

PRACTICAL CONNECTIONS

Driving Positive Outcomes through Self-Understanding

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PROBLEM

THE COSTS OF MENTAL HEALTH
JUST KEEP GOING UP

COSTS

\$2.5

TRILLION:

Global economic costs of
mental disorders in 2010²



\$5

TRILLION:

2030
Estimate²

WITH
41.1%

US ADULTS:

REPORTING SYMPTOMS OF ANXIETY AND
DEPRESSION DURING THE PANDEMIC¹

WE NEED TO INVEST.

BENEFITS

\$4

RETURN PER DOLLAR
INVESTED:

In the scaling of
Depression and Anxiety
treatment in the US³

\$21

RETURN PER DOLLAR
INVESTED:

In school-based “Life Skills
Training” in the USA⁴

€943

SAVED PER PERSON:

Following psychosocial
group therapy in Finland⁵

PRACTICAL CONNECTIONS - INVESTING INDIRECTLY

Product: Self-Survey & Understanding Tool

Data Submission: Annually or Monthly

Access: Exclusively Users & Healthcare Practitioners



PRIMARY VALUE:

MEDICINE

Benefits from pre-screening or prevention may indirectly or directly reduce economic burden ⁵

People who are trained to understand themselves, understand others better ⁶

SECONDARY VALUE:

EXPLORATION OF SELF

PROOF OF CONCEPT

DATA

- ❑ Cattell's 16 Personality Factors Test
 - ❑ 164 Questions
 - ❑ Factors weighted and keyed
 - ❑ $n = 18720$

ACCEPTANCE CRITERIA

- ✓ Cluster and describe psychology test results
- ✓ Input personal test results and predict cluster
- ✓ Compare results to Population and Cluster Means



EXAMPLE RESULTS

Total Clusters: 5

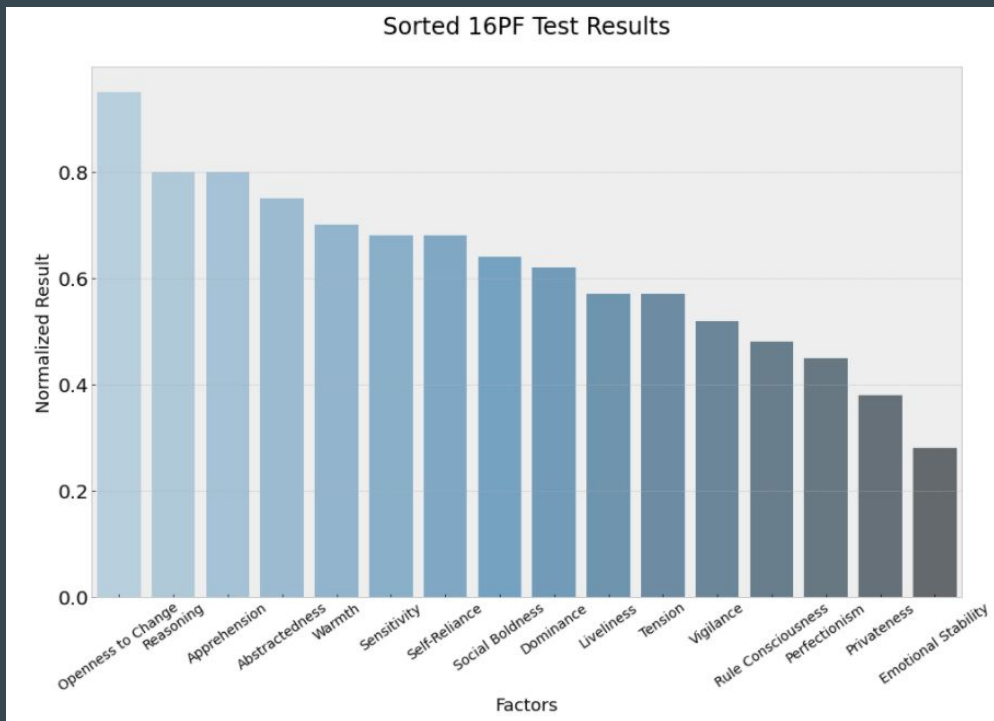
My Cluster: 3

Top 3 Factors:

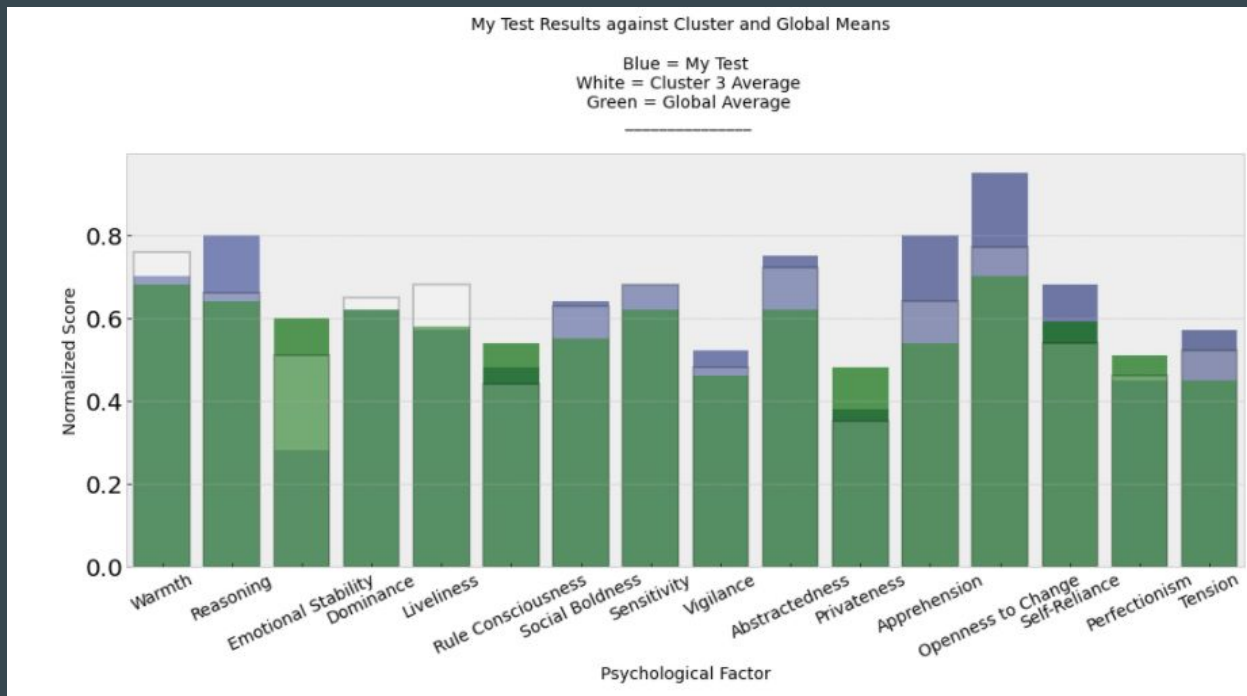
1. Openness to Change
2. Reasoning
3. Apprehension

Bottom 3 Factors:

1. Emotional Stability
2. Privateness
3. Perfectionism

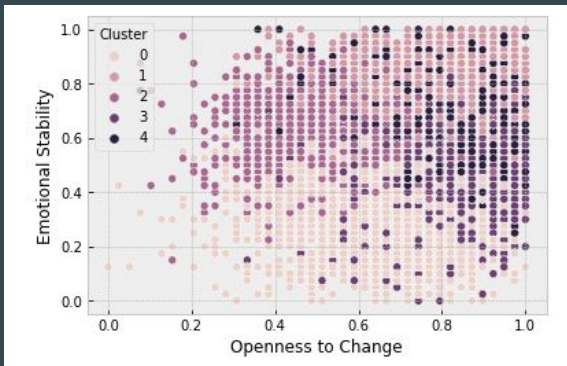


EXAMPLE RESULTS

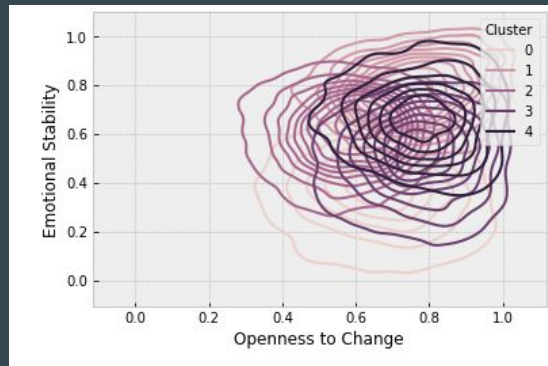


CLUSTER VISUALISATION EXAMPLES - TOP/BOTTOM FACTORS

1



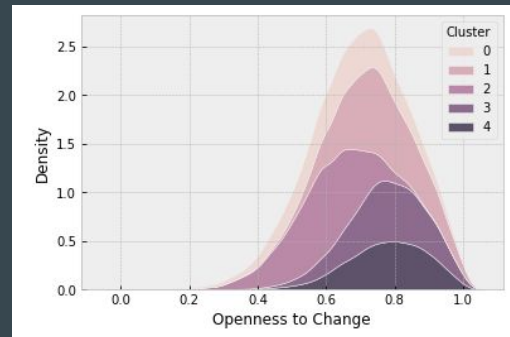
2



3

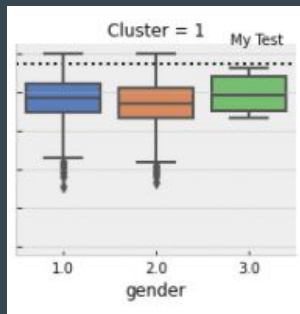


4

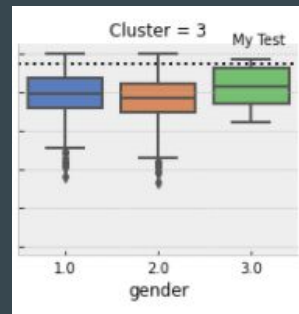


ADDITIONAL EXAMPLES - TOP/BOTTOM FACTORS

Openness to Change

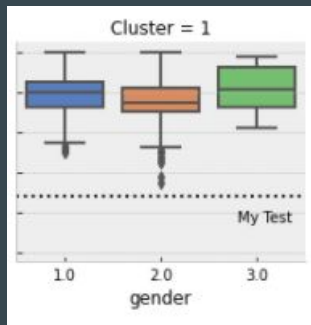


C1

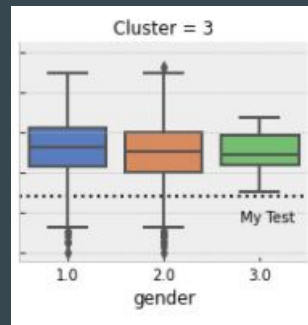


C3

Emotional Stability



C1



C3

SCALING POTENTIAL:

1. The Clusters are representative of any potential sample or subsample
2. Data Collection creates a flywheel effect
3. Lack of data sale drives willingness to use

POSSIBLE EXTENSIONS OF I6PF

1. More Rigorous Statistical Analysis

- Validity Indices
 - Ensuring test results are valid
- 5 Global Factors for I6PF
 - eg Self-controlled/Lack of Restraint

2. Additional Clustering

- Source Category

3. Logistic Regressions to predict specific question results

CITATIONS

1. <https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5007565/>
3. <https://www.worldbank.org/en/news/press-release/2016/04/13/investing-in-treatment-for-depression-anxiety-leads-to-fourfold-return>
4. https://www.nasmhpd.org/sites/default/files/Public%20and%20Private%20Financing_Fact%20Sheets%20on%20Behavioral%20Health.pdf
5. https://www.researchgate.net/publication/221717302_Investing_in_mental_health_and_well-being_findings_from_the_DataPrev_Project#p=20
6. https://www.researchgate.net/publication/317832980_Know_Thy_Selves_Learning_to_Understand_Oneself_Increases_the_Ability_to_Understand_Others

Web Trend Map 4 <https://ia.net/topics/wtm4>

Icons FlatIcon

Theme Adapted from Isometric

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THANK YOU!

Questions?



Brett Hunt



SignalCDN



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