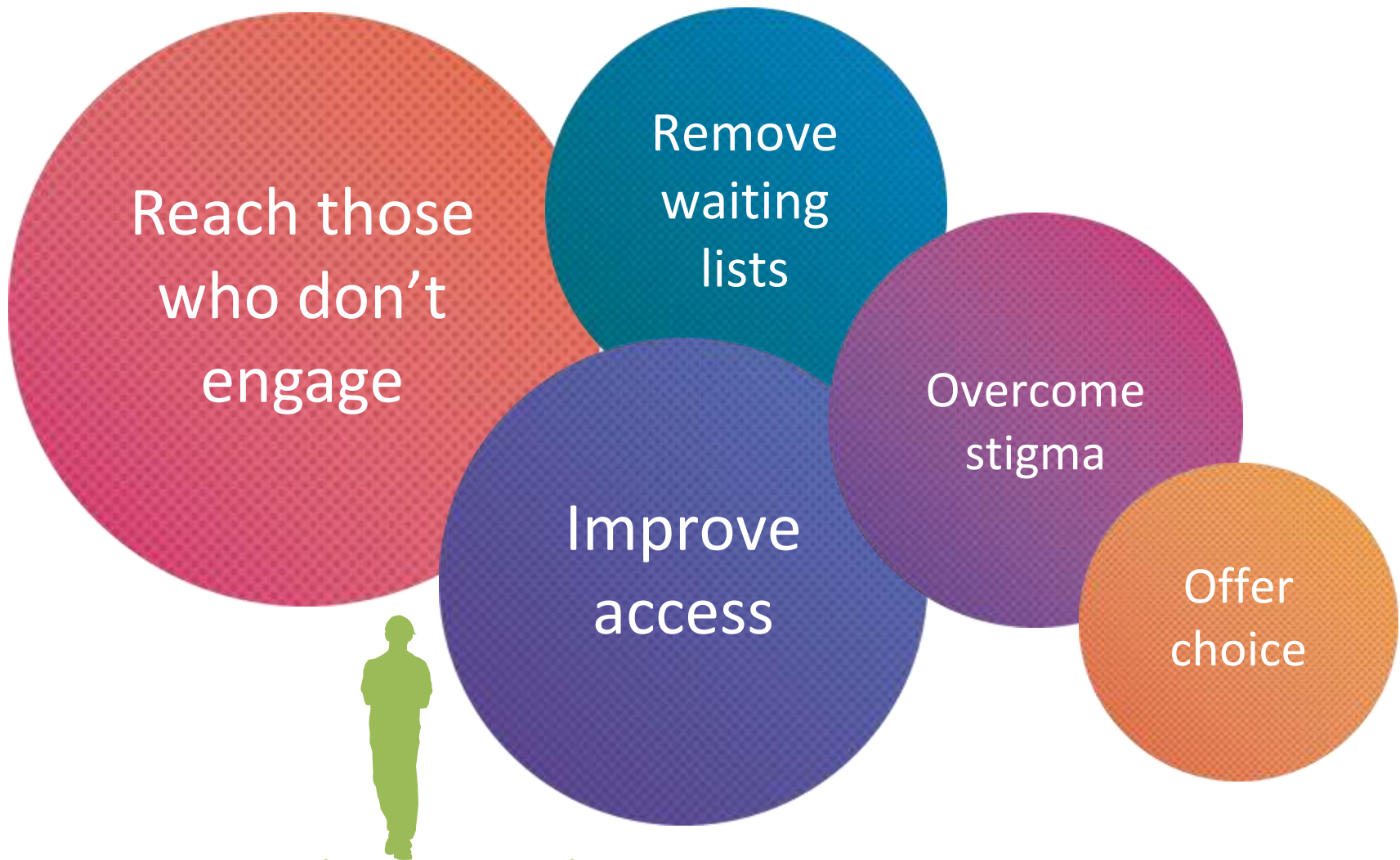


Preparing for US Market Entry

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.

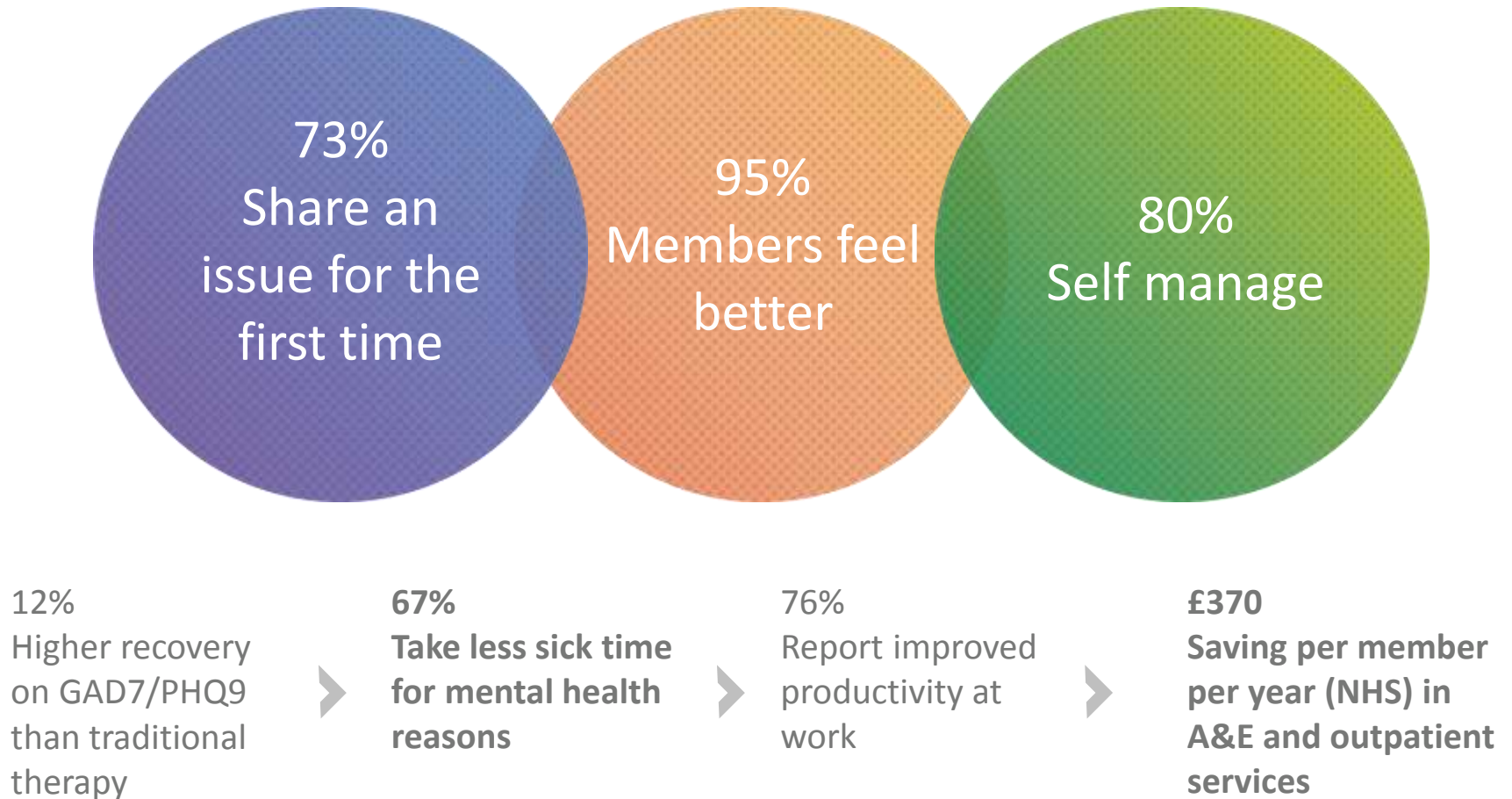
5

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



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

