

# IFoA Mental Health Webinar

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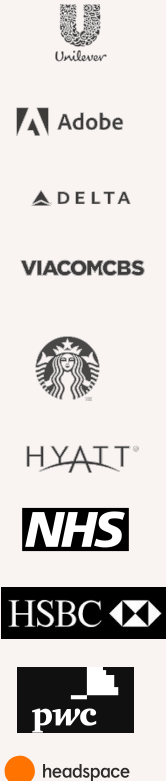


# Mental health is continuous — and so is our approach

Our system of care – enhanced by technology – uniquely delivers the level of support each person needs.



# Headspace delivers value to all key stakeholders



## Members

- Timely, easy access to care from a trusted brand
- Engaging and delightful member experience
- Affordable and continuous care
- Symptom improvement

## Organisations

- A proactive and preventative model, reaching more
- Improved workplace culture & productivity
- Single solution
- Lower spend on claims

## Insurers

- Increase network capacity - demand & supply
- Improved member engagement & satisfaction
- Early identification and proactive support to risk
- Lower mental health claims spend & improve physical health outcomes



**90%** of members view their plan more favorably after being offered Headspace (US Health Plan)

# Headspace takes an evidence-based approach to care

**50+** peer-reviewed studies on product-specific outcomes

**65+** research collaborators

Headspace is the most evidence-based mental health platform. The Headspace Research team collaborates with 50+ research institutions to continually publish peer-reviewed scientific studies — the largest body of evidence in digital mental health.

## When employees engage with Headspace, the workplace becomes a healthier place

**32%** less stress in 30 days of using Headspace

**14%** more focus with four weeks of Headspace

**83%** of members experienced improvement in anxiety symptoms\*

**85%** experienced improvement in depression symptoms\*

**30** days of mindfulness improved immune cell gene regulation

**3** additional healthy mental health days, as measured by the CDC, after 30 days of Headspace Care

*\*Members engaged with both coaching and clinical services between intake and follow-up (min 3 sessions)*

# The healthcare landscape is evolving from volume to value-based models



## In order to evolve our payment models, we need a deep understanding of member healthcare costs and our impact

*In partnership with Accorded, Headspace conducts actuarial **analyses** linking Headspace and medical claims data to calculate cost impact*

1. Integrate Headspace engagement + claims data
2. Merge engagement flags with medical claims data
3. Score each engaged member
  - ✓ Claims costs vs. the distribution of costs from similar members
  - ✓ Matching on age, gender, comorbidity, with adjustments for geography and trend
4. Holistic evaluation of cost of care impact

## Our studies show real impact

*\$446k savings across 1,600 members*

**\$32 PMPM**

Savings vs. benchmark for coaching-only member cohort (**7% savings**)

**\$37 PMPM**

Savings vs. benchmark for members who meaningfully engaged (**9% savings**).

**\$53 PMPM**

Savings vs. benchmark for team-based care (**15% savings**).

# Headspace Billing Milestones are aligned with the key member activities that deliver improvement in outcomes

## Early Engagement

Enrollment and initial engagement is the first step to accessing the right care for a member's unique needs.

## Ongoing Engagement

Repeat and consistent engagement demonstrates habit building and therapeutic alliance.

## Symptom Assessment & Improvement

Consistent symptom assessment ensures measurement-based care and allows members to get better, faster.

**Thank you**  
**We'd love to**  
**hear from you!**

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