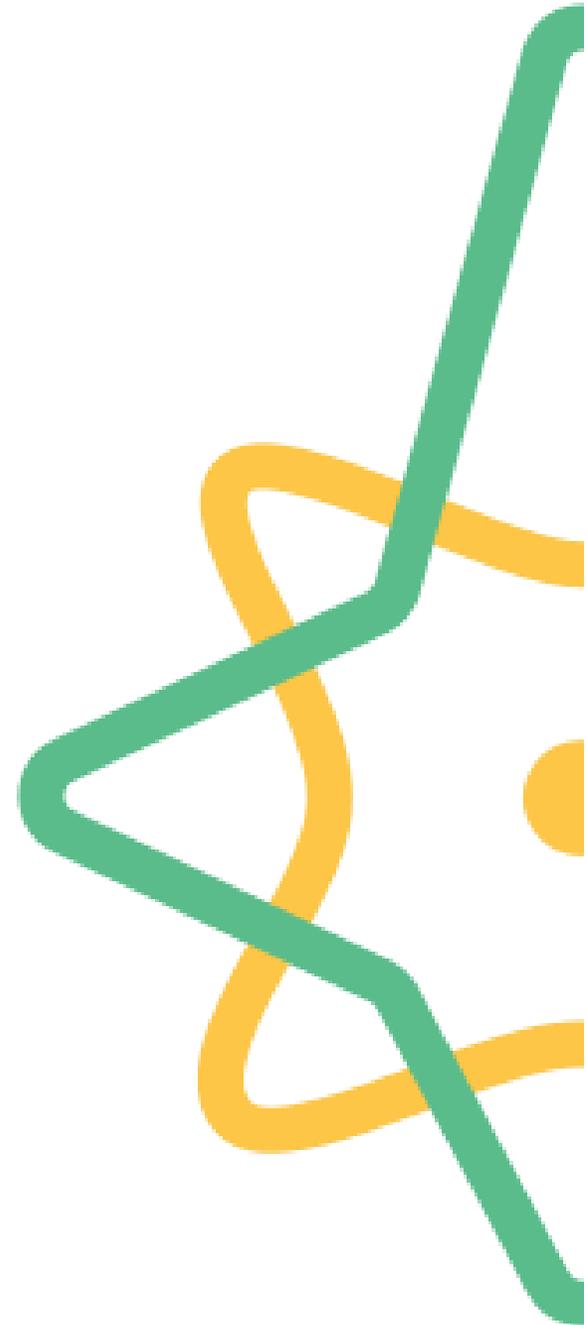




Introduction to BEACON:
Mental Health PPE

Contents

1. Mental Health Landscape
2. BEACON Digital Therapy
3. BEACON for Employees



Canada's Big Mental Health Problem

Tremendous Impact on Canadian Economy

1 in 5

CANADIANS

will experience a mental health problem or illness each year

50%

OF CANADIANS

will experience a mental health issue by the age of 40

2/3

OF THOSE SUFFERING

from a mental health concern do not obtain treatment

500,000+

CANADIANS MISS WORK

each week due to mental health issues

70%

OF DISABILITY CLAIMS COSTS

are the result of mental health as the primary issue

**The economic impact is massive:
C\$51 billion a year**



of US employees have voluntarily left roles in the past for mental health reasons



FOR MILLENNIALS



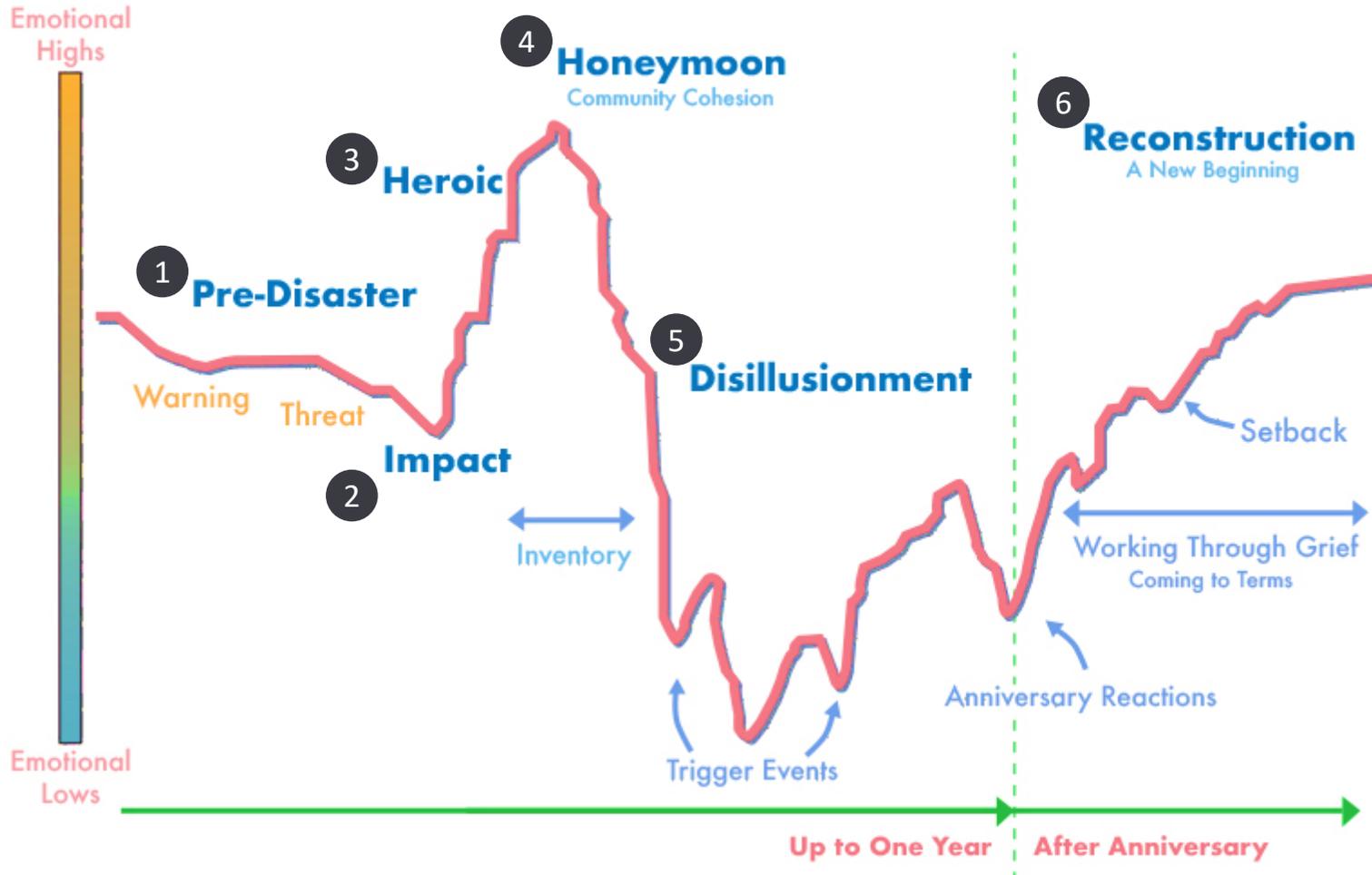
FOR GEN Z

This number increased to



Mental Health: Phases following a disaster

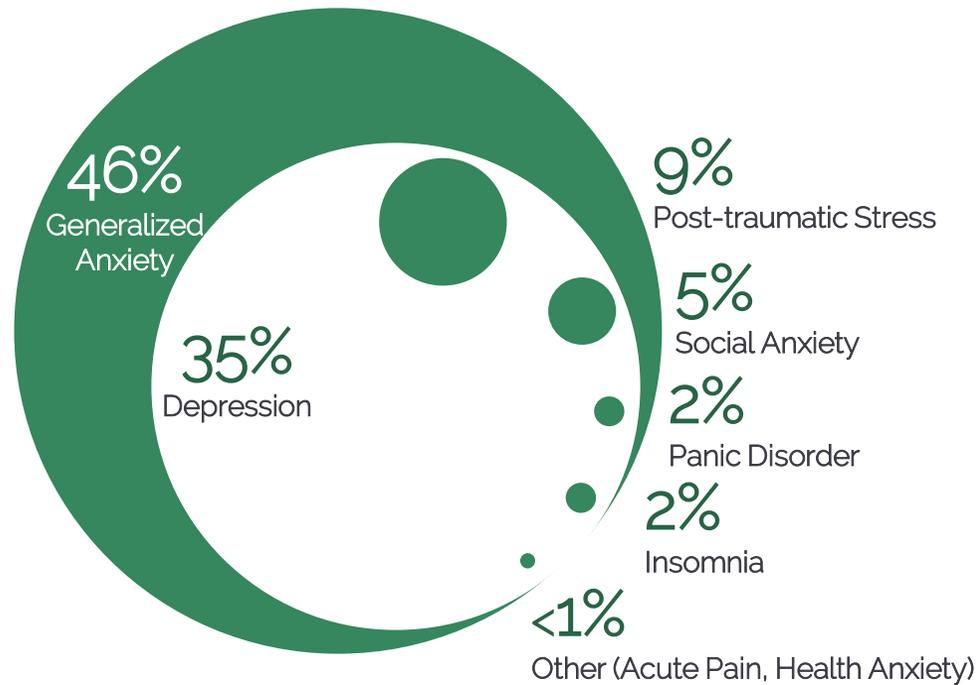
Psychological impacts last **12-18 months** after a crisis
Each 1% increase in unemployment leads to 1.5% in suicides



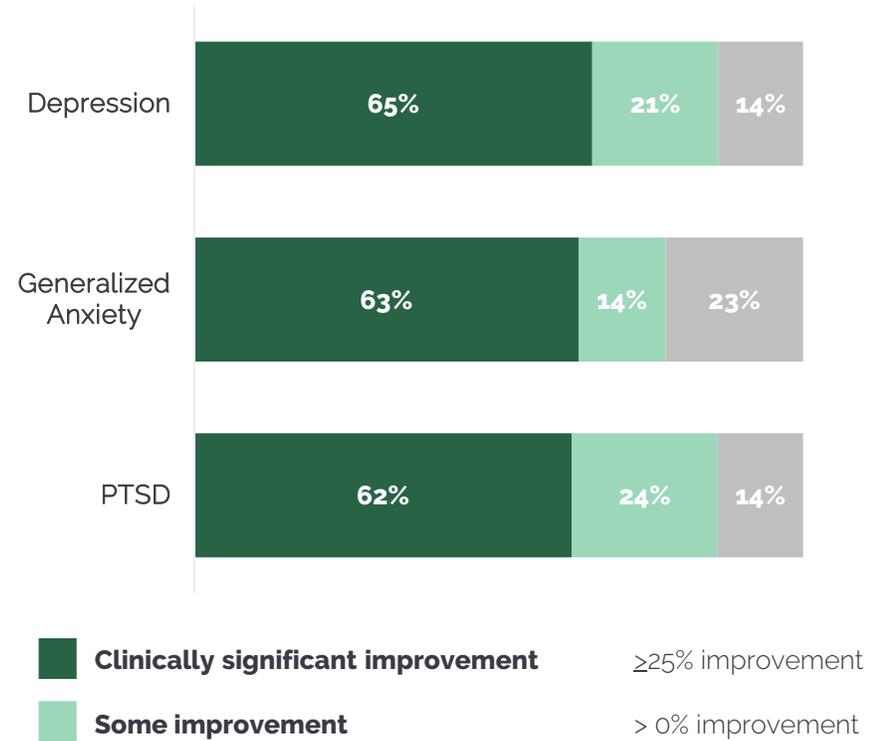
- 1 Pre-disaster phase - characterized by fear and uncertainty.
- 2 Impact phase - characterized by a range of intense emotional reactions.
- 3 Heroic phase - is characterized by a high level of activity with a low level of productivity.
- 4 Honeymoon phase - is characterized by a dramatic shift in emotion.
- 5 Disillusionment phase - communities and individuals realize the limits of disaster assistance.
- 6 Reconstruction phase - is characterized by an overall feeling of recovery.

BEACON effectively treating the most common mental health concerns

Primary concerns (2020)



Top 3 Protocols (2020)

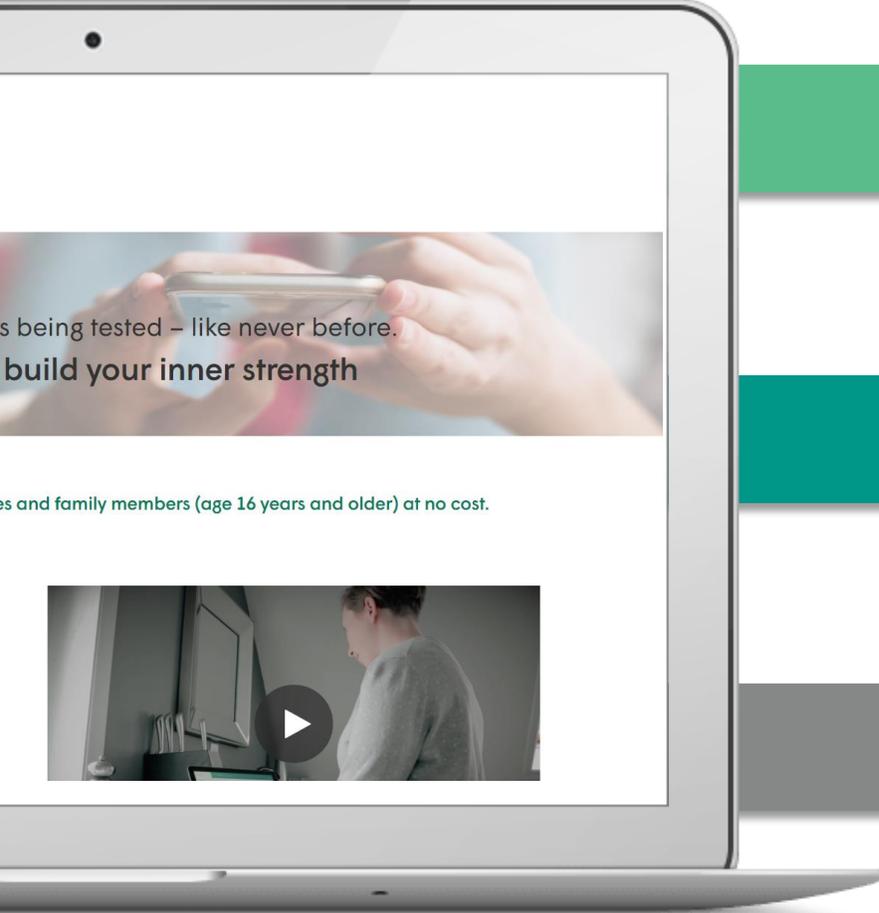


2020

New Protocol Launched: Stress Management, Chronic Pain



BEACON is effective therapy that reduces barriers



EFFECTIVE

- User-centred, therapist assisted, personalized care available digitally (computer or mobile)
- Significantly enhances the consistency of therapy via evidence-based protocols



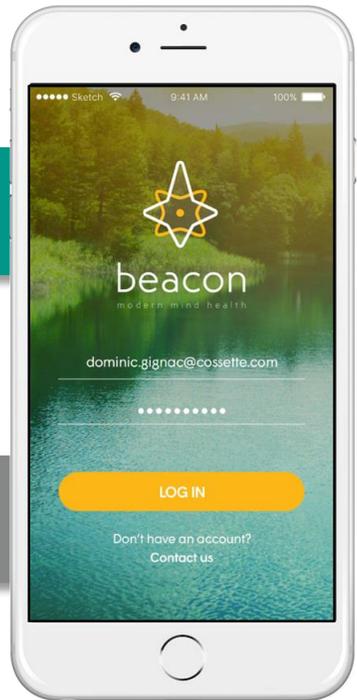
ACCESSIBLE

- Eliminates geographic and time-based barriers
- Reduces stigma
- Available coast to coast to coast in both official languages



AFFORDABLE

- Dramatically lowers the cost of treatment by up to 80%





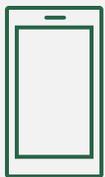
[Click here](#) to view BEACON Overview Video



BEACON is...

BEACON is personalized digital therapy, guided by a registered health professional.

- Immediate online assessment
- 12 weeks of active therapy
- 40 weeks of passive therapy
- BEACON is customized digital CBT, guided by a dedicated therapist. matched to the person
- There are no phone calls to make or appointments to keep with BEACON.



Flexible for employees

Employees engage with therapy *when and where they're comfortable*, therapist interactions are all via secure digital messaging



Cognitive Behavioural Therapy: Overview

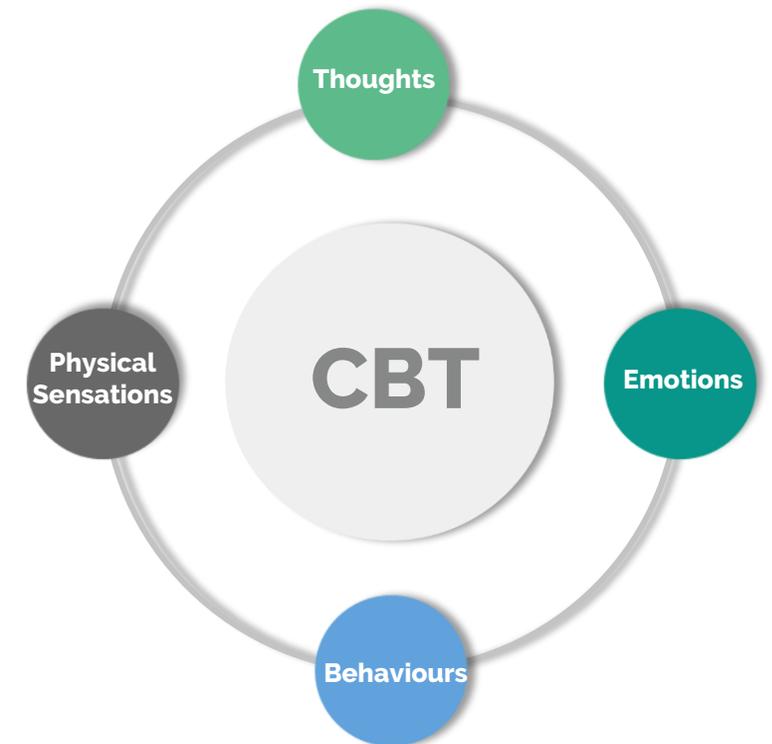
How CBT works

An **evidence-based psychotherapy** that helps people develop skills to adjust how they think about themselves and how they respond to external stressors --- so they can feel and function better.

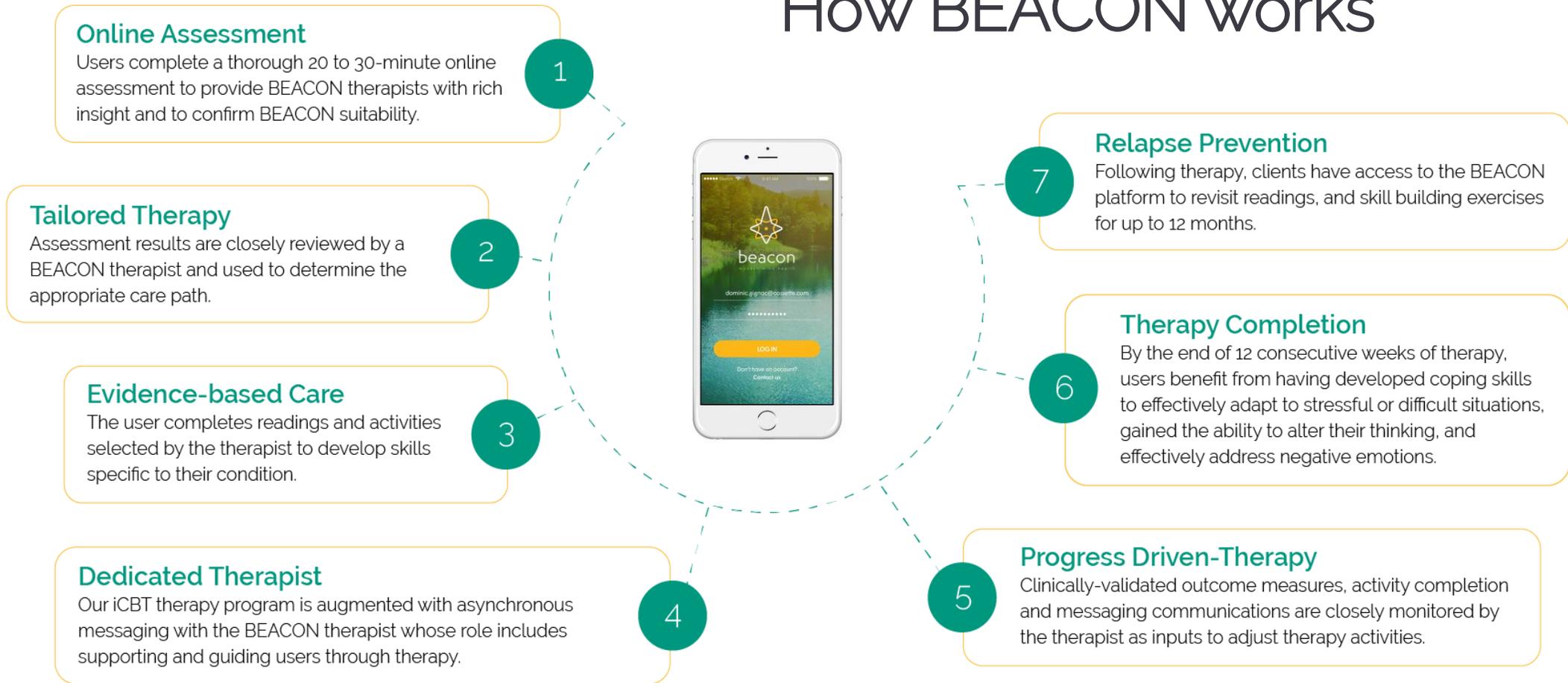
Most effective when **guided by a qualified mental health professional** who tailors therapy to the individual's specific condition and progress.

Individuals follow a **structured approach** to readings and activities, typically over 8-10 weeks at a committed pace, to develop healthier patterns of thinking.

Proven to be at least **as effective** as medication for most anxiety and mood disorders, and **better than medications** with regard to relapse rates.



How BEACON works



Our Mission

'A world of healthier minds, and better lives'



Canadian-Made

Who is BEACON for?

BEACON therapy is designed for:

- ✓ Depression
- ✓ Generalized anxiety disorder (GAD)
- ✓ Social anxiety disorder (SAD)
- ✓ Panic
- ✓ PTSD (trauma & adjustment related)
- ✓ Insomnia
- ✓ Health anxiety disorder
- ✓ Stress Management
- ✓ Chronic Pain

Other Considerations:

- 16 years of age or older
- Comfortable reading and writing in English or French
- Able to access a smartphone, tablet, or computer



Specialized Content

Return to Work/Stay at Work content - for clients focusing on function including motivation, self-efficacy, setting goals for return to work and developing an RTW plan. Presumptive PTSD and Cumulative Mental Stress supports.

Front-line Worker & First Responders - Stress & resiliency uniquely relevant to specialized groups including concepts on control, vicarious trauma, self care/compassion, grief & loss with specific coping exercises



BEACON is confidential

- All interactions with BEACON are treated as protected health information and will not be shared with anyone
- Any communication with a BEACON therapist is considered protected health information



Confidential 100% of the time

Your BEACON information is kept confidential and will never be shared with your employer



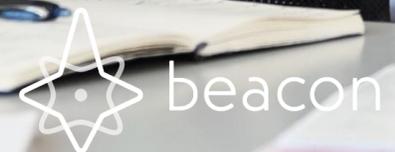
BEACON users get their own dedicated therapist

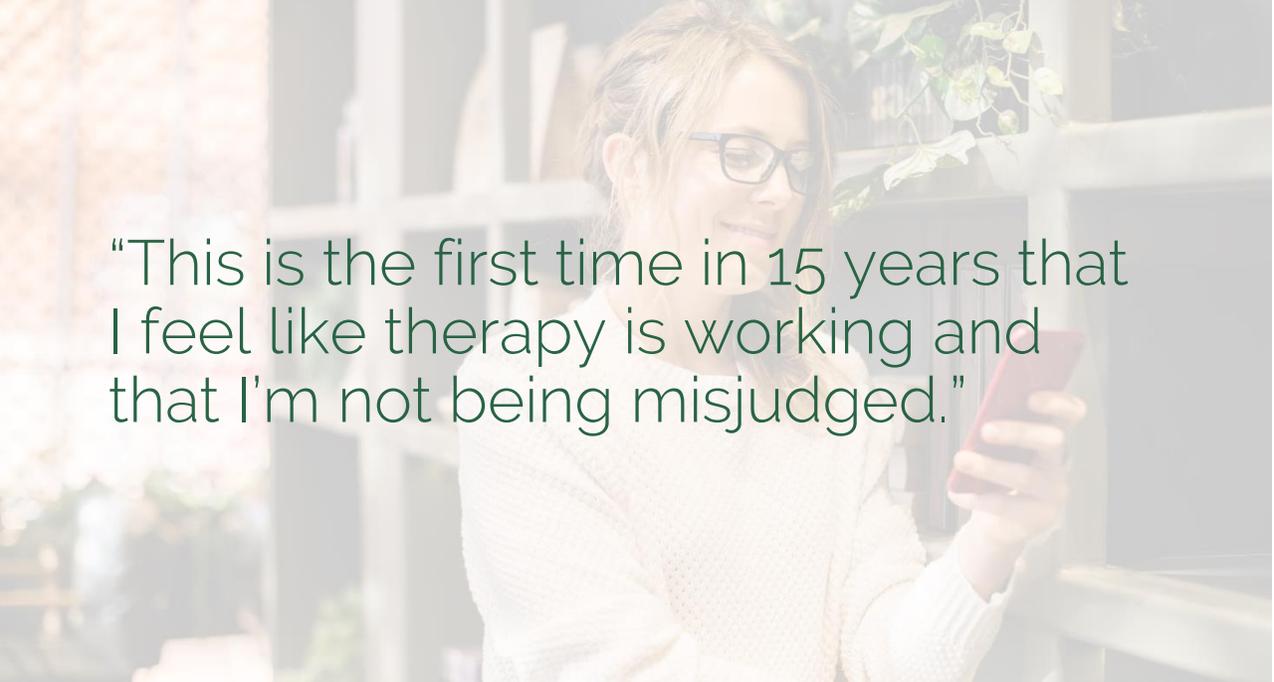
- All BEACON therapists are registered mental health professionals
- Your therapist will be dedicated to you from start to finish, and will work with you to help you progress
- All communication with your therapist is done through secure messaging



1-to-1 therapist relationship

Therapists are skilled at *building trust through digital interaction* and focused on achieving measurable improvement





“This is the first time in 15 years that I feel like therapy is working and that I’m not being misjudged.”



“My BEACON therapist has helped me come so far – from a very fearful person, to one who gains confidence in myself every day.”

The Voice of the User is warmly positive about the BEACON experience:

90% satisfaction with therapist support

85% satisfaction with therapy activities & content



Employee Program Options



COVID Mental Health

Guided digital therapy with BEACON is now available free of charge to Ontarians during COVID-19, funded by the Government of Ontario.

Free therapy can be accessed by visiting mindbeacon.com

<https://info.mindbeacon.com/btn542>

Direct Employer Programs

Programs for Employers/Employees include:

- Full range of protocols for employees and families
- Communications toolkits and manager training
- Data insights from aggregated reporting (deidentified)
- Contact colin.andersen@mindbeacon.com for more info

COVID Mental Health: Infosheets and Links

BEACON free to Ontarians during COVID, funded by the Government of Ontario

Click on [English](#) or [French](#) below to access the PDF version



Health Care Worker
Infoshheet

[English](#) / [French](#)



Patient Infoshheet

[English](#) / [French](#)



Referring Clinician
Infoshheet

[English](#) / [French](#)



Student Infoshheet

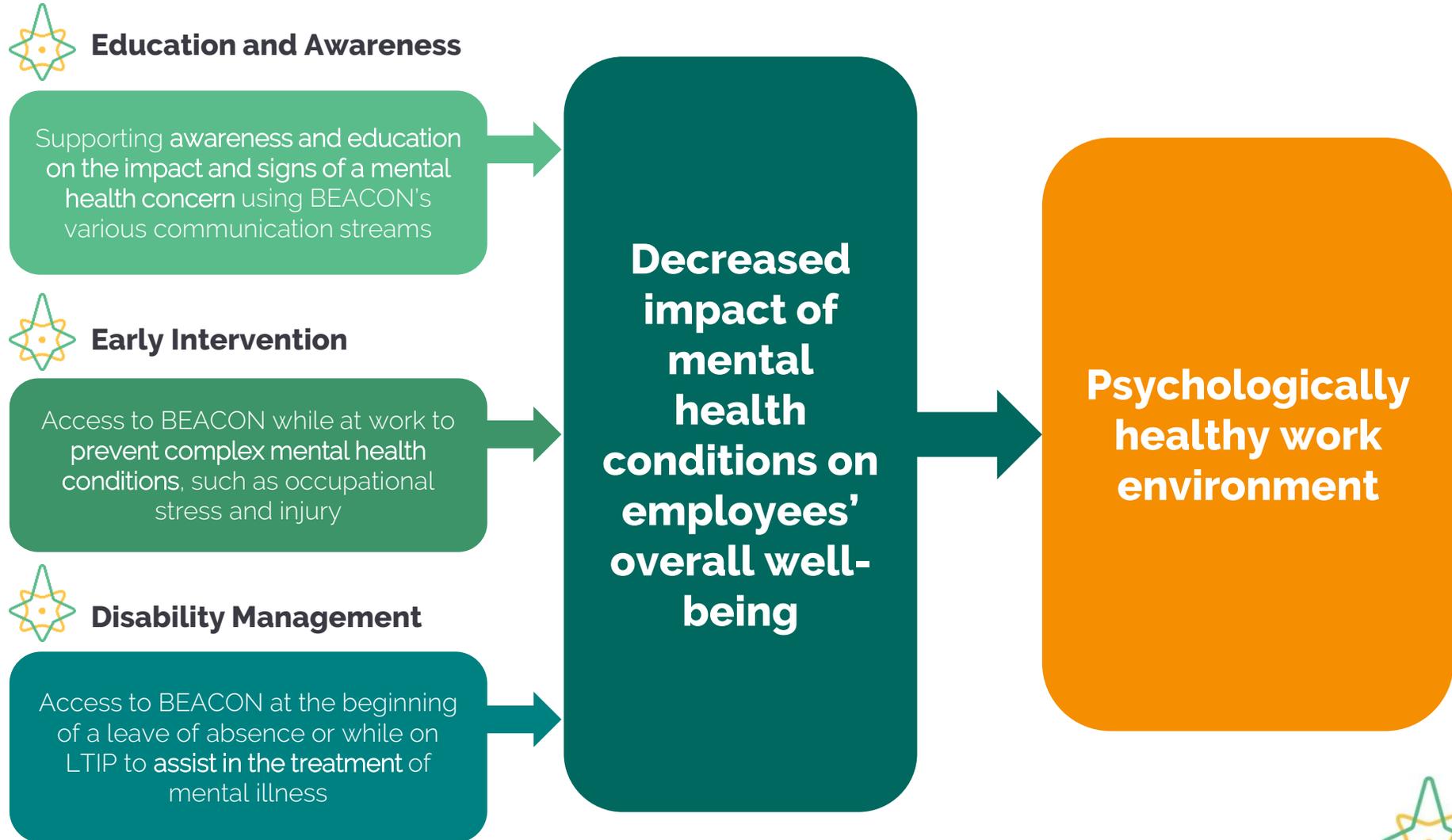
[English](#) / [French](#)

To begin a BEACON assessment immediately visit:

<https://info.mindbeacon.com/btn542>



“Mental Health PPE”: How BEACON supports a psychologically healthy workplace



Mental Health PPE in the workplace: employer programs

For Employers

Significant ROI

- BEACON pays for itself in reduced absenteeism
- 11x ROI factoring in presenteeism
- Additional savings from benefits claims and turnover

Seen as lead Employer

Better functioning employees and increased productivity

Stay-at-work or faster return-to-work

Affordable and effective care

- ¼ the cost of traditional face to face
- Just as effective as face to face
- Proven results (symptom reduction, satisfaction, therapeutic alliance)

For Employees

(and their families)

Convenient and confidential

- 24/7
- No appointments or waitlist

Early intervention support: wellness/resiliency

Rigorous assessment: right care sooner

Personalized care with a dedicated therapist

Regulated health professionals

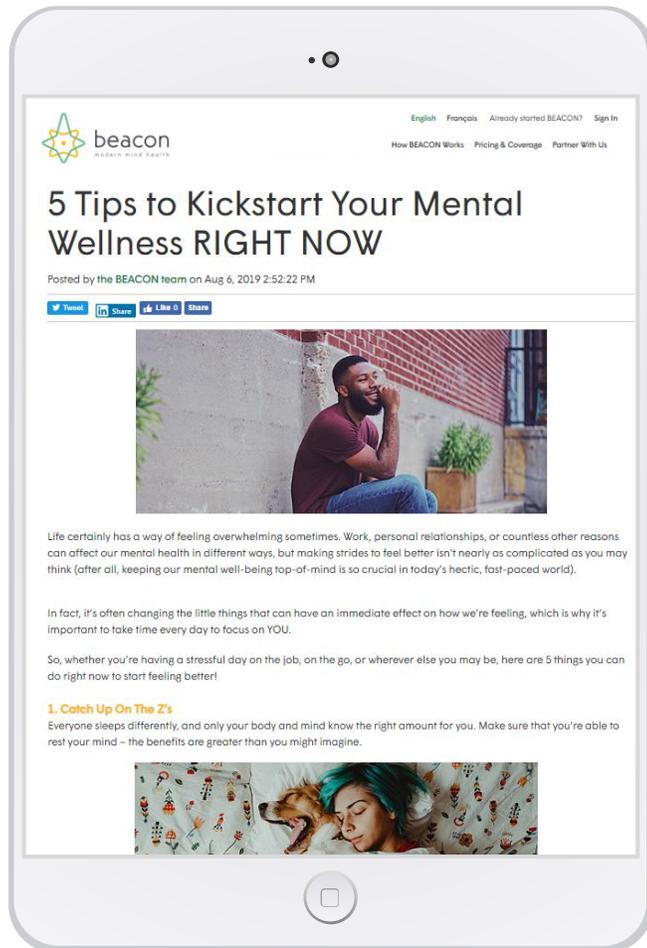
Evidence-based protocols

- Depression, anxiety, PTSD, substance abuse

Outcomes based and sustained support (relapse prevention)



Supporting utilization and employee engagement



(1) Sustained Awareness

Original mental wellness content and collateral that can be shared in regular channels. (intranet, wellness articles, etc.)

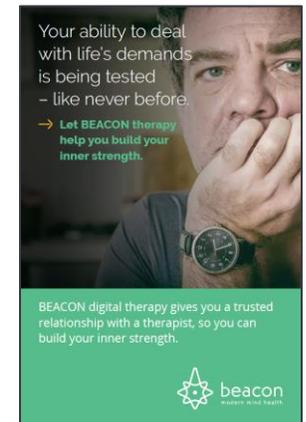
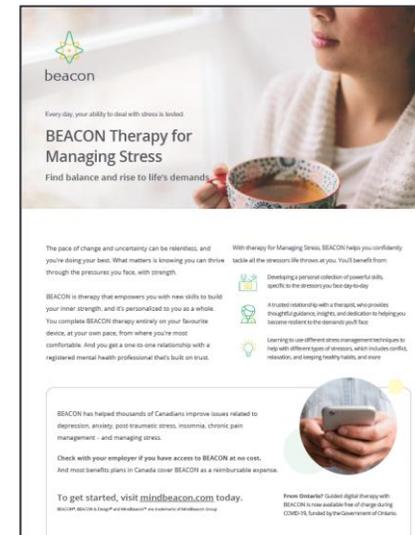
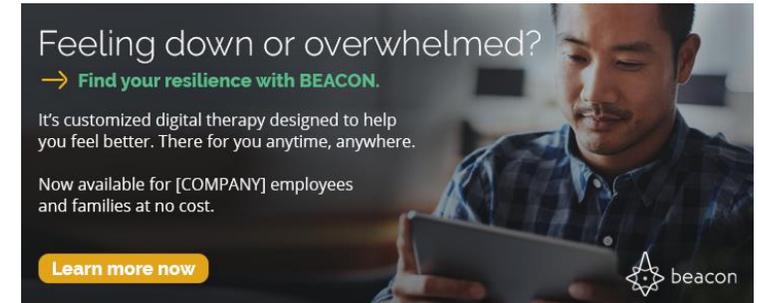
(2) Mental Health Milestones

Special campaign assets to key mental health days:

- Bell Let's Talk (January)
- Mental Health Awareness Week (May)
- Mental Illness Awareness Week (October)
- Mental Health Day (October 10)

(3) Webinar Series

Quarterly discussions with mental health leaders in a fireside chat format, with live Q&A



Recognizing Stress vs. Burnout

Stress	Burnout
Characterized by over-engagement	Characterized by disengagement
Emotions are overreactive	Emotions are blunted/flat
Produces urgency and hyperactivity	Produces helplessness and hopelessness
Loss of energy	Loss of motivation
Can trigger anxiety	Can trigger detachment and depression



7 things you can do to reduce stigma in the workplace

1. **Know the facts.** Educate yourself about mental illness including substance use disorders.
2. **Be aware of your attitudes and behaviour.** Examine your own judgmental thinking, and bias.
3. **Choose your words carefully.** The way we speak can affect the attitudes of others.
4. **Educate others.** Pass on facts and positive attitudes; challenge myths and stereotypes.
5. **Focus on the positive.** Mental illness, including addictions, are only part of anyone's larger picture.
6. **Support people.** Treat everyone with dignity and respect; offer support and encouragement.
7. **Include everyone.** Create a culture of inclusiveness by engaging everyone.

<https://www.camh.ca/en/driving-change/addressing-stigma>



Recognizing and supporting mental health concerns for others



<http://www.bethere.org/>

5 Golden Rules:

1. Say what you see. Speak to the facts without assumptions.
2. Show you care. Knowing someone is there can make a difference.
3. Hear them out. Open space for others to speak and ask questions.
4. Know your role. Provide support, not judgment or unwanted advice.
5. Connect them to help. Inform, suggest, or direct to quality resources.

1

"You've seemed really down the past few days. Is there anything you want to talk about?"

2

Actions:
-Put away your phone
-Make time, don't rush
-Offer practical help

3

"I hear you, that sounds very difficult. Can you tell me more about that?"

4

"My job is to listen, not to fix. This is not about me!"

5

"It sounds like you have been having a difficult time. Have you looked into any services, like BEACON or EAP?"

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