

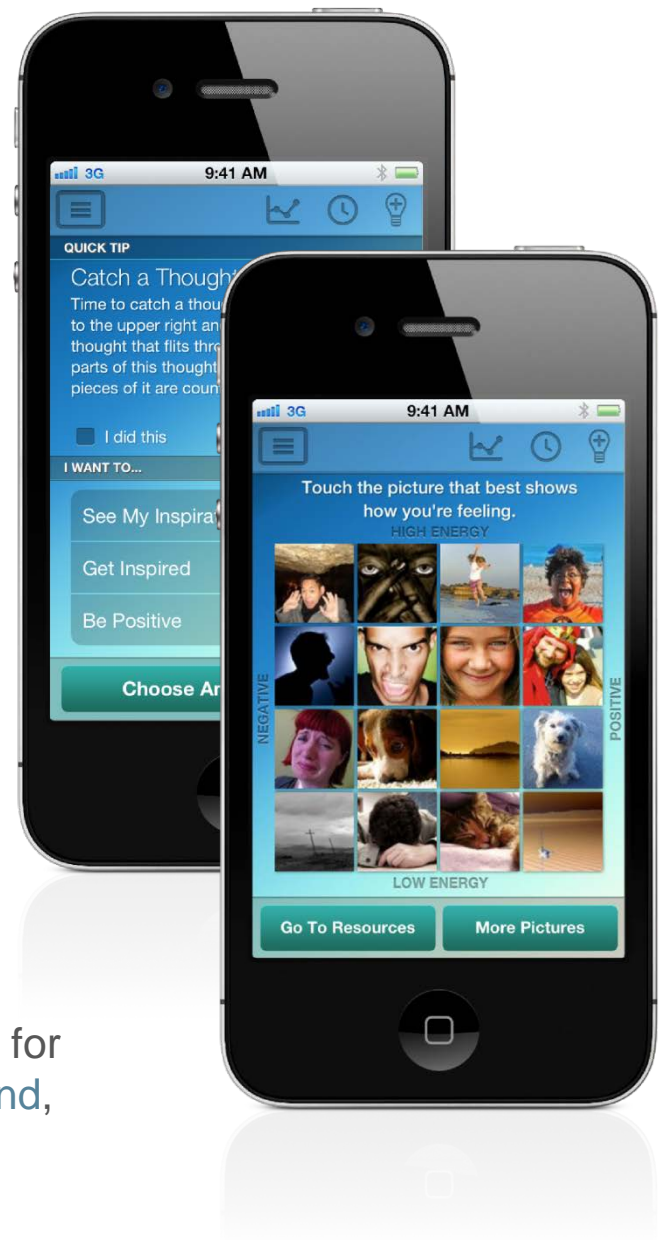
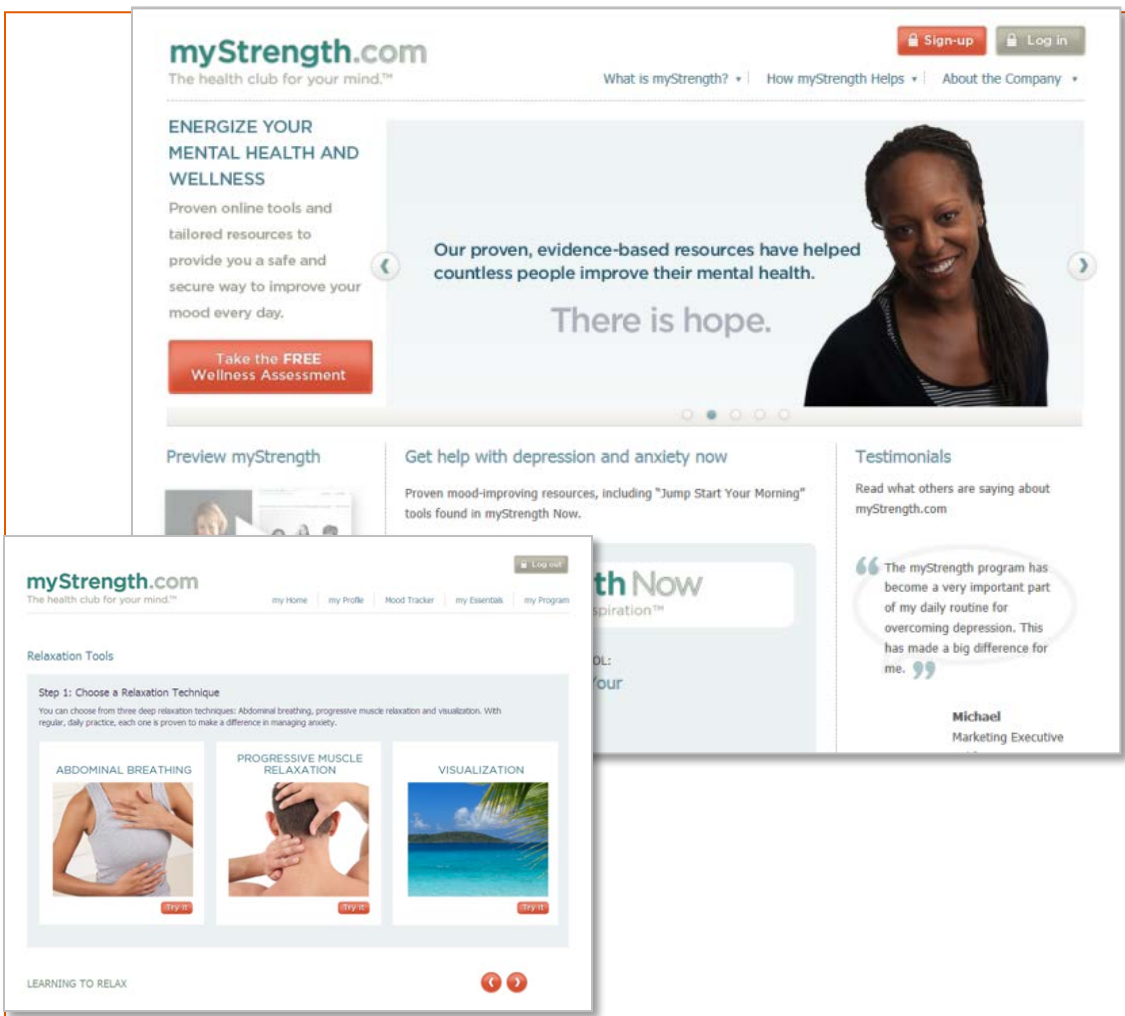
# myStrength, Inc.

The Health Club for Your Mind



SHARON RAGGIO, LPC, LMFT,  
MBA  
PRESIDENT AND CEO





myStrength, Inc. is an online behavioral health company delivering innovative, evidence-based, scalable solutions for healthcare providers necessary to meet consumer demand, extend access, and improve outcomes.

# Enhancing Services

## Consumer Experience

Population  
Health

Intake

Intervention

Post Therapy

EAP  
Public Relations

Waitlist  
management

- Bridge Between Visits
- SMI/Psych Rehab
- Group Session
- Peer Specialists
- Medication Only
- Care Giver/Parental Support

- Step Down
- Relapse Management

## Extending Capabilities



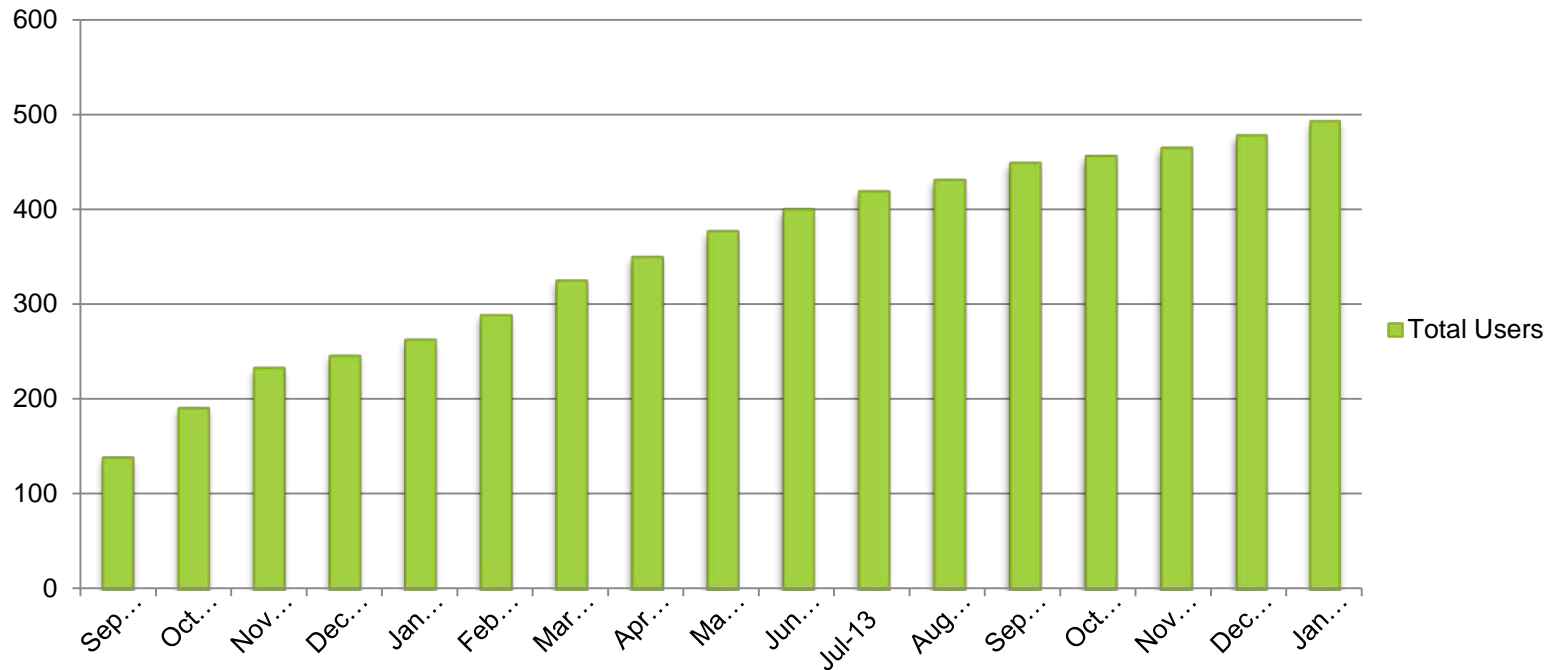
# Mind Springs Health – Total myStrength Registered Users

Launched myStrength in September 2012

Consistent and strong increase in myStrength registrations

- 493 total myStrength users through January 2014
- Shown 3% increase Month-over-Month

## Growth in myStrength User Base



# Mind Springs Health – Current Engagement

## Active Engagement

- 3.3 Average log-ins in first 30 days
- Average 15.9 minutes spent per login

## Unique Outreach

- Active community outreach activities
- myStrength offered as a resource on Mind Springs Health website

<b>Consumer Engagement</b>	<b>Nov 2013</b>	<b>Dec 2013</b>	<b>Jan 2014</b>
<i>Site Engagement</i>			
Average Log-ins in First 30 Days	3.4	3.3	3.3
Average time (min) spent/login	15.2	14.7	15.9
<i>eLearning Engagement</i>			
Worksheets Completed	145	149	160
eLearning Elements Completed	120	169	184
eLearning Satisfaction (top 2 box)	66%	68%	69%

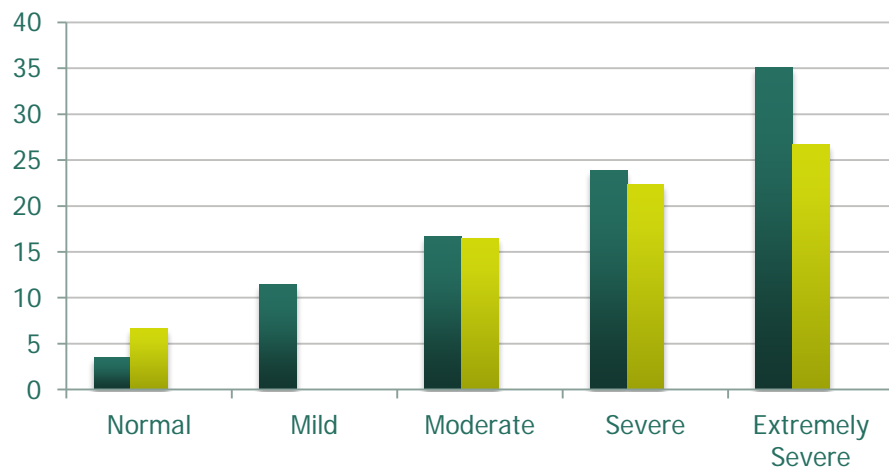
# Mind Springs Health– January 2014 Consumer Profile

Mind Springs Health myStrength consumers skew female (79%), have an average age of 41, and most are married with children. 59% of enrolled users are participating in the depression module and 41% are participating in the anxiety module.

Consumer Profile	Nov 2013	Dec 2013	Jan 2014
% Female	78.0%	78.0%	79.0%
% Male	22.0%	22.0%	21.0%
<i>Relationship Status</i>			
% Married/Partnership	49.0%	49.0%	49.0%
% Divorced/Separated/Widowed	18.0%	19.0%	19.0%
% Single	33.0%	32.0%	32.0%
<i>Children</i>			
% Children	59.0%	59.0%	60.0%
% No Children	41.0%	41.0%	40.0%
<i>Average Age (cumulative)</i>			
Average Age (cumulative)	40.3	41.0	41.0
<i>Participation</i>			
% Anxiety Series	40%	40%	41%
% Depression Series	60%	60%	59%

# Outcomes (DASS21) December 2013 – Mind Springs Health

## Mind Springs Health's Results Depression

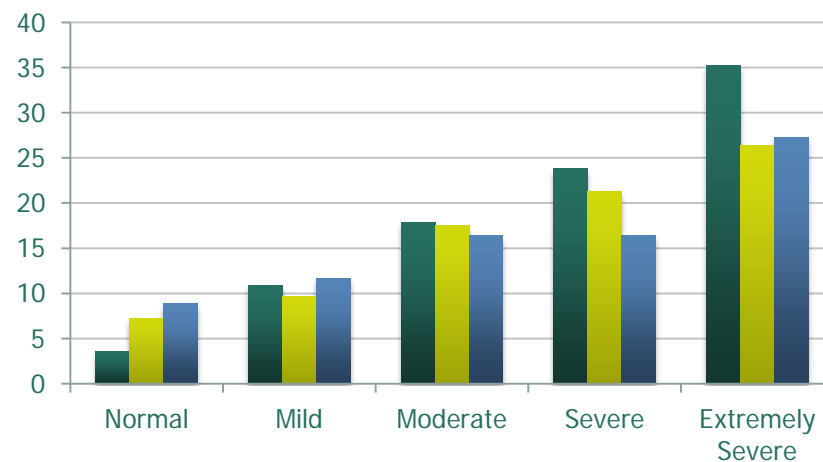


- **Baseline: 305 respondents**
- **Assessment 2: 70 respondents**
- **Assessment 3: 20 respondents**

■ Baseline ■ Assessment 2 ■ Assessment 3

**NOTE:** Scores are only displayed for assessments with an n of over 25 and for acuity levels with an n of over 5.

## All myStrength Community Partners Depression

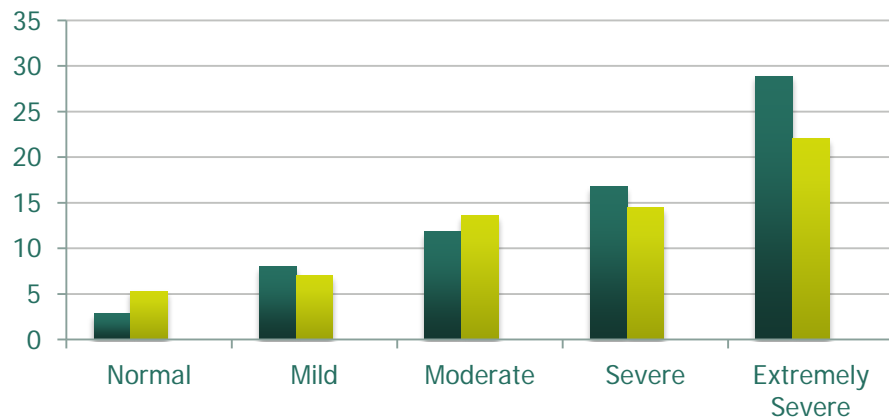


- **Baseline: 2,003 respondents**
- **Assessment 2: 382 respondents**
- **Assessment 3: 117 respondents**

# Outcomes (DASS21) December 2013 – Mind Springs Health

## Mind Springs Health's Results

### Anxiety



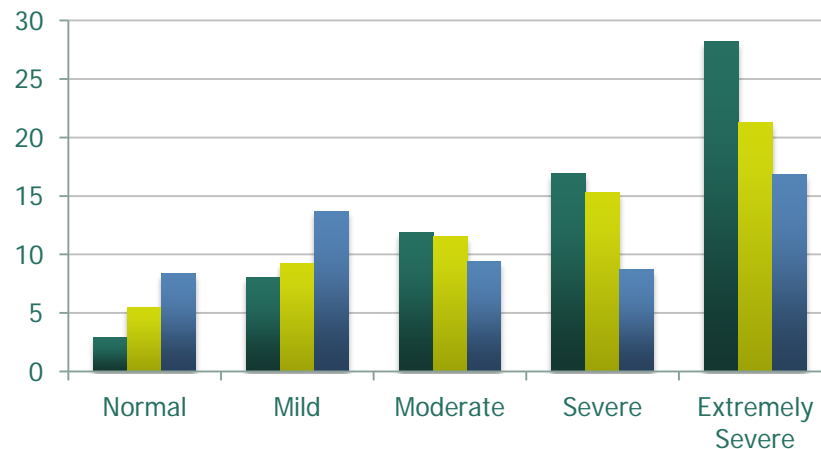
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## All myStrength Community Partners

### Anxiety



- **Baseline: 2,003 respondents**
- **Assessment 2: 382 respondents**
- **Assessment 3: 117 respondents**





Clinician

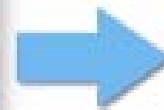


Physician



Peer Specialist

# Extending Treatment



Consumer

- Empower recovery
- Bridge between sessions
- Reach rural consumers
- Integrate with primary care