



# Transformative mental health care

Fueled by connectivity

Raytown School District | April 4, 2022

# Mental health ecosystem

Text therapy



dCBT

- Care is empowered, not prescribed
- Strong network of providers
- Deep client base (experience)
- Robust organizational services



**Traditional  
employee  
assistance  
program (EAP)**

- Low engagement
- Poor access
- Too many care gaps
- Limited innovation

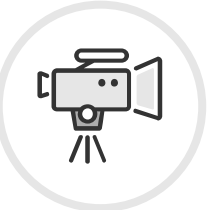
- User-friendly tech stack
- Easy-to-understand care journey
- Expedited access to coaching
- Commitment to innovation



**Digital mental  
health program**

- Care is prescribed, not empowered
- Nearly all treatment is virtual
- Steer to coaching > counseling
- Outsourced work-life, CIR, etc.

Video counseling



Mindfulness  
and resiliency

# Mental health ecosystem



# CuraLinc Healthcare

Transformative mental health care fueled by connectivity

4.05M  
Employees



### Global footprint

- Headquartered in Chicago
- Employee assistance (EAP) and mental health programs in over 200 countries and territories



### Quality

- CuraLinc Net Promoter Score: 75
- Data-driven approach to care delivery



### Program goals

- Engage employees and improve access to meaningful mental health support
- Deliver frictionless care for conditions across the mental health continuum
- Measurably impact health, wellbeing and productivity
- Mitigate risk for employees and employers

2,892  
Clients



# What makes CuraLinc different?

## Optimized plan design

Fills care delivery and UX gaps commonly found with traditional EAP providers

## Personalized access to care

12 different ways for employees to connect to mental health treatment

## Immediate support

Participants have in-the-moment access to licensed mental health counselors around the clock

## Inline scheduling

Ongoing care can be scheduled live with a clinician – or through the program’s digital platform

## Quality mental health treatment

Provider mapping based on six distinct dimensions of quality

## Cultural competence

Personalized care and support for any member of any community

## Specialized resources for teens

Support delivered via in-person and video counseling, sub-clinical coaching and text therapy

## Measurable impact

Positive outcomes for mental health, substance abuse, wellbeing and productivity

## Thought partnership

Collaborative approach to client service maximizes the value of the program

## Data-driven approach

System of care that measures every interaction and inflection point

# CuraLinc care journey

Marrying personalized advocacy and technology to engage, empower and support employees



## Engagement

Moving employees from confusion to clarity by igniting an initial connection



## Access

Creating an integrated system of entry points powered by choice and preference



## Advocacy

Reducing barriers to care through personalized navigation and guidance



## Support

Providing evidence-based treatment through multiple modalities



## Outcomes

Delivering end-to-end care and a measurable impact on health and productivity



# Engagement



## Goals

Identify and understand client objectives



## Design

Select the ideal plan design to meet the client's goals



## Positioning

Position the program effectively



## Strategy

Develop a three-pronged engagement strategy

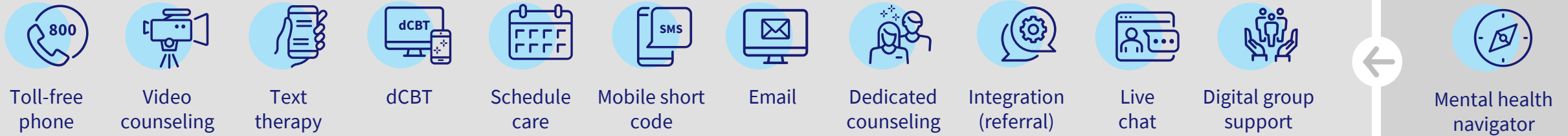
- ✓ Communication
- ✓ Technology
- ✓ Integration

Not a 'one-size-fits-all' approach to maximize visibility and awareness

Role of the user experience (UX) in engagement



# Access



## 12 different ways to access care and support

### Choice

- ✓ **Individualized** access to mental health support
- ✓ System of **convenient** and **integrated** avenues into the program
- ✓ **Preference** (modality, time/date, race, age, gender) empowers participants to begin their journey
- ✓ **Meaningful** connectivity, not a predetermined entry point





# Digital access

Optimized user interface (UI) on desktop and mobile

Emphasis on engagement, access and customization

## Design elements

- **Access bar** Highlights the different avenues to access care
- **Category search** 75 frequently-requested topics
- **'What's on your mind?'** Search for resources based on thousands of keywords
- **Dashboard tiles** 9 to 18 tiles (custom by client); monthly promo, orientation video, toolkits, etc.
- **PAM (Participant Activation Messenger)** Friendly AI bot in the lower right corner of web platform
- **Live Chat** Immediate support from a licensed counselor
- **Mental Health Navigator** Personalized guidance to resources within the program
- **Scheduler** Schedule counseling or coaching through the desktop or mobile app

## User resources

- Flash courses (short educational modules), search engines, tip sheets, self-assessments, discount center, free will and POA, 1in5 anti-stigma webhub, Wellbeing Place Blog

## Client resources

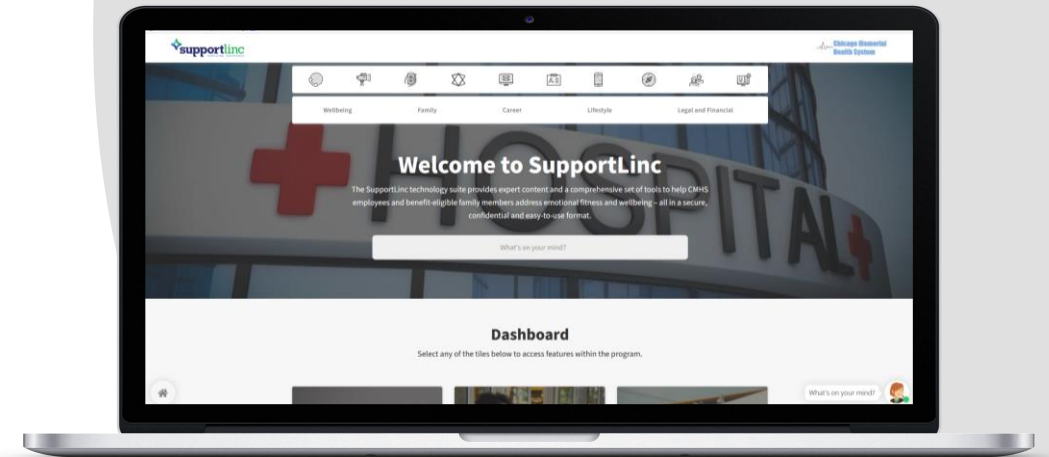
- Client-specific communication portal, supervisor and manager resources

## Interactive toolkits

- Mindfulness, Sleep Fitness, Meditation, Resiliency and Mental Health First Aid

## Client-specific customization

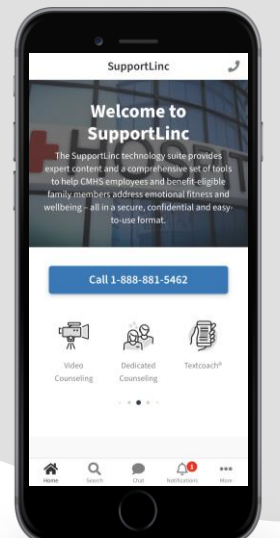
- **Look and feel** Logo, background image, welcome greeting, dashboard tiles to highlight key program elements
- **Connectivity** SSO from client intranet or health plan, links to other client benefits
- **Engagement** Web and mobile alerts to highlight program features or promote client initiatives and events



[www.eapdemo.com](http://www.eapdemo.com)

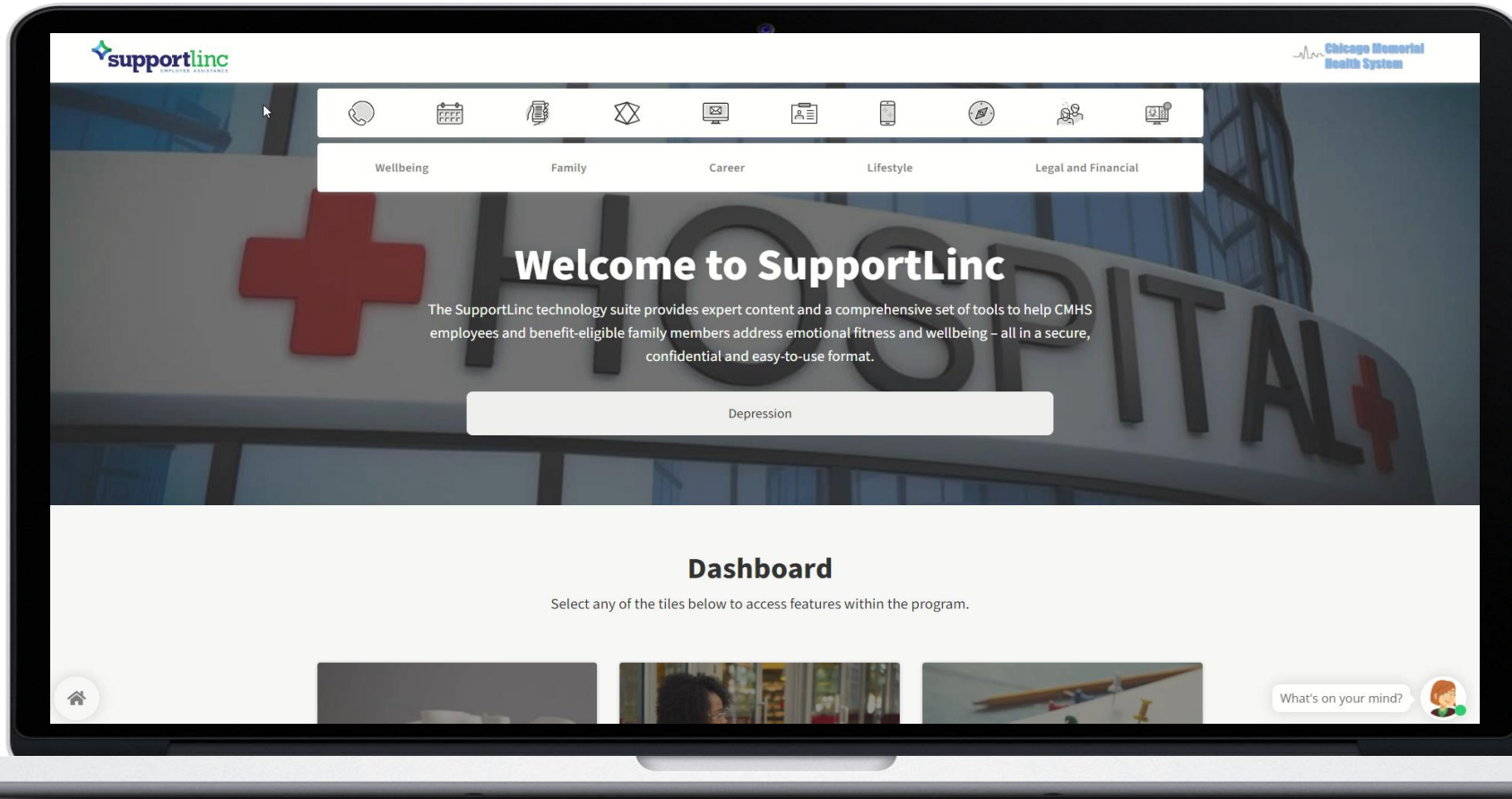
## Mobile

Username: demo



# Digital access

## Web platform demo



[demo.mysupportportal.com](https://demo.mysupportportal.com)

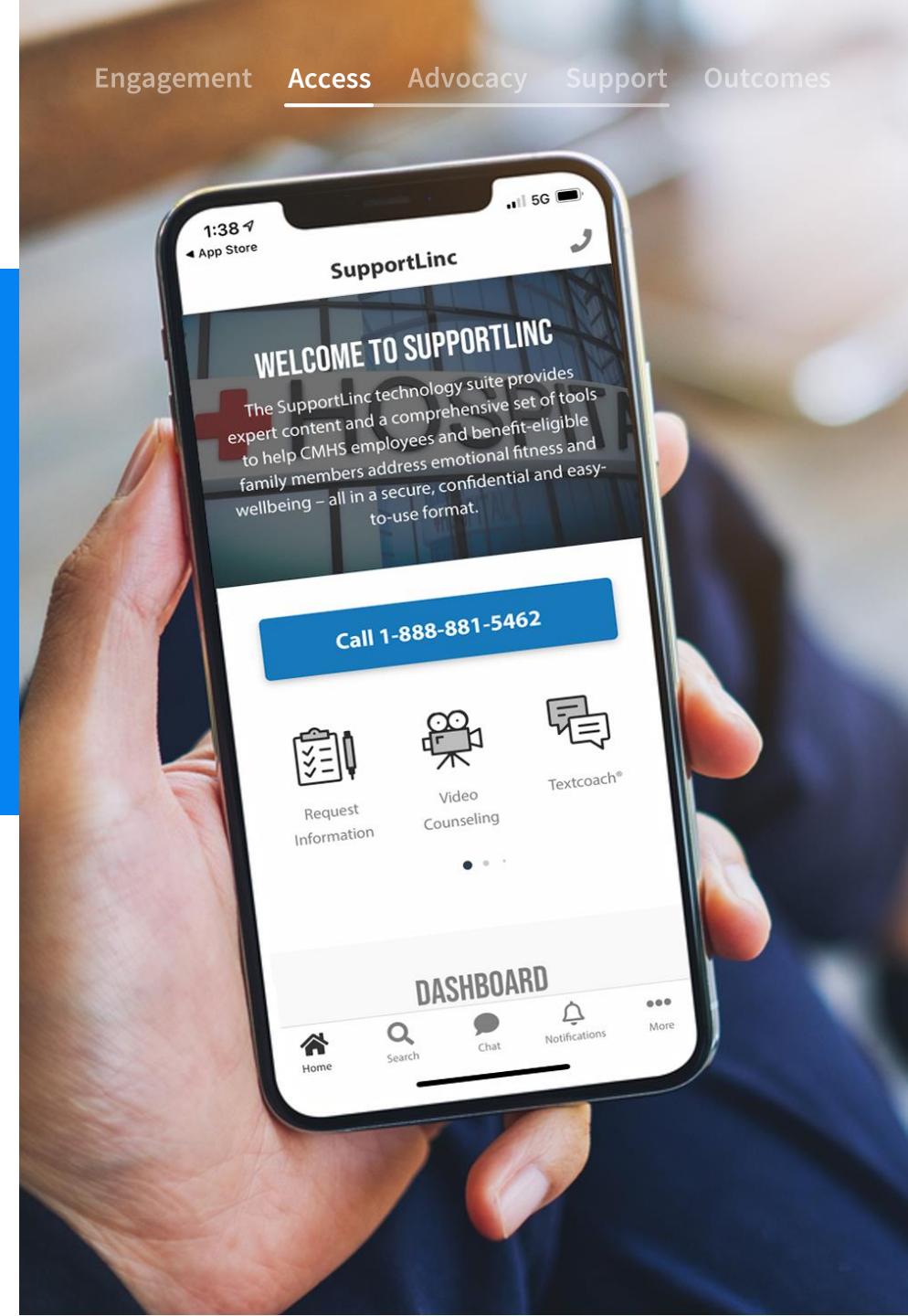
# Access to care during COVID

	1/1/20 – 3/10/20	3/11/20 – 5/30/20	6/1/20 – 12/31/20	1/1/21 – 12/31/21
Face-to-face counseling	79%	7%	40%	48%
Video counseling	2%	56%	28%	24%
Text therapy	4%	12%	9%	7%
Telephonic in-the-moment support	11%	21%	20%	18%
Assessment and referral to MHSA	4%	4%	3%	3%

Telephonic in-the-moment cases were offered (and declined) face-to-face or video counseling

dCBT (digital behavioral health) utilization increased 3x after CDC categorized COVID-19 as a pandemic on 3/11/20<sup>1</sup>

<sup>1</sup> dCBT cases were not included in clinical case breakdown



# Inline scheduling

Expedited access to counseling and coaching

Nationwide footprint of counselors and coaches

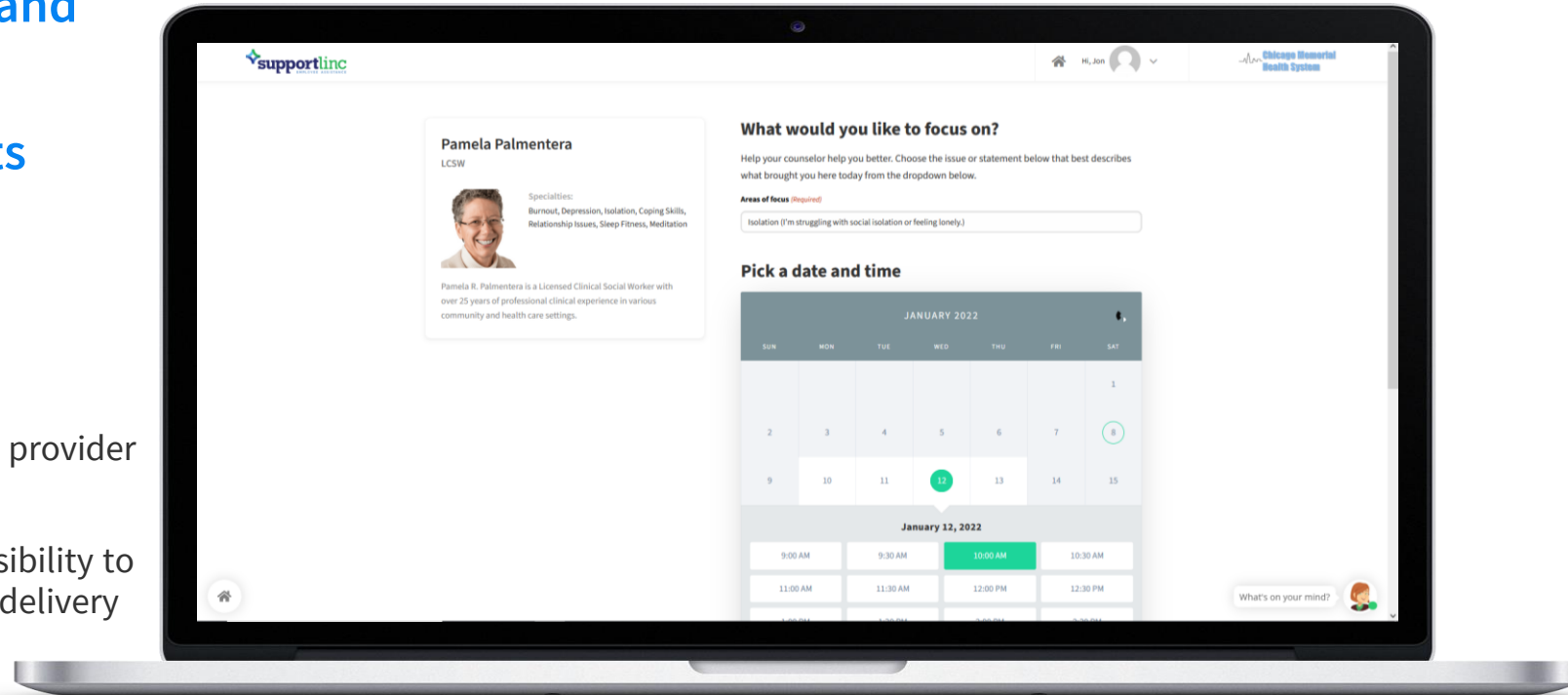
Telebehavioral (video) appointments available within 72 hours

## Advantages

- Speed to care
- Powered by preference: participants can choose a provider with whom they feel comfortable
- Powered by data: counselors and coaches have visibility to clinically validated survey responses prior to care delivery

## Disadvantage

- Inline scheduling reduces the impact of personalized advocacy within the mental health care journey



# Advocacy



Provide immediate support around-the-clock



Human-centric approach reduces barriers to care



Create a personalized care plan for each participant

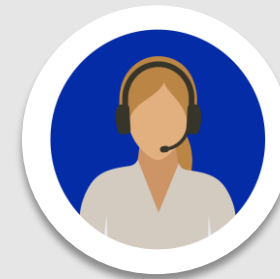
- **Begin with a clinical assessment**
  - ✓ Identify presenting concern and acuity
  - ✓ Use clinically-validated tools to optimize care planning
  - ✓ Determine the ideal course of action
- **Care Advocates provide education and guide participants to the appropriate clinical or sub-clinical resource**



Focus on empowering care, not prescribing care

## CuraLinc Care Advocates

- Masters or PhD in a mental health discipline
- Average 11 years of care management experience
- Specialized training in cultural competence
- Independently-licensed (LMFT, LCPC, LCSW)
- 98% satisfaction rating
- Answer every intake directly, 24/7/365



CuraLinc's Care Advocates provide individualized guidance to the ideal modality and/or discipline

Treatment modalities



Care disciplines



# Advocacy-driven user experience



Jane

Female | 39 years old | Depression

## Traditional EAP UX



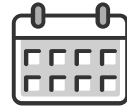
Contacts the EAP by phone



Short risk assessment by unlicensed CSR



EAP sends list of local providers with “no guarantees” for an appointment



Jane calls down the list of providers in hopes of scheduling care

### Potential care gaps

- No in-the-moment clinical support
- Providers may not have availability
- Providers may not match MHSA for ongoing care
- No contact after sending the list



## CuraLinc UX



Contacts the EAP by phone, text, chat, video, etc.



Clinical assessment and in-the-moment support



EAP confirms availability and MHSA network alignment prior to making referral



EAP provides ‘smart’ referral to local clinician and offers to schedule the first session



EAP clinician follows up after the case to assess needs, measure satisfaction and H&P





# Mental Health Navigator

Digital advocacy drives access to personalized mental health support

Available on CuraLinc's web and mobile platforms

UX starts with a short evidence-based assessment

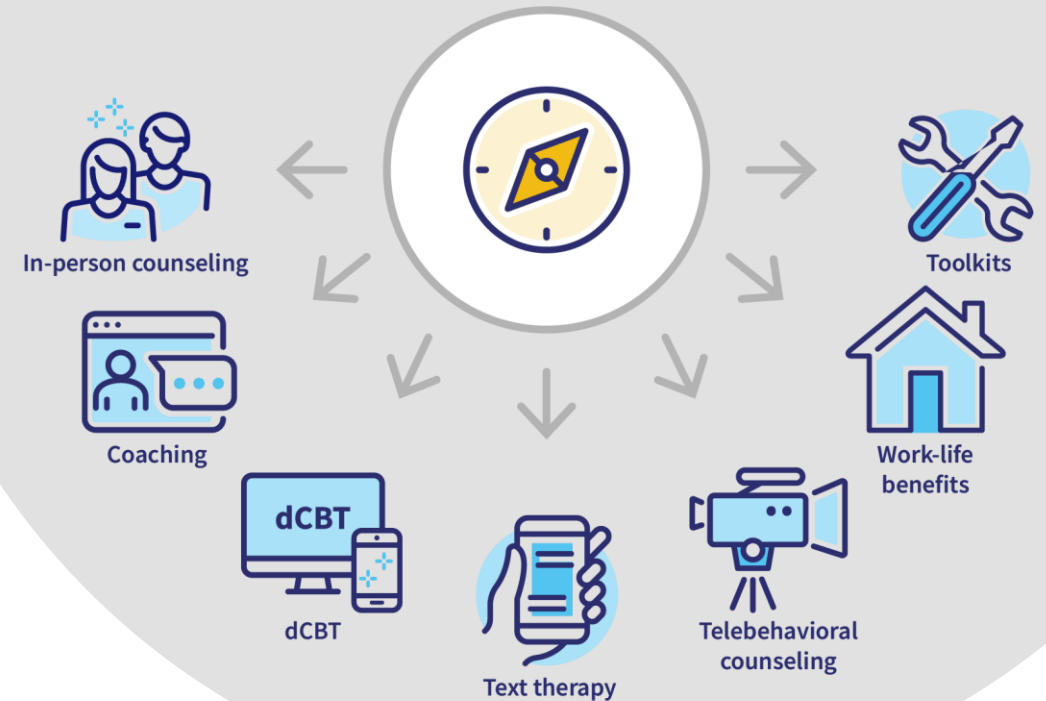
- 2–3 minutes to complete
- Clinically-validated tools (DASS, WOS, AUDIT) to measure productivity and risk for depression, anxiety, stress and alcohol use

Algorithm stratifies the risk level for each participant

Personalized navigation to care

- Individual report available immediately
- Risk interpretation and recommendations for support and resources
- Direct links to access care and schedule counseling or coaching

Engagement Access **Advocacy** Support Outcomes



**1 in 4 users**

Were high risk for depression, anxiety, stress or alcohol use

**21%**

Of Navigator participants opened a new case after completing the survey

## Concierge support across the mental health continuum



In-person counseling



Telebehavioral counseling



Text therapy



Digital group support



dCBT



Coaching



Work-life benefits

### Evidence-based care delivered through multiple modalities

#### Clinical resources

- In-person or telebehavioral counseling from a global network of licensed mental health clinicians
- Text therapy
- Digital behavioral health (dCBT) as a treatment modality or in-care support

#### Sub-clinical resources

- Coaching for mindfulness, meditation and sleep fitness
- Work-life benefits (legal and financial consultation, ID theft consultation, dependent care support)
- Interactive web and mobile mental health toolkits

Internal and external integration creates a seamless experience for every participant







# Support

## In-person and telebehavioral counseling

### Network depth

 **U.S.**  
26,960 licensed counselors

 **Global**  
24,010 licensed counselors

### Provider diversity

- ✓ Age
- ✓ Race
- ✓ Religion
- ✓ Gender identity
- ✓ LGBTQ status



### Evidence-based treatment

- ✓ Cognitive behavioral therapy
- ✓ Solution-focused brief therapy
- ✓ Acceptance and commitment therapy
- ✓ Mindfulness-based cognitive therapy

### Professional credentials

- 38.4% Licensed Clinical Social Worker
- 31.3% Licensed Clinical Professional Counselor
- 21.1% PhD/PsyD
- 9.1% Licensed Marriage and Family Therapist

# Support

## Provider quality

### Provider Evaluation Schedule

Speed to Care (Non-Urgent)	Speed to Care (Urgent Cases)	Satisfaction	Net Promoter Score (NPS)	Case Resolution	Outcomes
How often was the provider available to accept a new referral within CuraLinc's prescribed timeframe?	How quickly did the provider offer an initial appointment?	How satisfied were participants with the services they received from the provider?	How likely were participants to recommend the provider to a family member or colleague?	What percentage of cases was the provider able to resolve within the framework of the EAP?	How effective were the provider's services in measurably improving participant health, wellbeing and productivity?

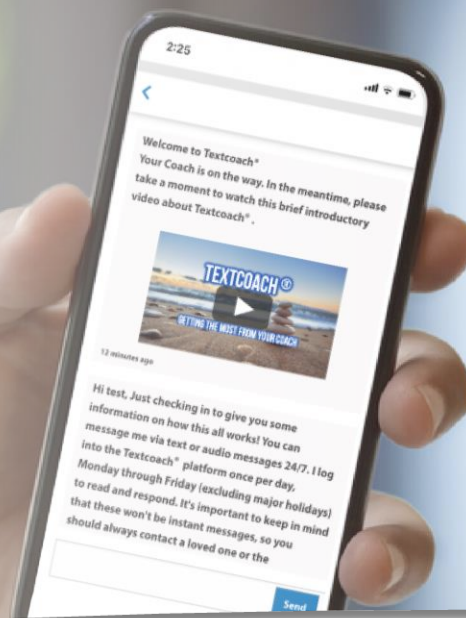
Quality Tier	% of Referrals	Description
I	75.2%	Preferred provider for all referrals
II	20.3%	Preferred over Tier III providers for all referrals
III	4.5%	Used only if Tier I or II provider is not available
Pended	0.0%	Corrective action



Over 95% of referrals were made to Tier I and Tier II providers in 2021

# Support

Textcoach® (text therapy)



## Access

Available via desktop or mobile

Connected to EAP digital platforms

Fully-integrated with all other CuraLinc treatment modalities

## User experience (UX)

Create profile and choose presenting issue or focus area

Match with a coach (a licensed counselor) based on Presenting Issue or Focus Area

Begin immediately

- Asynchronous text (+) voicenotes, tip sheets, videos and resources
- 1 week per EAP session model (5-session model = 5 weeks of text therapy)
- Coaches engage with users daily (at a minimum)

## Presenting Issues and Focus Areas

- ✓ Anxiety
- ✓ Burnout
- ✓ Coping
- ✓ Depression
- ✓ Drug/alcohol concerns
- ✓ Mindfulness
- ✓ Relationship issues
- ✓ Resilience
- ✓ Social isolation
- ✓ Stress
- ✓ Trauma

## Benefits

Around-the-clock access

- Reach out at any time

No appointments, no wait times, no commuting

Effective, convenient and stigma-free

# Support

## Digital behavioral health (dCBT)

- ✓ **Dynamic digital mental health treatment**
- ✓ **Evidence-based content and practical resources to foster meaningful behavior change**

### Access

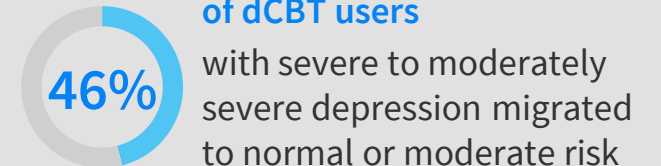
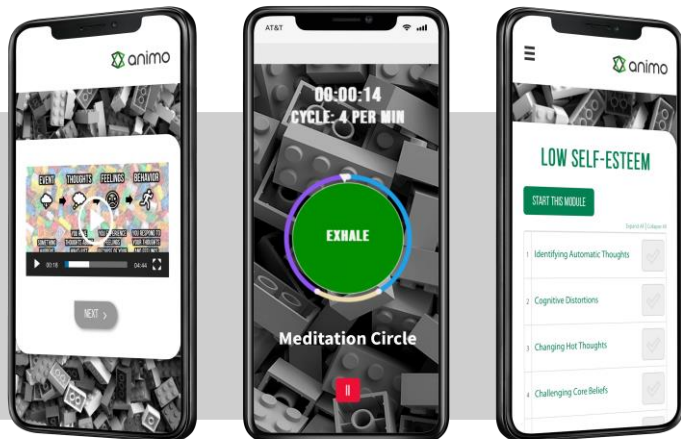
- Available via desktop or mobile
- Fully-integrated within CuraLinc’s clinical model
- Used as a stand-alone modality or as an in-treatment resource

### Modules

- 20 modules across three categories (stress, anxiety, depression)
- Each module includes five 10-minute sessions plus exercises between sessions
- Access tools, games and throughout course of care

### ‘Flash Courses’

- 10 single-sit courses
- Average five minutes each
- Develop skills or competency on a specific topic (mindfulness, sleep fitness, opioids and chronic pain, meditation, etc.)



# Support

## Sub-clinical coaching

CuraLinc's accredited coaches and licensed counselors are available to help EAP participants optimize their wellbeing and emotional fitness.



Meditation



Mindfulness



Sleep Fitness

### Coaching modalities and access points

- ✓ Video
- ✓ Phone
- ✓ Text therapy
- ✓ dCBT
- ✓ Desktop and mobile toolkits





# Support

## Work-life benefits



### Legal consultation

- Free in-person or telephonic consultation
- Post-case follow-up
- No employment law



### Financial consultation

- Guidance and consultation from financial planners and budget specialists
- Strategy only; no investment suggestions



### ID theft consultation

- Free consultation with ID theft recovery professional
- Tailored recovery action plan



### Dependent care resources

#### Child care referrals

- Education
- Scholarship searches
- Home child care
- Nannies
- 'Back-up' care
- Recreational programs

#### Elder care referrals

- Adult day care
- Assisted living
- Home health care
- 'Meals on wheels'
- Retirement communities



### Convenience and concierge resources

#### Expert referrals for everyday needs

- Home improvement
- Entertainment services
- Pet care
- Auto repair
- Wellness
- Travel
- Plumbers and handymen
- Volunteer opportunities



### Retirement coach

- Guidance from licensed clinician to assist with the transition to retirement
- Referrals to clinical and sub-clinical resources

# Support



## Clinical resources

## Sub-clinical resources

### In-person counseling Telebehavioral counseling

#### Provider diversity

- ✓ Age
- ✓ Race
- ✓ Gender identity
- ✓ LGBTQ status
- ✓ Religion

#### Evidence-based practices

- Solution-focused brief therapy
- Cognitive behavioral therapy
- Acceptance and commitment therapy
- Mindfulness-based cognitive therapy

#### Professional Credentials

- Licensed clinical professional counselors: 31%
- Licensed marriage and family therapists: 9%
- Licensed clinical social workers: 38%
- PhD/PsyD: 21%

**26,960**

U.S. providers

**24,010**

Global providers

### Text therapy

#### User experience

- Create profile and choose presenting issue or focus area
- Match with a coach
- Begin texting immediately

#### Benefits

- ✓ Around-the-clock access, reach out at any time
- ✓ Available on CuraLinc’s web and mobile platforms
- ✓ No appointments, no wait times
- ✓ Effective, convenient and stigma-free

### Digital behavioral health (dCBT)

#### Key features

- Dynamic digital mental health treatment
- Used as a stand-alone modality or as an in-treatment resource
- Evidence-based content and practical resources to foster meaningful behavior change



### Digital group support

- 30-minute small group sessions covering a variety of topics
- Hosted by subject matter experts
- Woven into the EAP digital platform
- Appeals to people who may not be receptive to 1-on-1 counseling

### Coaching

CuraLinc’s accredited coaches and licensed counselors are available to help participants optimize their wellbeing and emotional fitness

- ✓ Meditation
- ✓ Sleep Fitness
- ✓ Mindfulness

### Interactive toolkits

- ✓ Meditation
- ✓ Sleep Fitness
- ✓ Mindfulness
- ✓ Mental Health First Aid
- ✓ Resiliency

### Work-life benefits

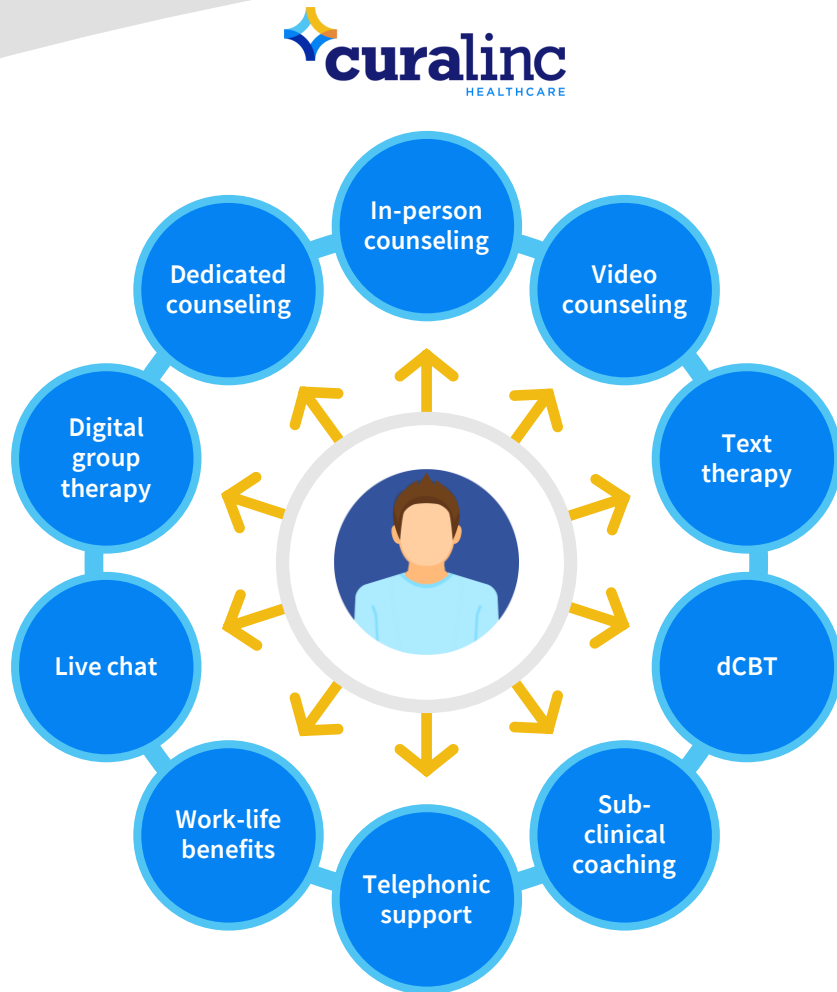
#### Expert consultation and referrals

- ✓ Dependent care
- ✓ Convenience
- ✓ Retirement coach
- ✓ Legal
- ✓ Financial
- ✓ Identity theft

#### Key features

- Unlimited use
- Counseling integration
- Distinct communication
- Back-up care
- Kits and deliverables

# An integrated approach to support



VS.

## Other providers



↑ Choice    — Integration    ● Delivered by third party provider    ○ Not offered at all



# Supporting diversity

## Cultural competence

Understanding the needs of a diverse workforce and delivering a program to meet those needs

### Advocacy within the intake and assessment process

### Preference-based referrals

- More than location and clinical specialty
- LBGTQ+, race, gender, age, language, religion
- 26% LBGTQ+, 17% BIPOC (with targeted development strategy)

### Employer support services

- Consultation
- Training
- Critical incident response

## Social inequality

Meaningful services and support to help employees cope and remain productive

### Support for employees

- In-the-moment support from culturally-competent Care Advocates
- Preference-based referrals

### Support for HR and supervisors

- Management and policy consultation

### Support for the organization

- Employee and management training
- Critical incident response



## Clinical follow-up

- Measure satisfaction, outcomes and Net Promoter Score (NPS)
- Guidance to additional program resources
- Coordination of care beyond the program



## Value creation

### Resolution

**92%**

Of cases resolved within the program

Clinical follow-up also confirms resolution

### Return on investment

**5.2-to-1**

Average ROI <sup>1</sup>

Based on health care and human capital cost savings

<sup>1</sup>Offset calculator in utilization reports and at EAPROI.com

### Impact

Lower rates of depression  
Higher productivity  
Reduced absenteeism  
Less risk of alcohol abuse  
Better mental health

Annual case study published at [EAPOutcomes.com](http://EAPOutcomes.com)



# Outcomes and impact

Peer-reviewed case study shows measurable improvement in employee health and productivity



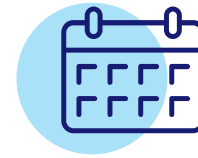
## Productivity (Tool used: SPS-6)

67% of at-risk employees no longer had a productivity problem after using the program.



## Depression (PHQ-9)

81% of employees with depression recovered after EAP treatment to no longer be at-risk.



## Absenteeism (WOS)

After completing treatment, the average time missed from work due to the employee's presenting concern dropped from 9.4 to 2.1 hours.



## Alcohol use (AUDIT)

After EAP treatment, 73% of at-risk employees were no longer at risk for alcohol misuse.





# Employer support services

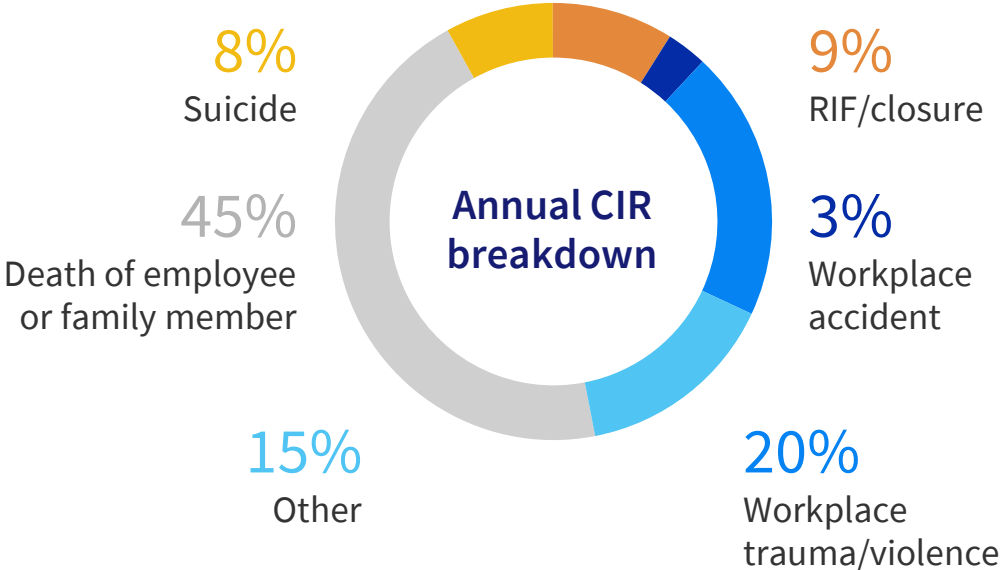
Resources and consultation to optimize  
your workforce



# Employer support services

## Critical incident response (CIR)

- Reduce the impact of traumatic events on employee wellbeing and productivity  
*Death, accident, workplace violence, natural disaster, RIF, robbery*
- Documented response plan created for each event
- Around-the-clock access
- Nationwide team of crisis response professionals  
*Over 3,000 experienced specialists across the U.S.*
- Expert consultation
- Post-event reporting, recommendations and referrals



Bank of 10 onsite service hours included per year

\$225 per hour thereafter

# Employer support services

## Training and organizational development

### Topical training

- Over 100 modules that reduce risk and liability, develop employee and supervisor competencies
- Tailored to suit each client's training goals and culture

#### Cultural competency

- Embracing Diversity
- Promoting Healthy Conversations About Race
- Coping During Community Unrest
- Leading During Times of Crisis

#### Most requested modules in 2019

- Stress Management
- Mindfulness
- Mental Health First Aid

#### Pandemic hits in 2020-2021

- Avoiding Burnout
- Working With Children at Home
- Stress Management During a Pandemic
- Juggling Work and Virtual Learning: Tips for Working Parents
- Coping with Grief

### Benefit training

- “What is the EAP?”
- Custom orientation video for Raytown School District

Bank of 10 onsite service hours included per year

\$225 per hour thereafter

#### Delivery vehicles

- In-person
- Live/recorded webinar
- Custom LMS module

# Employer support services

## Management consultation

- Consultative resource to assist supervisors and managers with challenging employee and organizational issues
  - Also used to drive additional awareness to the EAP
  - Consultation regarding cultural competency
- 

## Formal (mandatory) management referrals

- Tool for management/HR to assist and resolve employee concerns
  - DFW/DOT policy violations
  - Communication/notification process tailored for Raytown School District
- 

## Informal (soft) referrals

- “Hey, did you know you have...?”
  - Used as an early-stage recommendation
- 

## Policy consultation

- Assist in the development of comprehensive DFW programs and policies







# Client services

Strategic thought partnership  
maximizes the impact of the program





# Client services

## Program management

### Single point of contact

#### Service team leader for Raytown School District

Supported by representatives from multiple departments

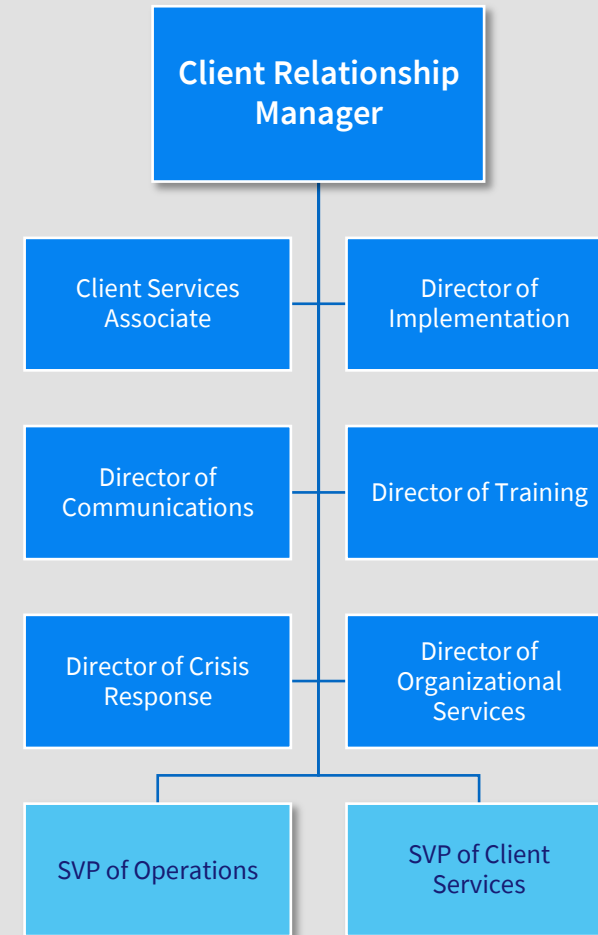
- Communications
- Crisis response
- Training
- Operations
- Technology team leaders

### Participate in the implementation process

#### Accountability range

- Overall responsibility for program success
- Deliver a benefit tailored each client's culture and goals
- Maximize the impact and value of the EAP

#### CuraLinc service team for Raytown School District



# Client services

## Implementation

Average 60 days for most clients

Pre-meeting call with client service and implementation teams to discuss culture, objectives and immediate needs

Structured implementation meeting

Organizational structure

EAP transition (if applicable)

Marketing and promotion

Integration with other programs and benefits

Worksite services

Consultation

Administration

Development of engagement strategy

Provided to Raytown School District shortly after the implementation meeting

CuraLinc Healthcare Implementation Plan	
CuraLinc Healthcare understands the importance of implementing each new program in a manner that is consistent with a client's culture and expectations. The following implementation schedule outlines the markers necessary to ensure a successful rollout.	
Client Name:	XYZ Manufacturing
Implementation Date:	January 1, 2022
Task	
XYZ Manufacturing Chooses CuraLinc	90 Days
CuraLinc Sends Contract to XYZ Manufacturing	
Pre-Implementation Call to Discuss Culture and Timeline	
<b>CuraLinc Hosts Implementation Meeting</b> TOPICS: Organizational Structure, EAP Transition, Marketing and Promotion, Benefit Integration, Technology, Worksite Services, Consultation, Administration	60 Days
CuraLinc Holds Transition Call with Outbound Provider (if applicable)	
CuraLinc Begins Benefit Integration Process with Other Providers	
CuraLinc Develops Internal XYZ Manufacturing Profile(s)	
CuraLinc Sends EAP 'Coming Soon' Flyer	30 Days
CuraLinc Sends Implementation Status Update	
CuraLinc Establishes Reporting Parameters	14 Days
CuraLinc Sends Materials for Open Enrollment (if applicable)	
CuraLinc Sends Initial Invoice(s) to XYZ Manufacturing	3 Days
CuraLinc Prepares Custom EAP Web and Mobile Portals	
CuraLinc Hosts Orientation Session(s) (if applicable)	Effective Date
CuraLinc Provides XYZ Manufacturing with Orientation Video(s)	
CuraLinc Tests Intake, Technology for XYZ Manufacturing	
CuraLinc Sends Initial Promotional Materials	
CuraLinc Sends Final Implementation Confirmation	
Rollout	
CuraLinc and XYZ Manufacturing Confirm Successful Rollout	

# Engagement strategy

After the implementation meeting, CuraLinc will develop a three-pronged engagement strategy for Raytown School District



Communication



Integration



Technology



# Reporting

## Comprehensive reporting package

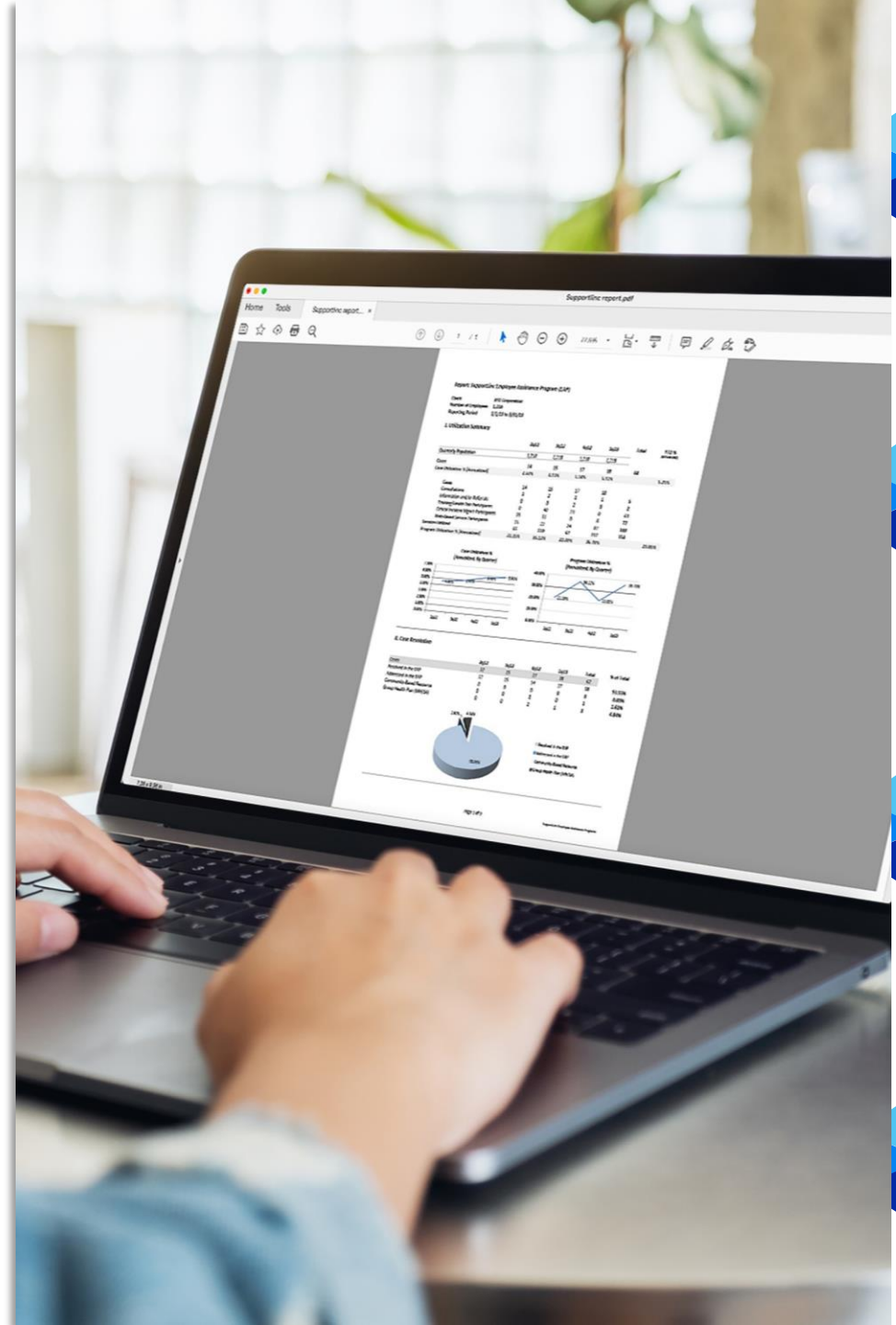
- Executive summary; big picture overview
- Clear and easy to understand data that promotes accountability
- Available to Raytown School District 30 days after each quarter or on demand

### Key metrics

- ✓ Program and case utilization
- ✓ Case resolution
- ✓ How users learned of the program (communication, integration, technology)
- ✓ Primary presenting issue or concern
- ✓ Demographic analysis of users
- ✓ Business impact (ROI)

## Quarterly review

- Discuss trends, highlights and areas for improvement with Raytown School District
- Make data-driven adjustments to engagement strategy based on trends and discussion



# Innovation roadmap

2010-2012

- Video counseling
- Hybrid EAP administration
- PharmaLinc
- DisabilityLinc

2013

- Health and productivity outcomes tracking
- eConnect® mobile app

2014

- Impaired Professionals Program

2015

- Enhanced Stress Mgm't Program
- Expat Assist
- Anti-stigma campaign

2016

- Wellbeing Place blog
- dCBT (Animo®)
- Mindfulness and Meditation Toolkits

2017

- Enhanced Financial Wellness
- Retirement Coach
- **Disability Navigator (Autism support)**
- Mobile push messaging

2018

- Counselor Connect
- CuraLinc TV
- Resiliency and Sleep Fitness Toolkits
- Short code

2019

- Enhanced web and mobile platform
- Text Therapy (Textcoach®)
- Sub-clinical coaching
- **CuraLinc for Teens**
- **Digital Group Support (VSC)**

2020

- Enhanced mobile platform
- Mental Health Navigator
- Mental Health First Aid Toolkit

2021

- Employee recognition platform
- Inline scheduling

2022

## Disability Navigator

Disability Navigator provides an extra layer of support, advocacy and navigation for families who have children with autism and other developmental disabilities.

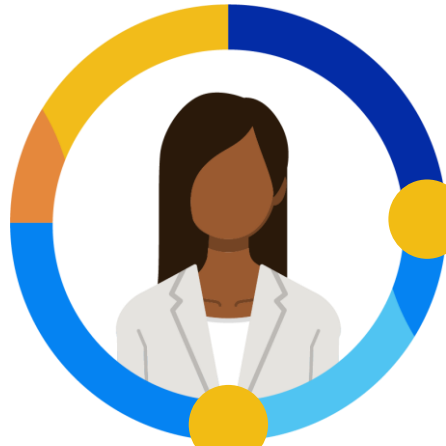
## CuraLinc for Teens

With parental consent, adolescents between age 13 and 17 have expanded access to resources to address clinical and sub-clinical concerns.

## Virtual Support Connect (VSC)

EAP participants will be able to join moderated group therapy sessions hosted by licensed counselors and subject matter experts.

# Transformative mental health fueled by connectivity



**Three-pronged approach to maximize visibility and awareness**

- Communication
- Integration
- Technology

**Engagement**  
Moving employees from confusion to clarity by igniting an initial connection

**Improve connectivity and facilitate meaningful access to treatment**

Toll-free phone   Video counseling   Text therapy   dCBT   Schedule care   Mobile short code   Email   Dedicated counseling   Integration (referral)   Live chat   Virtual group support   Digital navigation

**Access**  
Wholly-owned and integrated system of entry points powered by choice and preference

**Higher awareness → Optimized user experience → Quality care → Measurable outcomes**

- Lower rates of depression
- Higher productivity
- Reduced absenteeism
- Less risk of alcohol abuse
- Better mental health

**Outcomes**  
End-to-end care, with a measurable impact on health, wellbeing and productivity

**Support for employees**  
(evidence-based treatment through a variety of integrated modalities, including in-person, video and text therapy)

**Support for employers**  
(crisis response, training, management consultation, FMR and SAP coordination)

**Support for HR/benefits**  
(strategic thought partnership)

**Support**  
Support, advocacy and thought partnership to every consumer within each client

**Concierge navigation and guidance from licensed mental health professionals**

Develop a **personalized care plan** for each participant

Focus on **empowering** care rather than **prescribing** it

**Advocacy**  
Human-centric approach reduces barriers to mental health treatment





# Pricing and plan design summary for Raytown School District

## Mental health care and support

Meaningful access to clinical and sub-clinical resources  
Personalized care journey for every participant  
6 sessions per presenting issue

## Organizational services

Critical incident response  
Training and organizational development  
Management and organizational consultation

## Client services

Strategic thought partnership  
Tailored engagement strategy (communication, technology, integration)  
Reporting and analysis

# \$1.42 PEPM

Bank of 10 Worksite Services Hours included per year. With additional hours available at \$225.00 per hour

