Bridging Life Transitions in Higher Education: Scalable Mental Health Coaching from Adolescence to Adulthood

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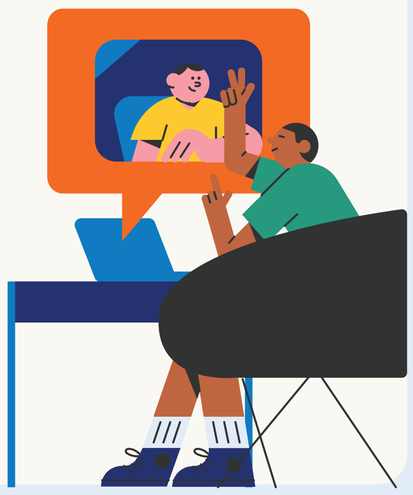
Aims

This study explores how virtual coaching services can support student mental health during critical life transitions, such as the shift from adolescence to adulthood and from high school to university. It evaluates the effectiveness and cost-efficiency of Intellect's digital coaching platform in addressing common mental health challenges like anxiety and stress while alleviating the burden on university counselling services.



Methods

Between May 2023 and July 2024, Intellect delivered 3,814 virtual coaching sessions to 611 students across two Singapore universities. Each session lasted 30 minutes and targeted sub-clinical issues such as stress management, emotional regulation, and personal development. Students self-selected focus areas via the Intellect platform, with coaches conducting further assessment and providing ongoing support.

Data Collection & Analysis:

- Session usage
- Referrals to university counselling services
- Presenting mental health issues
- Cost and return on investment (ROI)

Results

Top Reported Concerns:

Anxiety & Worry: **802** instances

Stress & Burnout: **536** instances

These issues are strongly associated with stress during life transitions

Severity and Escalation:

Only 3 students required escalation to university counselling services

Suggests high effectiveness in managing mild-risk cases

Cost Analysis and ROI:

Delivering the same volume of sessions internally would have required 5 additional full-time counsellors

191% ROI

The universities achieved a **191% ROI**, saving **$2.91** for every $1 invested in Intellect's services

Conclusion

Virtual coaching offers a scalable, accessible, and cost-effective way to support student mental health during life transitions. By reducing stigma, improving access, and addressing emotional concerns early, such interventions help students navigate university life more confidently, while allowing counselling centres to focus on higher-risk cases.

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