

# Koa Health

Mission critical considerations and tools to build an organizational culture that supports mental health



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# Born from innovation, rooted in science

From Europe's moonshot factory...

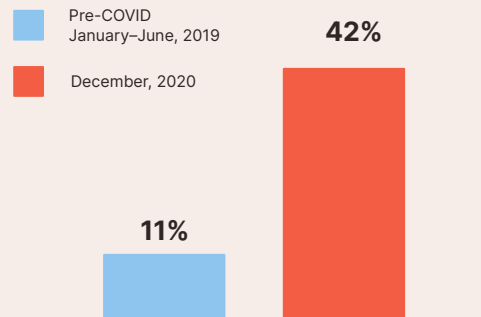


Telefonica provided blue-chip resources:

- Financing of \$45M up to spin-out
- Anonymized mobile data across 350M global customers to train key AI algorithms

...to tackle one of the great challenges of our time

% adults with symptoms of anxiety and/or depression



## OUR MISSION

To create simple, personal and accessible mental health support by combining evidence, cutting-edge tech and user-centred design.

## OUR VISION

**Mental health,  
for all.**



# Mental health in the workplace

**\$6M**

avg employer budget  
for employee  
wellbeing programs in  
2021

**92%**

of employers  
expanded their  
mental health  
benefits in 2021

**73%**

of frontline employees  
do not believe their  
mental health is well  
supported

**85%**

of workers report that  
work itself negatively  
impacts their mental  
wellbeing



**We are on the path to  
burnout.**

# Key Considerations and Innovations





**AT A GLANCE**

# 5 questions to ask a vendor

1. Who in my employee population is your product for?
2. How does your product fit in with other mental health solutions?
3. What do you do to support mental health literacy, accessibility and equity?
4. How have you ensure user engagement and solution effectiveness? Is it science-backed and evidence-based?
5. Do you have internal expertise and tools to help us build a culture that supports mental health?



# Mental health for everyone

Mental health is a continuum ranging from mental wellness to acute illness.

## Breakdown of support employees require

*Illustrative; individuals may move back and forth between categories over the course of their lives*

**75 out of 100 employees** require support that fosters mental wellness.

**24 in 100 employees** require mental-wellness support and have moderate needs such as counseling or therapy.



**1 out of 100 employees** require mental wellness support and have more acute needs that require more intense services or treatment.

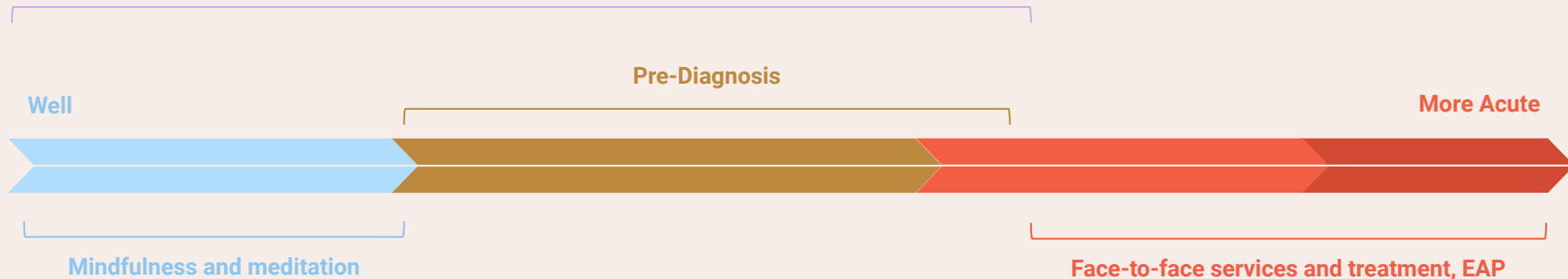




# Where Koa Health fits

Koa Health's flagship product Foundations alone delivers the most comprehensive science-backed and evidence based support for the largest portion of any population.

## Koa Foundations



# Accessibility, Efficacy, Equity

**Reduce friction for care  
with high-touch,  
mobile-first solutions**

**Support mental  
wellbeing through  
evidence-based CBT**

**Low barrier to entry  
for prevention**



# Building a culture of mental health

## White glove delivery

- Organizational health assessment
- Support for wellbeing champions
- Manager training on how to recognize and support mental health challenges for direct reports
- Turnkey member engagement campaigns

## An industry leader in ethics

Koa Health is the only digital mental health company that has:

- Publicly committed to a set of [ethical principles](#)
- Published [peer-reviewed research](#) on avoiding bias in its products
- Commissioned and published [external audits](#) of the implementation of its ethical approach

## Engagement



On average, participants used the app 18 days out of the 28.

15

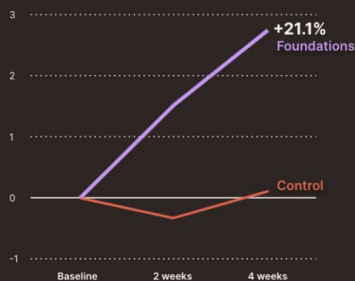
Average amount of minutes per day participants engaged with the app.

29 activities  
3.9 programs

Participants tried an average of 29 distinct activities and 3.9 programs

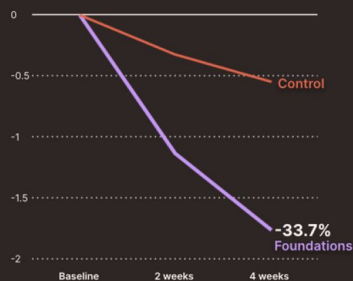
## Clinical Outcomes

### Wellbeing



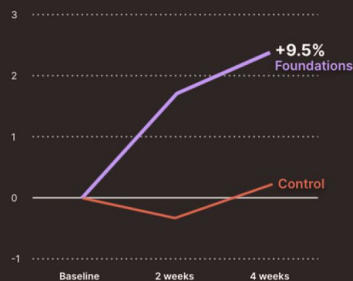
Measured by WHO-5

### Sleep issues



Measured by MISS

### Resilience



Measured by CD-RISC10

## Backed by Experts



**Oliver Harrison M.D.**



**Tom Insel M.D.**



**Sabine Wilhelm Ph.D.**



# Rated #1 for mental health & wellbeing

Apps rated on clinical assurance, data security and user experience



Ranked **1st** for apps in "Stress, Mental Wellbeing and Mental Health"

App	Score
<b>Foundations</b>	<b>88</b>
Wysa	85
Sleepio	84
Happify	80
Headspace	78
Calm	78

93% for clinical assurance



**4.8** out of 5

★★★★★

hyggefa, 01/18/2021

**Intentionally and beautifully designed**  
Content is solid (speaking from a medica more

**Developer Response,**  
Thanks so much for your review, and tha more

REVIEWS

4.8

★★★★★

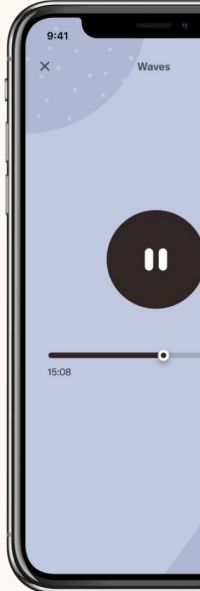
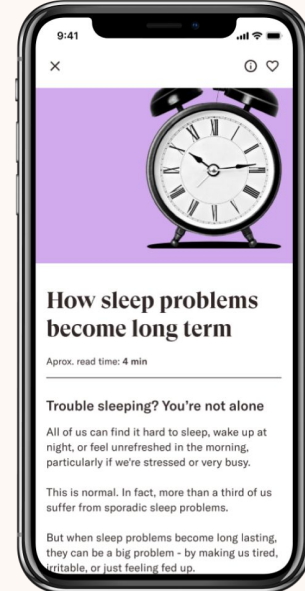
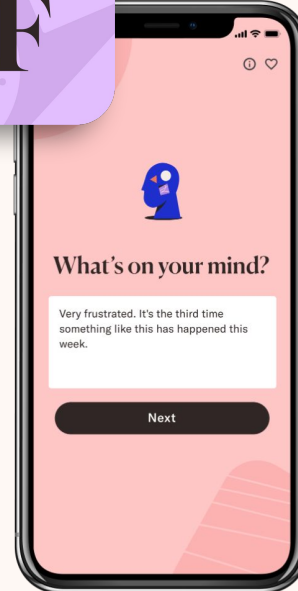
total

Christian Gaston  
★★★★★ October 12, 2021

So transformative that I recommend wherever possible to my friends and loved ones! I signed up for beta testing and don't regret a moment!

# Mental strength toolkit

Koa Health's flagship product Foundations helps people support their mental wellbeing, by providing a range of evidence-based tools to help you learn and practice new skills.



# Learn more

[www.koahealth.com](http://www.koahealth.com)

## **Get in touch**

[www.koahealth.com/contact](http://www.koahealth.com/contact)

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