Transforming Mental Healthcare

Presented by Headspace

22 June, 2023

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Headspace Health Presenters

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Agenda

The need for transformation
- Access
- Quality
- Trends
- Impact on Expenses

The macro and micro views of care needed
- Population Mental Health Needs
- An Upstream Focus
- Delivery of Clinical Services
- Scalability
- Providing a Concierge Approach

Cost impact and outcomes
- Cost favorability
- Outcomes and studies

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The need to transform mental health care

Barriers

Challenges in accessing care
Fragmented member experiences
Persistent **stigma**
Treatment **compliance**
Impacts of members' overall health

An Untreated Population

- **Only 47.2%** of those identified with mental health conditions receive care[4]
- **Nearly one third** of people seeking mental health services have little or no access to providers due to lack of providers, lack of network participation, or closed panels [5]

34% are unaware of what kind of help they need or is available to them

Average annual costs for members with mental & physical health conditions are **2.8X - 6.2X** higher [1]

Mental health conditions are expected to be the **largest drivers of healthcare costs** among millennials over the next decade [2]

Studies show that with outpatient care, total costs are **reduced by up to $3,109** per person over a two-year period [3]

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[1] https://www.milliman.com/-/media/milliman/pdfs/articles/milliman-high-cost-patient-study-2020.ashx
[2] https://www.bcbs.com/sites/default/files/file-attachments/health-of-america-report/HOA-Moodys-Millennial-10-30.pdf
[3] https://d17f9hu9hnb3ar.cloudfront.net/s3fs-public/2021-11/Evernorth%20Behavioral%20Health%20Analysis%20Nov%202021.pdf
[4] https://www.nimh.nih.gov/health/statistics/mental-illness#:~:text=In%202021%2C%20among%20the%2057.8,males%20with%20AMI%20(40.0%25)
[5] www.nami.org/support-education/publications-reports/public-policy-reports/the-doctor-is-out#:~:text=800-950-6264&text=Each%20year%20millions%20of%20Americans,States%20go%20without%20any%20treatment

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Transformation: What can our goals be?

- **Align incentives** for better overall health outcomes at a lower cost
- Utilizes **measurement-based care** with a focus on **outcomes**
- Promotes **coordination of treatment** for behavioral and physical health
- Creates a reimbursement structure for high-quality networks to allow for **expanded access** to all populations
- Deploy a **compassionate, multidisciplinary care model** to address all member mental health needs to deliver the most appropriate, cost-effective care at the right time

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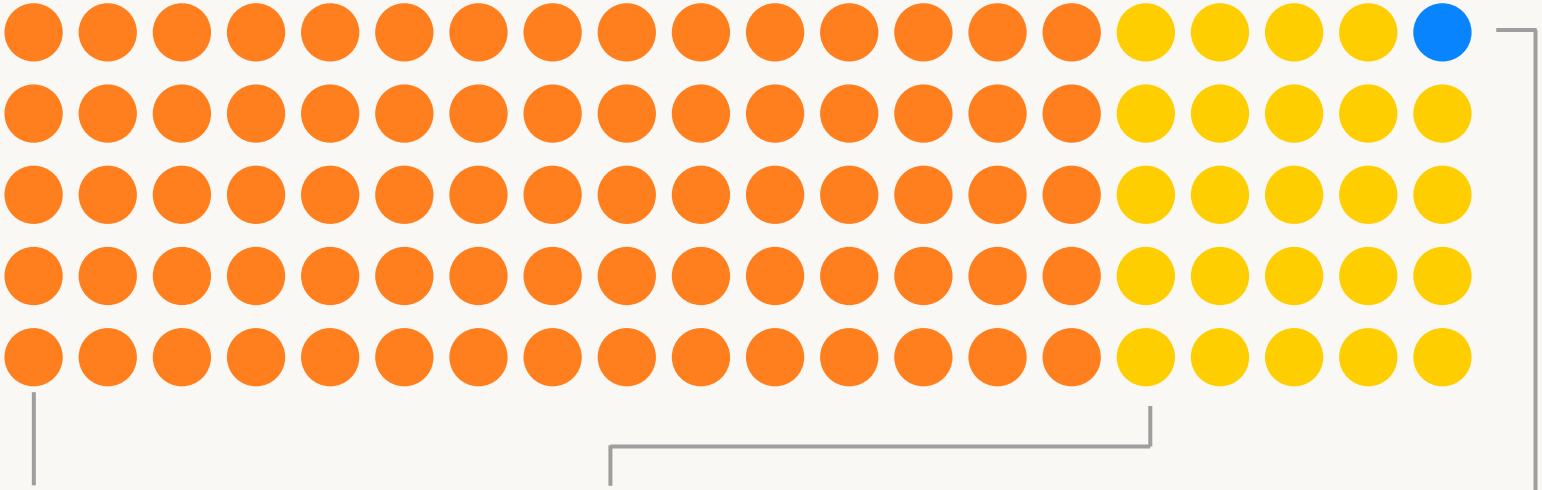
Not everyone needs therapy, but everyone needs something



75 IN 100 MEMBERS

Only require support that fosters mental wellness

24 IN 100 MEMBERS

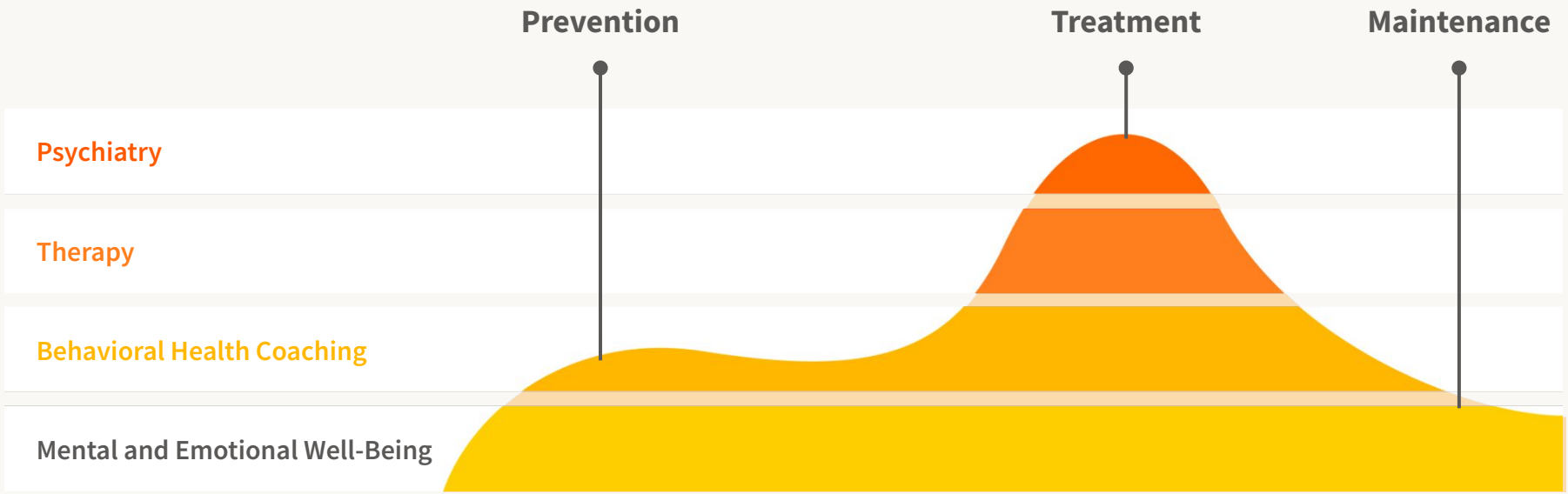
Require mental wellness support and have moderate needs such as counseling or therapy

1 IN 100 MEMBERS

Require mental wellness support and have acute needs that may require intense services or treatment

Adapted from McKinsey Analysis. Source: Definitive Healthcare (2019); Enrollment Projection Tool, Truven Commercial data set (2018)

Mental health is continuous



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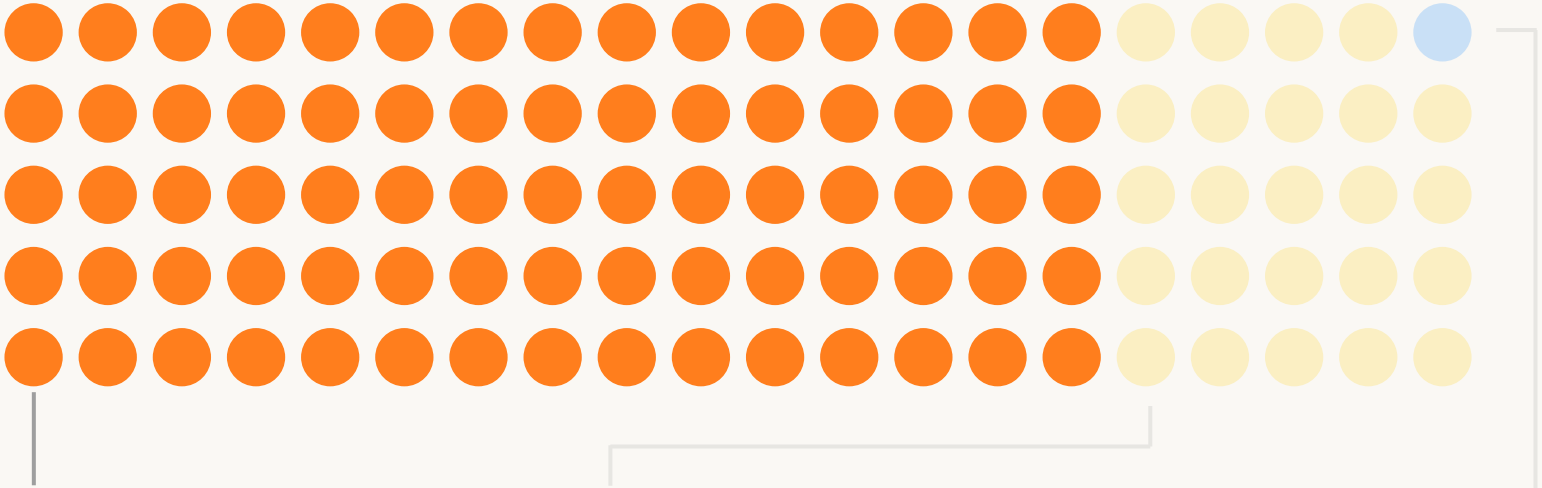
Keeping the healthy, healthy with unlimited support



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BEHAVIORAL HEALTH COACHING

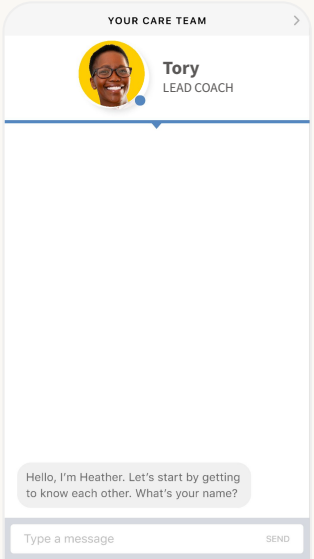
Longitudinal sub-clinical support

Matched with a coach in under 2 minutes

Coaches build a foundation for long term care

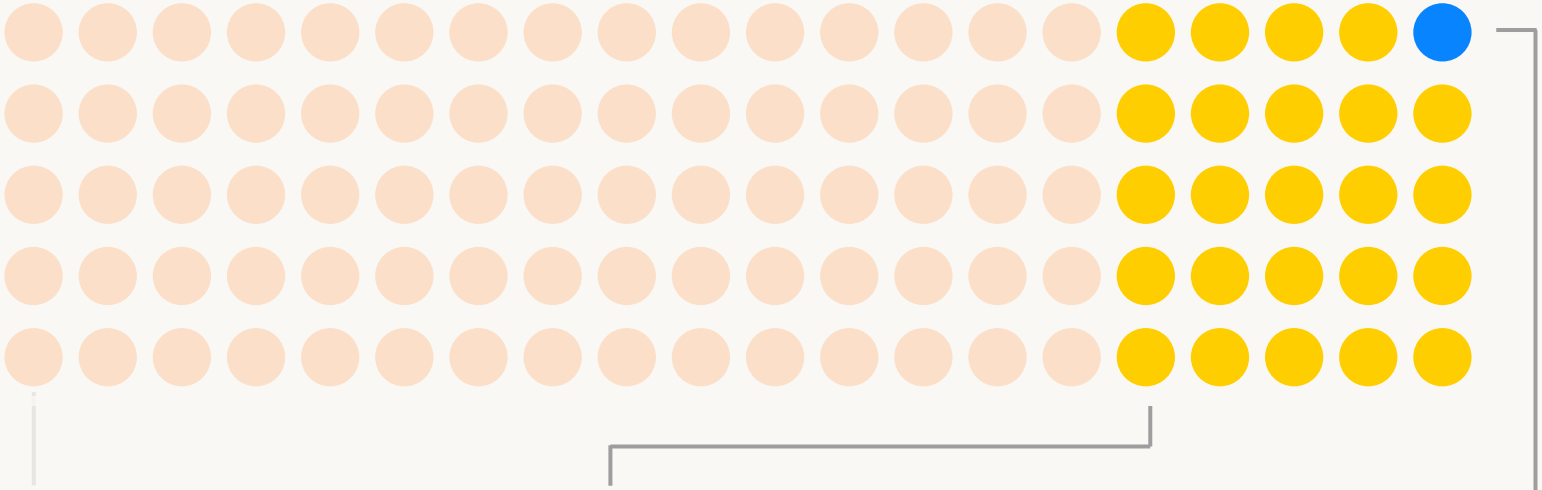
Coaches partner with member to create a personalized plan

Tory Behavioral Health Coach



- Coping with Stress
- Building Self-Esteem
- Improving Communication
- Resolving Conflict
- Recovering from Loss and Grief
- Balancing Work and Life
- Improving Sleep
- Managing Anxiety
- Increasing Resilience

Multi-layered clinical care to support the acute population



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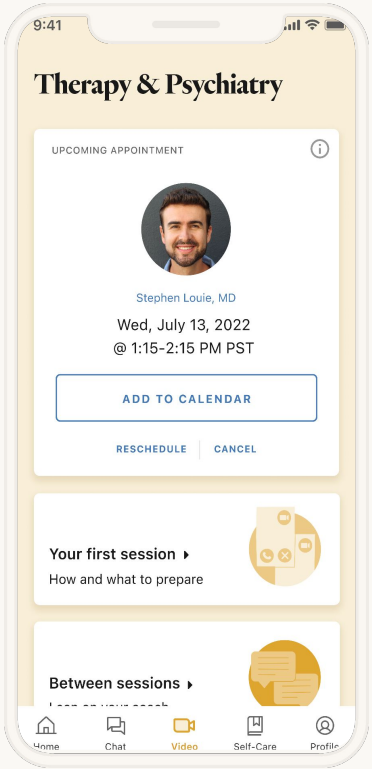
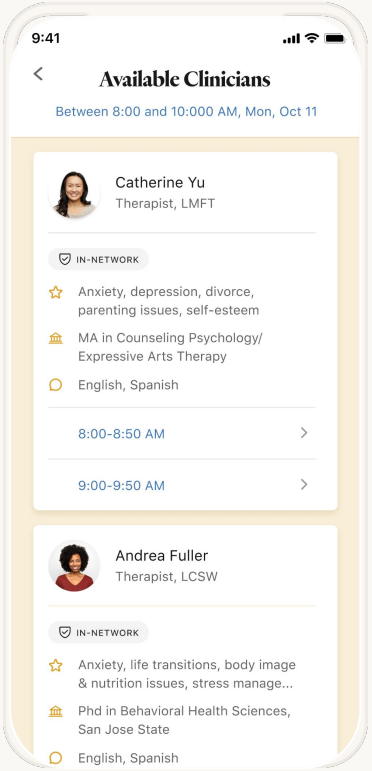
Clinical Services

- **Therapy**
  - High-quality clinical care provided by licensed therapists trained in a range of clinical specialties and evidence-based treatment modalities, such as Cognitive Behavioral Therapy (CBT).
  - Members are able to select a therapist based on their personal preferences.
  - Seamlessly integrated with coaching for continuous support before and after sessions.
- **Psychiatry**
  - Evidence-based medication management provided by board-certified/eligible psychiatrists.
  - Help members understand their treatment options, track symptoms and side effects, and adjust medication based on their needs.
  - Psychiatrists collaborate with coaches and therapists to ensure the entire care team is working towards the same care plan.





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Scalable provider systems safeguard access with unmatched quality

Behavioral health *providers* versus *networks*:

- Multi-disciplined group of providers exclusively dedicated with full-time availability; connected for a collaborative care delivery approach.
- Complete capacity management to uphold availability and time-to-care standards
- Virtual providers can deliver services in multiple states and countries, eliminating geo-access barriers
- Enhanced care collaboration through clinical rounds and multidisciplinary consultations
- Commitment to measurement-based care practices, quality assurance, and outcomes

8x

1 full-time provider delivers the same relative capacity as 8 part-time providers

2.2

Business days to the first therapy appointment offered

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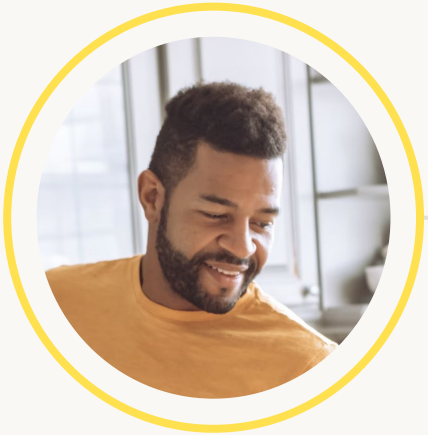
How do you create a concierge approach to mental health?



Matching with the right providers

Hands-on support ensuring their coach or clinician closely aligns with their needs and preferences.

Unblocking scheduling

Troubleshooting, proactive reminders, and support removes
roadblocks when scheduling follow-up therapy appointments.

Escalated care support

Vetting in-network specialists with availability and providing warm hand-offs to clinically-appropriate, off-platform providers or services

Step down and ongoing support

Continued coaching and support during and after the member's clinical treatment.

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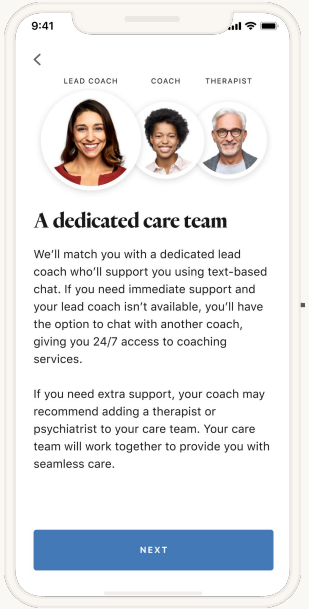
Successful Guidance of Members to Appropriate Care

- Integrate all levels of care for a seamless member experience
- Shift mental health upstream with high-quality preventive care
- Leverage data for personalized, measurement-based care planning



75%

Preventive Care

Proactively support well-being and address mild symptoms

20%

Clinical Care

Support members with moderate symptoms

5%

Complex Care

Help members with complex needs access specialized care

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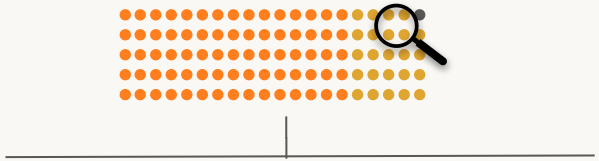
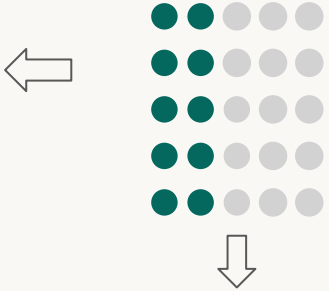
Can you increase utilization while reducing mental health expenses?



Therapy*:
This is the singular modality available under the traditional model today. Only 10 in 25 members are able to get timely access therapy

Traditional care



40% of members treated at ~$11k in plan expense

vs.

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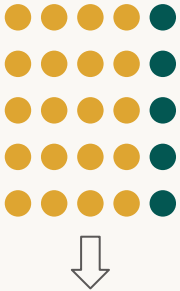

100% of members treated at ~$7k in plan expense

Therapy:**
Our results have found that 5 in 25 members present for therapy and engage timely with a provider

Coaching:
The virtual front door to our care model. 20 in 25 members receive the appropriate care and do not need elevation to therapy. Coaching is done at lower plan expense.

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*The Digital Mental Health Revolution
** Based on IBM MarketScan data and Accorded analysis

The largest body of peer-reviewed evidence in digital mental health

Selected research areas

- **Mental wellbeing:** stress, resilience, life satisfaction, quality of life
- **Clinical outcomes:** depression, anxiety, sleep
- **Cognition and neuroscience:** HRV, attention
- **Healthcare costs and ROI:** claims spending, workplace outcomes

50+

Peer-reviewed studies on product-specific outcomes

65+

Research collaborators

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Thank you!

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