

Big White Wall[®]

Sales Collateral Kit

Sales Slick

Feature Overview

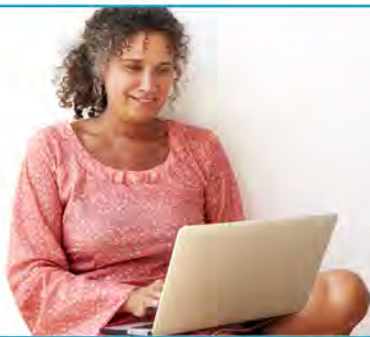
Customer Internal Handout

Powerpoint Presentation

Mental and behavioral health problems are a significant issue for millions of people. The WHO estimates that depression will be the second largest cause of disability by the year 2020. As traditional approaches cannot possibly be scaled up to meet this overwhelming need, new technologies are required to expand access and improve health outcomes at lower

Big White Wall was created to meet these challenges by offering a clinically moderated, 24-hour service based upon a safe and anonymous peer community.

Big White Wall is an award-winning, HIPAA-compliant, digital behavioral and emotional well-being platform. The solution benefits individuals 18 years of age and older who experience feeling low or stressed, find themselves struggling to cope with medical illness, or those with mental or behavioral health conditions.



Our team of “Wall Guide” healthcare professionals are available 24/7 to provide assistance, answer questions and ensure a safe and welcoming experience.

OUR SOLUTIONS

Our interactive platform integrates evidence-based tools and educational resources that offer personalized guidance that encourage members to take a larger role in their own care, ranging from self-guided programs to peer support.



Validated Self-Assessments

Over a dozen clinically validated self-reported assessments that address mental and physical health concerns. Members receive immediate pragmatic feedback and a call to action on their scores.



Take a Course

Interactive group courses built upon evidence based clinical practice from which Qualitative and Quantitative data are reported. Courses are designed to build emotional resiliency and motivate healthy behaviors.



Connect Anonymously

Chat groups where members can connect with others that have similar experiences about topics including depression, anxiety, relationships, work stress, medical illness, substance abuse and eating disorders.



Creative Expression

Creative Therapy that employs art and writing therapies to encourage creative expression.



Read & Learn

An expansive resource library containing a wide range of skill building methods.

BIG WHITE WALL COLLABORATION

Big White Wall provides an avenue of connection, support and community. Healthcare providers partner with Big White Wall to support their behavioral health strategy by:

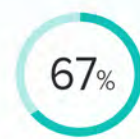
- Encouraging self-care with personalized guidance, proactive tools and an interactive community.
- Augmenting Population Health and Care Management programs by providing instant access to a clinically moderated peer support program.
- Sharing member-centric data, aggregate and individual assessment scores (with permission) to enrich predictive models and data sets.
- Providing a safe and clinically-moderated anonymous service for members by removing the barriers of stigma that may prevent individuals from seeking help and going outside of the network.
- Offering a readily available behavioral and emotional health intervention for individuals that have not received traditional services or are waiting to get into a mental health or psychiatric provider. No waiting list.



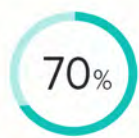
self-managed their emotional health issues through BWW



of members share an issue for the first time



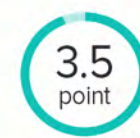
log ins occur outside usual provider business hours



improved wellbeing in at least one area



BWW members' haven't accessed mental health services previously



overall reduction of GAD7 and PHQ9



IMPROVED

- Self-Management
- Coping Skills
- Confidence
- Well-Being

REDUCED

- Depressive Symptoms
- Feelings of Isolation
- Anxiety Symptoms
- Stigma

Big White Wall™

Our clinically trained team of Wall Guides provide unparalleled safety and support 24/7.

Validated Self-Assessments
i.e. PHQ9/GAD7



Improved
Self-Management
Coping Skills
Confidence
Well-Being

Reduced
Depressive Symptoms
Feelings of Isolation
Anxiety Symptoms
Stigma



Take a Course
Gain skills & knowledge to better cope.



Connect Anonymously
Observe or interact one on one or with whole community.



Read & Learn
Expansive evidence-based digital resource library.



Peer Community
Become an active member. Provide and receive support.



Creative Expression
Express yourself with unique creative outlets.



Often your patients need more than medical treatment to improve their health. They need your help to connect to emotional well-being and behavioral health services. Big White Wall is designed to improve individuals' capability for self-care by providing 24/7 easy access to a clinically-moderated, evidence-based digital behavioral health platform. Our experience has shown that providing a wide range of behavioral health services, anonymized peer support, and immediate access to evidence-based tools empowers people to seek assistance when they are ready.

BIG WHITE WALL FOR YOUR PATIENTS

Access to digital behavioral health support

EXPANDING BEHAVIORAL HEALTH ACCESS WITH DIGITAL SUPPORT FOR PATIENTS

- ✓ No wait for behavioral and emotional health intervention
- ✓ Connects patients with peer community
- ✓ Offers a safe, clinically-moderated, anonymous environment
- ✓ Supports patients with low or moderate acuity issues
- ✓ Provides behavioral support for chronic health conditions
- ✓ Promotes self-assessments such as PHQ9 and GAD7

*Evidence-based, self-paced
online courses for:*

Depression
Stress & Anxiety
Alcohol moderation
Smoking cessation
Healthy eating/weight loss



Refer your patients, ages 18+ years, who are experiencing:

- Depression
- Anxiety
- Stress
- Chronic pain
- Insomnia
- Perinatal & post-partum depression
- Grief and bereavement
- Relationship issues
- Chronic medical conditions
- Alcohol/drug use
- Challenges to smoking cessation

50%

of Big White Wall users haven't accessed mental health services previously

95%

report improved well-being in at least one area

73%

shared an issue or feeling on Big White Wall they had never disclosed before

80%

self-managed their emotional issues through BWW

Behavioral health challenges are common and may hinder your patients' ability to improve clinically. Big White Wall has been designed to offer a personalized member experience through its digital services that supports evidence-based medical and traditional behavioral healthcare. Our services extend the care team touch without expending additional resources. When your patients join BWW, they are presented a menu of options that are known to drive improvements in behavioral health outcomes. The clinical support tools are personalized to each patient and may include artistic expression (creating a "brick"), peer support, online group courses on multiple behavioral health topics, a digital library of evidence-based resources, and assessments, such as PHQ9 and GAD7. Wall Guides support engagement, offer encouragement, and ensure safety and anonymity for members 24/7/365.

BECOME A PART OF THE WALL

Discover a new approach towards wellbeing that is available anytime anywhere

- 24/7 moderation by clinically trained 'Wall Guides'
- Anonymous peer support
- Self-guided courses
- Self-improvement tools and resources
- Safe space to express yourself without judgement



The Big White Wall Feature Overview is a thorough presentation that provides impressive data and evidence-based examples of how our features and services can result real change. Please contact us to learn more.