

# Integrated Health

EVERYONE'S ANXIETY JOURNEY IS UNIQUE - LET'S TREAT IT HOLISTICALLY.

---

# The Situation.

settling, pervasive, overwhelming  
smothering, unpredictable, tensing  
exhausting, nerve-wracking, exhausting  
relentless, invasive, paralyzing  
orienting, intense, fraught, frightening  
turbulent, disturbing, harrowing  
rebooting, unnerving, consuming

ANXIETY IS EVERYWHERE  
even at Stanford

“Wow! With Stanford’s  
Alumni Network, I’ll  
surely get a job”



At this time, we have decided to move forward with other candidates. Although we are unable to connect with you about this position, we hope you will consider applying for other roles of interest in the future.

Thank you for your interest in Garmin. Unfortunately, Garmin is **unable** to offer you employment at this time. Please keep in mind that Garmin is a growing organization, so it is possible in the future there may be other career opportunities that better match your qualifications.

“AHHH!! AHHHHHH!!  
AHHHHHHH”





“AHHH!! AHHHHHHH!!  
AHHHHHHH”

POLL

20  
^ V

how do you deal with your anxiety?

speak to a friend  161 Fizzes 18%

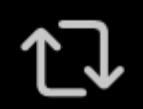
speak to a professional 104 Fizzes 12%

doom scroll 194 Fizzes 22%

nothing i just deal with 330 Fizzes 37%

not anxious 94 Fizzes 11%

883 Total Fizzes



“I AM UNEMPLOYABLE, AND I AM  
GOING TO LOSE MY VISA”



SLIDE DECK FINAL PRES X | SLIDE DECK FINAL PRES X | ChatGPT X | Counseling and Psycho... X | Sign in to MED SSO (SU... X | New Tab X | +

vaden.stanford.edu/caps

Email - Miko Rimer... CLASS Carta Miko Rimer's Noti... REQS SPORTS Slack Stanford Profiles Syllabus Search | Kanopy Streaming Media... Handshake

# Counseling and Psychological Services (CAPS)

Get Immediate Help Now

Get Immediate Help Now

“ARE THERE RESOURCES  
AVAILABLE FOR ME”



# of clicks: 1

time until help: 00:01

**For life threatening emergencies, call 911 (or 9-911 from an on-campus phone) for immediate help or go to the nearest hospital emergency room.**

**Get Immediate Help Now**

Get Immediate Help Now



### **Find Immediate Help Now**

#### **Immediate Mental Health Crisis Assistance >**

For immediate mental health crisis assistance call [Counseling and Psychological Services at 650.723.3785](#) any time, including evenings and weekends. A clinician will be available to speak with you, assess your situation and offer support and/or recommendations for follow-up.

#### **Immediate Medical Help >**

Find information about what to do during a medical emergency and what to do for urgent conditions.

#### **Immediate Sexual Assault and Relationship Violence Support >**

- For urgent support [call Stanford's Confidential Support Team \(CST\) 24/7 Hotline at 650.725.9955.](#)
- For a non-urgent appointment at CST, use the [Vaden web portal](#) or [give us a call at 650.736.6933.](#)



**“ARE THERE RESOURCES  
AVAILABLE FOR ME”**

# of clicks: 2

time until help: 00:03

**For life threatening emergencies, call 911 (or 9-911 from an on-campus phone) for immediate help or go to the nearest hospital emergency room.**

Get Immediate Help Now

Get Immediate Help Now

“ARE THERE RESOURCES  
AVAILABLE FOR ME”



“A clinician will be available to speak with you, assess your situation and offer support and/or recommendations for follow-up.”

**Find Immediate Help Now**

**Immediate Mental Health Crisis Assistance >**

For immediate mental health crisis assistance call [Counseling and Psychological Services at 650.723.3785](#) any time, including evenings and weekends. A clinician will be available to speak with you, assess your situation and offer support and/or recommendations for follow-up.

**Immediate Medical Help >**

Find information about what to do during a medical emergency and what to do for urgent conditions.

**Immediate Sexual Assault and Relationship Violence Support >**

- For urgent support [call Stanford's Confidential Support Team \(CST\) 24/7 Hotline at 650.725.9955.](#)
- For a non-urgent appointment at CST, use the [Vaden web portal](#) or [give us a call at 650.736.6933.](#)

# of clicks: 3

time until help: 00:18

“I DON’T NECESSARILY NEED A CLINICIAN INVOLVED / I DON’T WANT TO WAIT WHEN I WANT TO SPEAK TO SOMEONE”



# of clicks: 3

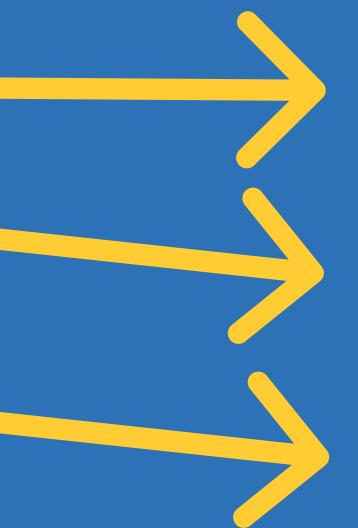
time until help: 00:18

New TimelyCare option for students!

## TimelyCare

TimelyCare is offered as a supplement to the extensive existing in-person and virtual services offered by [Counseling and Psychological Services \(CAPS\)](#), [Vaden Medical Services](#), and other Vaden and on-campus resources. This no cost service offers enrolled students residing in the United States virtual medical and mental health care 24/7, 365 days/year and up to 12 scheduled mental health therapy sessions per academic year.

[Learn More About TimelyCare](#)



“NO WAY! STANFORD JUST  
INVESTED IN TIMELYCARE THIS  
LOOKS PROMISING”



# of clicks: 4

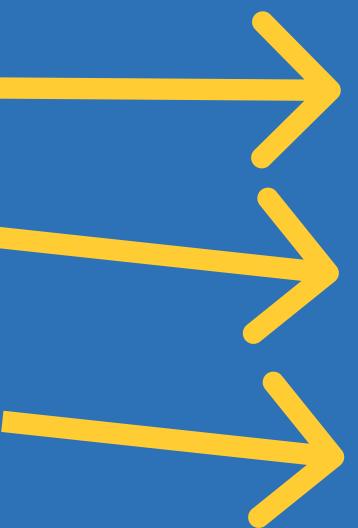
time until help: 00:25

New TimelyCare option for students!

## TimelyCare

TimelyCare is offered as a supplement to the extensive existing in-person and virtual services offered by [Counseling and Psychological Services \(CAPS\)](#), [Vaden Medical Services](#), and other Vaden and on-campus resources. This no cost service offers enrolled students residing in the United States virtual medical and mental health care 24/7, 365 days/year and up to 12 scheduled mental health therapy sessions per academic year.

[Learn More About TimelyCare](#)



“NO WAY! STANFORD JUST INVESTED IN TIMELYCARE THIS LOOKS PROMISING”



# of clicks: 9

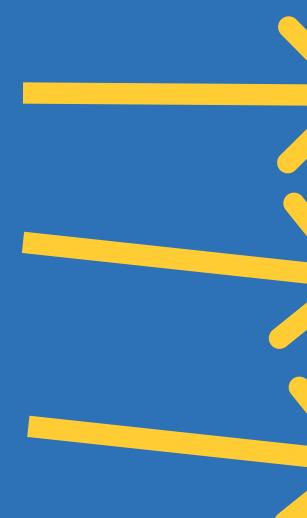
time until help: 00:25

New TimelyCare option for students!

## TimelyCare

TimelyCare is offered as a supplement to the extensive existing in-person and virtual services offered by [Counseling and Psychological Services \(CAPS\)](#), [Vaden Medical Services](#), and other Vaden and on-campus resources. This no cost service offers enrolled students residing in the United States virtual medical and mental health care 24/7, 365 days/year and up to 12 scheduled mental health therapy sessions per academic year.

[Learn More About TimelyCare](#)



timelycare

Home

Hello there,  
Miko

Get Care

Self-Care

Self-Care for Sleep

A guide to better sleep & less sleep difficulties. ↗

Journey

Self-Care for Depression

Learn strategies to manage feelings of depression.

Journey

Putting Possibilities In A Group Chat

Practice working backwards from the worst-case scenario. ⏪

Slider

My 8-9 before my 9-8

Watch how sleep techniques can be incorporated IRL.

Video

Log Out

## Visit cancelled

Dannette Vest, LCSW has cancelled your visit on Monday November 18th at 8:49 PM PST for the following reason: Technology problems.

# of clicks: 16

time until help: 00:40



# Finding the right help is hard



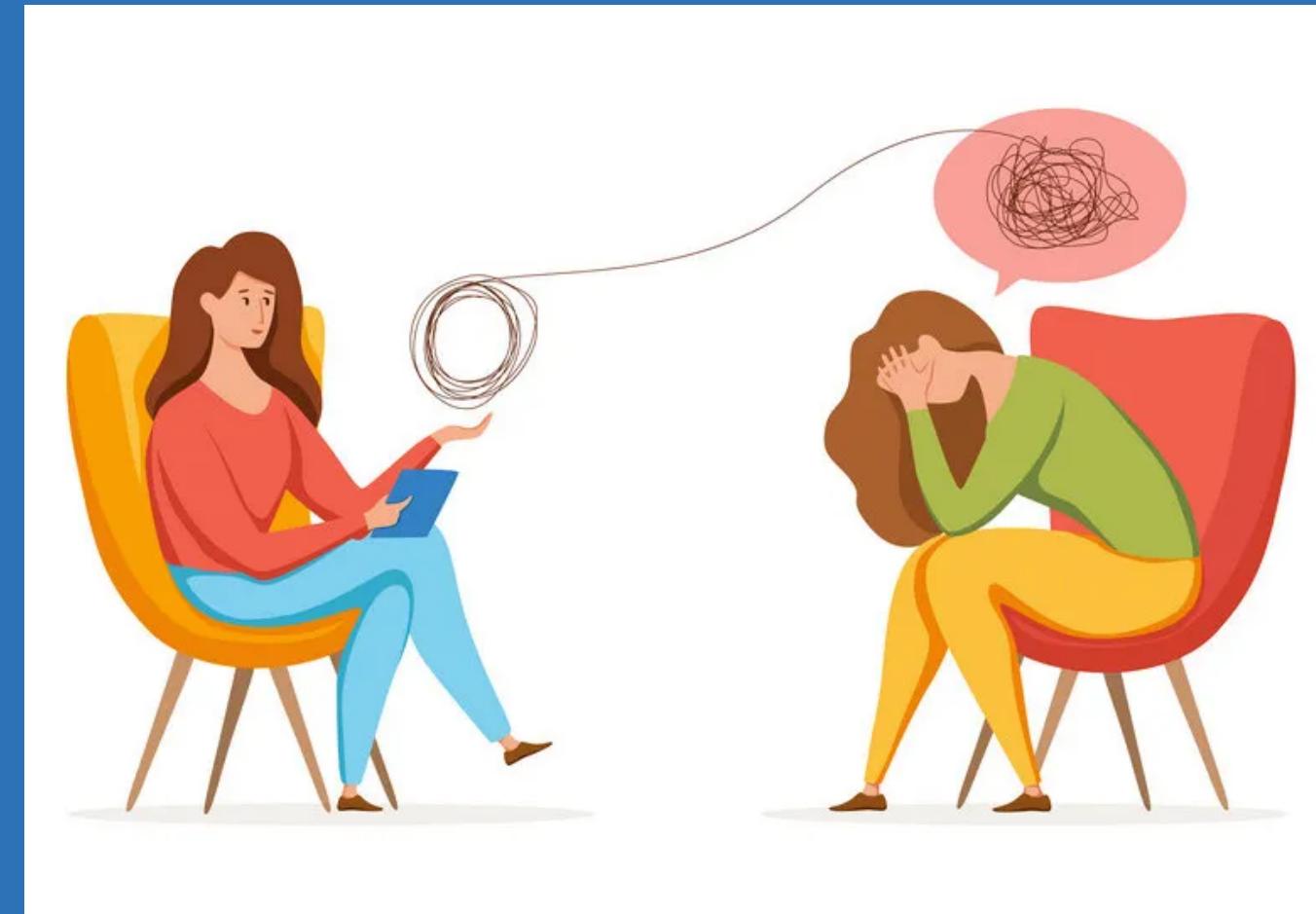
Only about 40% of people in need receive any treatment.

“I’VE HAD ENOUGH OF THIS  
CRISIS, I AM GOING TO  
THERAPY”



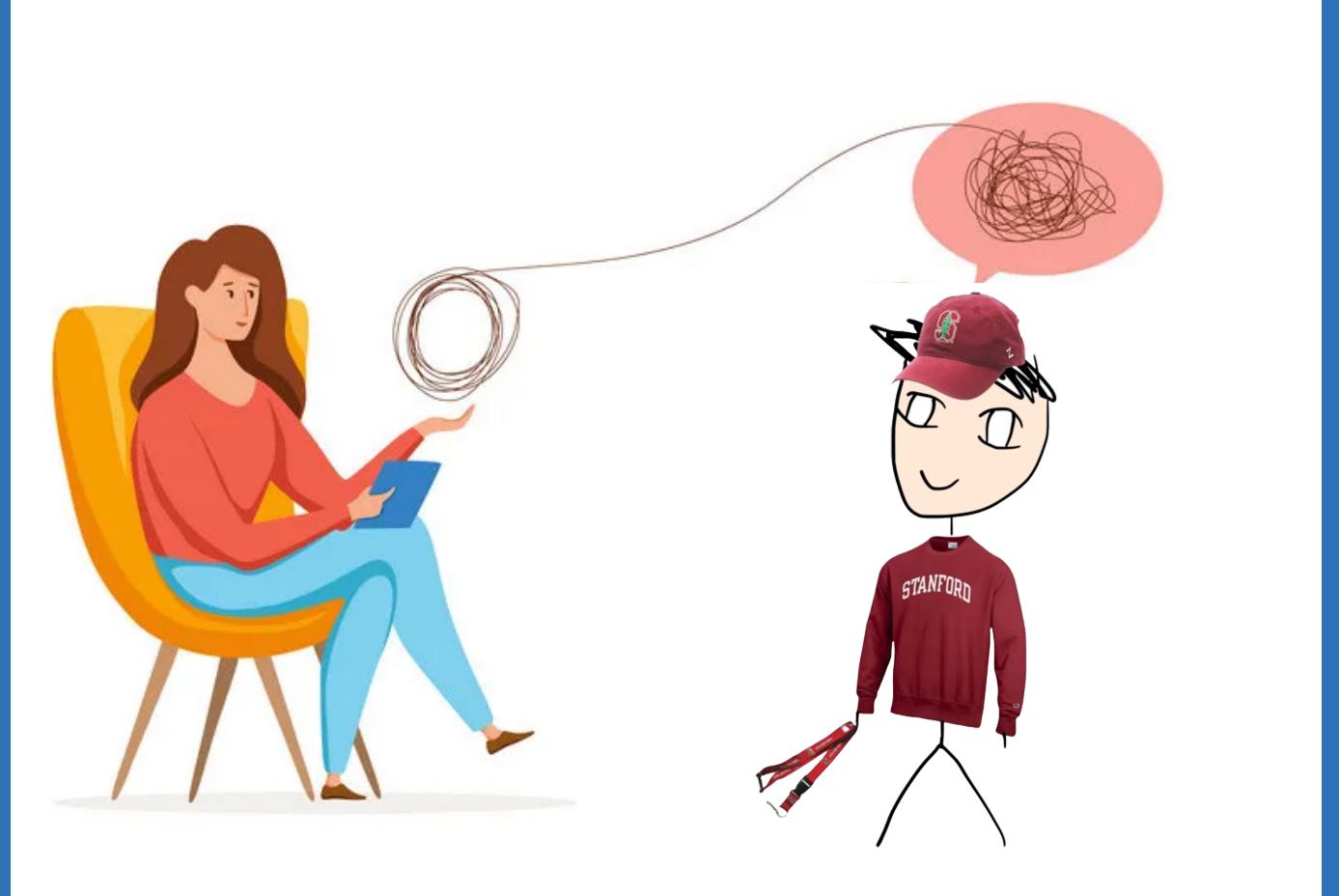
“LET'S FIND THE  
RIGHT TOOLS FOR  
YOU”

“I'VE HAD ENOUGH OF THIS  
CRISIS, I AM GOING TO  
THERAPY”



# of sessions:  
Total \$:

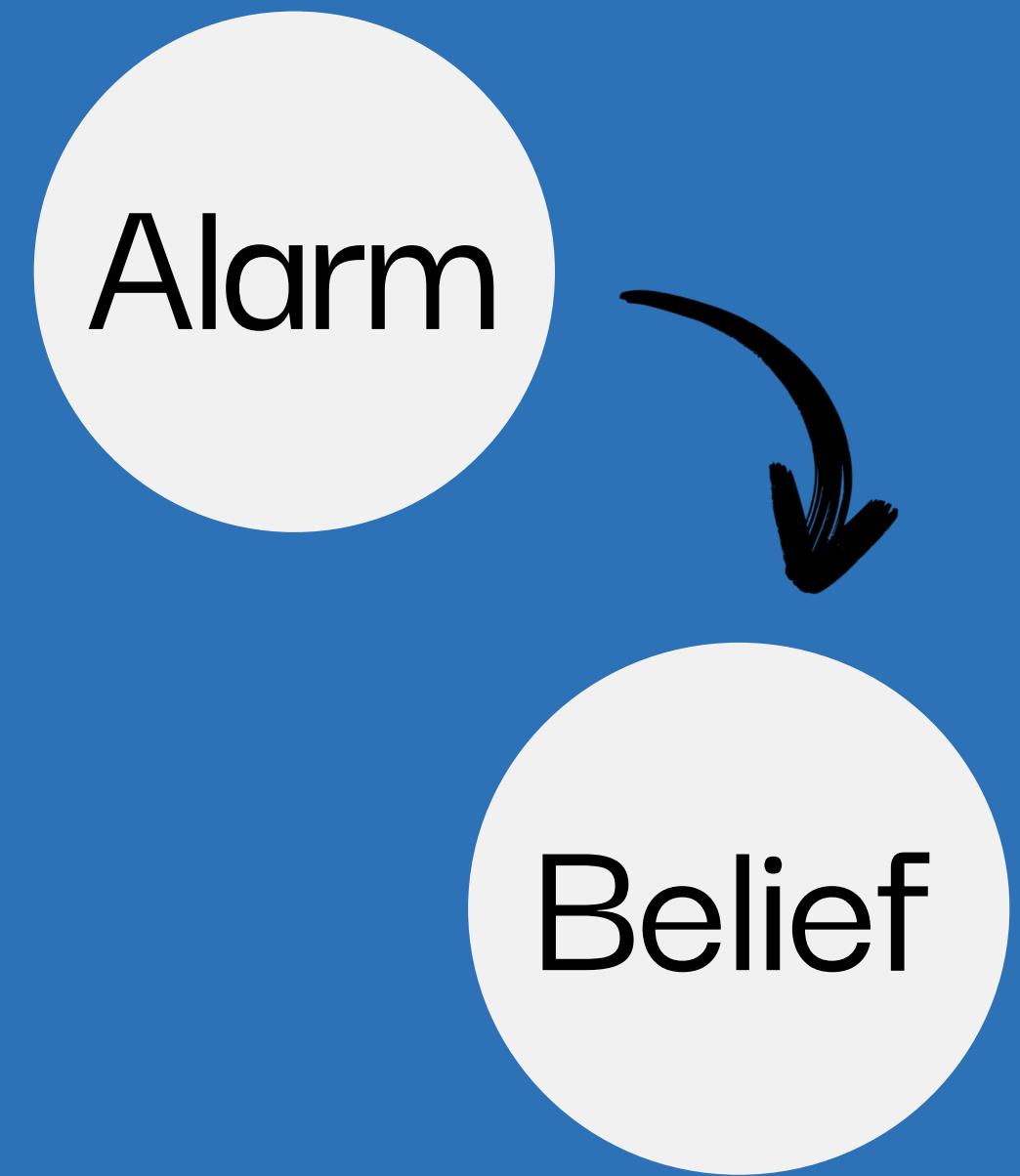
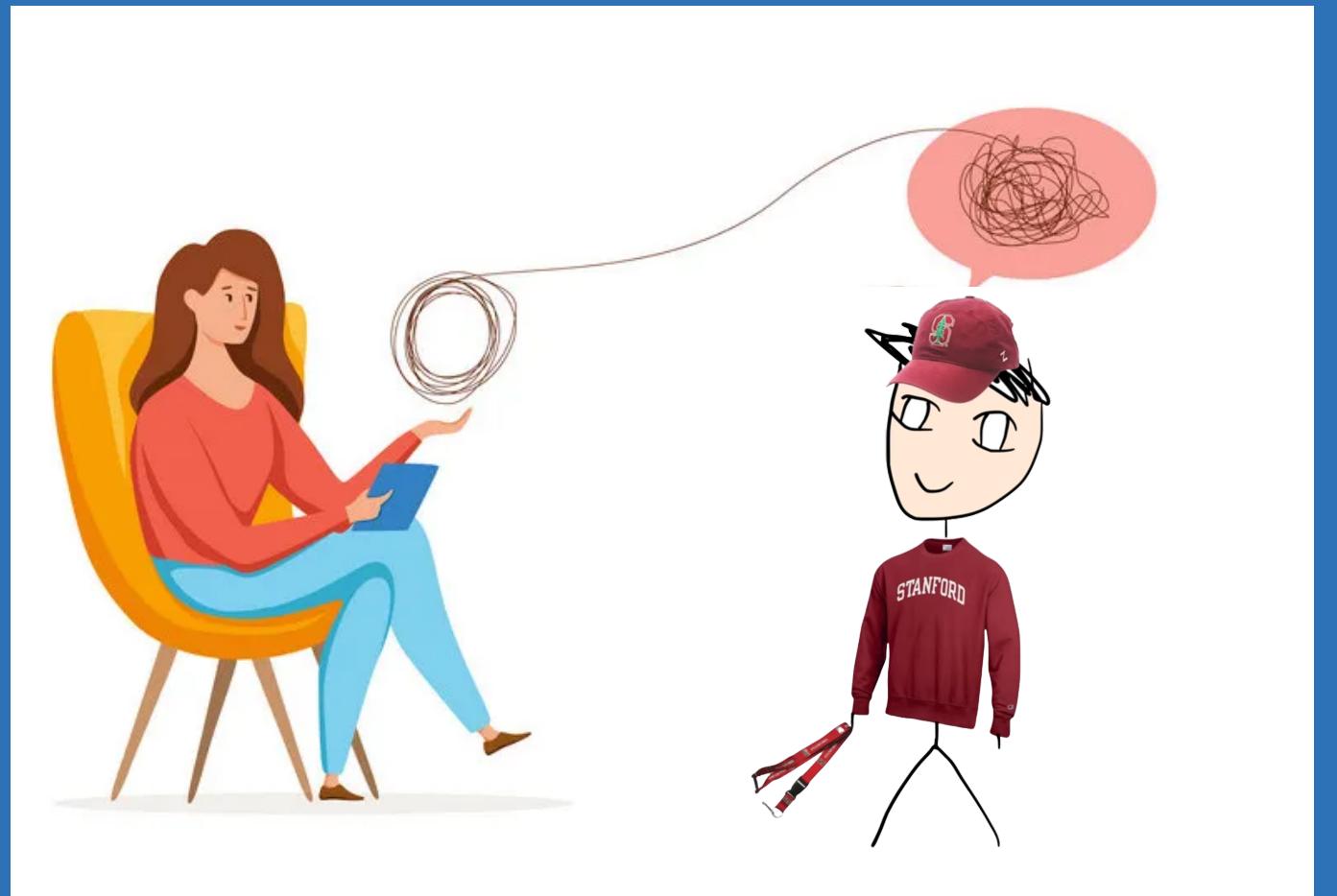
“LET’S FIND THE  
RIGHT TOOLS FOR  
YOU”



# of sessions: 4

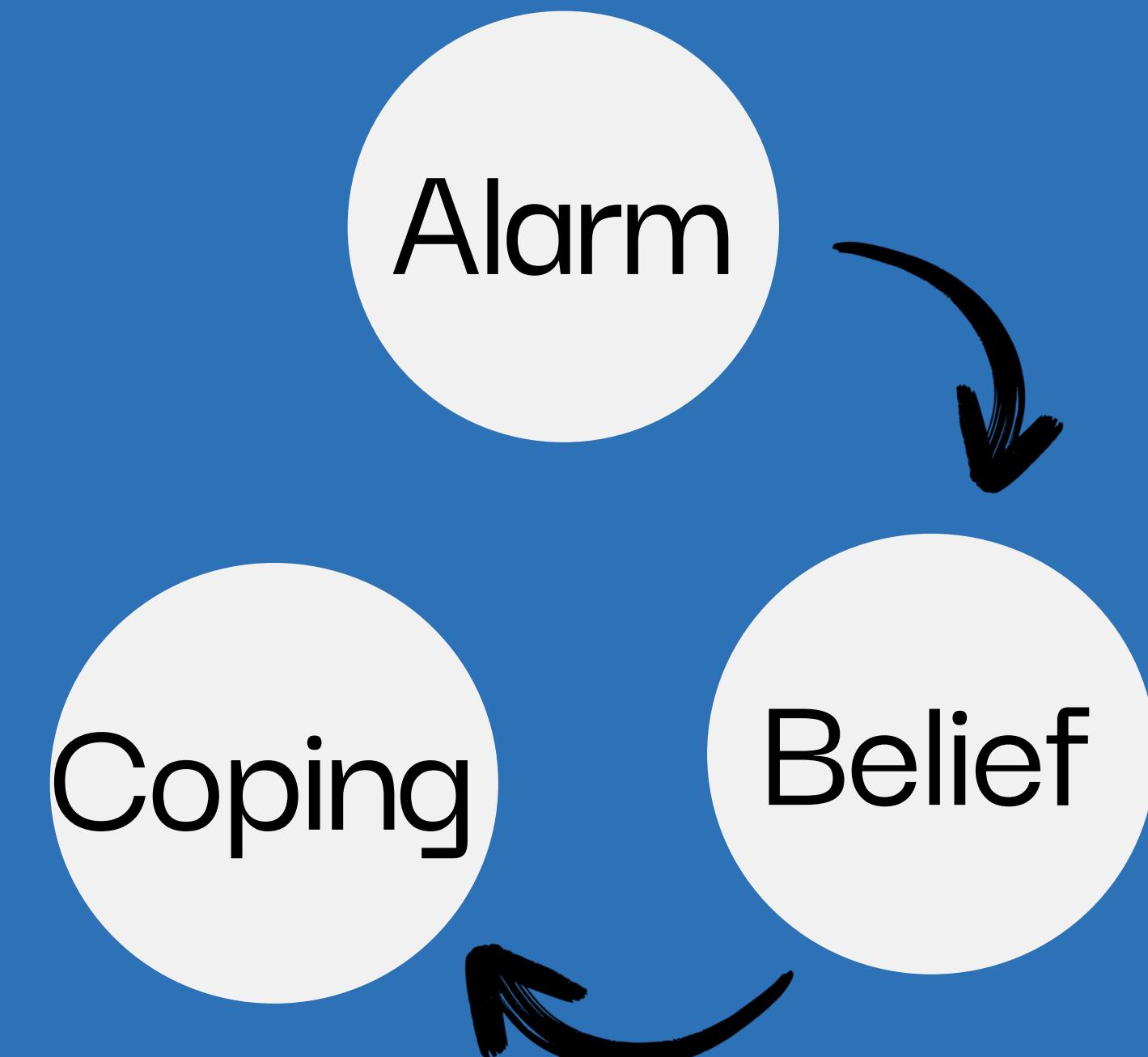
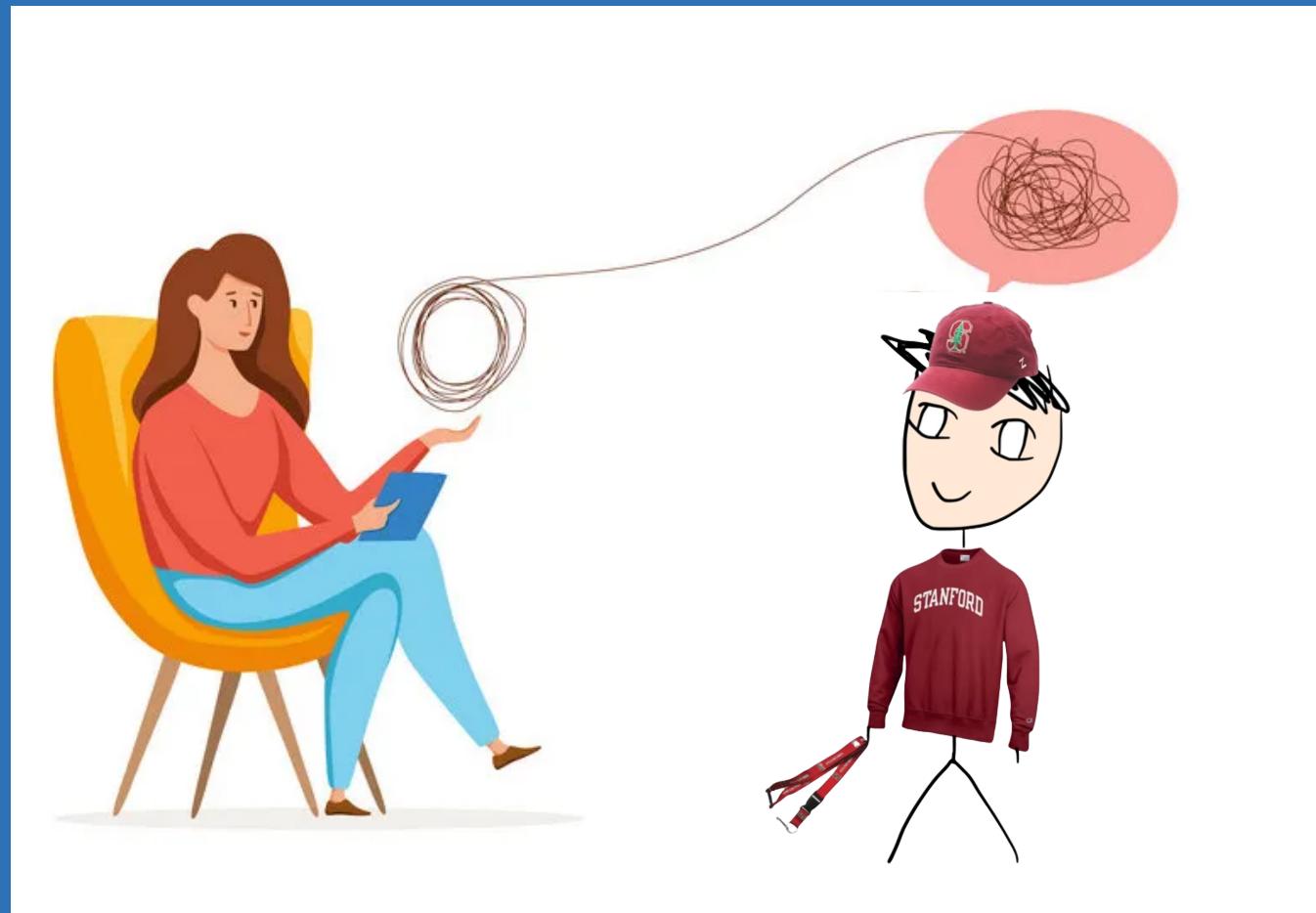
Total \$: 440

“LET’S FIND THE  
RIGHT TOOLS FOR  
YOU”



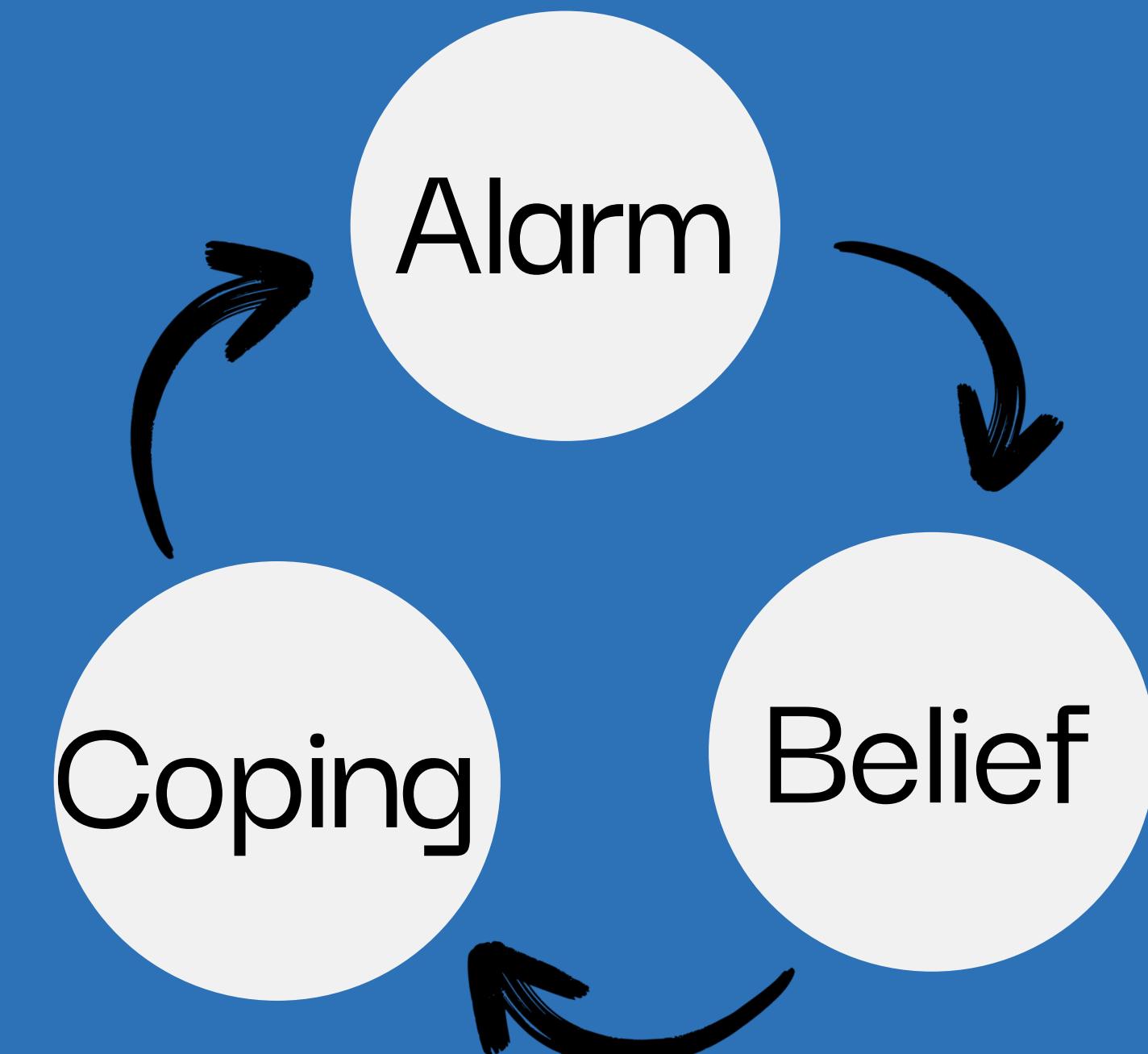
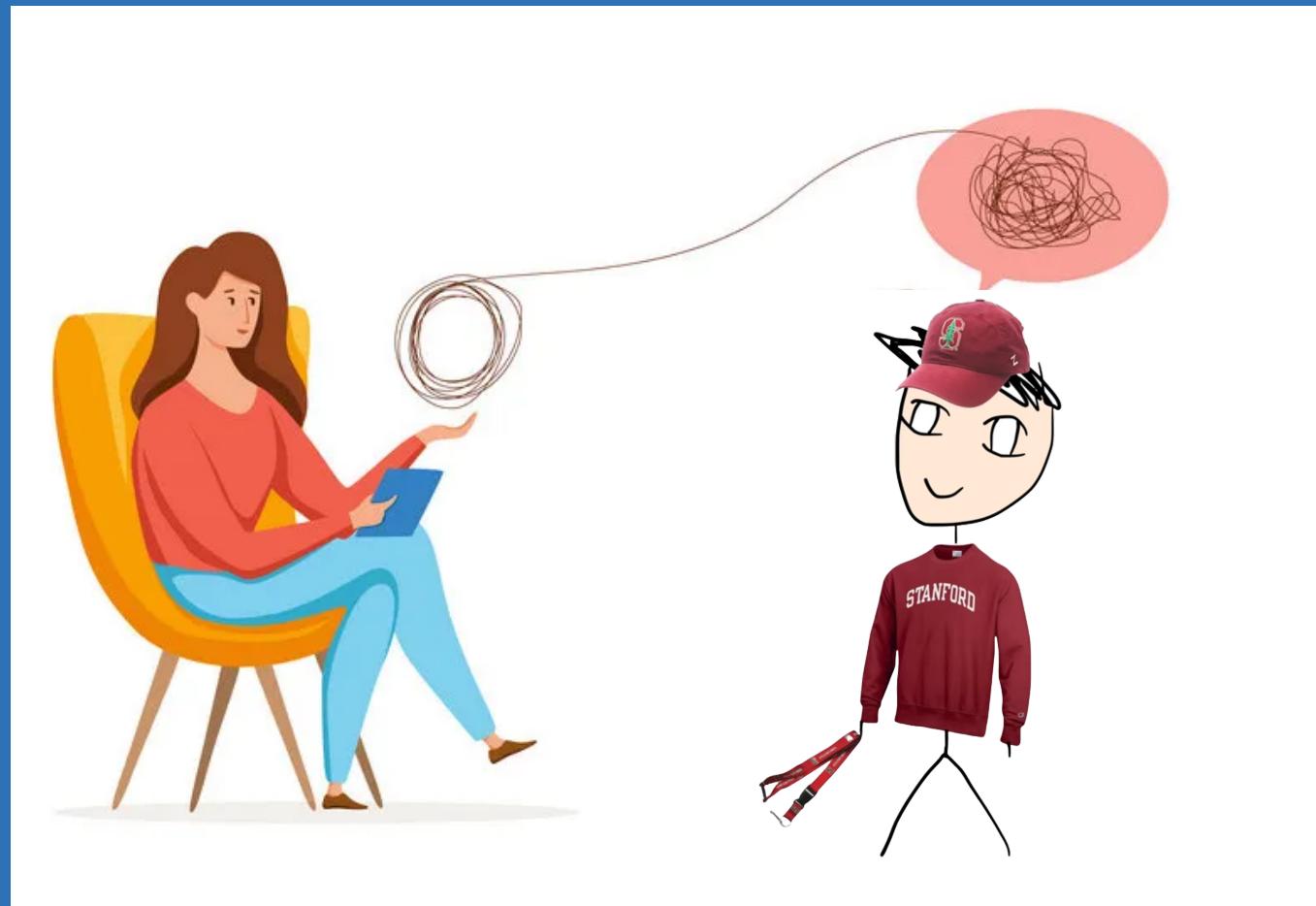
# of sessions: 8  
Total \$: 880

“LET’S FIND THE  
RIGHT TOOLS FOR  
YOU”



# of sessions: 12  
Total \$: 1320

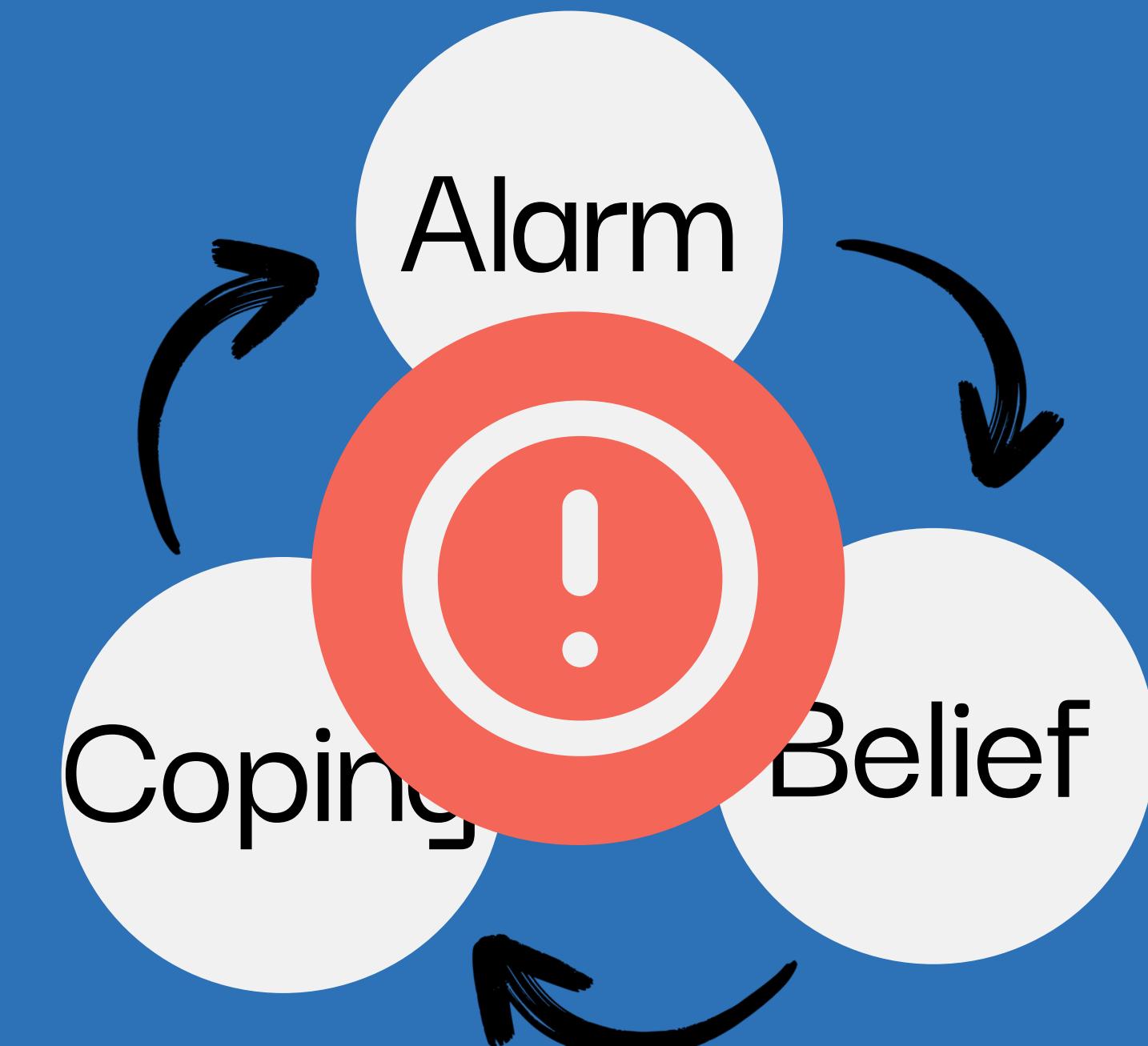
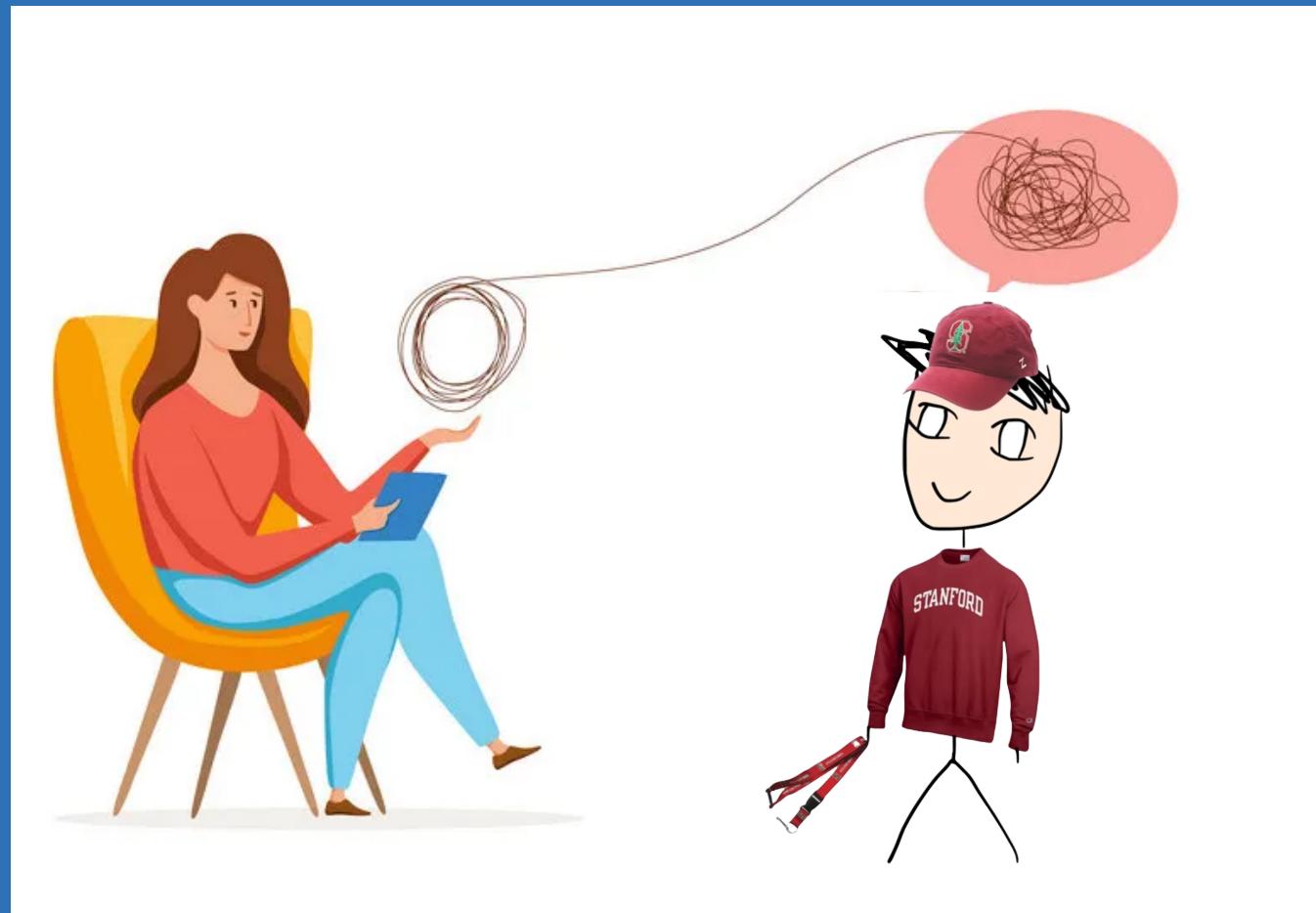
“LET’S FIND THE  
RIGHT TOOLS FOR  
YOU”



# of sessions: 12

Total \$: 1320

“LET’S FIND THE  
RIGHT TOOLS FOR  
YOU”



# of sessions: 12  
Total \$: 1320

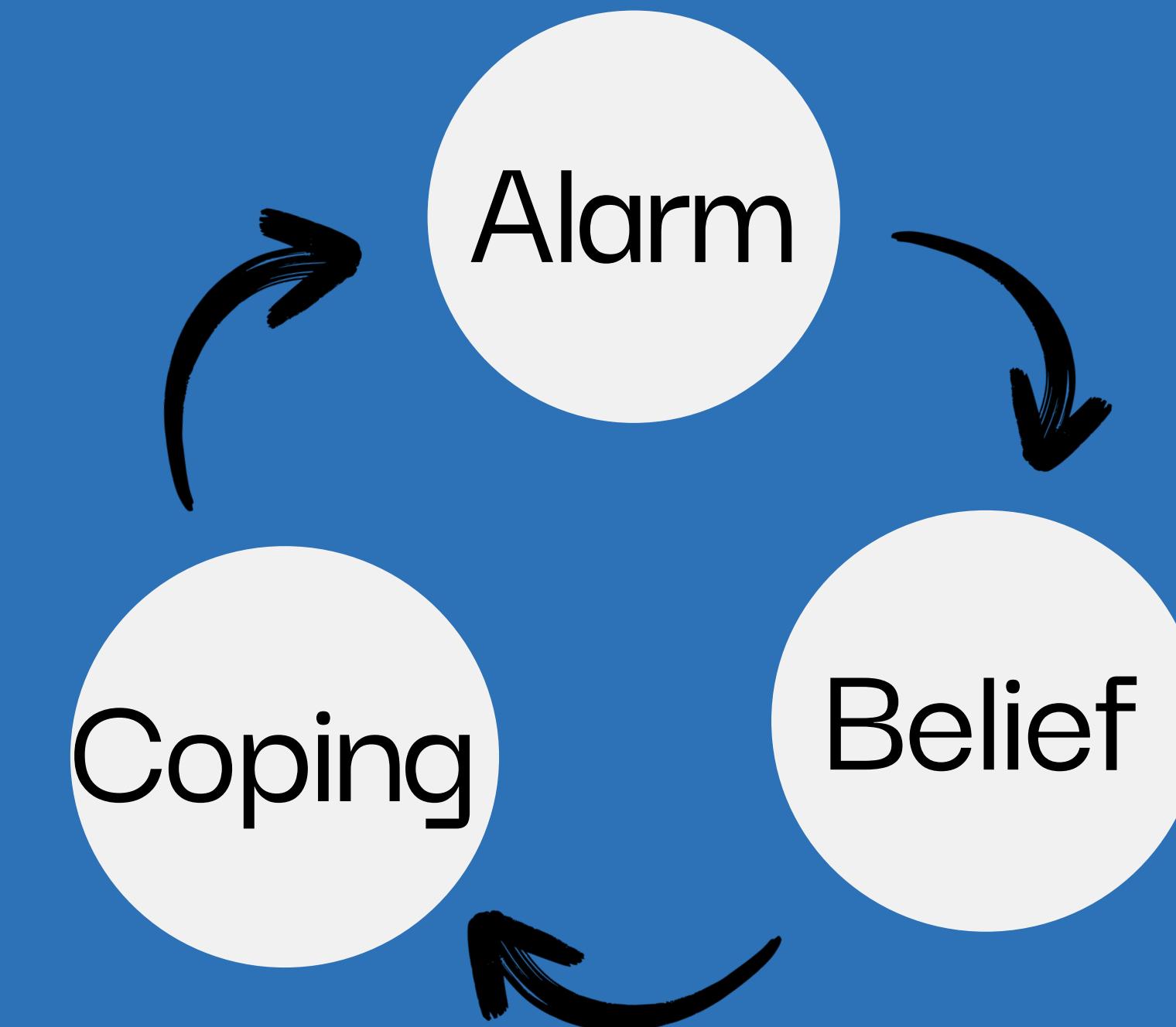
## PROBLEM #2

---

### PROBLEM



“Patient-therapist interactions are inefficient”



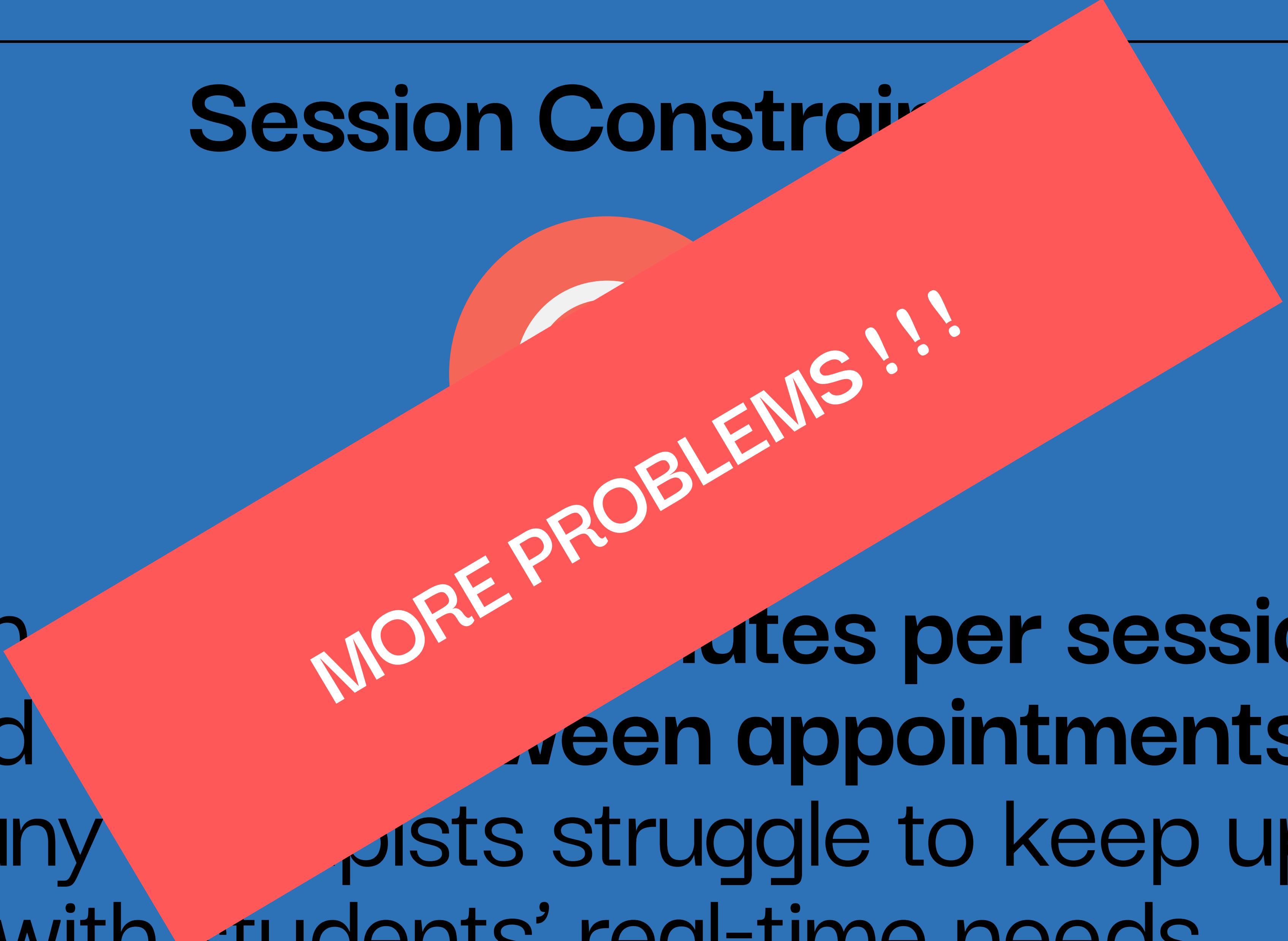
# Session Constraints



With **only 50-60 minutes per session** and **weeks between appointments**, many therapists struggle to keep up with students' real-time needs.

## Session Constraints

With shorter sessions and many students, counselors struggle to keep up with students' real-time needs.



MORE PROBLEMS !!!

## MORE PROBLEMS

---

### LACK OF REAL-TIME MONITORING



**75% of therapists** do not track their patients' well-being **between sessions.**

### DROP-OFF RATES



**23% of students drop out** of therapy after just a few sessions, often due to lack of perceived progress or discomfort with the therapy format.

### INADEQUATE FEEDBACK



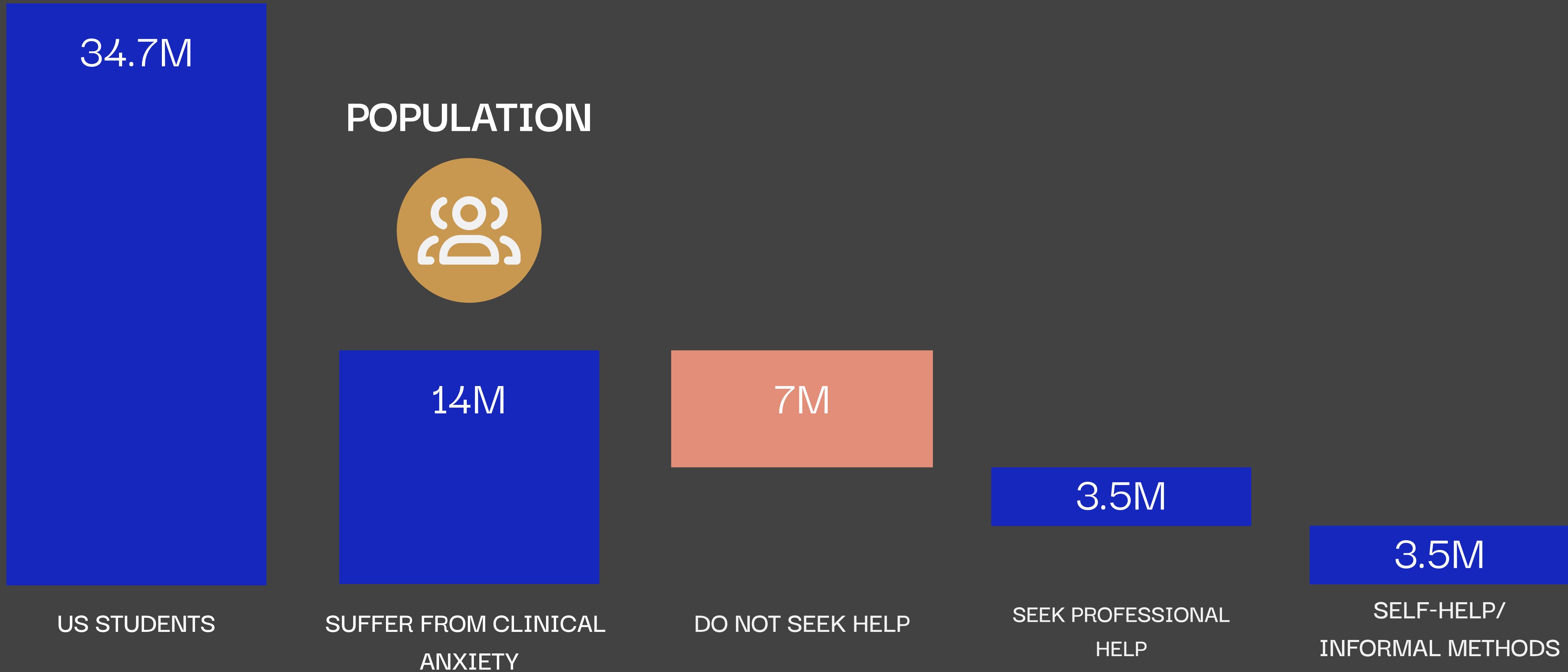
**30% of therapists** report that they do not receive enough **feedback from students** to tailor interventions, impacting the effectiveness of treatment.

BETTER LONG TERM  
MANAGEMENT FOR YOUR  
**ANXIETY.**

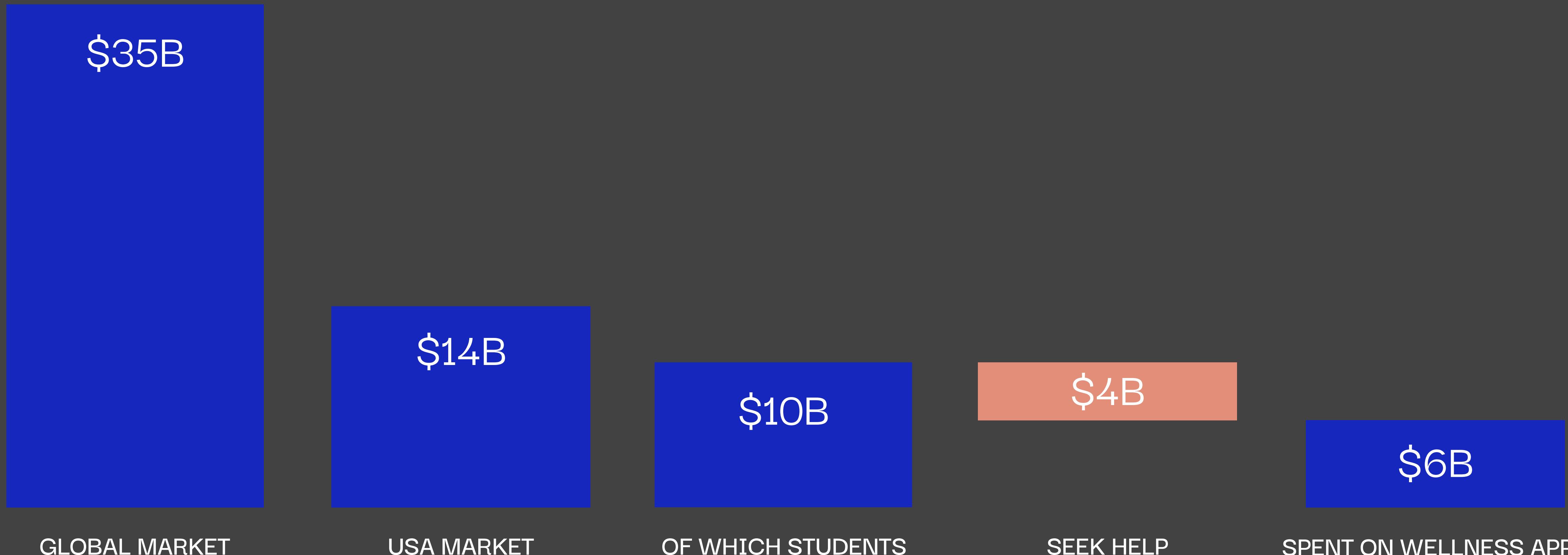
---

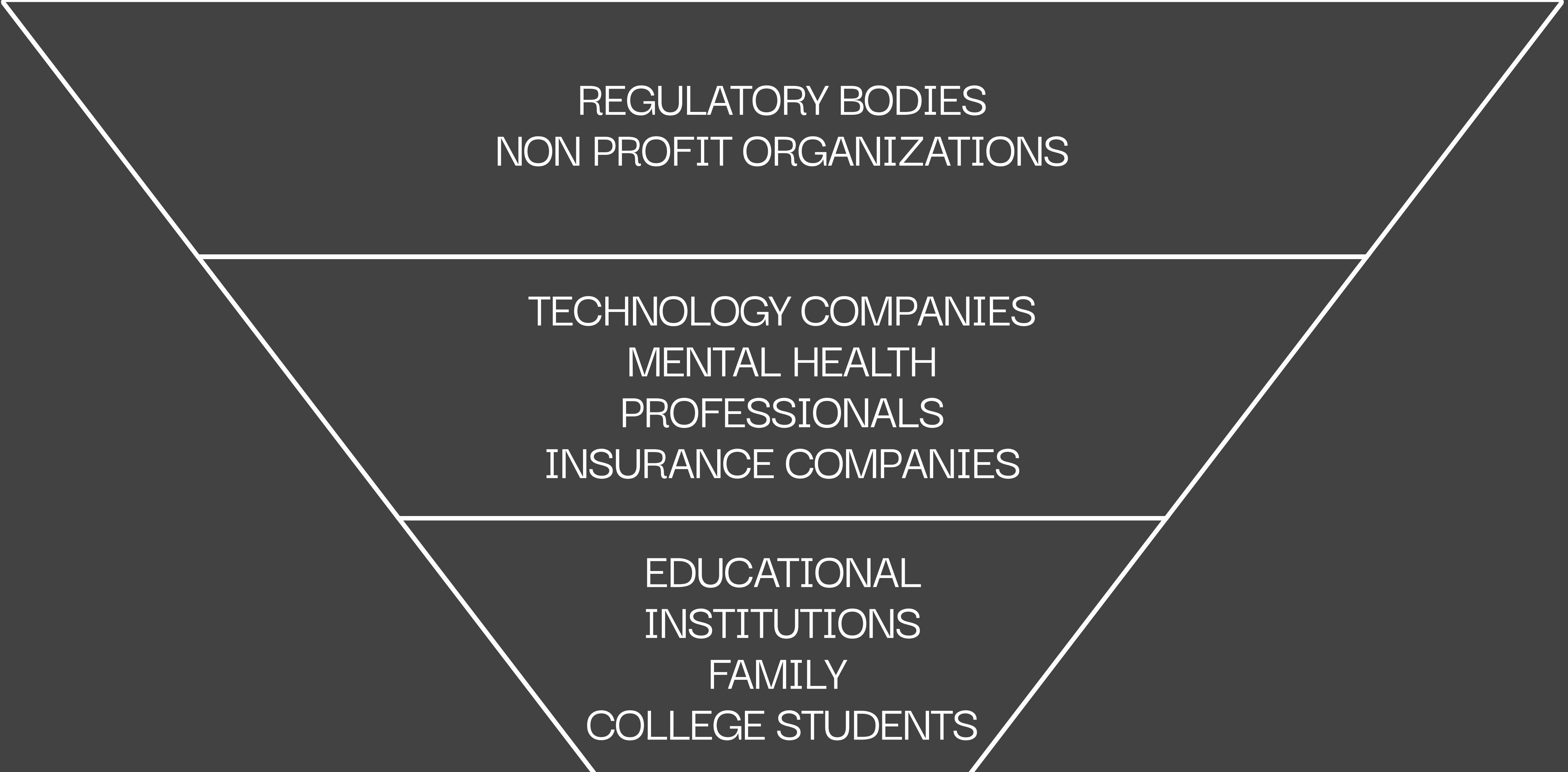
# The Market.

# Annually, 7M students don't treat their anxiety.



\$10B annually spent on anxiety management products & services by US students.





REGULATORY BODIES  
NON PROFIT ORGANIZATIONS

TECHNOLOGY COMPANIES  
MENTAL HEALTH  
PROFESSIONALS  
INSURANCE COMPANIES

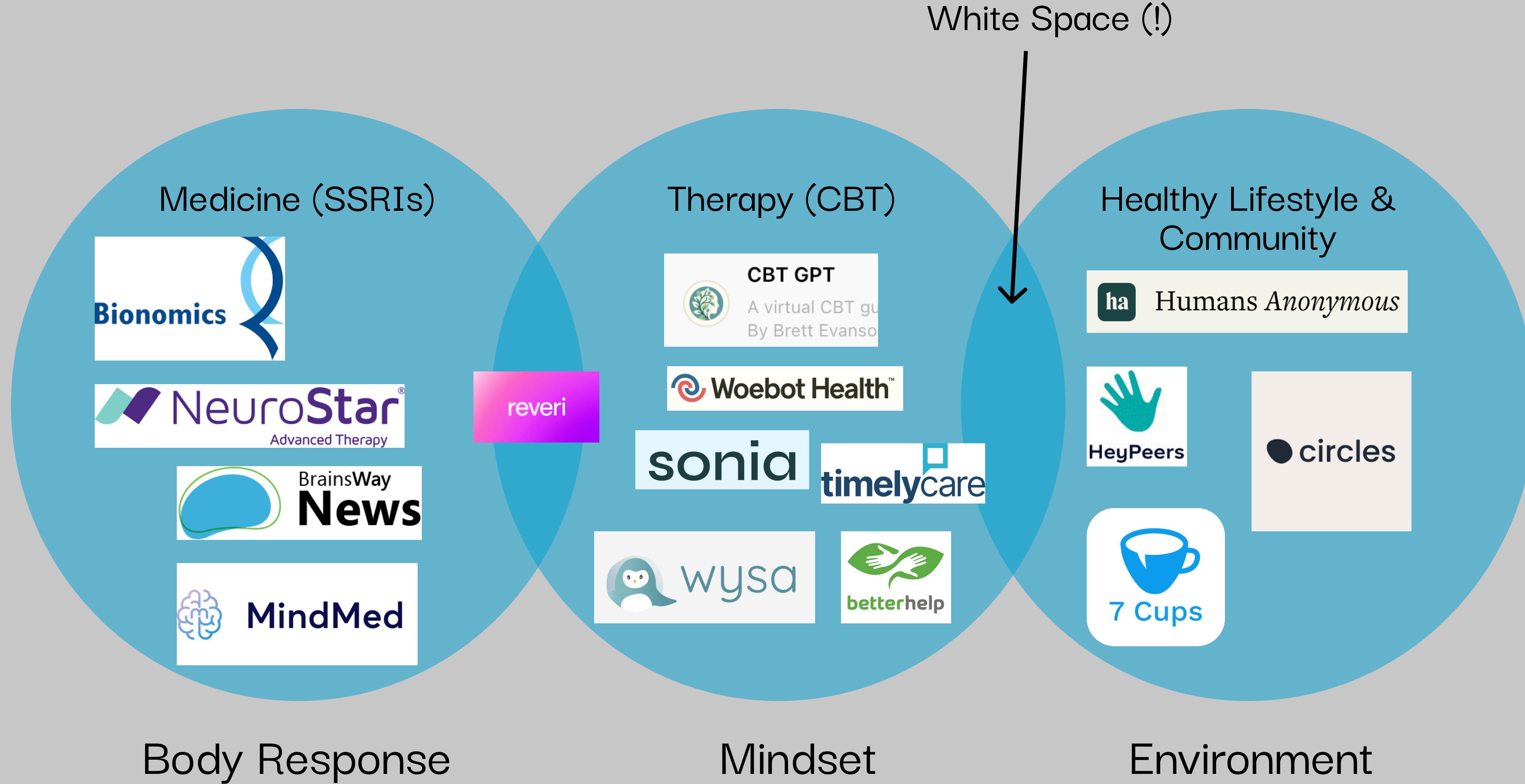
EDUCATIONAL  
INSTITUTIONS  
FAMILY  
COLLEGE STUDENTS

# IT IS A WICKED PROBLEM

REGULATORY BODIES  
NON PROFIT ORGANIZATIONS  
TECHNOLOGY COMPANIES  
MENTAL HEALTH  
PROFESSIONALS  
INSURANCE COMPANIES  
EDUCATIONAL  
INSTITUTIONS  
FAMILY  
COLLEGE STUDENTS

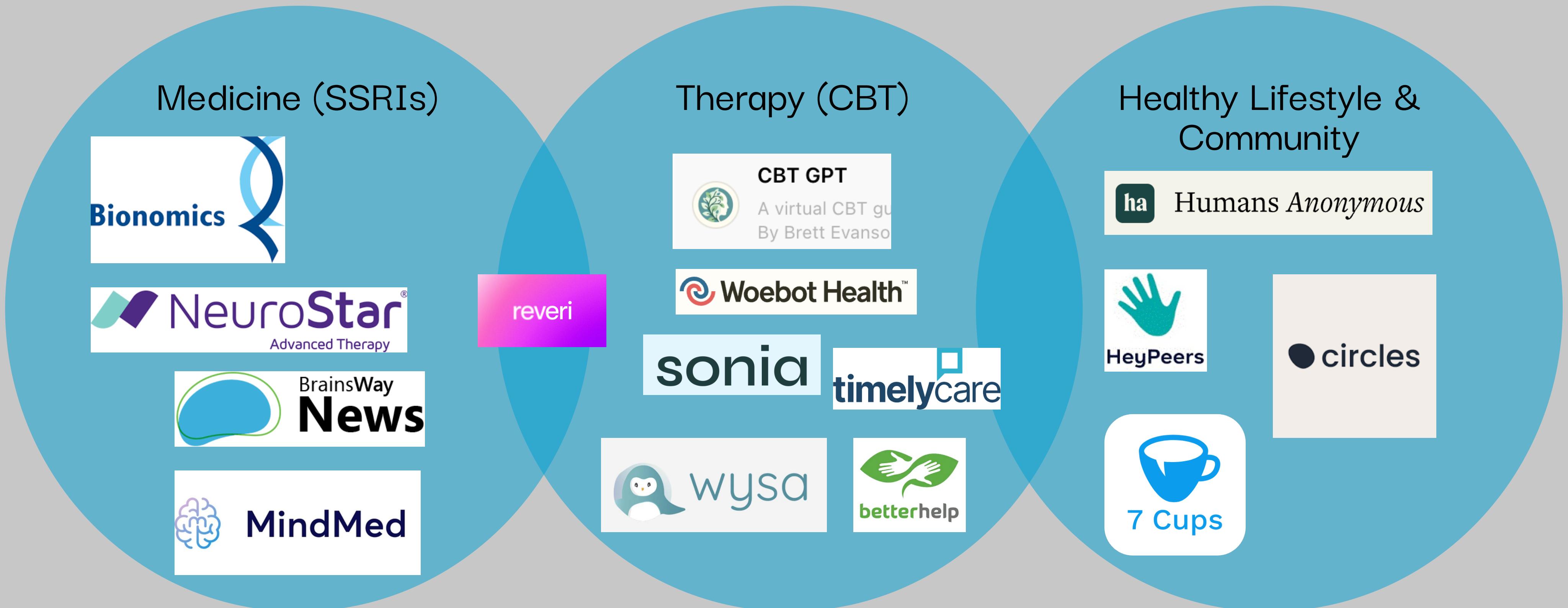
# COMPETITION LANDSCAPE

---



# COMPETITION LANDSCAPE

Panacea Health does it (all).



Body Response

Mindset

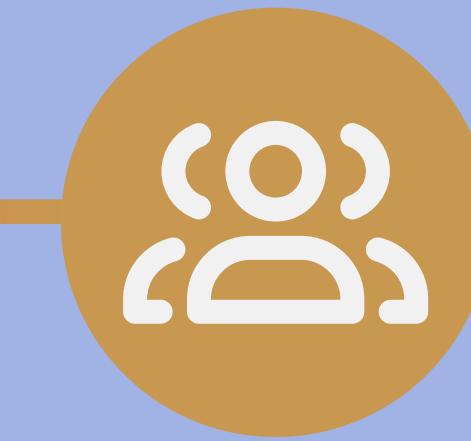
Environment

The Need.

### PROBLEM



### POPULATION



### OUTCOME



“Finding the right help is  
**hard**”

“US Students are more  
susceptible to  
behavioral change”

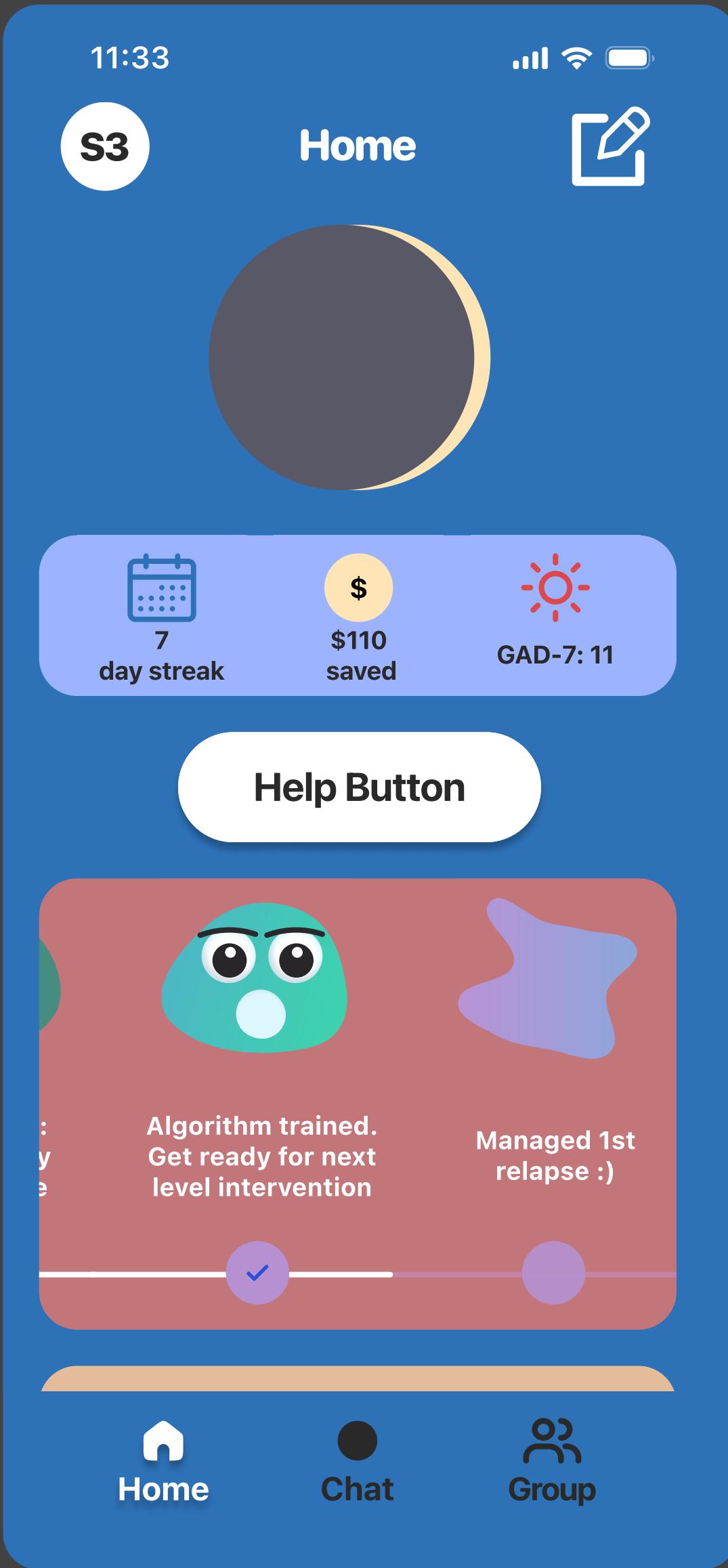
“Tracking progress =  
better treatment”

A way to **dramatically improve anxiety care and management of student patients with moderate anxiety** in order to **reduce an individual's GAD-7 score to a range of no clinical significance (0-9)**.

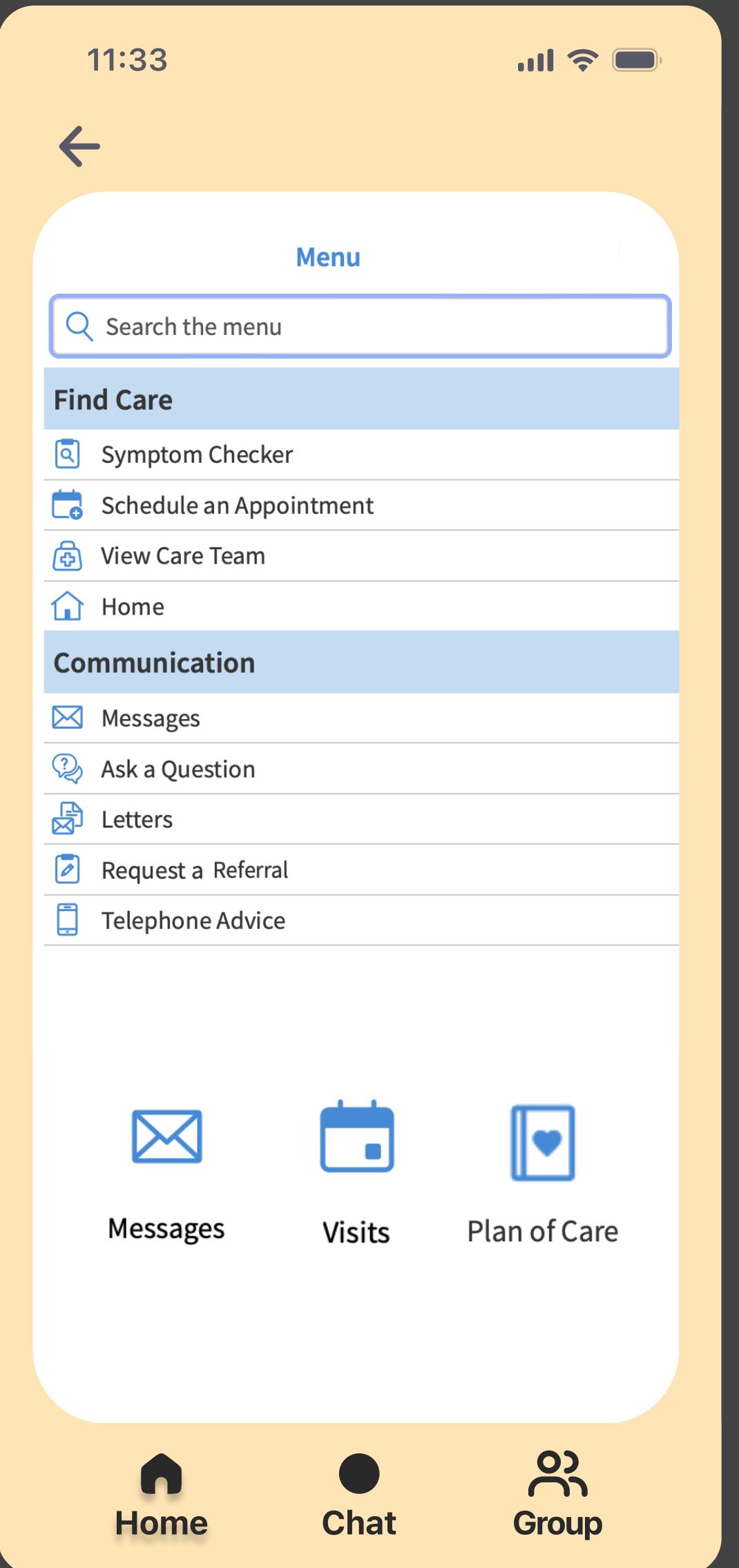
## NEED CRITERIA

	MUST HAVE	MEASURES	NICE TO HAVE	MEASURES
EFFICIENCY	Decreases anxiety levels	GAD-7 score taken weekly and shows <b>decreases by at least 5 points</b> within 12 months for 75% of users	Increases time spent in therapy working on tools versus reflection	More than <b>40%</b> of the session is dedicated to tool building
EXPERIENCE	Simple User Interface (UI)  Right Treatment- Right Time	Patients get access within <b>10 seconds</b>  User retention rate does not fall <b>below 60%</b>	Community & Peer support networks	<b>Increase referrals by 20%</b> to and from campus services within 1 year
COST	Cheaper than therapy alone	Less than <b>\$2200</b> (110\$ * 20) per intervention	NO additional cost for patients	<b>\$0</b> out-of-pocket costs reported by patient
SAFETY	Prevent harm and misdiagnosis	PHQ-9 scores <b>do not increase by more than 5 points</b> at any time	Crisis intervention	<b>24/7</b> access to helpline

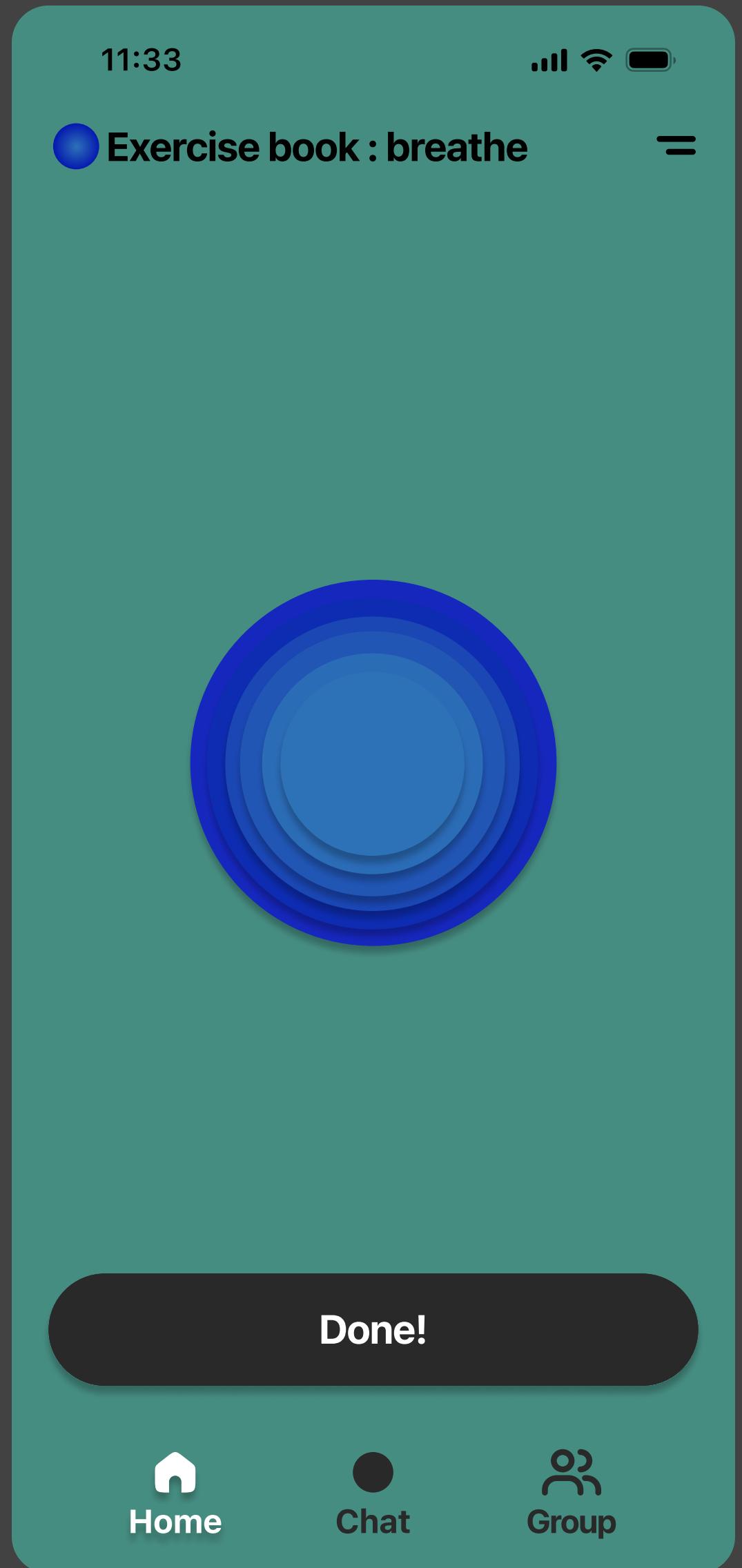
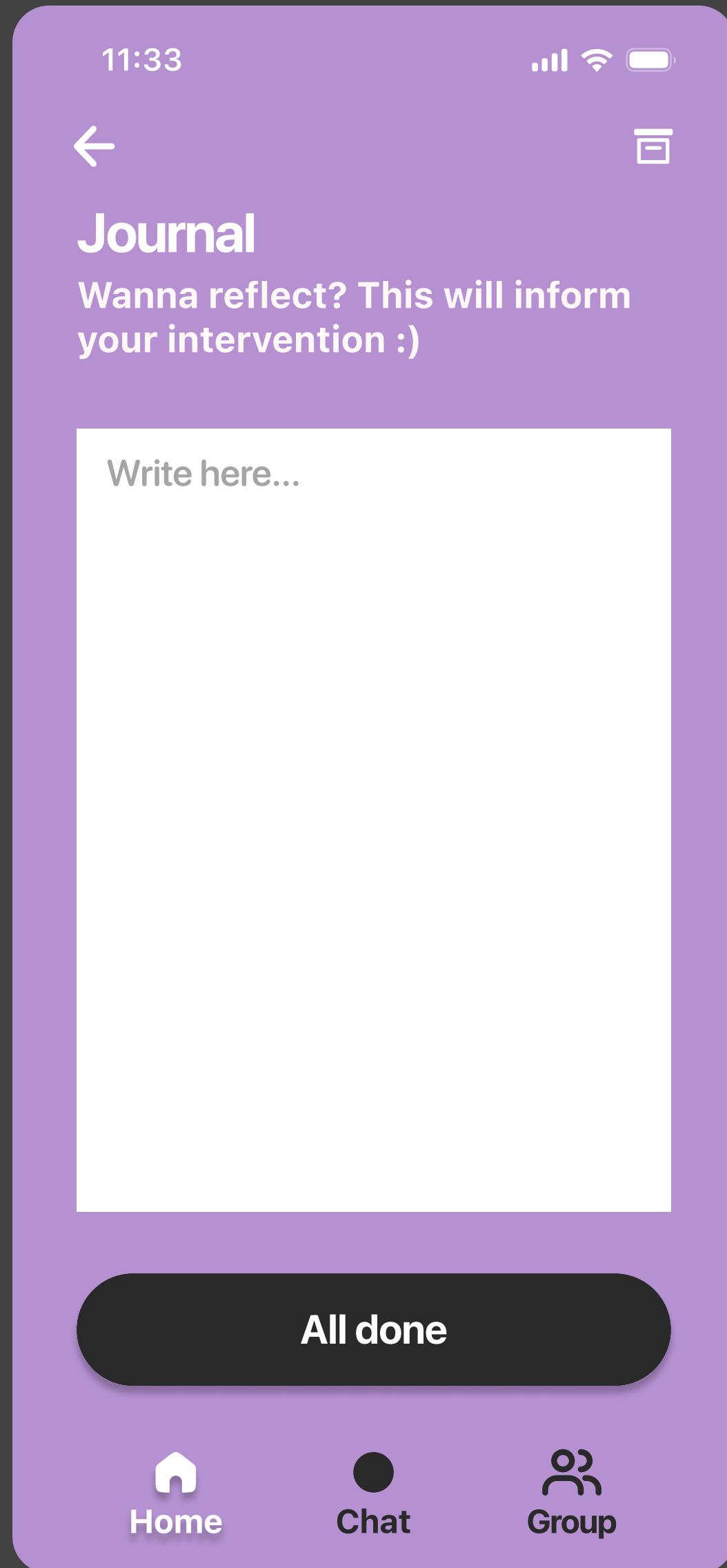
# The Solution.



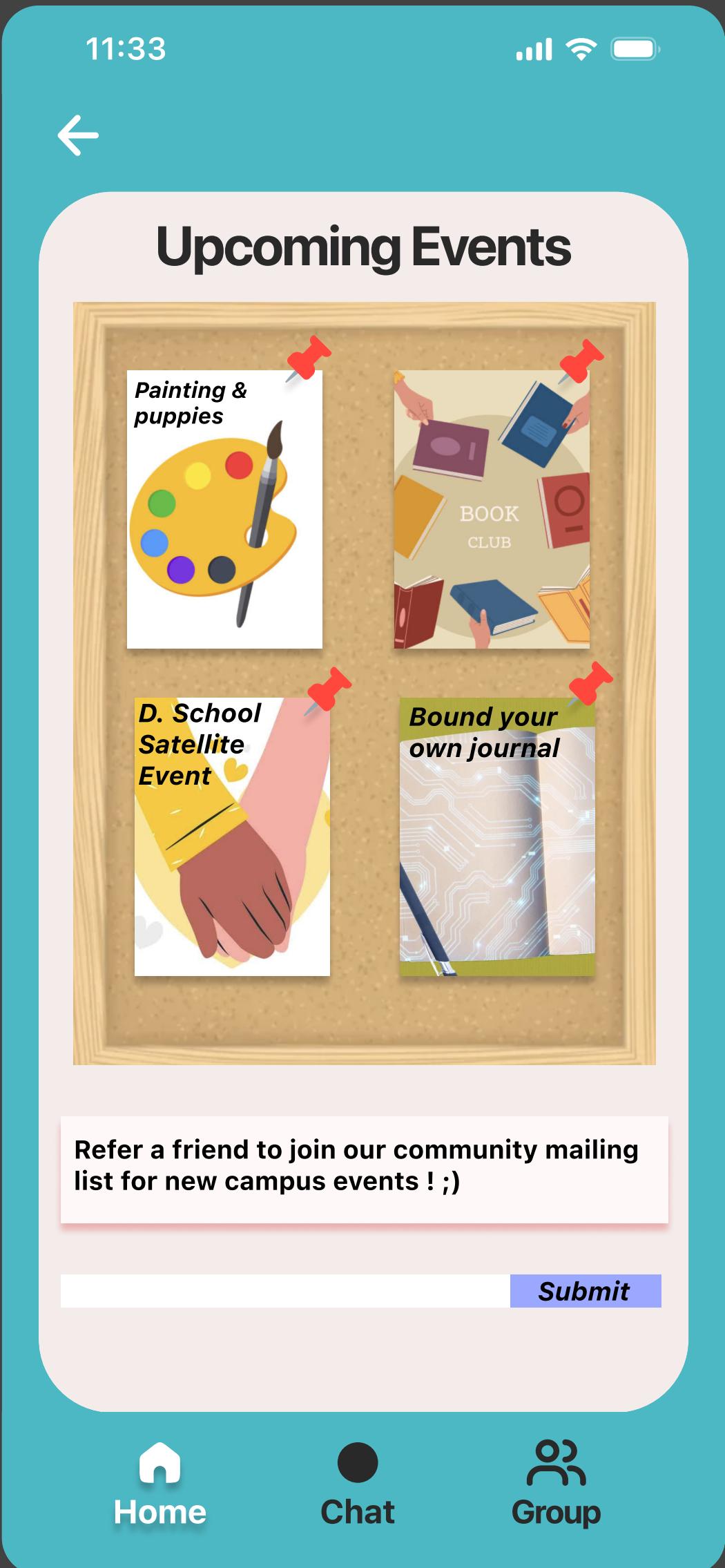
# Clinical Support



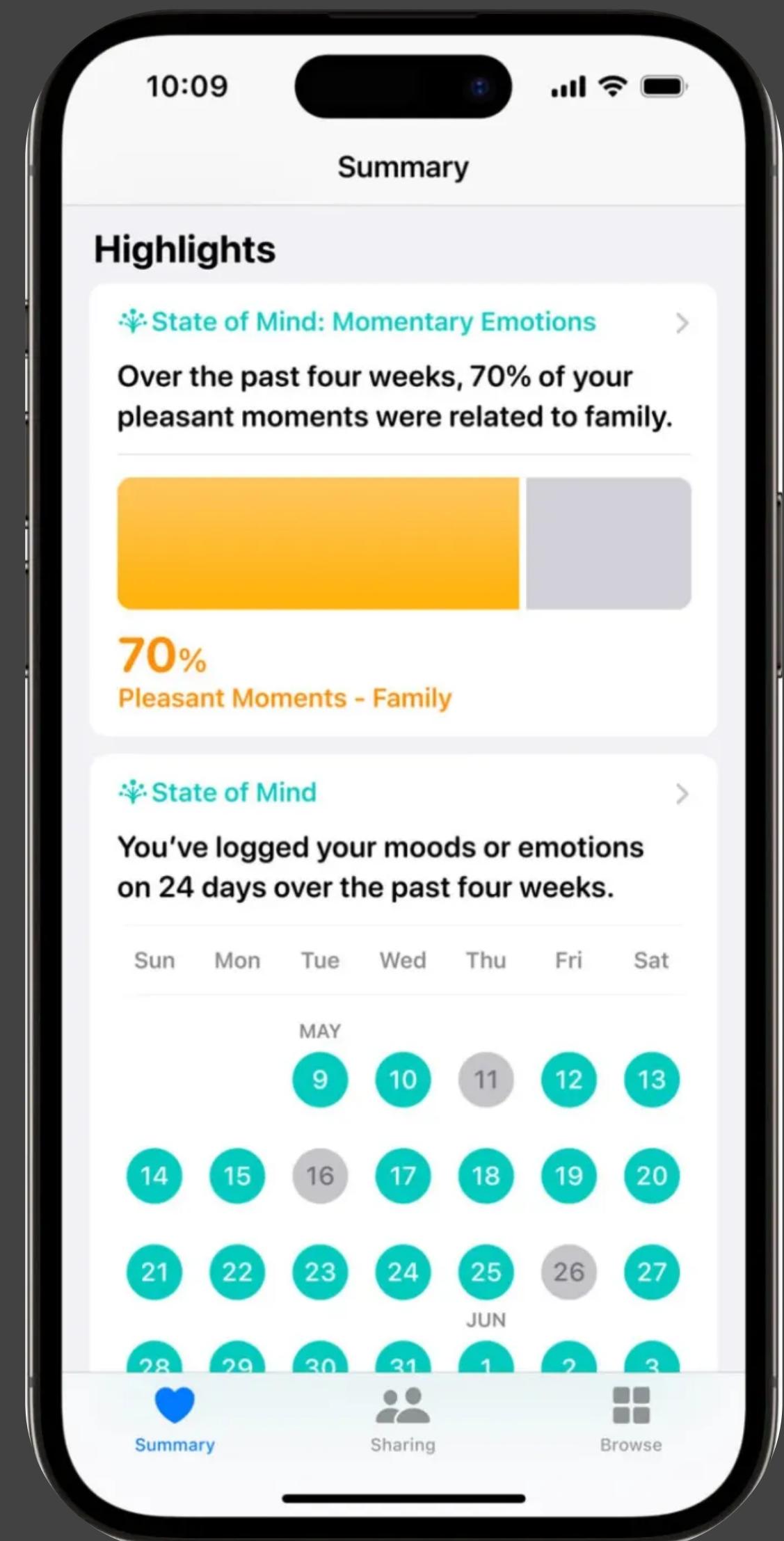
# Self Care



# Community



# Therapist View



# Biz Model



## WHO ARE THE KEY STAKEHOLDERS OF OUR ECOSYSTEM?

---



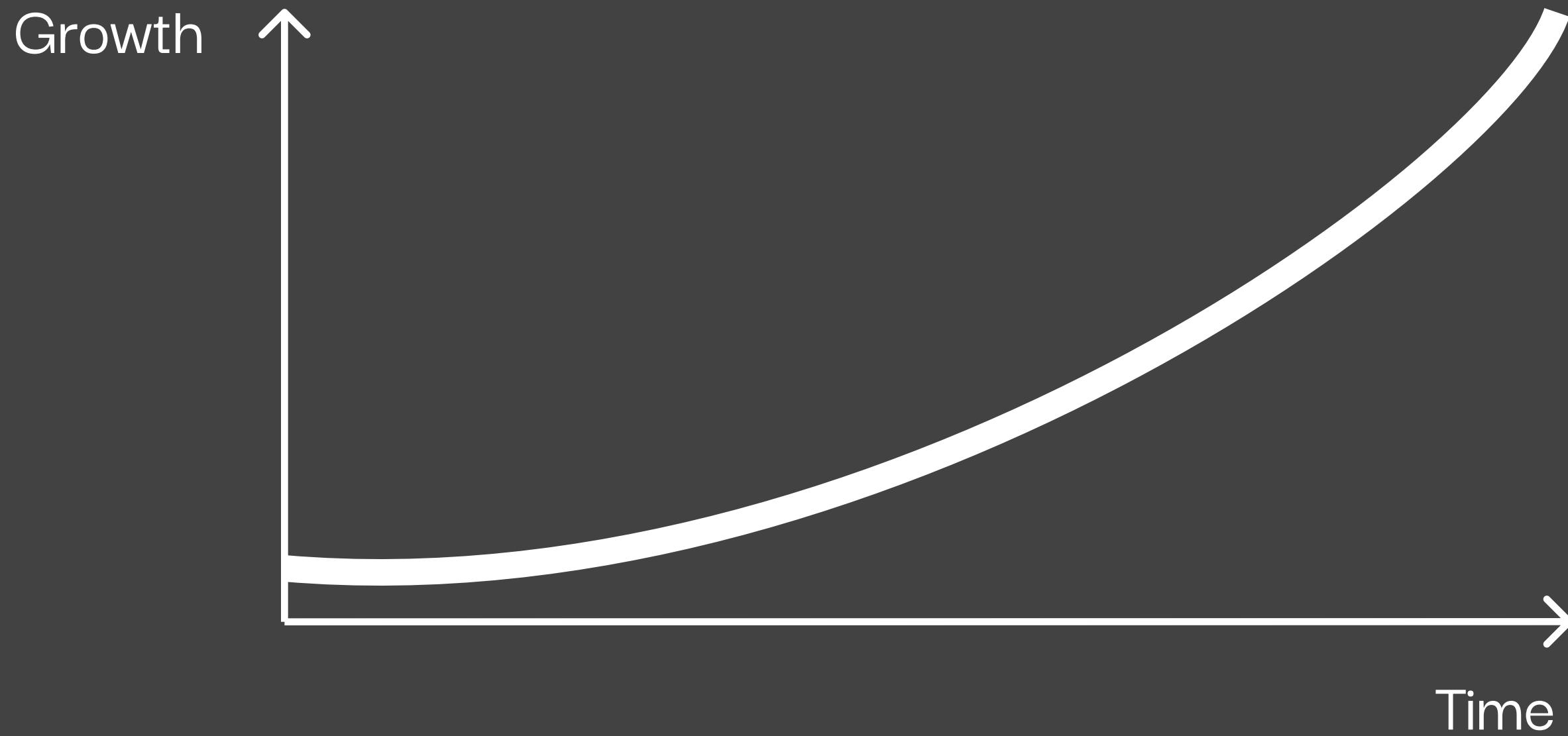
Therapists + Students

Alumni + Student's  
Family and Friends +  
Center for Student's  
Wellbeing

Stanford + Students +  
Vaden Insurance  
System

# OUR PATH TO BECOMING SUSTAINABLE

---

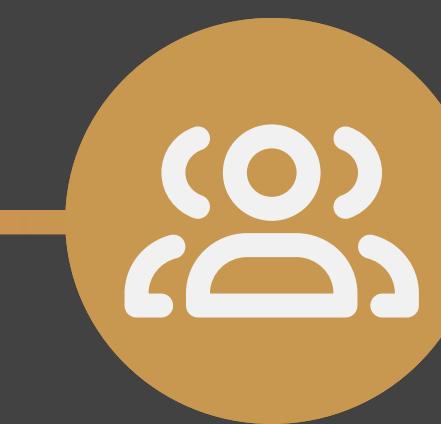


**B2C**



Iterate fast, gather  
data and validate our  
solution

**B2B**



Institutions pay for  
solutions = collect data  
+ demonstrate efficacy

**Insurance Payers**



Integration within  
healthcare system

# Next Steps

# 10 wks went by quickly

FIND OUR FIRST USERS



ESTABLISH RELEVANCY FOR CLINICIANS



ITERATE ON OUR PROTOTYPE



**Thank you!**

Q&A