**UTILIZATION METRICS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Q1** | **Q2** | **Q3** | **Q4** | **YTD** | **LY** | **INKBLOT** |
| **Number accessing service** |  |  |  |  |  |  | - |
| **Number accessing paid service** |  |  |  |  |  |  |  |
| **Utilization Rate (current)** | AM to complete | | | | |  | 14.0% |
| **Utilization Rate (annualized)** | AM to complete | | | | |  |

*\*total population = X*

|  |  |  |  |
| --- | --- | --- | --- |
|  | YTD | LY | INKBLOT |
| **Number using full allotment of hours:** |  |  | - |
| **Total number of hours used (after initial 30-min sessions):** |  |  | - |
| **From allotment:** |  |  | - |
| **After allotment:** |  |  | - |
| **Average hours per user:** |  |  | 4.0 |
| **Clinical symptom improvement:**  *\*after 3 consecutive sessions* |  |  | 32.0% |
| **Client Satisfaction:** |  |  | 95.0% |

**DEMOGRAPHICS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | YTD | % | LY | % | INKBLOT |
| **STATUS** | | | | | |
| Employees |  |  |  |  | 84.9% |
| Spouse/partner |  |  |  |  | 13.7% |
| Dependent |  |  |  |  | 1.4% |
| **GENDER** | | | | | |
| Male |  |  |  |  | 38.2% |
| Female |  |  |  |  | 59.6% |
| Other |  |  |  |  | 2.2% |
| N/A |  |  |  |  | - |
| **AGE** | | | | | |
| 20 and under |  |  |  |  | 4.4% |
| 21-30 |  |  |  |  | 34.3% |
| 31-40 |  |  |  |  | 30.3% |
| 41-50 |  |  |  |  | 20.2% |
| 51-60 |  |  |  |  | 8.3% |
| 61+ |  |  |  |  | 2.5% |
| NA |  |  |  |  | - |
| **GENERATION** | | | | | |
| Gen Z |  |  |  |  | 8.4% |
| Millennials |  |  |  |  | 60.6% |
| Gen X |  |  |  |  | 25.3% |
| Baby Boomers |  |  |  |  | 5.7% |
| NA |  |  |  |  | - |
| **CUSTOM1:** | | | | | |
|  |  |  |  |  | - |

**TYPE OF COUNSELLING**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q1 | Q2 | Q3 | Q4 | YTD | % | LY | % | INKBLOT |
| Individual |  |  |  |  |  |  |  |  | 88.0% |
| Couple/marital |  |  |  |  |  |  |  |  | 12.0% |

**STRESSORS**

|  |  |  |  |
| --- | --- | --- | --- |
| **PERSONAL** | | **WORKPLACE** | |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |