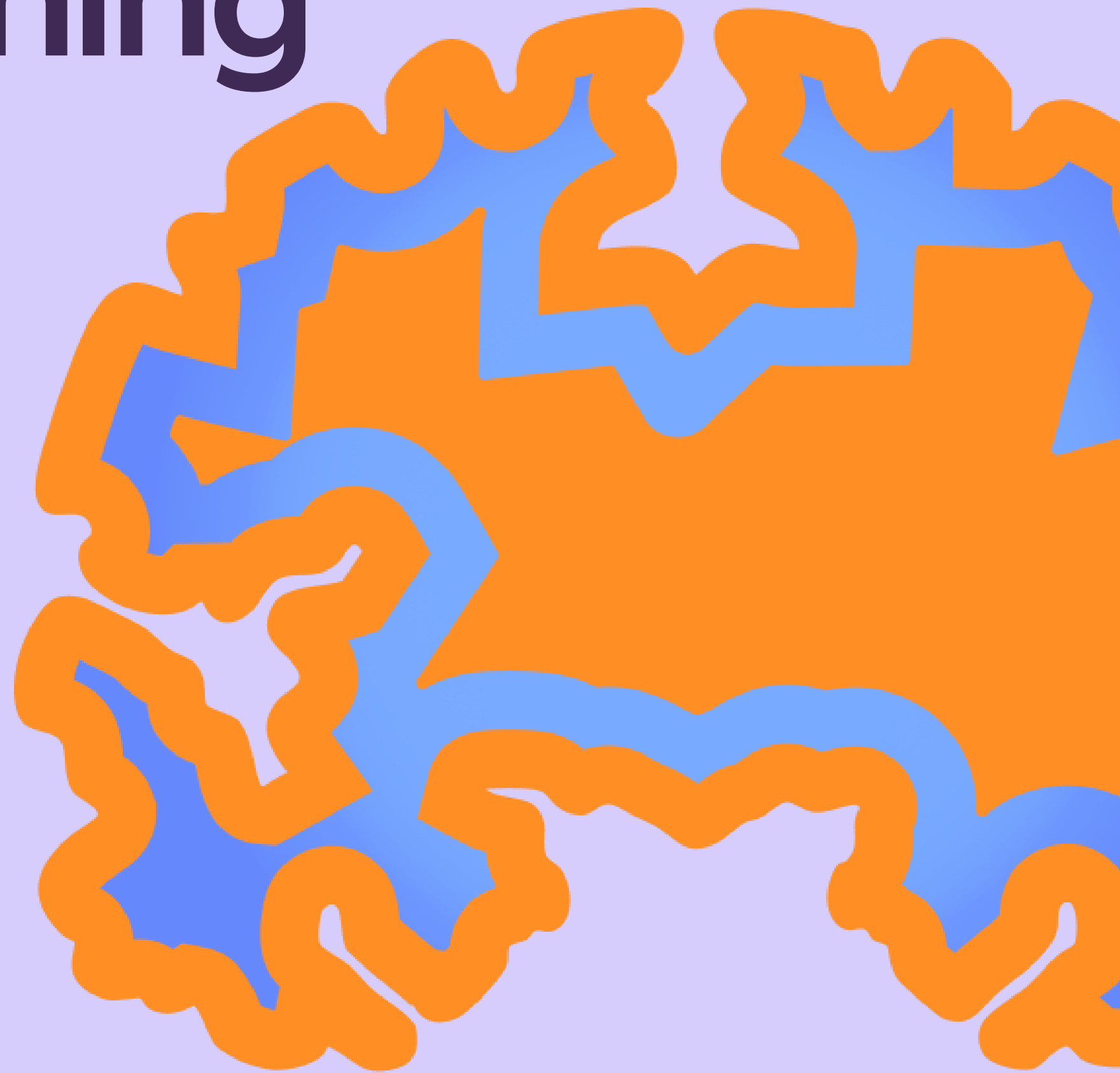


BNP PARIBAS

Winner:
Best Neurodivergent Support Programme



PEPPY.HEALTH





As an HR or benefits leader, you already know **neurodiversity matters**. The harder question is **what to actually do about it**. BNP Paribas figured it out and won an award for it. This is their blueprint. **Now Peppy is here to help you build yours.**



The business case for neurodiversity support

1 in 7

people in the UK are neurodivergent (15% of the population)

Acas

2 to 5 years

NHS waiting times for an ADHD diagnosis are commonly 2 to 5 years, with some areas exceeding 7+ years.

NHS

Only

37%

of neurodivergent employees feel their organisation provides meaningful support

PMAC

£10000+

Private diagnosis costs £1,000–£5,000 per journey and focuses on assessment only, not long-term support

Autism.org



THE PROBLEM

What happens without support

When support only arrives after a crisis, the cost lands everywhere.



Performance drags

Difficulty with focus, prioritisation and execution leads to inconsistent output from otherwise high-potential employees.

Employees with ADHD are **30%** more likely to have chronic employment issues and three times more likely to quit a job impulsively.



Manager burden increases

72% of HR leaders say mental health is a top workforce priority, yet most EAPs are not equipped for neurodivergent-specific needs.

Managers are left without the tools or confidence to support their teams effectively.



Burnout and attrition rise

43% of neurodivergent employees are likely to leave their current role. This number drops significantly when tailored support is in place.

Unrecognised neurodivergent conditions are also frequently (and incorrectly) categorised as performance issues.



Legal exposure grows

Many neurodivergent conditions, including ADHD, Autism, Dyslexia and Dyspraxia, can qualify as disabilities under the **Equality Act 2010**.

Employers who don't act are exposed to discrimination claims, reasonable adjustment failures and reputational risk.



Lauren's top tips for award-winning neurodiversity support



Lauren Lunniss
Health and Wellbeing Lead
BNP Paribas

1

Start with data: run an anonymous survey before anything else

If you can't quantify the need, you can't fund the fix. BNP Paribas used a simple benefits survey to uncover that 15% of employees identified as neurodivergent and 30% were caring for a neurodivergent child, creating an undeniable business case.

"The longer the wait, the higher the risk of potentially losing talent and increasing things like absenteeism due to carers' leave, even if you're not the individual that has a neurodivergent condition."

PEPPY IN PRACTICE

Once the need is identified, Peppy gives employees somewhere to go immediately. Expert-led content, self-assessment questionnaires and 1:1 Healthy Minds support (in eligible services), so the gap between "we know there's a need" and "support is live" closes fast.



PEPPY IN PRACTICE

Peppy provides clinically-reviewed neurodiversity guidance covering autism, ADHD, OCD and more. Plus evidence-based ADHD and autism screening questionnaires to help employees understand their next steps.

2

Build a clear, end-to-end pathway: diagnosis is just the start

A diagnosis without a pathway leaves people stranded. BNP Paribas built a joined-up journey: diagnostic access to cut through NHS waiting lists (then 12–24 months), post-diagnostic care including therapy, occupational health and medication guidance, plus a clear intranet hub as a one-stop shop so employees always knew their next step.

3

Make managers the bridge: give them confidence, not a clinical handbook

Managers aren't clinicians, and BNP Paribas didn't try to make them one. Their training focused on awareness and tools. Managers learned the basics of diagnostics, reasonable adjustments, and how to have a supportive conversation. The result: a **97%** increase in manager confidence to support their teams.

"Managers are essentially the bridge between the corporate commitment and the everyday experience. You need to give them the confidence to support neurodivergent colleagues."

PEPPY IN PRACTICE

When employees have somewhere credible to go for support, it takes pressure off managers. Peppy gives employees the tools to understand their own needs and navigate next steps, so managers don't have to figure it out alone.



4 Design for personalisation with predictable guardrails

Every employee journey is unique. It's shaped by their diagnosis, how they like to be managed and whether they choose to disclose at all. BNP Paribas built a layered safety net: an onsite occupational health advisor as the clinical first stop for triage and reasonable adjustments; external specialists for diagnostics and one-to-one coaching (for both employees and managers); and confidential routes for those who prefer not to disclose.



PEPPY IN PRACTICE

Peppy's confidential, expert-led model means employees can access support without navigating internal complexity or disclosing to colleagues – a critical enabler for uptake.

5

Make it visible: culture shifts faster through stories than slide decks

BNP Paribas embedded neurodiversity into everyday culture through their intranet hub, a celebrity-led awareness campaign, and most powerfully, senior managers sharing their own personal stories of neurodivergence or parenting neurodivergent children. Neurodiversity Celebration Week alone drove 900+ hub visits in a single week.

"Senior managers sharing their own personal stories shows: this is okay, we've got the support here, come forwards. We want to support you. I'm putting my hand up and sharing my story in the hope that it'll encourage you to do the same."

PEPPY IN PRACTICE

Peppy's interactive webinars featuring specialist practitioners give you ready-made visibility moments. Credible, expert-led content your team can point employees to as part of awareness campaigns and celebration weeks.





What award-winning support delivered for BNP Paribas

500+

500+ employees used the diagnostic pathway in year one

80%

of all assessments resulted in a positive diagnosis - 500+ people with an answer, and a path forward

97%

increase in manager confidence

900+

hub visits during a single Neurodiversity Celebration Week

8.2/10

neurodivergent employees' likelihood of staying

Community

A thriving Teams chat community formed for parents of neurodivergent children

Personal testimonies

spreading across the business - employees feeling safe to share

"A problem that began as a public health bottleneck has become a culture cornerstone."



Lauren Lunniss
Health and Wellbeing Lead
BNP Paribas



YOUR STARTER SURVEY

Know your workforce and their needs

BNP Paribas added a few targeted questions to their annual benefits survey – delivered via an external provider, which took the pressure off it coming directly from HR or D&I and made employees more comfortable responding.

You don't need a bespoke research project. You need the right questions. Always keep it anonymous and tell employees what you'll do with their answers.



YOUR STARTER SURVEY

IDENTITY & CARING RESPONSIBILITIES

Do you identify as neurodivergent?

- ☐ Diagnosed
- ☐ Self-identified
- ☐ Prefer not to say

Do you care for a neurodivergent family member?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

EXPERIENCE AT WORK

Do you feel supported at work around neurodiversity?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

1 5 10

Do you know where to go if you need support? ?

- ☐ Yes
- ☐ No
- ☐ Unsure

How confident do you feel supporting neurodivergent colleagues or team members?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

1 5 10



PRO TIP

Once you know where the gaps are, the next step is having somewhere credible to send employees. Peppy gives them expert-led content, self-assessment tools and 1:1 Healthy Minds support from day one.

SUPPORT GAPS

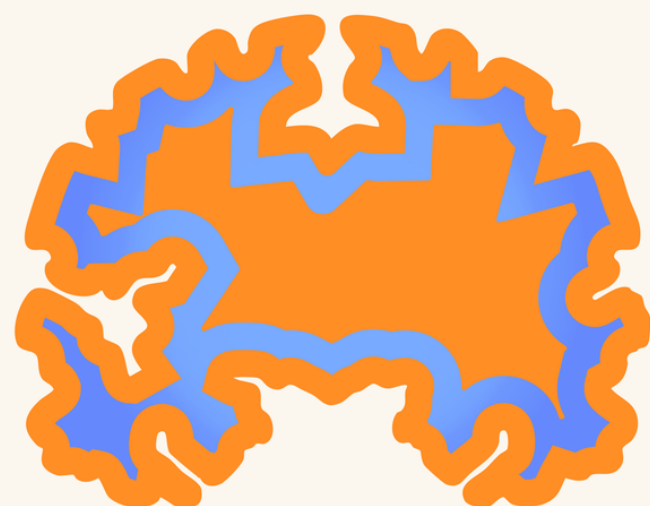
What would make the biggest difference to you when it comes to neurodiversity support at work?

(Select up to 3)

- ☐ Knowing what support is available to me
- ☐ Feeling able to raise it openly at work
- ☐ Accessing a diagnosis route
- ☐ Getting the right adjustments in place
- ☐ Knowing where to turn after a diagnosis
- ☐ Having a manager who knows how to support me
- ☐ Understanding whether my experiences are neurodiversity-related
- ☐ Something else [please specify]



How Peppy powers neurodiversity support at work



BNP Paribas' programme works because support is clear, human and accessible. Peppy's Neurodiversity Support is built to deliver exactly that, at scale, without adding complexity to your benefits stack.

Peppy **Neurodiversity** gives employers a structured, clinician-led solution that supports employees at every stage from first suspecting they might be neurodivergent, through the diagnostic journey, and into long-term ongoing support.

It removes the burden from HR, reduces legal risk, and closes the gap that the NHS, private insurance and standard EAPs all leave behind.



WHAT'S INCLUDED IN THE SERVICE?

Support that delivers

Neurodiversity diagnostic & navigation pathways

- Neuro-curious gateway
- ADHD & Autism specialist triage
- System navigation & advocacy
- Dedicated diagnostic referral route
- Broad spectrum content

Comprehensive mental health support

- Common workplace challenges
- Clinical emotional support
- Life events
- Preventative wellbeing
- Neurodivergent-specific emotional support





HOW WE DELIVER IT

Care that meets people where they are

Peppy users choose the support that fits their moment. The right help is always a tap away.

- 

1-to-1 consultations
- 

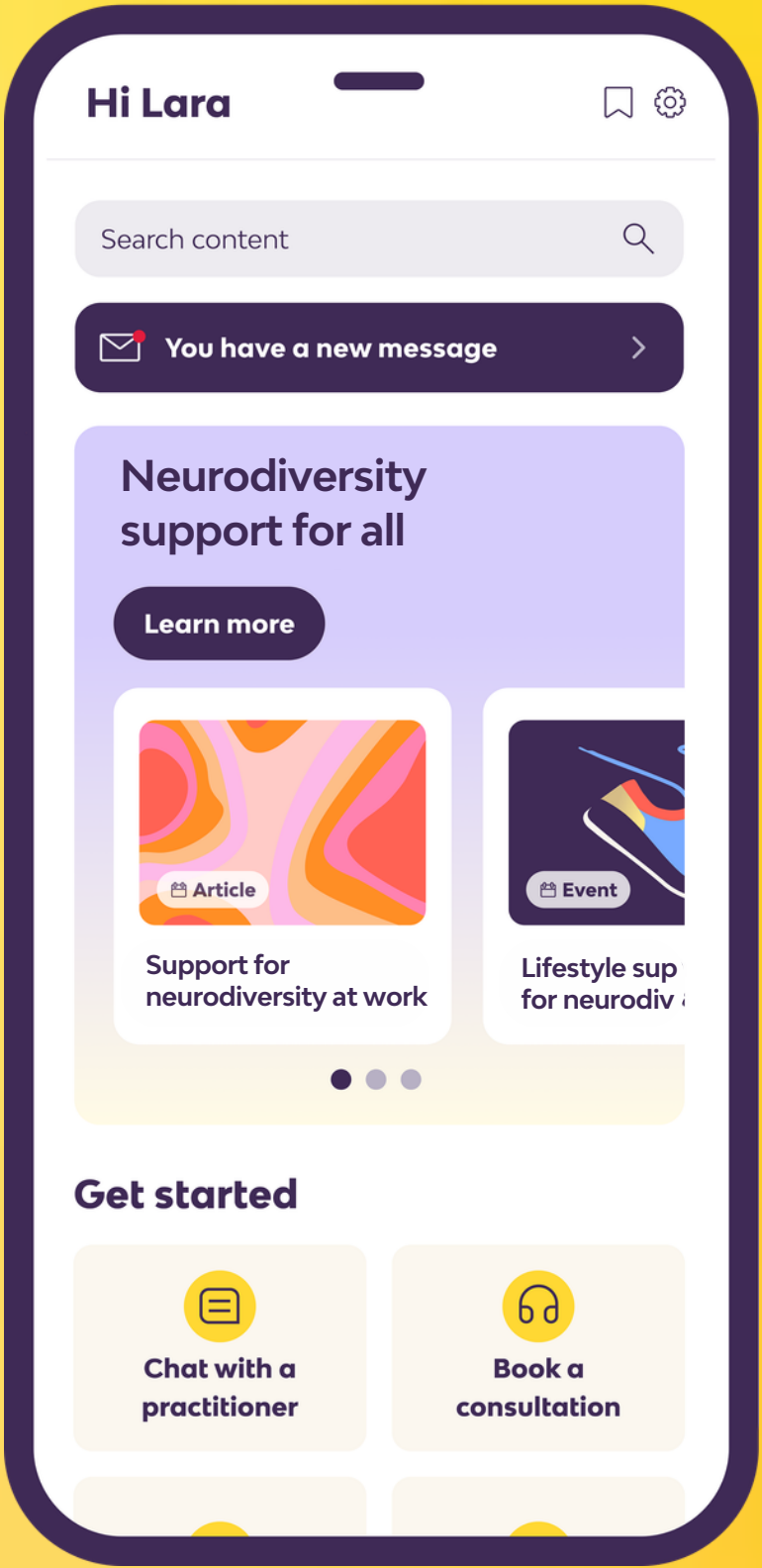
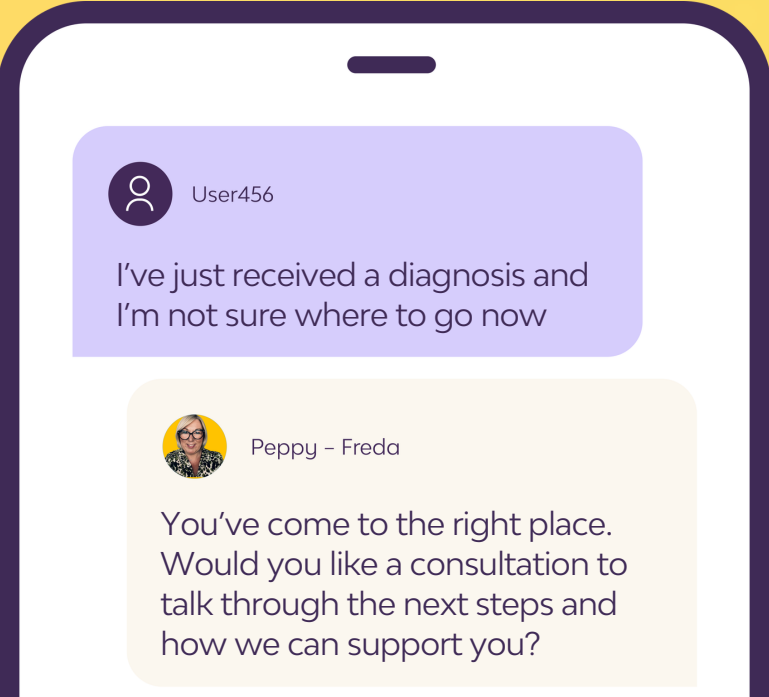
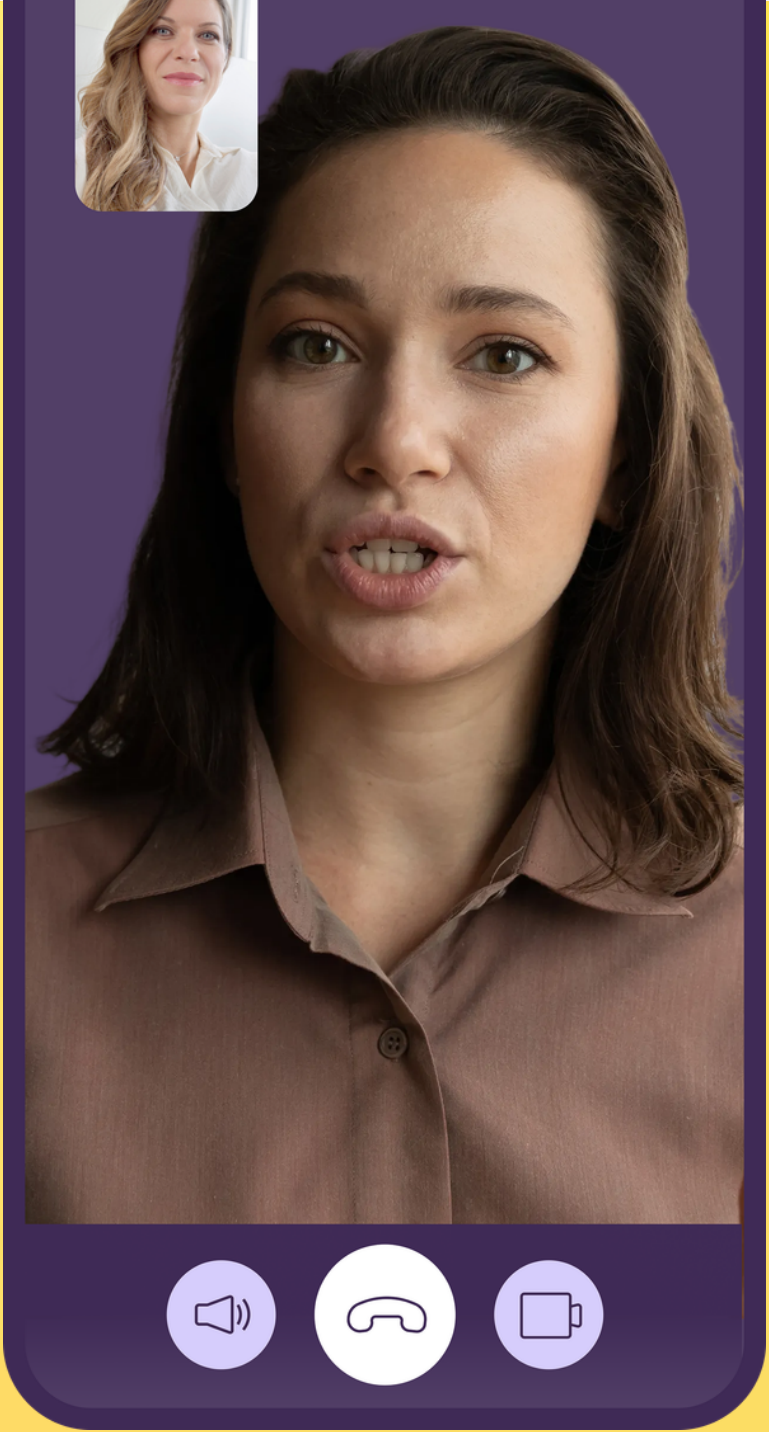
Neuro-informed practitioners
- 

Asynchronous specialist chat
- 

Live & on-demand webinars
- 

Rich content library
- 

Diverse content formats





OUR CLINICAL PARTNER

Peppy & Psychiatry-UK

An integrated Neurodiversity pathway that streamlines the journey from initial awareness to clinical diagnosis and treatment for ADHD and Autism.

Throughout the diagnostic journey and beyond, Peppy provides wraparound clinical support, so employees are never left to figure it out alone.



Diagnosis that leads somewhere

Peppy partners with Psychiatry-UK, the UK's leading online mental health provider, to deliver a fully integrated diagnostic pathway for ADHD and Autism.



Appointments within 10 days

Where the NHS averages 12-24 months, our partnership SLA guarantees an appointment within 10 days. Psychiatry-UK frequently exceeds this.



80% shared care success rate

Getting a private diagnosis is only useful if your GP follows through. Psychiatry-UK's shared care conversion rate is 80%, versus 50% for other private providers, because their assessments are conducted by consultant psychiatrists, they have a dedicated GP liaison team, and their shared care agreements are developed in close alignment with NHS England.



Support for employees' families

Parents using Peppy can access Psychiatry-UK's preferred rates for their child's assessment. The assessment is self-funded, but Peppy clinicians are on hand to help parents navigate the process every step of the way.



THE IMPACT

What are the benefits for you and your employees?

"Uncertainty is exhausting. When someone is exploring ADHD or autism, having expert support through Peppy reduces anxiety, accelerates understanding, and stops talented people from quietly disengaging."



Victoria Baldwin
Senior Healthy Minds Practitioner, Peppy



For your business

Reduce absence and presenteeism

Neurodivergent employees cost employers an estimated £40 billion per year in lost productivity in the UK alone

Unlock the full potential of your neurodivergent talent

Neurodivergent employees bring exceptional creativity, problem-solving ability, attention to detail and innovative thinking to your org. With the right support in place, they are among your most valuable people

Protect against legal risk under the Equality Act 2010

Neurodivergent conditions including ADHD and Autism can qualify as disabilities

Retain neurodivergent talent

43% are likely to leave without the right support in place

Give managers the tools and confidence to support their teams

72% of HR leaders say mental health is a top workforce priority, yet most EAPs aren't equipped for neurodivergent needs



For your employees

Feel understood, valued and able to thrive

Neurodivergent employees who get the right support flourish. Peppy gives every employee the specialist clinical support they need to understand how their brain works, manage their condition and bring their best self to work every day

Specialist clinical support

with access to clinicians who understand conditions like ADHD, autism, dyslexia and dyspraxia

Help navigating diagnosis without waiting 2–5 years for the NHS or paying £1,000–£5,000 privately

Ongoing mental health support that understands how their brain works and that they can use before, during and after diagnosis

Confidential, accessible and free through the Peppy app they already use

Your employees need more than one type of support. Peppy covers the health moments that drive absence, attrition and presenteeism – menopause, fertility, pregnancy and parenthood, men's health, women's health, and neurodiversity. All in one place, all expert-led, all confidential.

Talk to us about what a holistic health benefits strategy looks like for your organisation.

Trusted by 250+ leading employers.
3 million employees supported worldwide.

[Book a call >](#)



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