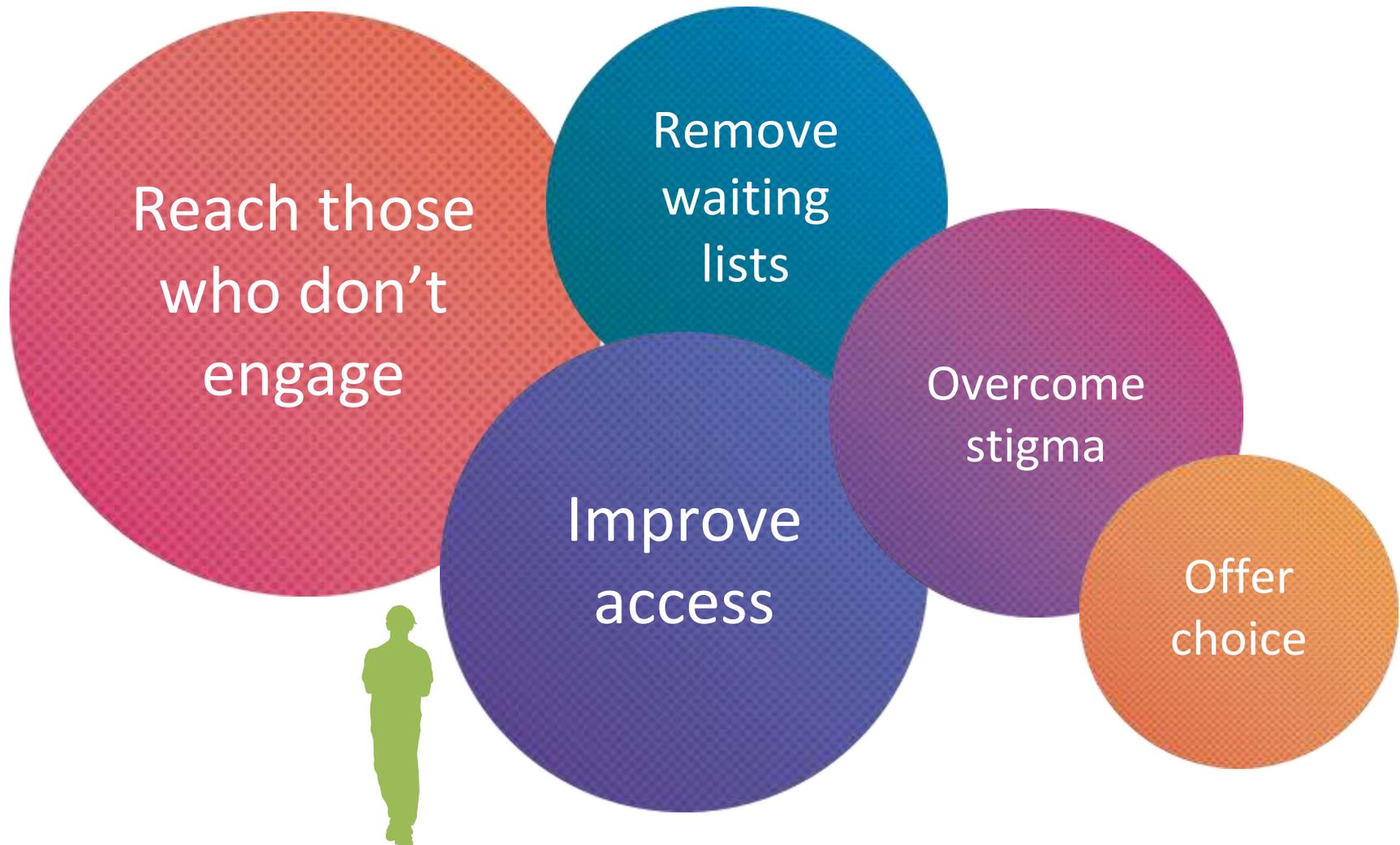


Preparing for US Market Entry

Ileana Welte
President UK/EU



How BWW is enhancing traditional health and care models...



By putting the person at the centre

Big White Wall

Founded
in 2007



Available to
27% of the UK
adult
population



Over 28,000
members



Entered the
US market in
2013



Poor Mental Health – An Epidemic

Finally the magnitude of the social and economic cost is being recognised

- The majority of the population experiences poor mental health at some point in their lifetime, while at least **1 in 4 people will have diagnosable mental health issues**
- Around 50% of those with diagnosable conditions do not seek help
- **Only 25% with diagnosable conditions receive treatment, usually medication**

Summary of U.S. Mental Health Spend

\$113BN

\$193BN

 **× 22**

 **+100%**
 **+40%**



GOVERNMENTS

US behavioral health spend (per year)

EMPLOYERS

Cost lost earnings in U.S.

MILITARY

Public pressure, 22 U.S. veterans die by suicide daily

UNIVERSITIES

100% increase in suicides amongst 15-24's since 1950s
 40% increase in poor mental health of U.S. college students

INDIVIDUALS & FAMILY COST

Stigma, relationship tensions and breakdown, impact on work performance, suicide



Understand the transformation that your product drives



Choice of personalised support and programmes

Access 24/7 from where you are

The whole of me – physical, mental, social

Part of a community, accompanied by others

Understand your Member's Journey

Katy - An employee with a recently identified risk for depression after the sudden death of her father

1

Katy signs up for a Big White Wall account and completes a few self-assessments. She creates a **Community Talkabout**; she's really questioning the side effects of her depression medication.



Katy has recently started suffering from anxiety and depression after the sudden death of her father. Fortunately, her employer offers a digital behavioral health benefit that includes mental and behavioral health support. She doesn't want her emotions to affect her work performance.

2

Her **Community Talkabout** has some keywords that flag the attention of a Wall Guide pharmacist.

4

Katy attends the webinar and checks out the resources featured in the presentation. She posts a comment asking when to take a medication that would lessen her side effects, and she receives a response from a pharmacist.

3

The Wall Guide pharmacist responds letting Katy know that there's a **Guided Support Webinar** on antidepressant regimens next Tuesday.

5

Katy feels like she's now informed on how to better work with her primary care doctor on adjusting her medication. Whether or not she fills out a self-reported study, BWW's algorithms capture her improvement.

Big White Wall™

Impact and outcomes

Studies have demonstrated the following outcomes across thousands of people



12%
Higher recovery
on GAD7/PHQ9
than traditional
therapy



67%
**Take less sick time
for mental health
reasons**



76%
Report improved
productivity at
work



£370
**Saving per member
per year (NHS) in
A&E and outpatient
services**

The importance of understanding the market

Big White Wall wouldn't be in the US without the following preparations:



Key to the success is to have answered all the questions. With all the products available why is yours the best?

Contact



Ileana Welte

President EU/UK

Big White Wall

Ileana.welte@bigwhitewall.com

Awards



Winner

