



Optimity

Rotman Conference on Mental Health

Who We Are



Optimity provides award-winning **holistic well-being programs** designed **proactively** to engage modern workers in living well!

1. Cutting-edge technology that is **Canadian-born** and incubated in **Silicon Valley**
2. **Mobile-1st**, digital, **AI**-personalized to drive member **engagement & health outcomes**
3. Comprehensive enterprise solution with **multi-lingual content** (CAN, US, JP)
supported by **research publications & KOLs** (medical advisory board)
4. Partners with **health solution providers** and **insurance companies** with **holistic, integrated programs driven by data for cost-containment/reduction.**



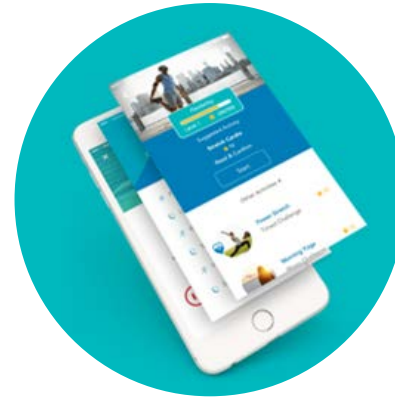
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Holistic Health Approach

Physical, Nutrition, Mental, Social, Financial Wellness = Optimity Health Grade

Optimity provides useful, personalized tips & nudges that adapts to each user's daily routines.

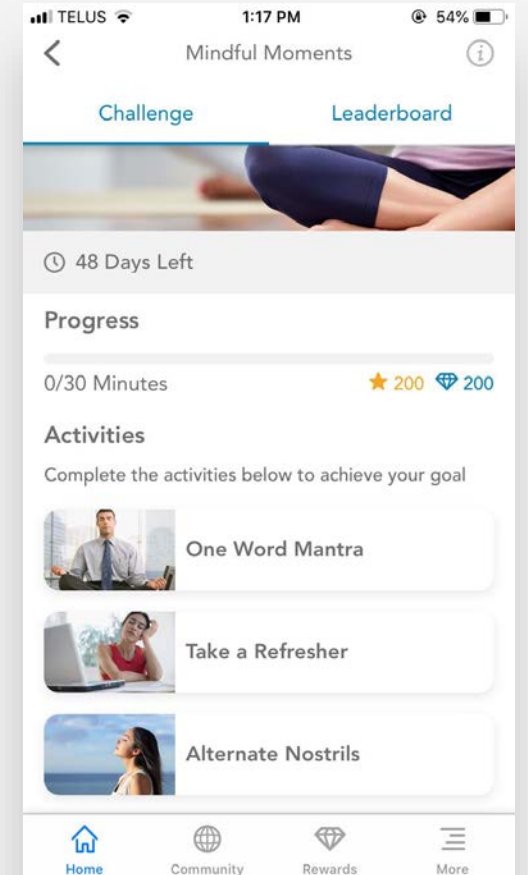
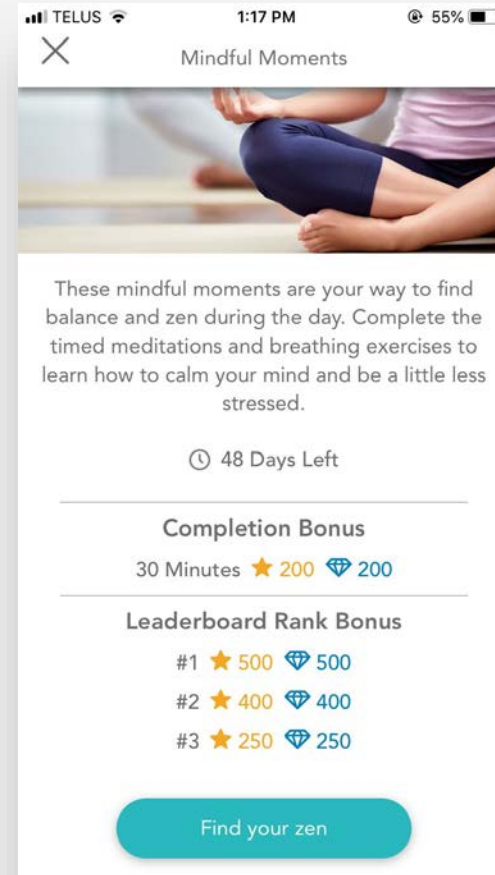
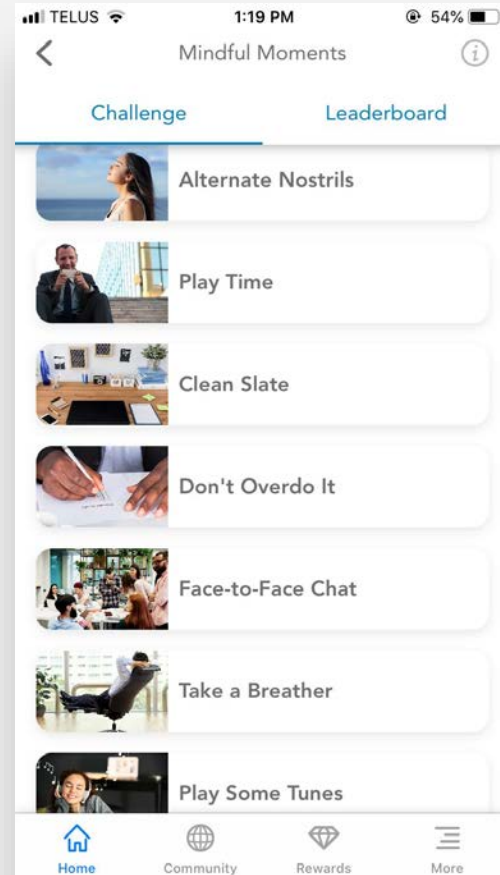
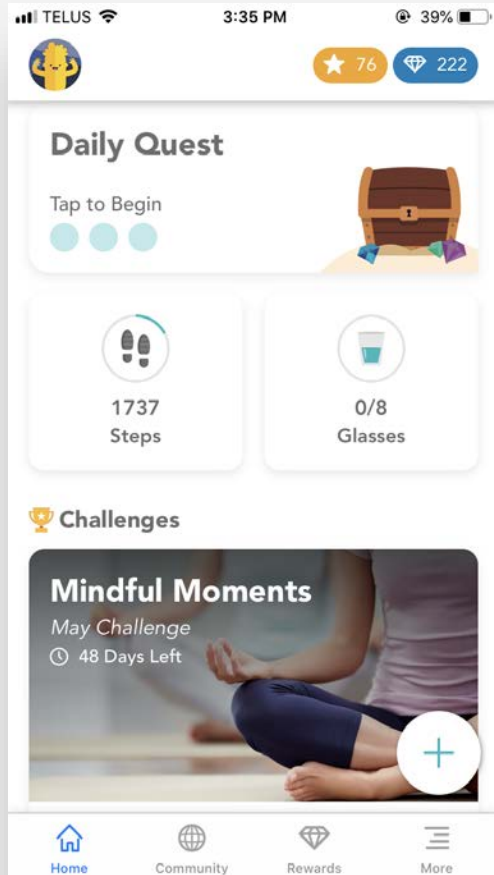


We leverage the science of micro-habit training to strengthen the 5 key pillars of holistic wellness: **Physical, Nutrition, Mental, Social & Financial**



Mental Health & Social Connectness

Stress-management: Mindful moments

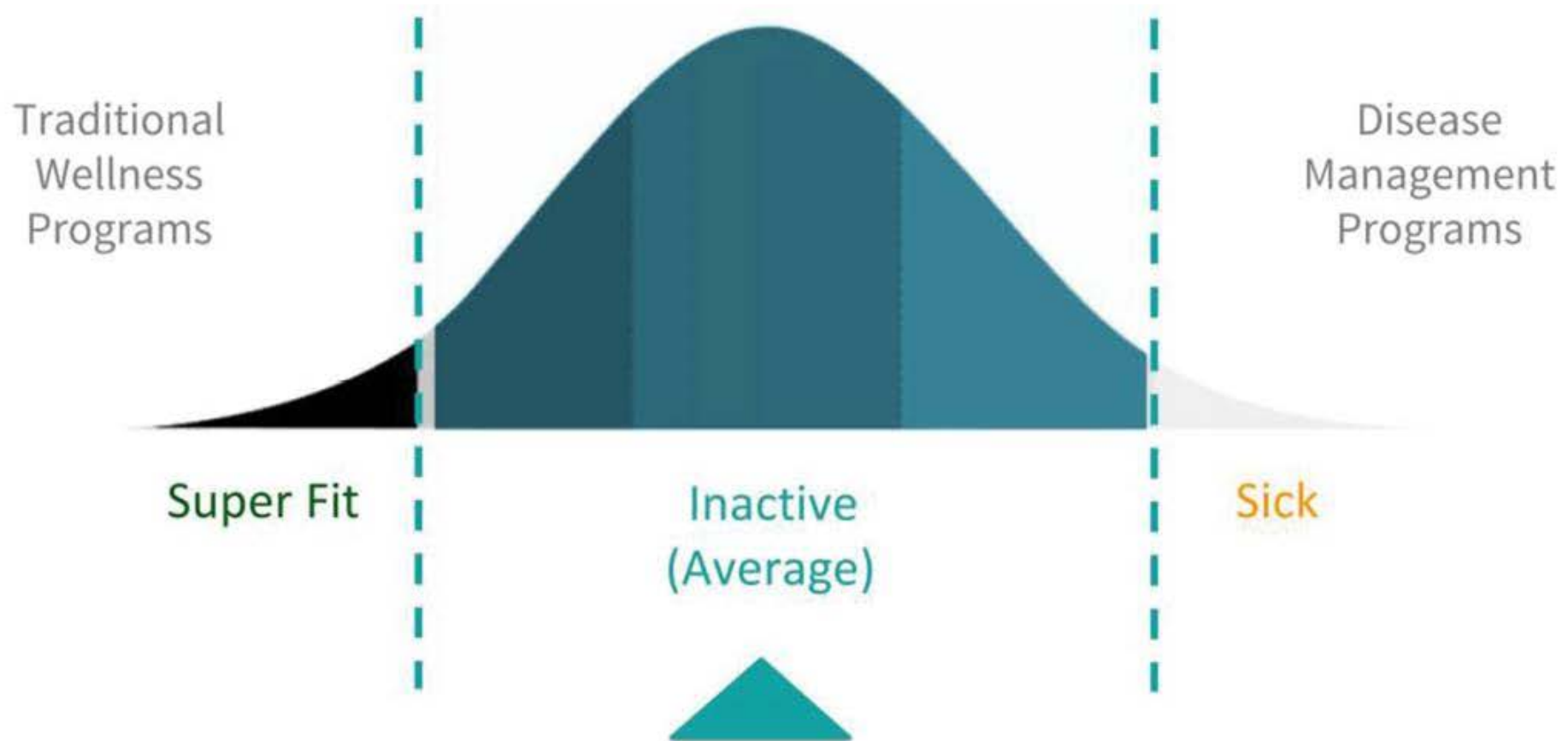


Proactive Mental Wellness



- Optimity proactively delivers mental health educational content to all employees
- By doing this, we help employers reduce costs by helping employees at earliest stage
- When an employees goes off on a claim, we can further help deliver back-to-work content that make sense for the user, rewarding for high adherence and social connectedness during their road of recovery
- Specialized health content and resources are triggered to the user in three ways:
 - by the user reporting that maintaining good mental health is a goal of theirs
 - by identifying users through their Health Risk Assessment as they flag any risks categories, this will trigger a detailed Mental Health Assessment
 - by a claim
- Users who fall into the medium to high risk categories can get triaged to additional resources or support (EFAP, virtual counselling, psychological services through benefits, community resources, case manager, etc.)

Proactive Health Focus



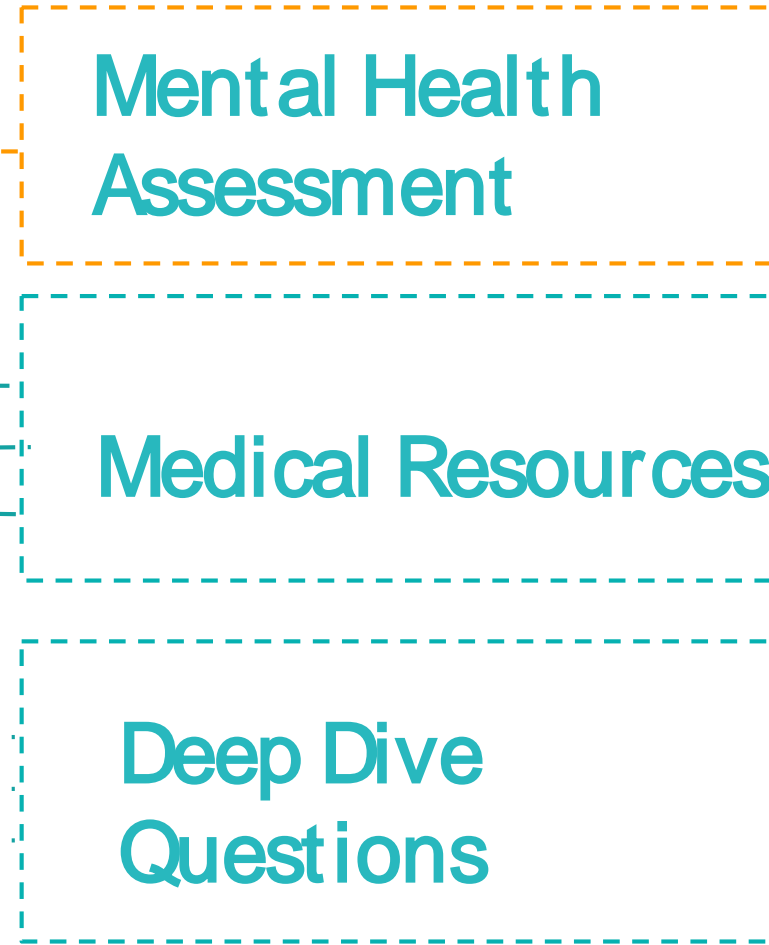
Optimity creates easy-to-use programs for the middle majority.

HRA Structure



Table 2 Participant Demographics	
Characteristics	
Gender	Male
	Female
Age (At last birthday)	
	20-29
	30-39
	40-49
	50-59
	60-69
	70+
Highest level of education	
	Some high school or less
	High school graduate
	Some college
	College graduate
	Post graduate or professional degree
Expected household income this year	
	less than \$35,00
	\$35,000-\$49,999
	\$50,000-\$74,999
	\$75,000-\$99,999
	\$100,000 or more

Identified Risks By HRA
Body weight
Stress
Blood pressure
Physical activity
Personal life satisfaction
Use of medication/drug to relax
Medical problems
Perceived physical health (Fair or poor)
Job satisfaction
Illness Days
Safety belt use (less than 100%)
Smoking
Alcohol use
Cholesterol



Identify & Engage High-risk Groups



Poor Digital Engagement



Early & In-person Case Management



Rewards



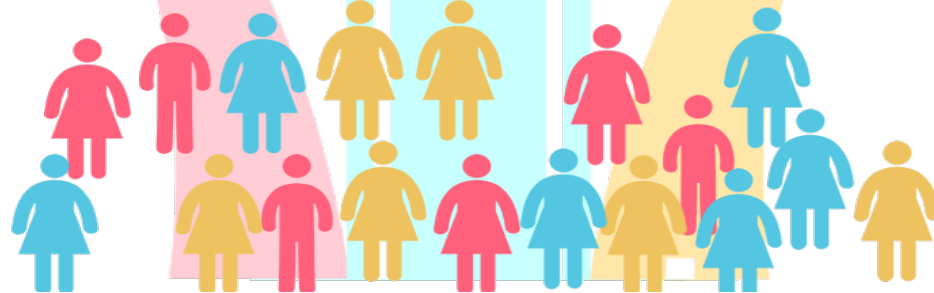
Highly Engage Digitally



Low Social Connectness



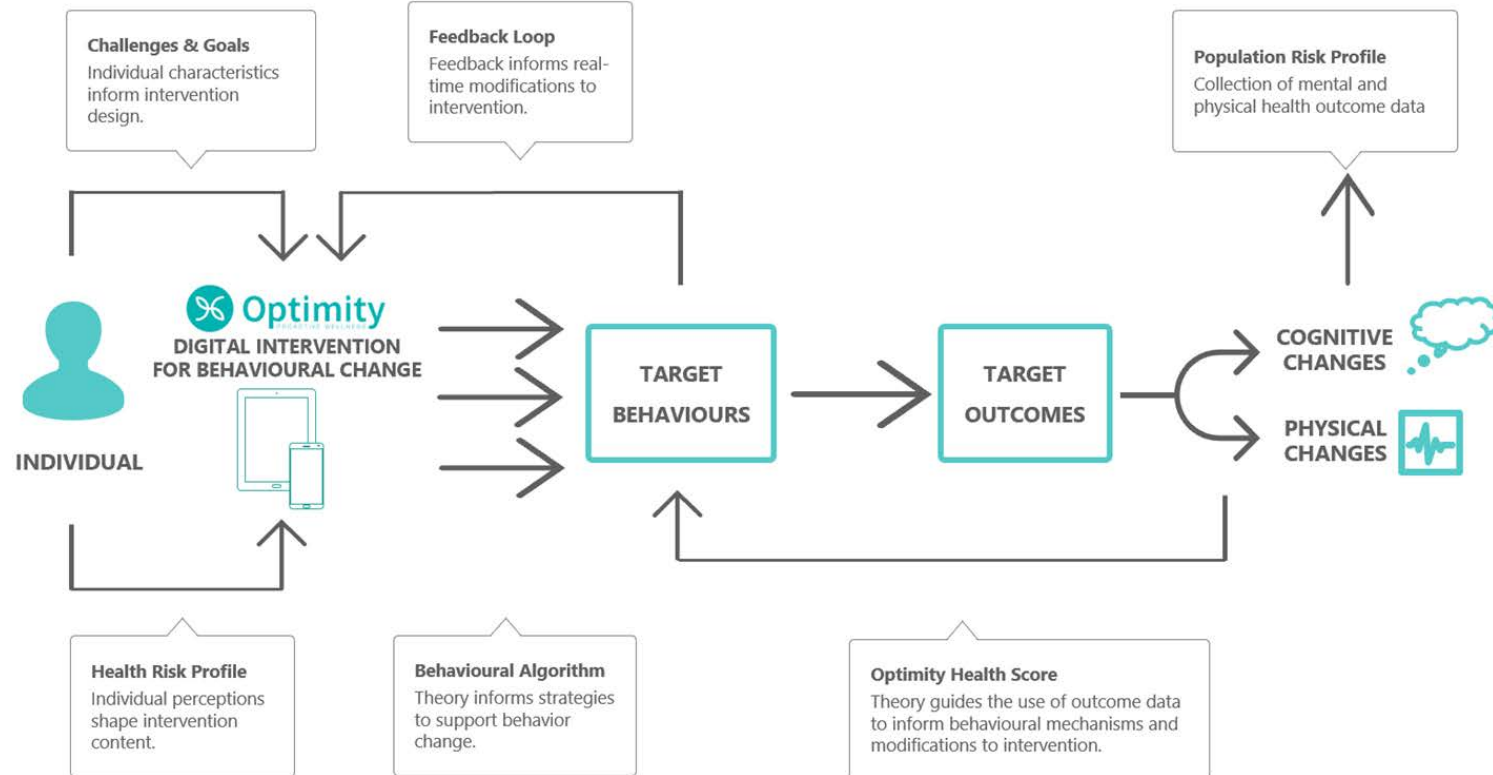
Escalate Cases of High-risk for Depression & Isolation: Early Intervention by Phone





Challenges, Coaching & Behavior Change Strategies

OPTIMOTY'S DIGITAL HEALTH INTERVENTION MODEL FOR BEHAVIOURAL CHANGE



Theoretical Models Influencing Optimoty's Program Design

Transtheoretical Model of Behaviour Change influences tailored interventions to specific stages of readiness and supports Optimoty's techniques to promote self-efficacy. Use of prompts and motivation strategies are key interventions outlined by the Theory of Planned Behaviour. Various elements of Social Cognitive Theory and the Health Belief Model inform specific strategies Optimoty uses in the design of its programming.

Cognitive Improvements



Engaged Optimity users rated themselves at the beginning of a 90-day measured program. Data shows that the initial scores are diverse with a large standard deviation, and after 90 days on Optimity the shift in health outcomes are statistically significant. This is a great way to start tracking outcomes metrics without claims integrations.

Average score
5.1 - 7.4

Std. deviation
1.25 - 2.75

Median: 5 - 8
Modes: 4 - 10

1. During a normal workday, what is your ability to do the following? 1 = I need major help, 5 = I'm ok, 10 = I'm a master

	1	2	3	4	5	6	7	8	9	10	Responses
Manage stress levels	0 0.0%	0 0.0%	0 0.0%	0 0.0%	8 18.6%	2 4.7%	12 27.9%	13 30.2%	7 16.3%	1 2.3%	43
Stay energized	0 0.0%	0 0.0%	1 2.6%	1 2.6%	4 10.5%	7 18.4%	11 28.9%	11 28.9%	3 7.9%	0 0.0%	38
Practice proper posture	3 7.0%	0 0.0%	3 7.0%	11 25.6%	12 27.9%	4 9.3%	3 7.0%	4 9.3%	3 7.0%	0 0.0%	43
Be active	1 2.5%	0 0.0%	3 7.5%	8 20.0%	9 22.5%	3 7.5%	7 17.5%	7 17.5%	1 2.5%	1 2.5%	40
Keep hydrated	0 0.0%	1 2.3%	7 16.3%	5 11.6%	1 2.3%	3 7.0%	2 4.7%	6 14.0%	9 20.9%	9 20.9%	43
Think positively	0 0.0%	0 0.0%	1 2.4%	2 4.8%	3 7.1%	5 11.9%	4 9.5%	18 42.9%	8 19.0%	1 2.4%	42
Take stretch breaks	2 4.7%	1 2.3%	4 9.3%	4 9.3%	6 14.0%	6 14.0%	7 16.3%	6 14.0%	6 14.0%	1 2.3%	43



Live. Work. Play.

Get in touch
for a free mental health challenge
for your employees!

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