

MBD APRIL 2021

GROUP B

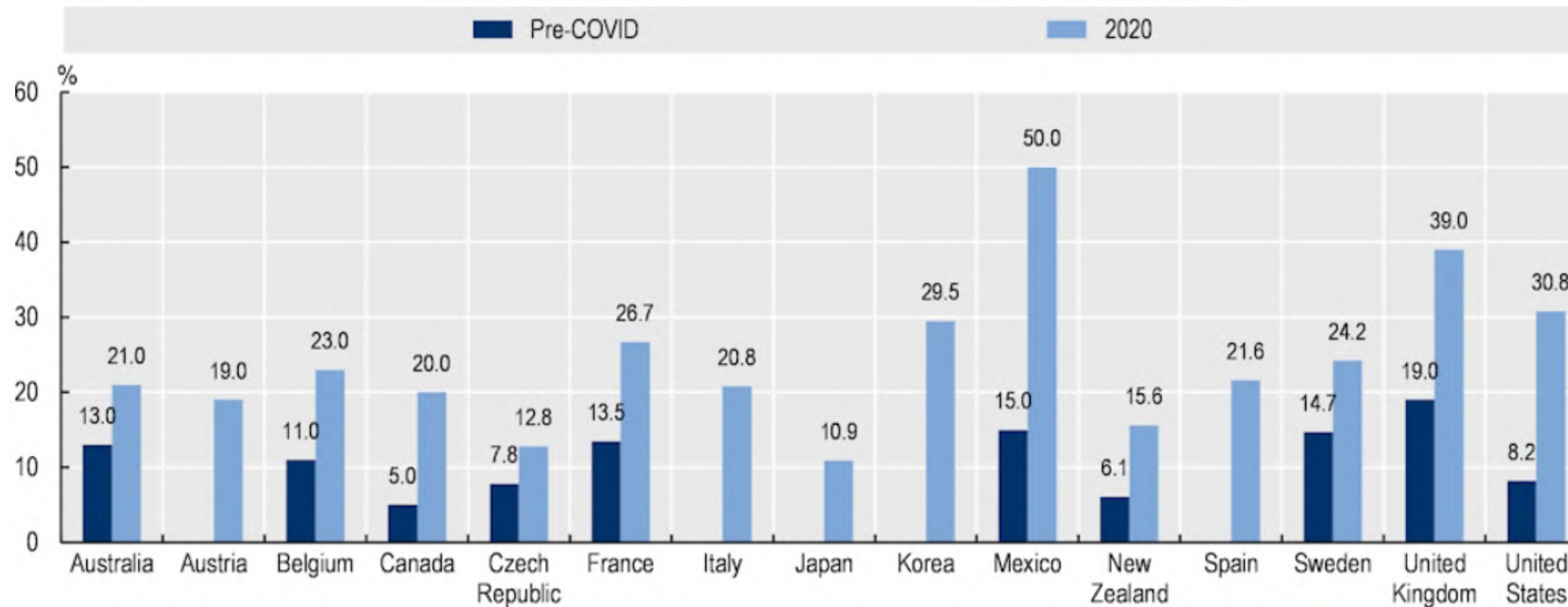
BIG DATA & HEALTH



VIRTUAL GROUP THERAPY

PROBLEM & OPPORTUNITY

- Those with reported **anxiety or depression** have more than **doubled** since pre-Covid
- One study found that 65% of respondents were more lonely during Covid
- Incredible costs to human wellbeing, economic output, and healthcare system



Source: Anxiety or symptoms of it, according to OECD

PROBLEM & OPPORTUNITY

\$16 TRILLION Mental health disorders is globally rising and **could cost the global economy up to \$16 trillion between 2010 and 2030** if a collective failure to respond is not addressed.

12 BILLION DAYS of lost productivity every year to anxiety and depression.

Depression is a **leading cause** of disability worldwide.

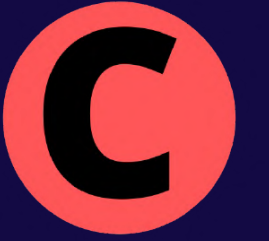
48% of GENZ & **44%** OF MILLENIALS say they feel stressed all or most of the time

MARKET SIZE

- US Population **(~331M)**
- Over 60% of Americans report being lonely **(~180M)**
- 1 in 4 american adults suffer from a diagnosable mental health issue **(~82M)**

Global wellness institute

→ U.S. mental health market at \$121 billion pre-covid



Carise, an application that helps **everyone** going through the ups and downs of life who want to have access **to group therapy/coaching** by alleviating high costs or being in an unfriendly environment and wants to **have a “real support”** in small groups.

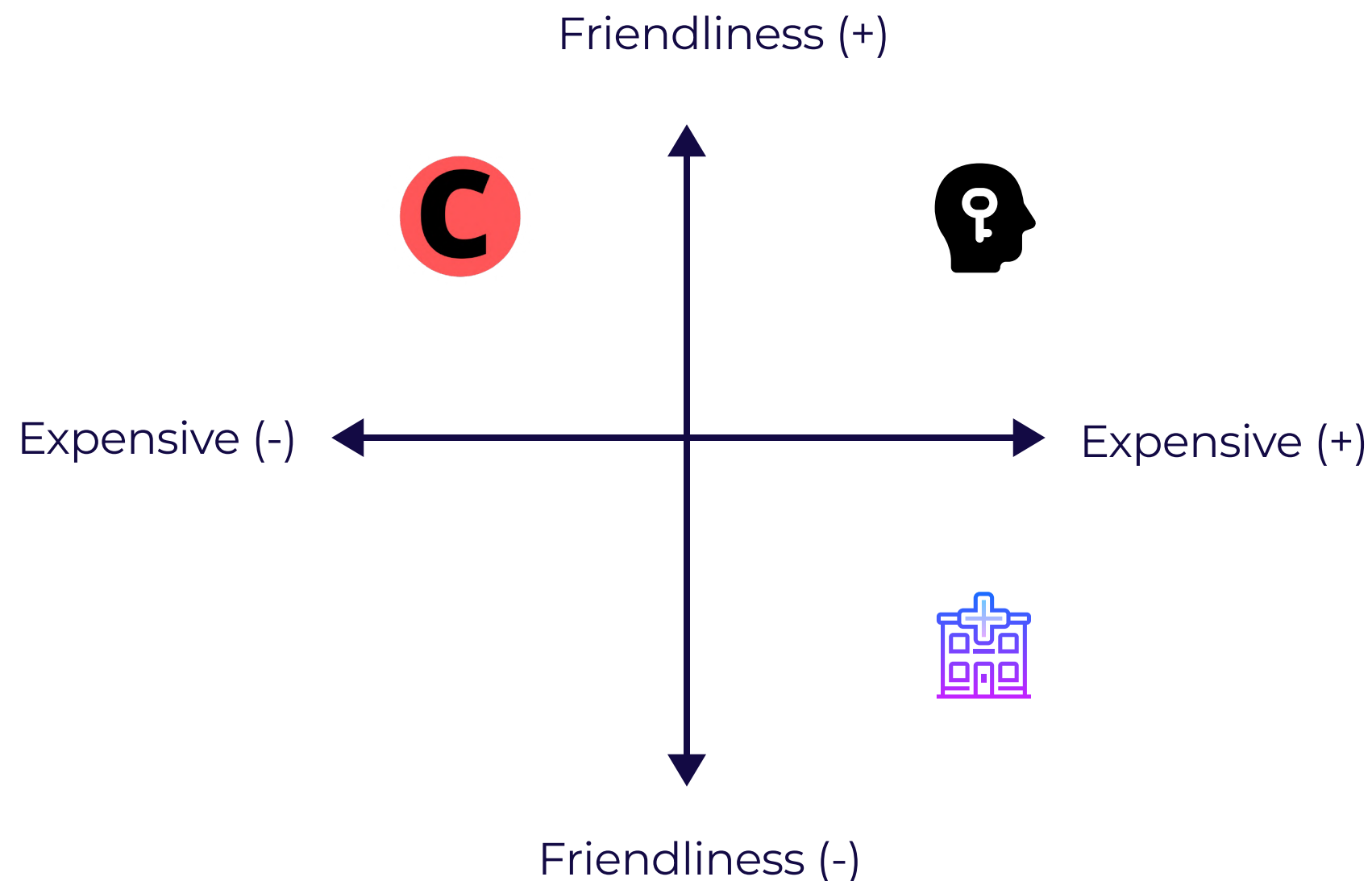


Carise strive to be
Better Together

EXISTING SOLUTIONS

Treatment	Affordability	Accessibility	Risk
Individual Therapy	Low (\$150/hr)	Moderate	Low
Drugs	Mod-High	High	Mod-High
Group Therapy + Other			

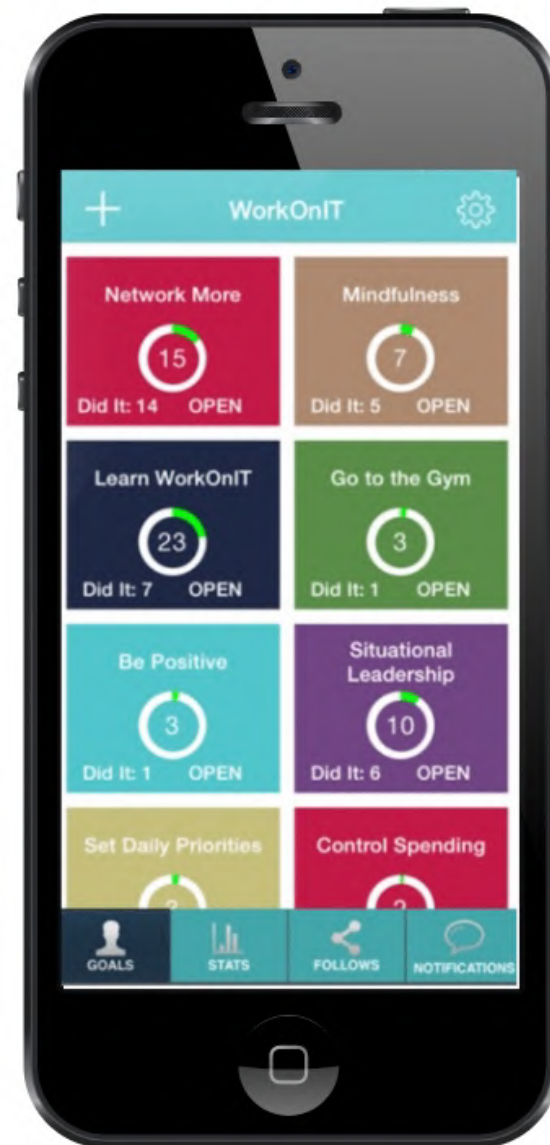
WHY ARE WE DIFFERENT ?



Gains

- Unlocking authentic connections together
- True and honest support in small groups
- **Monitoring your health "peer pressure"**
- Belonging to a group
→ deep and honest conversation, having new perspectives

I. COMPETITORS



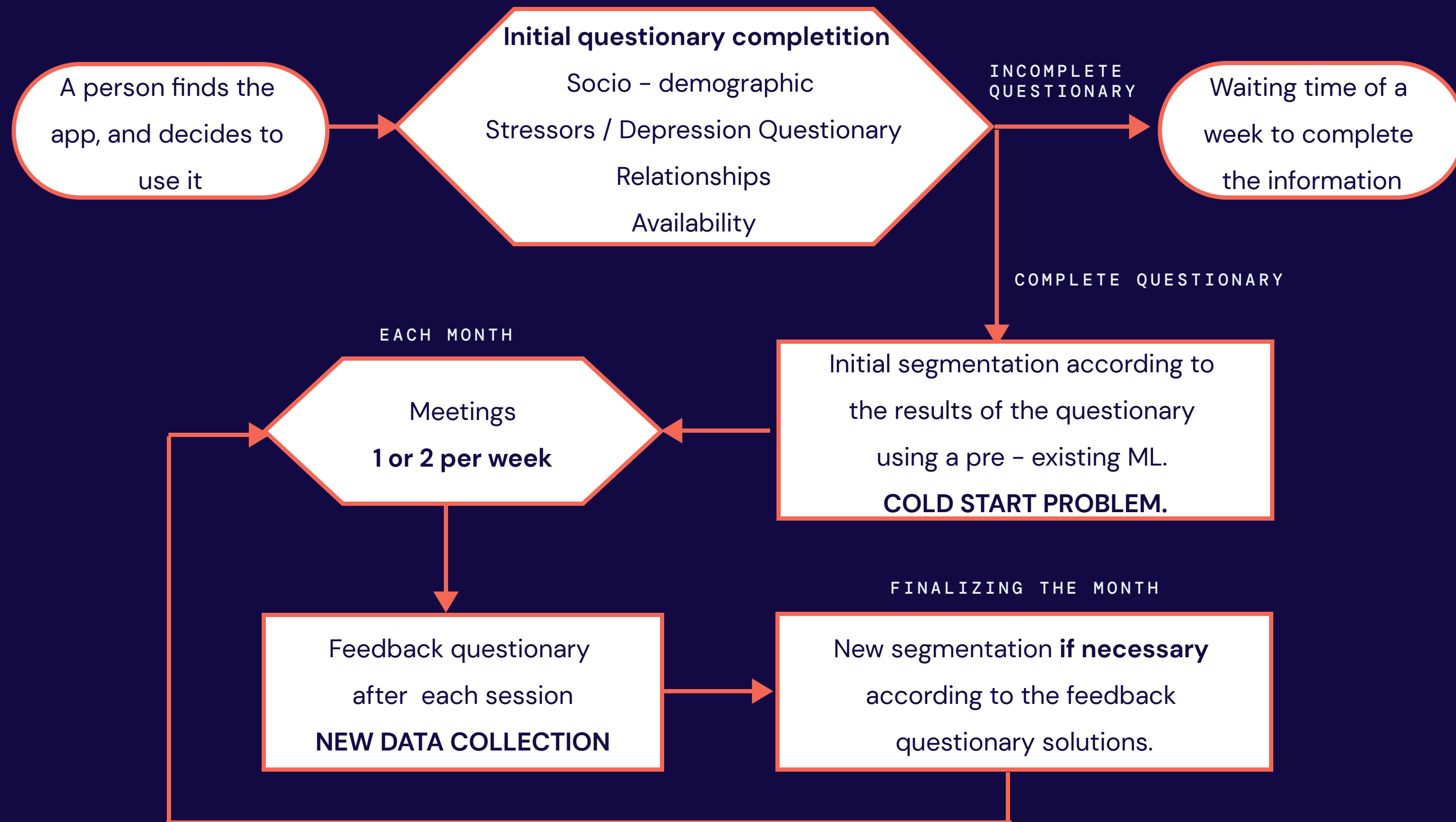
WORK ON IT
PERSONAL COACH



II. COMPETITORS



HOW IT WORKS



VALUE OF THE DATA

USE THE DATA TO MAXIMIZE MEMBER OBJECTIVE OUTCOMES

Data

- **Familial Relationships**
- **Personal Relationships**
- **Career**
- **Stressors in Life / Beck depression questionnaire**
- **Personal Health + Self-Image**
- **Personal Circumstances**
 - *Divorce? Grad Student? Recent immigrant?*
- **Objectives with Carice**
 - *Improve mental health? Connect with new people? Reach objectives?*
- **Demographic Information**



Use of the data

STAGE 1: COLD START PROBLEM

- Segmentation with "business rules":
 - Ej: People between 35 and 40, divorced, who live alone.

STAGE 2: SEGMENTATION WITH INFO OF INITIAL USERS

- ML algorithms --> K means
- Label the groups and identify characteristics with the data gathered.

STAGE 3: CLASSIFICATION OF NEW USERS

- ML Classification algorithms --> RF/ Logistic reg.
- Groups made in step 2 as baseline.

IMPACT

- **Affordable** and **accessible group therapy** for clients.
- Scalable improvement of mental health outcomes.
- Data analysis on factors contributing to better outcomes.
- **Reductions in disease, suicides, drug complications, etc.** (hard to quantify).
- **Reduction in mental health stigma.**

CHALLENGES

- DATA PRIVACY ISSUES
- BLACK SHEEP PROBLEM
- DATA VARIABLES
- MEASURING SUCCESS
- WORD OF MOUTH

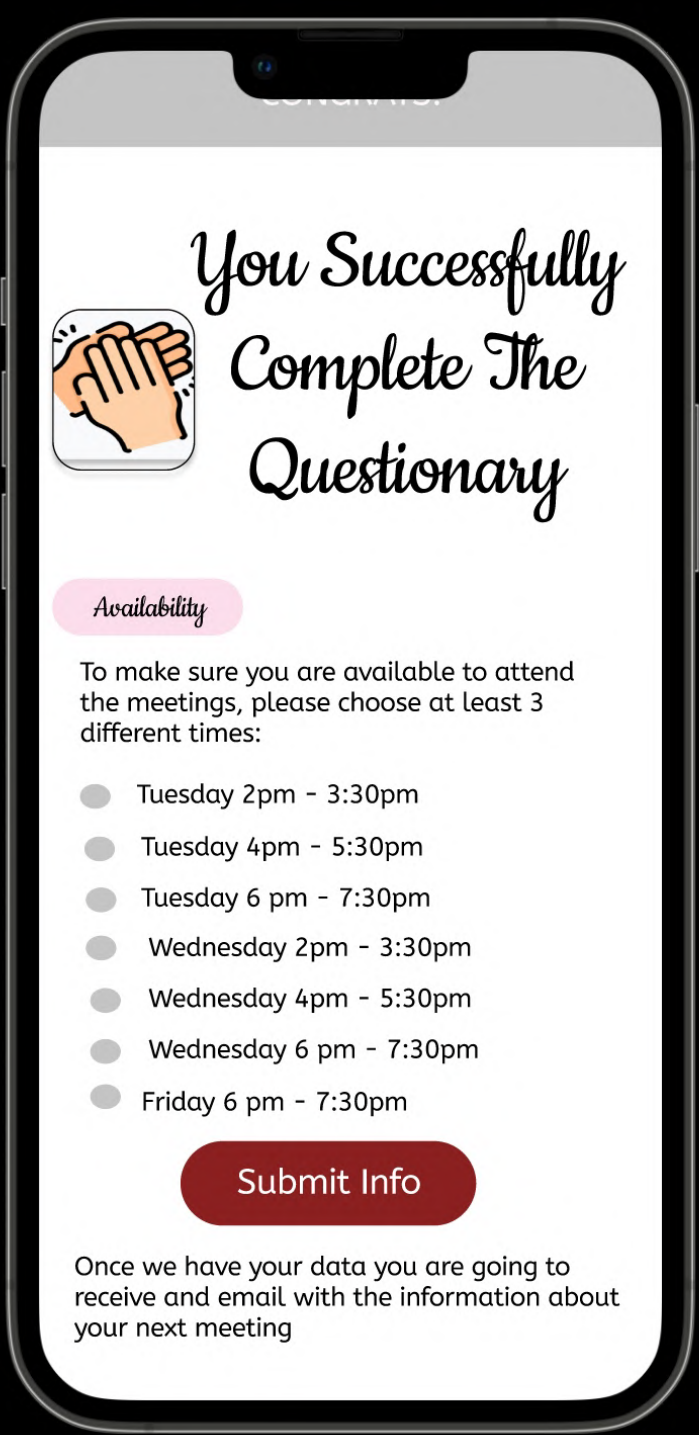
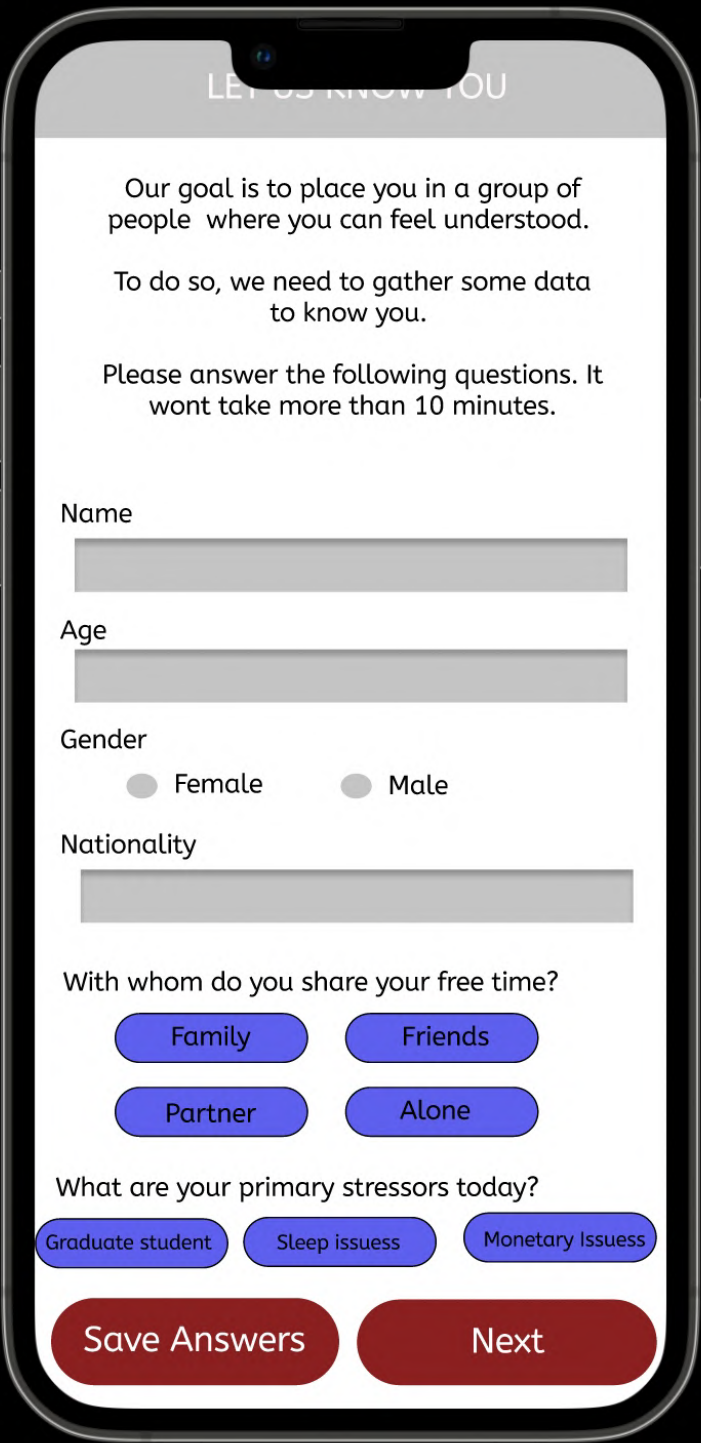
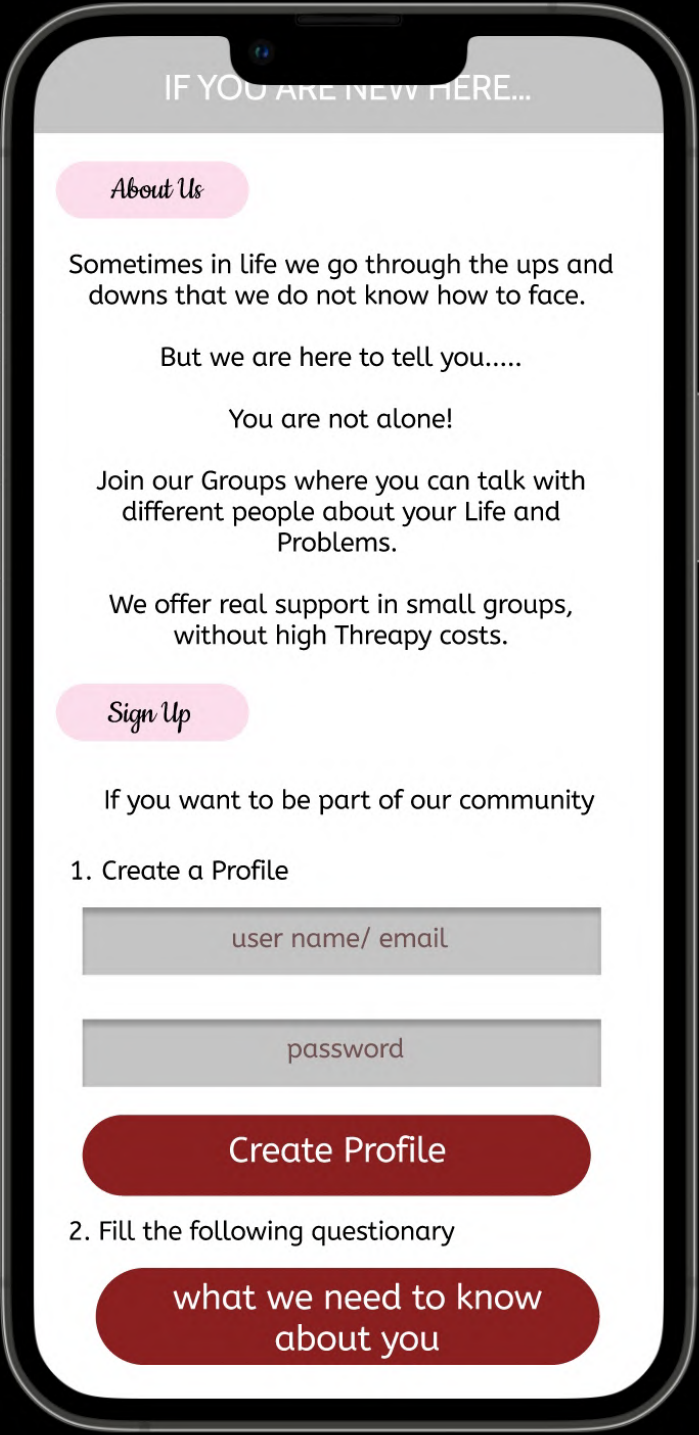
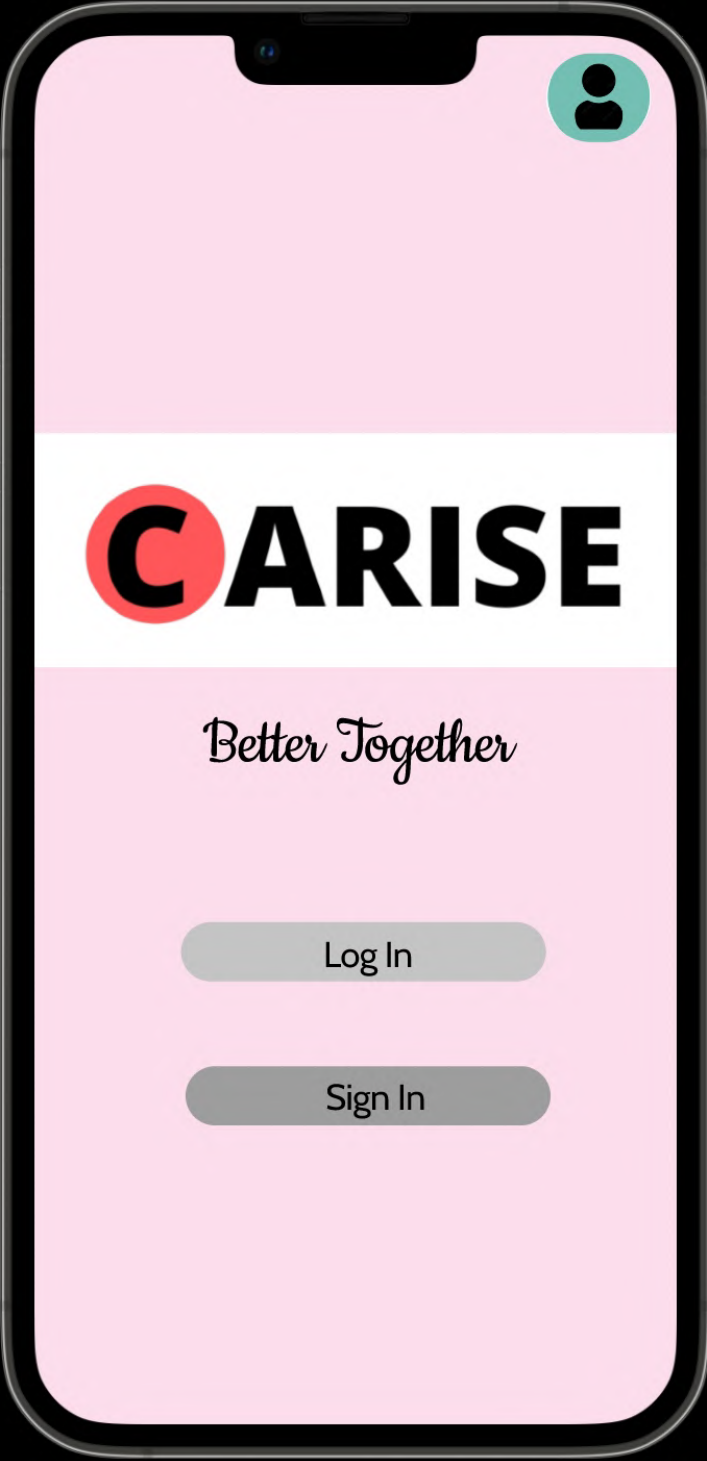


PROTOTYPE

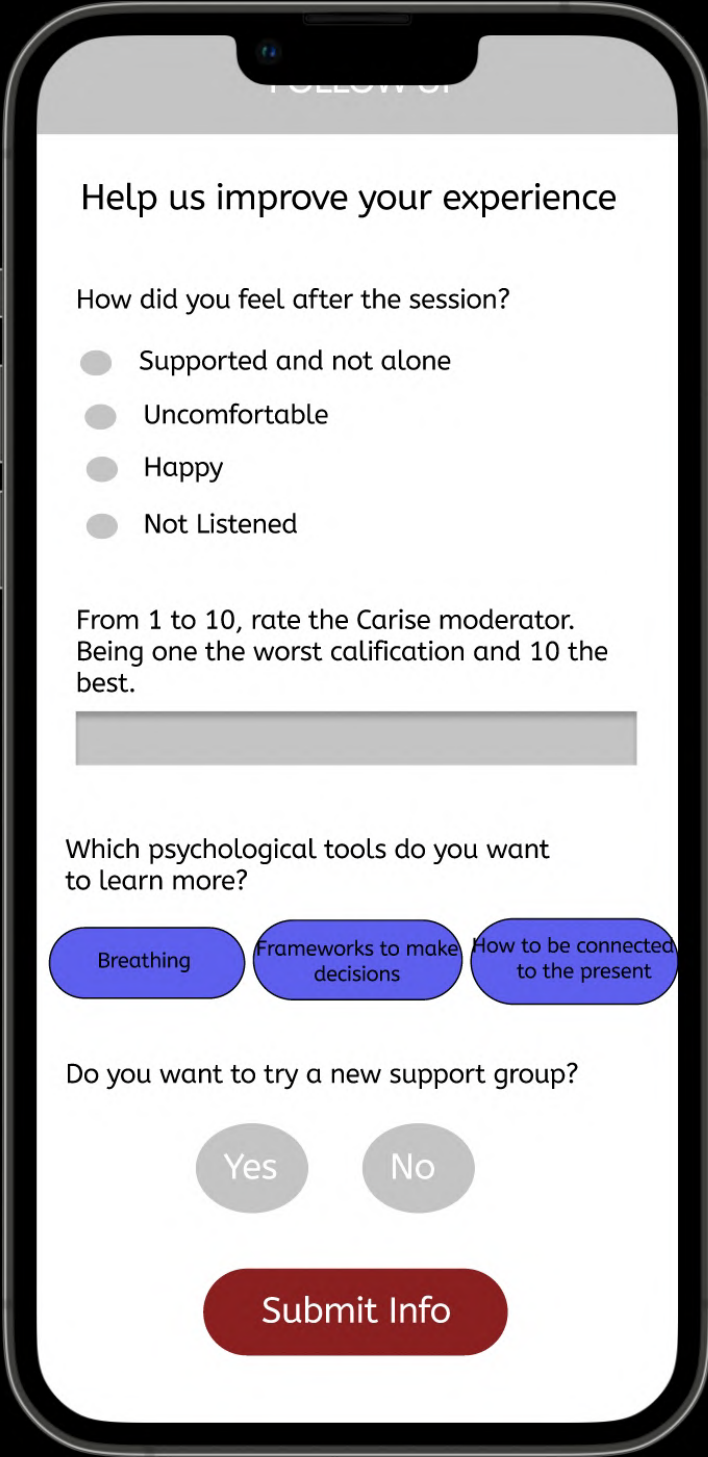
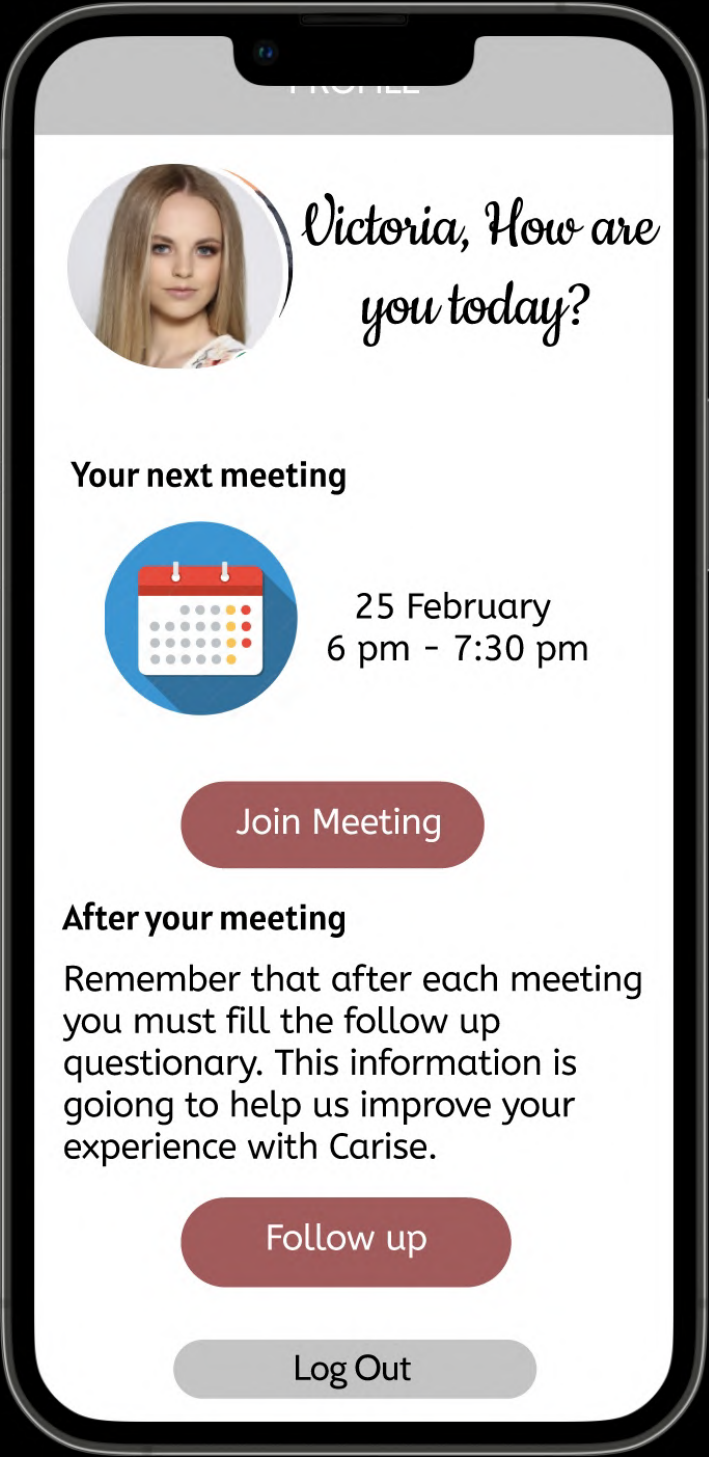
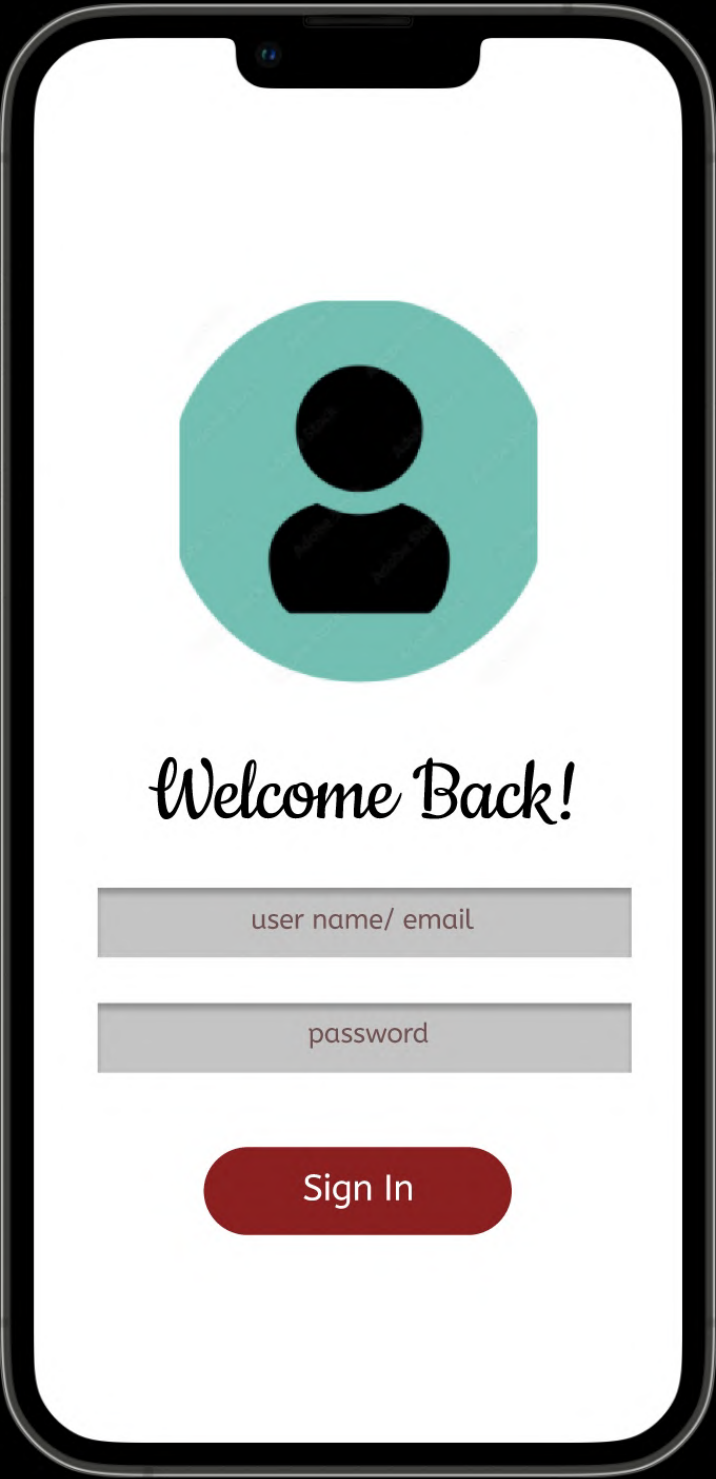


VIDEO

PROTOTYPE



PROTOTYPE





Better Together

Thank you !