

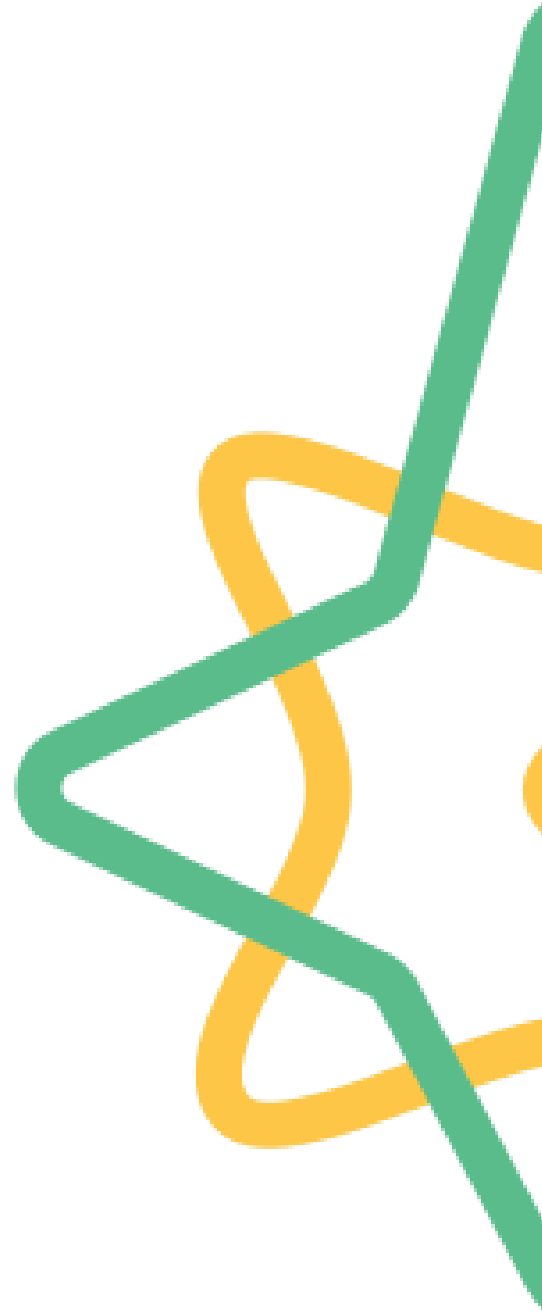
A man with short, dark hair and a goatee, wearing a black t-shirt, is seated at a wooden table in a restaurant. He is looking down at a smartphone held in both hands. The background is slightly blurred, showing other patrons and a sign that reads "Boat Noodle". The overall atmosphere is casual and indoor.

BEACON & AMO:
Mental Health Support for
Municipal Employees

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AGENDA

1. BEACON Overview
2. BEACON for Municipalities
3. Q&A/Discussion



Overview

The Unbridged Gap in Mental Health Care

1 in 5

CANADIANS

will experience a mental health problem or illness each year

2/3

OF THOSE SUFFERING

from a mental health concern do not obtain treatment

500,000+

CANADIANS MISS WORK EVERY WEEK

due to mental health issues

Cost
Stigma
Lack of resources
Time limitations

TOP BARRIERS

to seeking treatment

Mental illness hurts your operations and your people

**3 of every
100**

OF YOUR EMPLOYEES ARE MISSING WORK

each week for mental health reasons

30-40%

OF STD CLAIMS IN CANADA

are due to mental health issues, and climbing by 0.5-1% per year

0.5

WORKDAYS PER WEEK MISSED BY DEPRESSED EMPLOYEES

and when working they have impaired work performance 13-29% of the time

3-5x

INCREASE IN MENTAL HEALTH PROBLEMS

for those with chronic medical conditions or chronic pain (67% of your employees)

50%

OF MILLENIALS HAVE LEFT A ROLE FOR MENTAL HEALTH REASONS

and increases to 75% for Gen Z

CBT Associates and BEACON

are closing the gaps in mental health care



CBT
Associates

Largest private mental health care practice in Canada specializing in CBT and other proven, evidence-based therapies



beacon

Digitally delivered therapist-assisted course of personalized CBT treatment beginning with a rigorous self-assessment and personalized treatment plan



Our Mission

At BEACON we believe in *'A world of healthier minds, and better lives'*



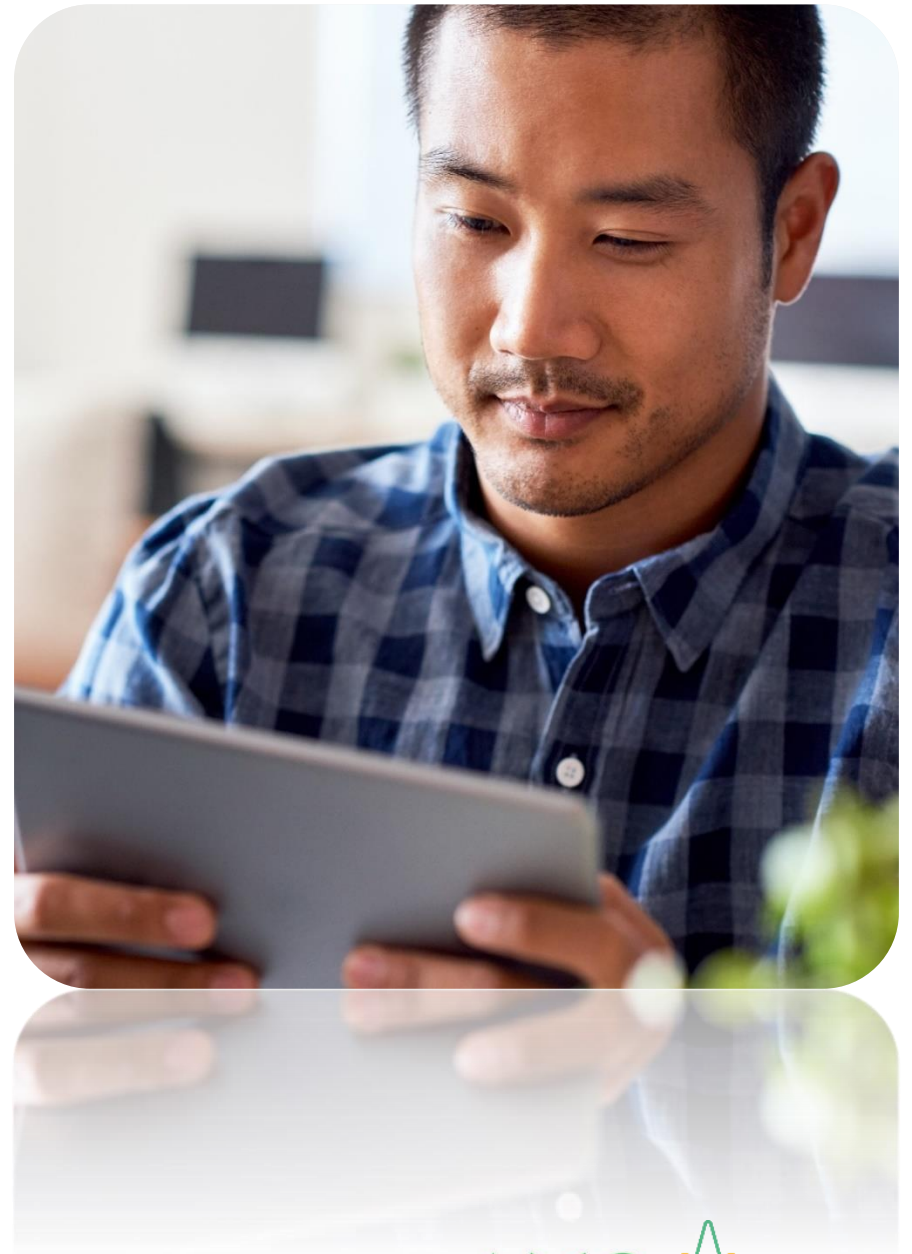
Ontario-Made

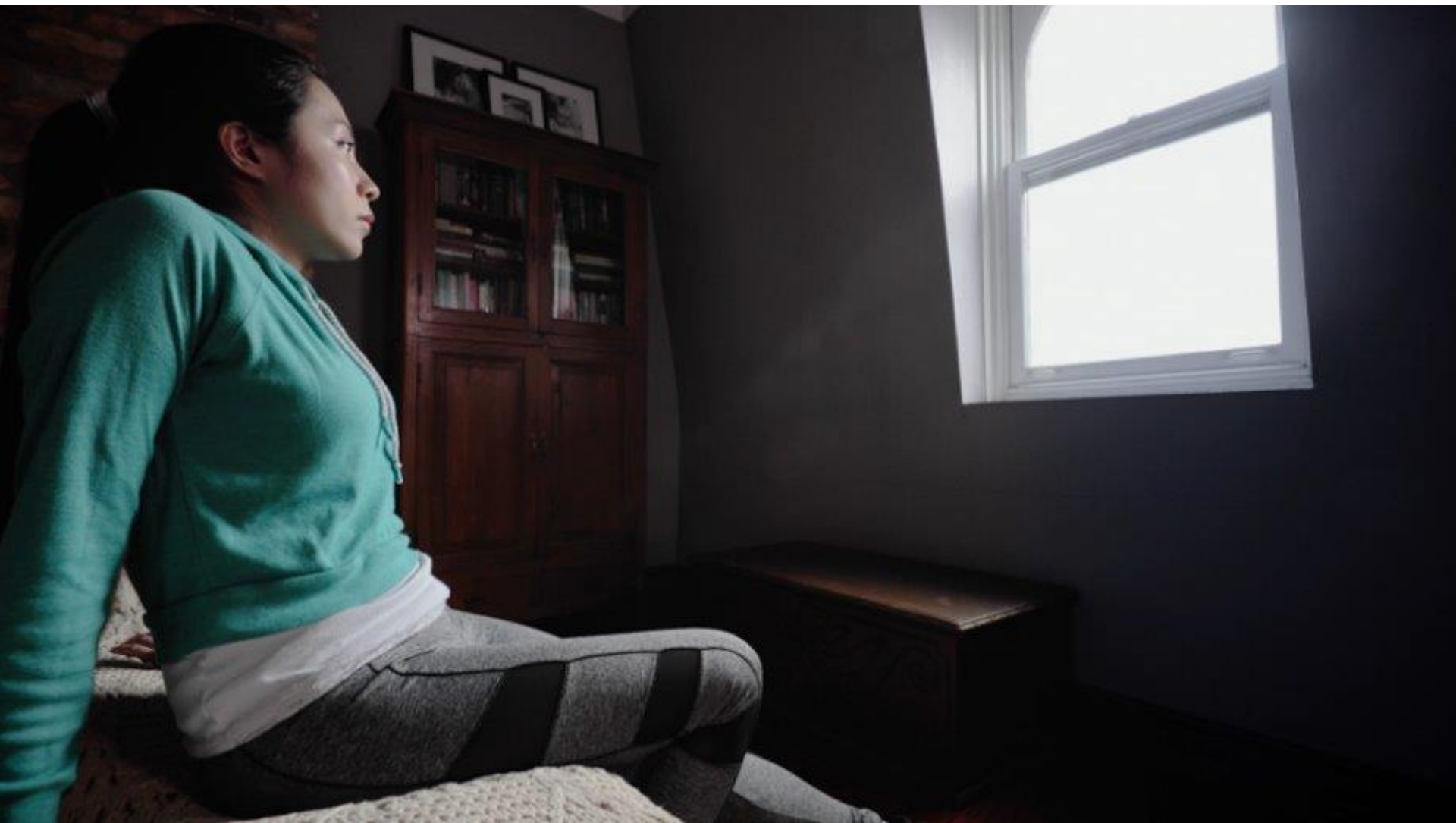
Designed, developed and housed right here in Ontario

BEACON is...

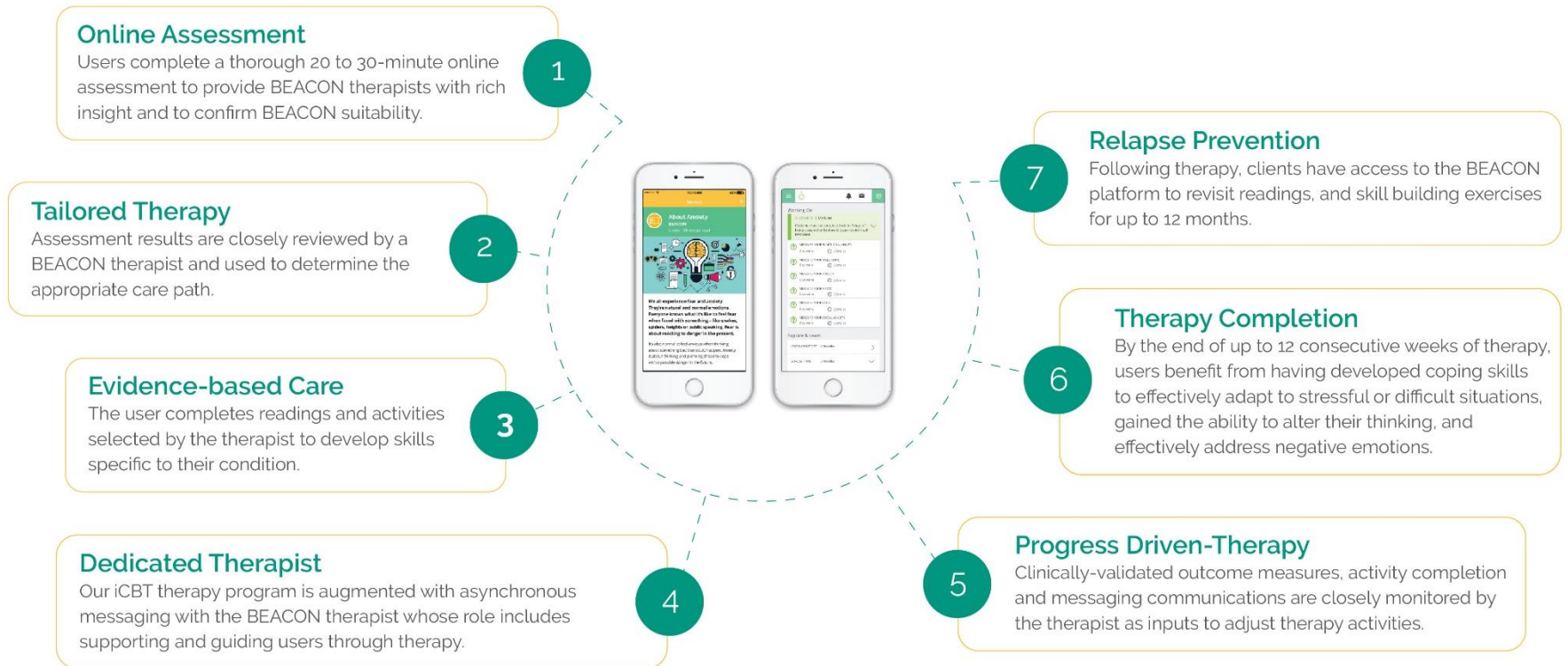
BEACON is personalized digital therapy, guided by a registered health professional.

- Immediate online assessment
- 12 weeks of active therapy
- 40 weeks of passive therapy
- BEACON is customized digital CBT, guided by a dedicated therapist.
- Clients can send a message to their dedicated therapist any time.
- There are no phone calls to make or appointments to keep with BEACON.





How BEACON Works



BEACON's TAiCBT

Therapist Assisted internet Cognitive Behavioral Therapy

BEACON provides modular protocol-driven treatment for approximately 75% of mental health problems that present in primary care:

Current Protocols

- ✓ Unipolar depressive disorders
- ✓ Generalized anxiety disorder
- ✓ Social anxiety disorder
- ✓ Trauma and stressor-related disorders
- ✓ Adjustment disorder
- ✓ Insomnia
- ✓ Panic
- ✓ Health Anxiety (**Newly Released**)

BEACON's Work Focused TAiCBT:

6 additional modules that discuss motivation, self-efficacy, setting goals for return to work and developing a RTW plan

2020

New Protocol Development

- Alcohol use disorder
- Chronic pain
- Chronic Illness
- OCD
- Resiliency & stress management

Support during COVID19



Resources and articles from BEACON's Clinical Team

- [Health Strategies for Uncertain Times: How to protect your mental health in times of distressing news](#)
- [How to Not Feel Helpless: Managing what we can and cannot control in times of crisis](#)
- [Keeping Resilience While Social Distancing: How to be responsible while still looking out for your own mental wellbeing](#)

NEW: BEACON for Health Anxiety

If you're finding yourself preoccupied with concerns related to becoming ill with COVID-19 and it's interfering with your relationships, work and social life, you may be experiencing health anxiety. People with health anxiety seek reassurance frequently, and reassurances are not a relief. The fear and anxiety return.

[Learn more about Health Anxiety: Am I Just Worried About Catching COVID-19 or Do I Have Health Anxiety? ›](#)

BEACON now provides guided digital therapy for health anxiety, using the approach of CBT to help you build strong coping skills.

More to come in the following weeks

BEACON for Canadians

Making mental health support more accessible to all

EARLY INTERVENTION FOR
EMPLOYEES
First Responders & Front Line

Employers making BEACON available to support the mental wellbeing of their **employees** for an **early-intervention approach**.

DISABILITY MGMT

Working with carriers, employers, and disability management companies to offer BEACON with a **return-to-work** and/or stay-at-work focus.

CHRONIC DISEASE

Treating **comorbid** mental health concerns for patients suffering from chronic disease and/or **chronic pain**.

POST-SECONDARY
STUDENTS

Working with universities and colleges to provide mental health support to post-secondary students **across Canada**.

HEALTHCARE

Working with **Healthcare Providers** (hospitals, GPs) to reduce **waitlists** and provide support in community and **underserved areas**.

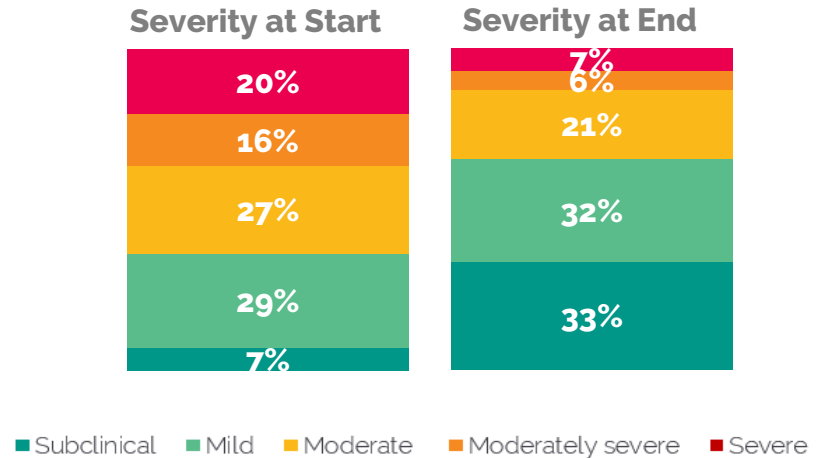
Program Results

Mental Health Improvement at the start and end of BEACON Treatment



- **Some improvement** > 0% improvement
- **Clinically significant improvement** > 25% improvement

Comparing Severity Level at the start and end of BEACON Treatment

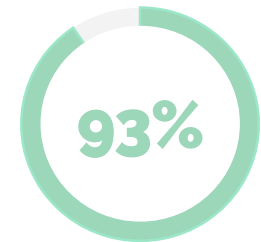


SATISFACTION

"I believe BEACON has provided me with effective care"



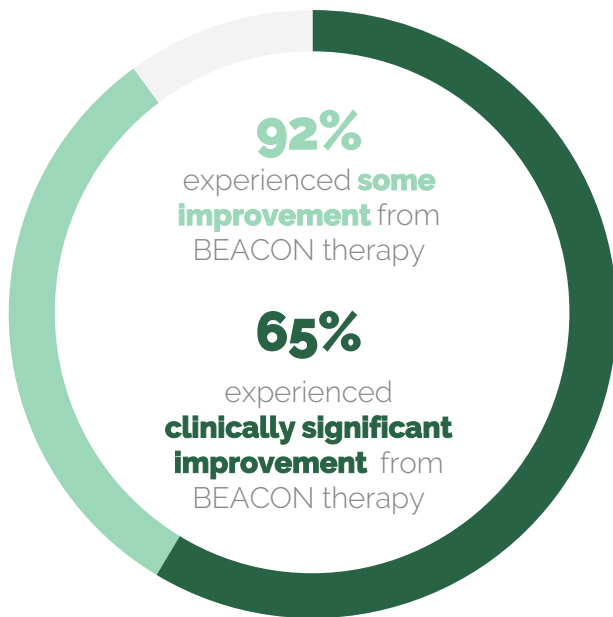
"I had confidence in my therapist and their techniques"



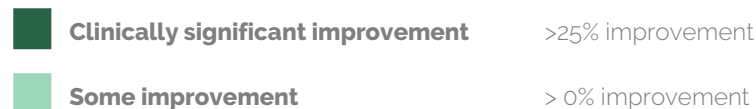
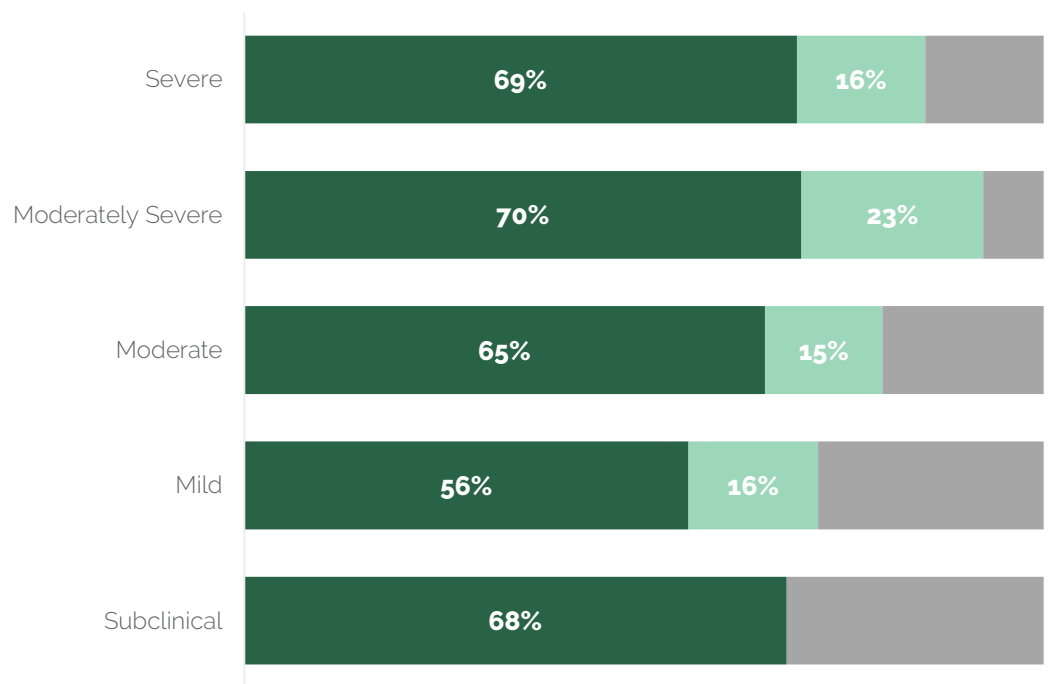
Program Results

BEACON has proven successful at helping clients experiencing trauma as well as those who report moderately severe and severe symptoms at assessment

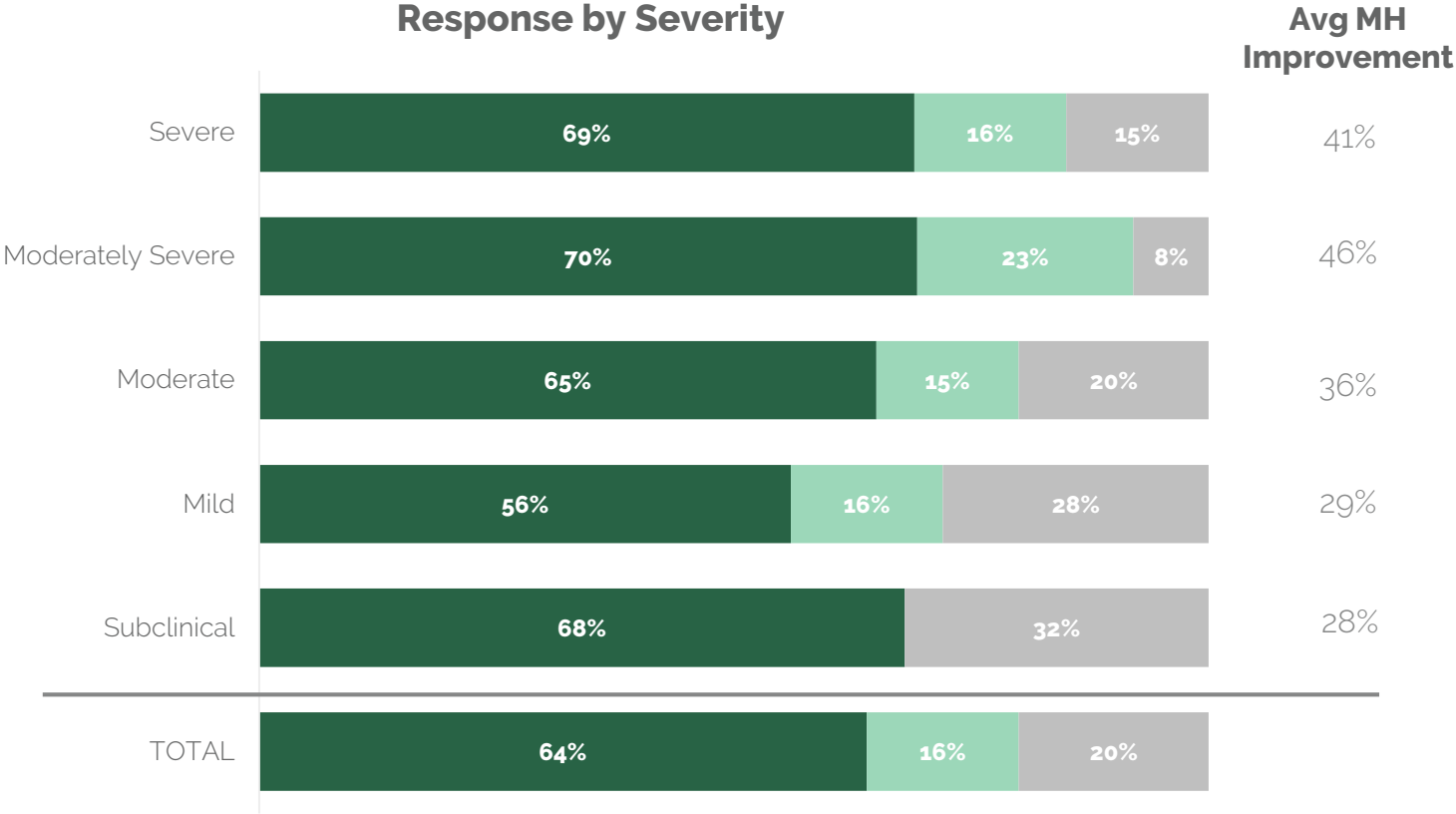
BEACON Results | PTSD protocol



Response by Severity



Response by Starting Severity Level

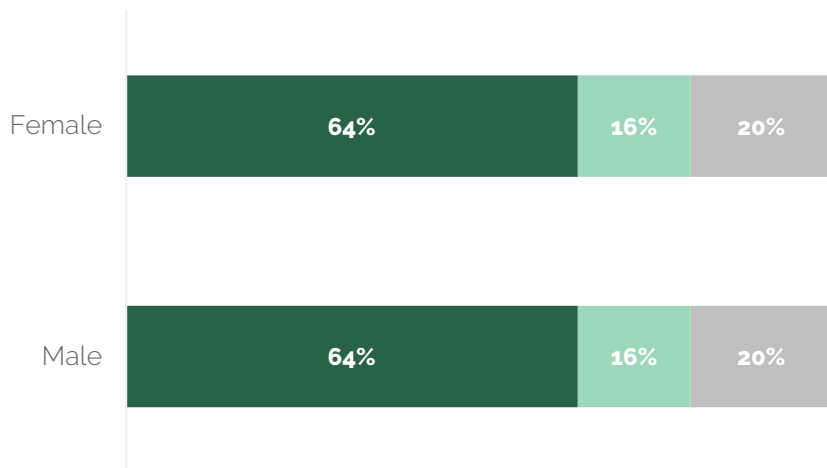


Clinically significant improvement >25% improvement
 Some improvement > 0% improvement

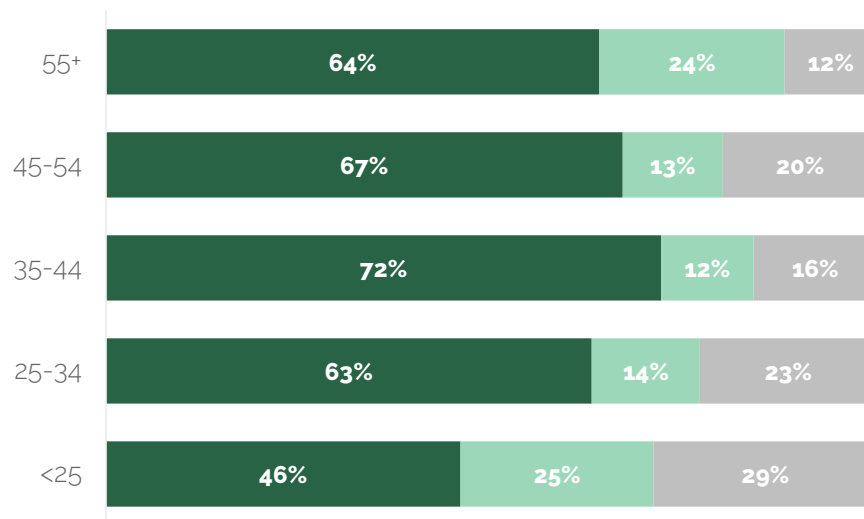




Response by Demographics

Response by Gender



Response by Age Group



 Clinically significant improvement
 Some improvement

>25% improvement
> 0% improvement

BEACON Facts & Figures

107

of countries
BEACON users were
born in

52%

% of users who have
received MH
treatment in the past

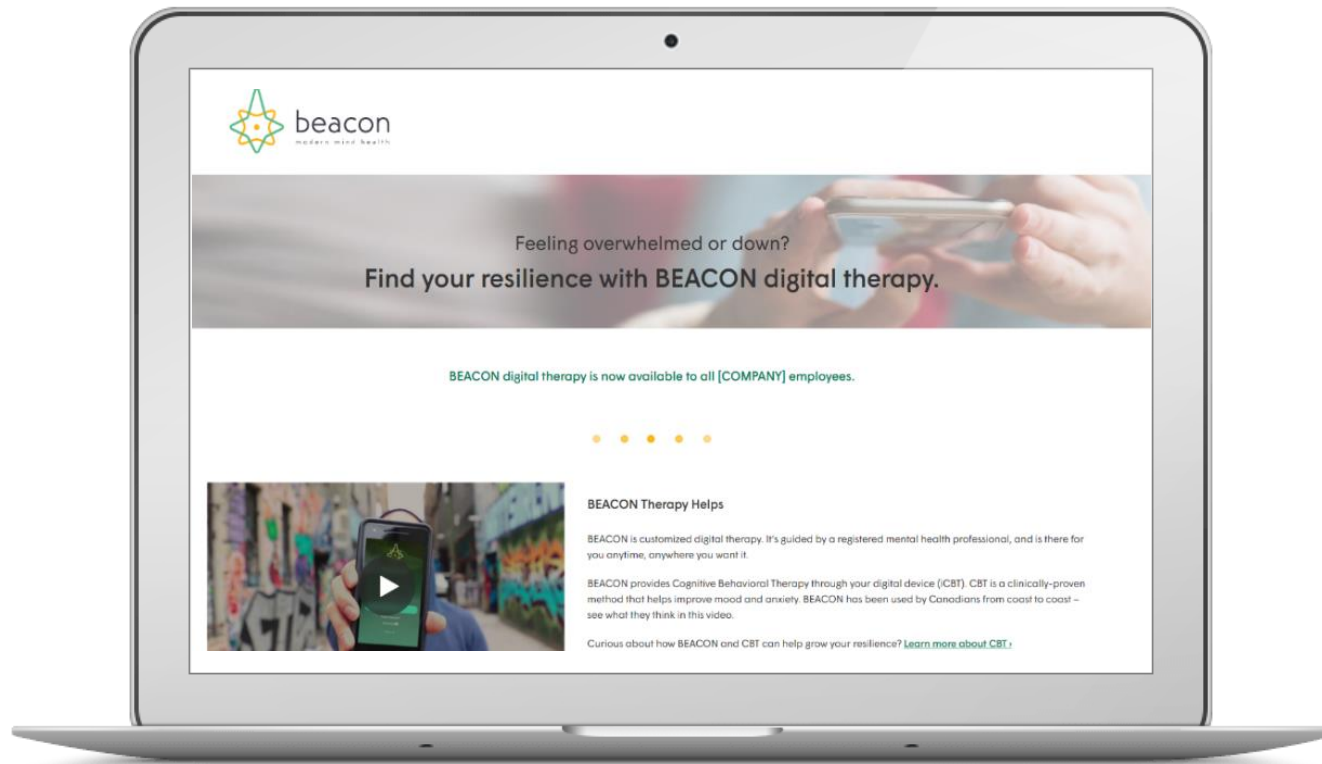
91%

% of users' care paths
are modified to deal
with comorbidities

BEACON for Municipalities

Program Webpage for Municipal Employees

To facilitate an ongoing conversation around mental health

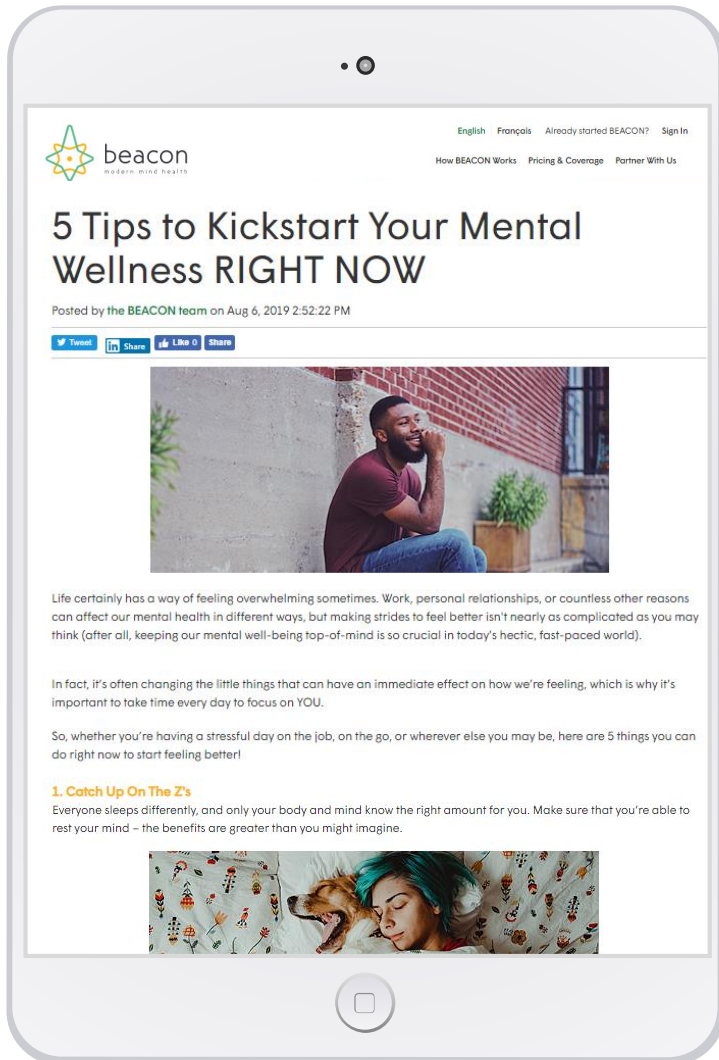


The program will have a BEACON-hosted web page, a central online location to access key information and program-specific details as well as an access point to BEACON for your employees.

Sample URL: www.mindbeacon.com/sample

Engaging with Municipal Employees

Building mental health awareness to drive engagement



(1) Mental Health Engagement Tools

Turnkey communications for partners to demonstrate commitment to employee mental health.

(2) Sustained Awareness

Partners receive monthly original mental wellness content that can be shared in regular channels. (intranet, wellness articles, etc.)

(3) Mental Health Milestones

At key milestones partners receive special campaign assets to promote mental health and BEACON.

(4) Webinar Series

Designed to educate and engage Plan Members and Plan Sponsors on mental health topics throughout the year.

BEACON Benefits

How BEACON can benefit your organization

For Municipalities

Significant ROI

- BEACON pays for itself in reduced absenteeism
- 11x ROI factoring in presenteeism
- Additional savings from benefits claims and turnover

Seen as lead Employer

Better functioning employees and increased productivity

Stay-at-work or faster return-to-work

Affordable and effective care

- ¼ the cost of traditional face to face
- Just as effective as face to face
- Proven results (symptom reduction, satisfaction, therapeutic alliance)

For Municipal Employees

(and their families)

Convenient and confidential

- 24/7
- No appointments or waitlist

Early intervention support: wellness/resiliency

Rigorous assessment: right care sooner

Personalized care with a dedicated therapist

Regulated health professionals

Evidence-based protocols

- Depression, anxiety, PTSD, substance abuse

Outcomes based and sustained support (relapse prevention)

Virtual Therapy generates returns

- Psychological care is the fastest growing area of investment in mental health.
- A quality guided CBT program is the way to maximize psychological care investment; **guided CBT yields up to \$3.35 for every dollar spent** by an employer

Sources

Deloitte Canada: The ROI in workplace mental health programs, 2019

CAMH: Mental Health Playbook for Business Leaders, 2020



Employer Supported Programs

Pricing

BEACON

\$3.00

PER PERSON/
PER MONTH

EMPLOYER PAID

- ✓ Full Implementation within 2 weeks
- ✓ Designated account manager
- ✓ Marketing & communications support
- ✓ Quarterly aggregate reporting**
(Conditions apply)

Made available across an organization to all employees and dependents as a **part of the wellness program** offerings.

Getting Started...

To begin the process of getting BEACON setup for your employees, contact:

Nick Ruder (AMO)

nruder@amo.on.ca

416-971-9856 x411

To learn more about BEACON or program details, contact:

Mike Aiello (BEACON)

mike.aiello@mindbeacon.com

416-564-7520

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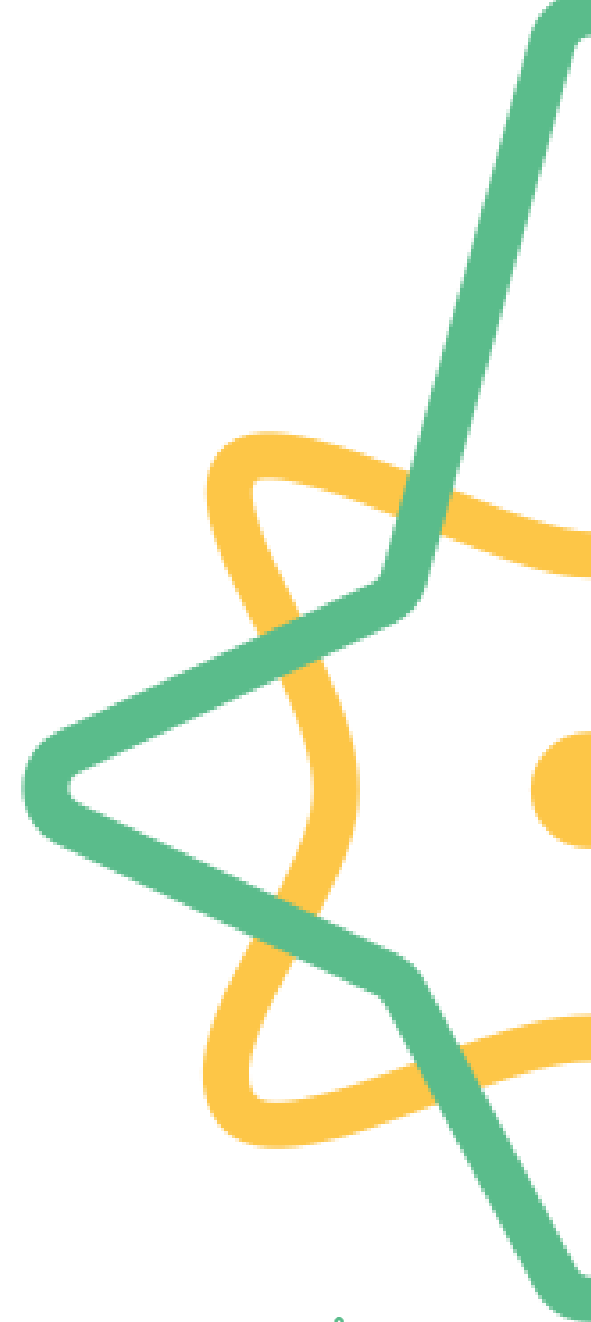
Phone: 416-564-7520



@BeaconCBT



BEACON | MindBeacon Health



BEACON treatment for PTSD



Developed in partnership with Candice Monson, Professor of Psychology at Ryerson University and one of the foremost experts on traumatic stress

Features extensive information about the root causes of PTSD, and how getting 'stuck' in a moment of trauma can lead clients to fall into destructive patterns

Gives clients the chance to safely unpack that trauma and understand it better

Content can be adapted to the "voice" of the intended user group

Treatment Overview:

1. What is PTSD?
2. Getting UNSTUCK
3. Thinking v. Feeling
4. Understanding the Big Picture
5. Sticky Ways of Thinking
6. Understanding Hindsight Bias
7. Understanding Undoing and Happily Ever After Thinking
8. Understanding Situational Neglect
9. Just World Thinking
10. Blame
11. Here-and-Now Trauma-Related Beliefs
12. Life After PTSD

Validated Thought Leadership

Driving the Conversation and Policy in Canada



Internet-Delivered Cognitive Behavioural Therapy for Major Depression and Anxiety Disorders

Publication date: February 2019 Status: Final recommendation

Final Recommendation

- Health Quality Ontario, under the guidance of the Ontario Health Technology Advisory Committee, recommends publicly funding guided internet-delivered cognitive behavioural therapy for mild to moderate major depression and anxiety disorders

[Read the Final Recommendation Report](#)

CADTH Evidence Driven.

Canadian Agency for Drugs and Technologies in Health (CADTH), in collaboration with HQO, also reviewed:

FINAL RECOMMENDATION: CADTH's HTERP Committee recommends that **guided internet-delivered CBT be offered** to adults with mild to moderate major depressive disorder and/or anxiety disorders.

Internet-Delivered Cognitive Behavioural Therapy for Major Depressive Disorder and Anxiety Disorders: A Health Technology Assessment

Last updated: July 22, 2019

Project Number: OP0534-000

Product Line: [Optimal Use](#)

Research Type: Device

Result type: Report

Major depressive disorder (MDD) is the occurrence of one or more major depressive episodes that last at least two weeks. Anxiety disorders include a range of conditions, including generalized anxiety disorder, panic disorder, and social anxiety disorder. MDD and anxiety disorders may be treated with pharmacological and/or psychological interventions such as cognitive behavioural therapy (CBT). CBT delivered via the Internet (iCBT) may mitigate barriers to accessing face-to-face CBT such as geographical distance or cost of treatment.

CADTH, in collaboration with Health Quality Ontario (HQO), completed an Optimal Use project on the use of iCBT in patients with mild to moderate MDD and anxiety. HQO completed a systematic review of the clinical and economic evidence, as well as an economic analysis, and direct patient engagement for patient preferences and values. CADTH developed reviews for patient perspectives and experiences (literature review), and ethical and implementation issues related to iCBT.



The Premier's Council released a report in June 2019, *A healthy Ontario: Building a sustainable health care system with recommendations for iCBT*.

INNOVATION IN ONTARIO

Ontario's Structured Psychotherapy Program

Ontario is delivering a Structured Psychotherapy Program to treat depression and anxiety. It is based on a UK program that has demonstrated treating depression and anxiety in the community pays for itself by reducing health care costs, decreasing disability and social assistance payments and increasing tax revenue.

Clients access a stepped-care pathway depending on their needs, participating in psychoeducation groups, using clinician-supported internet-based

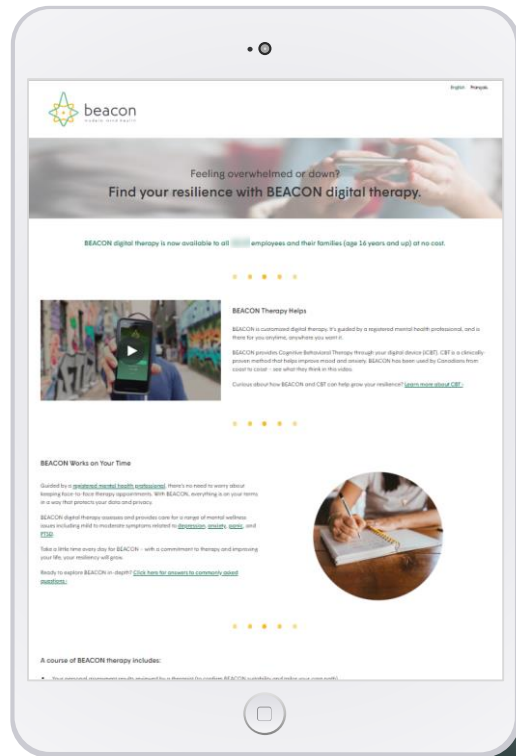
cognitive behavioural therapy (iCBT), self-management workbooks or in-person psychotherapy. Primary care providers support clients with medication and are kept up to date on their progress with data sent through electronic medical records.

Care is consistently delivered across four specialty mental health hospital hubs and multiple community sites. The program has demonstrated decreased use of acute care services and positive client recovery rates.

Therapist assisted internet CBT is **THE** cost effective and preferred way to solve the mental health crisis

Mental Health Engagement Tools

Communications tools aimed at engaging with employees

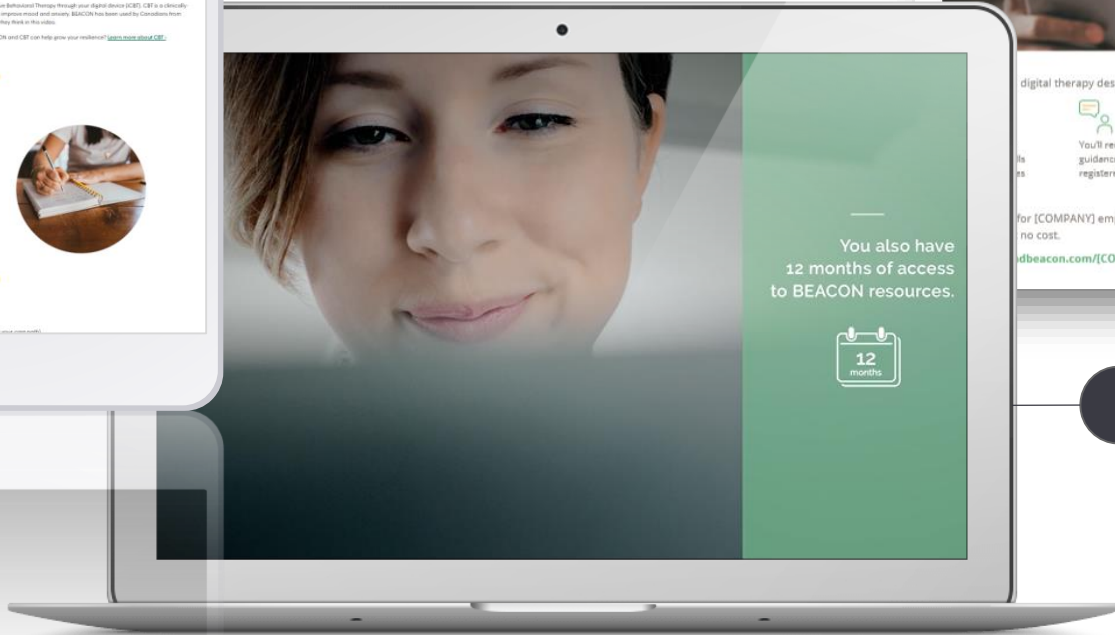


Educational Landing Page

Promotional Resources



Information Rich Tools



Sustained Awareness

Supporting employers with ongoing mental health content year-round



Receive monthly tools to support **sustained awareness** in the form of original mental wellness content that can be shared in employee newsletters, wellness portals, and other regular channels

How to be social media healthy

Posted by Dr. Peter Farvolden, Ph.D., C.Psych. on Jan 8, 2019 4:52:43 PM



Facebook Like Twitter Share

This is how anxiety can feel

Posted by Dr. Peter Farvolden, Ph.D., C.Psych. on Aug 8, 2018 11:27:15 AM



Facebook Like Twitter Share

Need new ways to deal with stress? Here's four.

Posted by Priya Shalanki, MSW, RSW on Apr 30, 2018 5:14:38 PM



Facebook Like Twitter Share



If you find yourself dealing with overwhelming stress, there are some things you can do to help cope. Here are 4 ways to deal with bad stress.

1. Take care of yourself

It starts with being your own best ally. Get enough sleep, eat healthy, get exercise. It might take some time, effort, and planning but investing in yourself physically will help lower stress and improve overall well-being.

2. Take a Daily Vacation

Pick something you enjoy doing – going for a walk, having coffee with a friend, or taking a hot bath – and set aside a little time every day to do it. We call that the 'Daily Vacation'. Even if it's just five minutes, your Daily Vacation is a time for you to relax, set aside your worries and fears and just be present in the moment. Try not to let anything intrude on that time. It's amazing what even a little break from stress can do.

3. Talk to other people

a general background soundtrack of worry – can have a profound impact on how you react to a type of anxiety, here are some of the feelings that people experience when they have an anxiety



to you is bigger than you can control. There are too many variables for you to take the reins.



versations with old friends. But it can also be an overwhelming and never-ending feed of news that has changed how we keep up-to-date, interact with one another and how we see ourselves.

al, and yet keeping up can feel like pressure. It's interesting to note that many Silicon Valley tech companies – they know it's been engineered to pull you into spending time on the platform.

s alongside the positive ones. You may feel like you always need to be on display, showing off an image that is time-consuming, in a way that doesn't contribute to their sense of self-worth.

g out

for keeping up with the news. And the blasting firehose of information never ends. This can be shortened to "FOMO"; the worry that you aren't keeping up with current events.

ait news topics are about worrisome events, and many reports are speculation by so-called clickbait news sites that sensationalize the news and contribute to feelings of uncertainty, anxiety and hopelessness as

Return on Investment

BEACON ROI

Illustrative example – When paywall is eliminated conservatively assumes 5% of the employee population participates in BEACON. The following assumes for 1,000 employee group that 60% of participating employees participation has a direct impact on absentee days.

Assumptions

EE population	1,000
Avg salary	\$60,000
Avg working days of EE	235
Avg # absence days per EE w/ MH	20
∴ Cost of incidental absences per EE w/ MH	\$5,106 = \$60,000 / 235 days x 20 days

If BEACON reduces absences by 50% and 30 employees who participate in the program...

\$ impact (direct – absenteeism)	\$45,954 = \$5,106 x 30 EE x 30% days reduction
\$ impact (indirect – presenteeism)	\$344,655 = \$45,954 x 7.5*
total impact (direct & indirect)	\$390,609



*statscan estimates that presenteeism costs 7.5 x that of absenteeism

BEACON is Secure

And adheres to all regulations to protect users and BEACON

System Security

- Platform developed and housed using Microsoft Azure (HIPAA compliant) cloud computing systems
- Standard token-based Microsoft.net authentication
- Encrypted server, backups and memory cache
- HTTPS secure URLs
- SOC2, Type 1 Certification
- Full data encryption
- Industry-standard penetration testing via 3rd party
- Class 3/4 tiered data centre

Process Security

- Designated Senior Manager (with redundancy) manages security administration
- Confidentiality agreements signed by all internal users and renewed yearly
- Full criminal background security checks conducted
- All users have complex passwords as part of unique user identification
- Forced password reset every 90 days via system
- Auto logout is enabled for all users (admin, therapists, clients)
- Use JIRA Help Desk support