

Access To Digital Behavioral Health Support

HOWEVER YOU EXPRESS YOURSELF,
YOU ARE A PART OF THE WALL



Get Support. Take Control. Feel Better.

Big White Wall™

Big White Wall

A clinically-moderated digital emotional health and well-being solution

- Services Include:
 - Access 24/7, staffed by healthcare professionals, *Wall Guides*, who support engagement, offer encouragement, and ensure safety and anonymity for members
 - On line Peer-to-peer support community
 - Support for members with emotional and behavioral health issues *PLUS* behavioral support for member with chronic health conditions
 - Proprietary algorithms and machine learning to personalize member recommendations
 - Evidence-based, self-paced, CBT-based courses and self-improvement tools, assessments, and resources

“Big White Wall helps to relieve my isolation, by allowing me to connect with people in a safe and anonymous way”

The Solution

Big White Wall™

Reduce Isolation
Clinically Moderated
Accessible 24/7


Improved

*Self-Management
Coping Skills
Confidence
Well-Being*


Reduced

*Depressive Symptoms
Feelings of Isolation
Anxiety Symptoms
Stigma*


**Validated
Self-Assessments**
i.e. PHQ9/GAD7




Connect Anonymously
*Observe or interact one on one
or with whole community.*



Read & Learn
*Expansive evidence-based
digital resource library.*



Peer Community
*Become an active member.
Provide and receive support.*



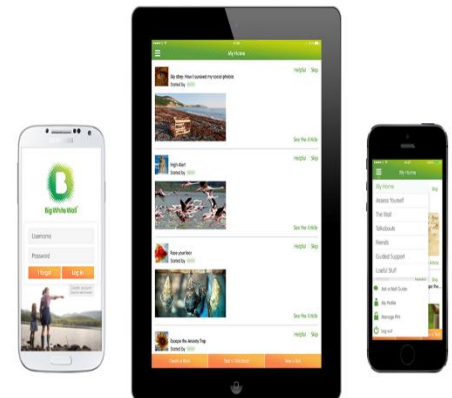
Take a Course
*Gain skills & knowledge
to better cope.*



Creative Expression
*Express yourself with
unique creative outlets.*

Big White Wall Assets in the Platform:

- 24/7 Peer Support Community; **“Talkabouts”** online discussions in community, group and 1:1
- **SupportNetwork:** Creative art and writing therapies “bricks” , mood tracking, goal setting
- **“UseFul Stuff”** extensive range of content, tools, assessments and resources to self manage and optimize health
 - E.g. PHQ9, GAD7, MAST
- **GuidedSupport:** Self-managed and facilitated modular programs for individuals and groups.
 - 2-6 week; asynchronous courses
 - E.g depression, stress & anxiety management, Alcohol moderation, smoking cessation, weight loss



Bricks



Bricks



Peer support in an online community

The screenshot shows the Big White Wall website interface. At the top, there is a navigation bar with a user greeting 'Hi, welcome back [username] (Logout)', links for 'Account' and 'Inbox', and a search icon. Below this is a secondary navigation bar with an 'Open Menu' icon, the Big White Wall logo, and a link to 'Ask a Wall Guide'. The main content area is titled 'Talkabouts' and includes a 'Start Talkabout' button. There are four tabs: 'Recent/ All Talkabouts' (selected), 'My Group Talkabouts', 'My Personal Talkabouts', and 'My Watched Talkabouts'. A sub-header reads 'Starting a Talkabout helps you connect with other members.' Three talkabout posts are visible:

- feeling good today** (purple profile picture): 'Today i started my new job and it was a great day and after i went to the gym I feel good and feel like I've achieved something!' (Today @ 07:35) [Read More](#)
- Relationship counselling** (pink profile picture): 'Does anyone have experience of relationship counselling, particularly with Relate? Going through some painful marriage difficulties at the moment and it would be good to know if counselling has helped anyone else. Am spending all of my time trying to evaluate what I want for my future and am in desperate need of some guidance from somewhere, just not sure where to look for it. Thanks.' (Today @ 07:31) [Read More](#)
- Keeping going** (blue profile picture): 'I've been away from BWW for some time and things have been going pretty well. However, today I feel like I've slammed in to a wall so i decided to reconnect with the community and seek other's advice. How do others keep themselves motivated when they hit a rough patch? I have particular issues with maintaining a healthy diet and making sure I exercise. Even my meditation practice ...' (Today @ 10:24) [Read More](#)

PHQ9 assessment on Big White Wall

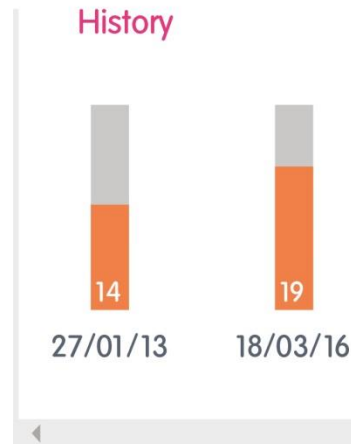
Assess Yourself

Depression

You scored | **19/27** | 18/03/16

Your score suggests that you are experiencing moderately severe depression. At this stage you may want to consider therapy and it is possible that medication may be an option in your treatment. Also it is often important to understand your condition and find out more about depression, **post a brick** about your feelings or **talk with others**. Also, you may wish to consider going to your doctor, finding a local support group or seeking other professional help. Please contact a Wall Guide if you are unsure how to find further help.

History



Next steps...

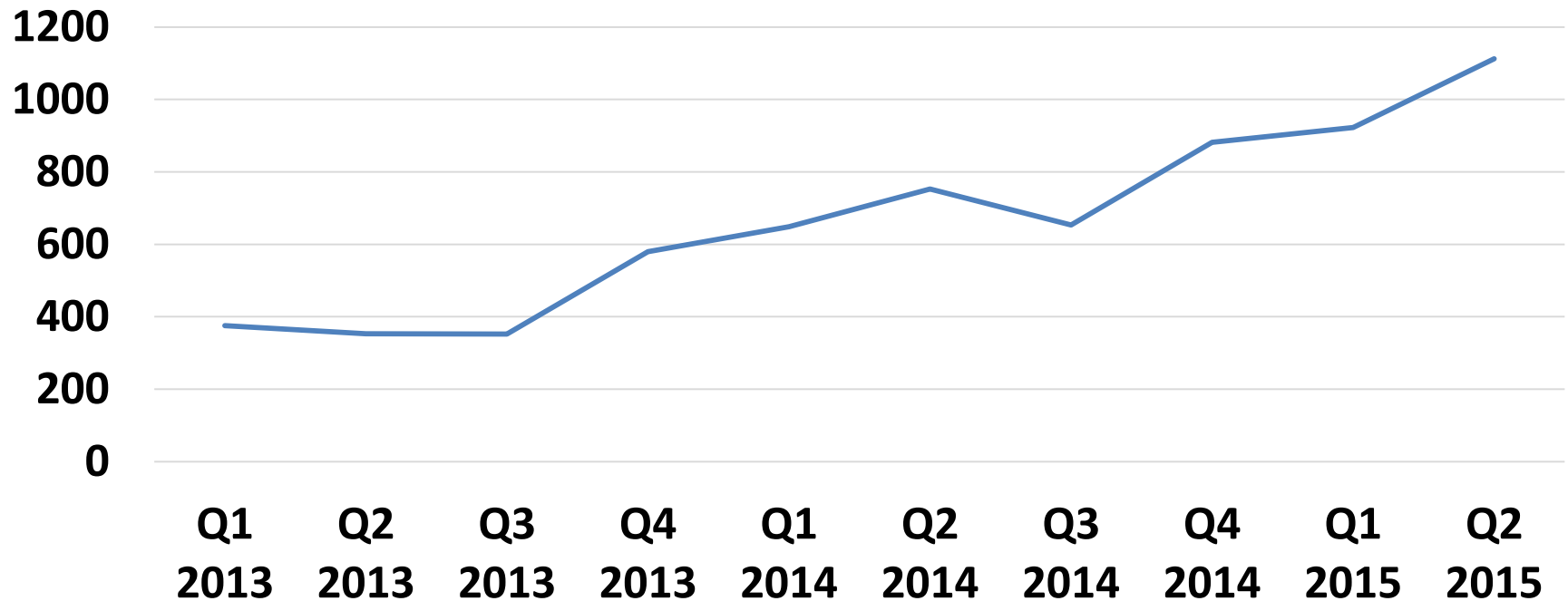
- [Continue on to measure your anxiety level](#)
- [Understand more](#)
- [Back to My Home](#)

Wall Guides Roles and Governance

- Moderate any content in violation of House Rules – “safe” & “anonymous”
- Provide support, encouragement, and assist members in accessing resources on the Wall
- Facilitate member engagement and peer support in the community
- Support and encourage members in the self-management of their mental well-being
- Foster a sense of independence and autonomy that uses BWW resources and tools to support engagement in the member’s physical community, as well as the BWW online community
- Facilitate online Guided Support Courses on topics such as depression, anxiety, smoking cessation, weight management, or alcohol moderation
- Monitor vulnerable members for crisis and provide support
- Assess member risk and engage in the procedures for internal escalation when warranted
- Participate in weekly group and individual supervision provided by licensed psychologist and psychiatrist

Growing access to new members in the UK

Average number of new members per month



PHQ – 9 Depression Scale

1. Over the <u>last 2 weeks</u> , how often have you been bothered by the following problems?	Not at all 0	Several days 1	More than half the days 2	Nearly every day 3
a. Little interest or pleasure in doing things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Feeling down, depressed, or hopeless	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Trouble falling or staying asleep, or sleeping too much	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Feeling tired or having little energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Poor appetite or overeating	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Feeling bad about yourself, or that you are a failure . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. Trouble concentrating on things, such as reading . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h. Moving or speaking so slowly . . .	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Thoughts that you would be better off dead . . .	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtotals:		3	4	9
				SCORE = 16

Significant Association: AUC scores by number of words

Number of words	AUC score
10	0.817
20	0.873
50	0.907
100	0.919

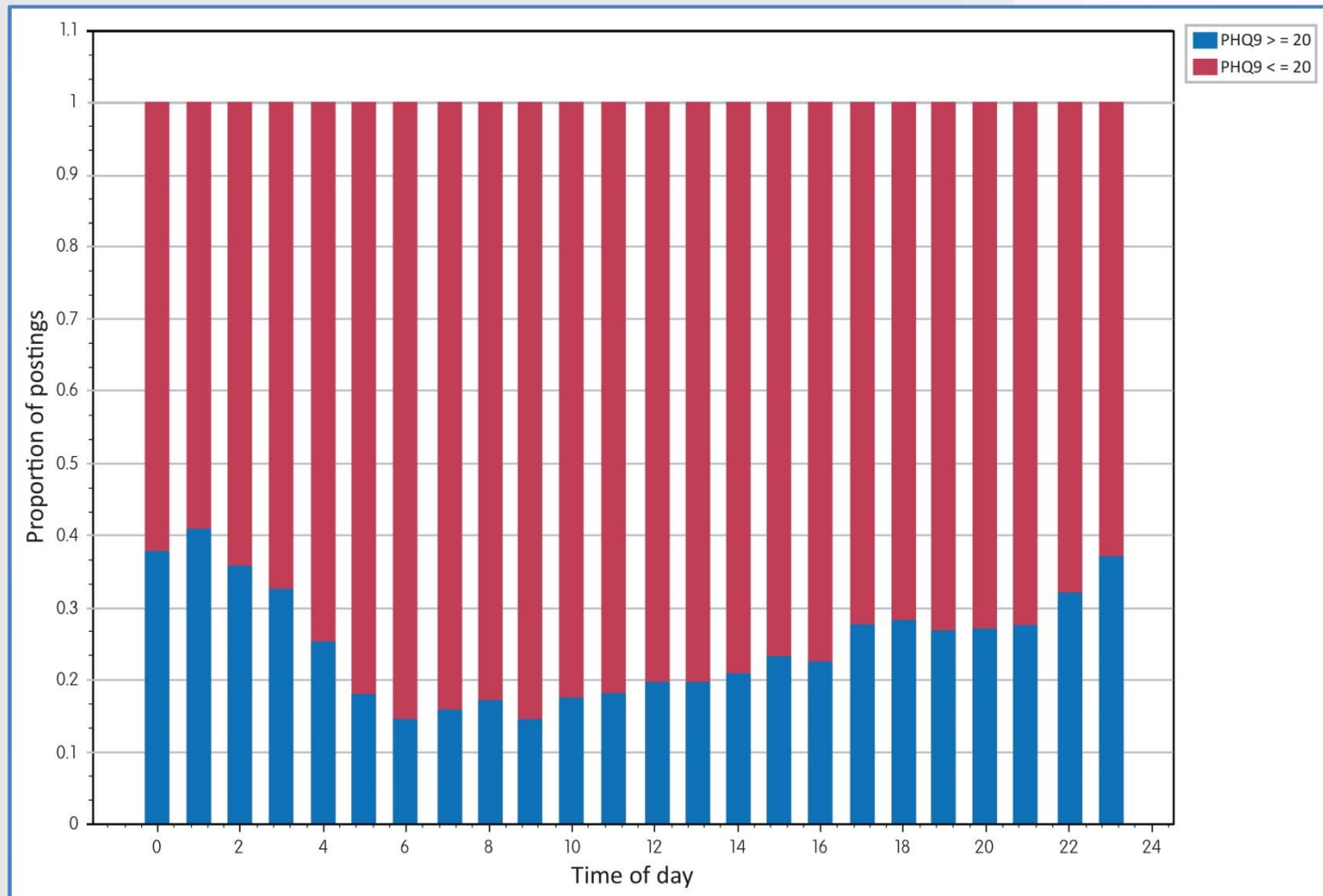
Most significant word-pairs for PHQ9 severe threshold



A word cloud visualization showing the most significant word-pairs for the PHQ9 severe threshold. The words are arranged in a cluster, with 'Depression suicide' being the largest and most prominent. Other significant words include 'Can't cope', 'Self harm', 'Hurt myself', 'Don't know', 'Need help', 'Don't want', 'Depression anxiety', and 'What point'. The background features a pattern of overlapping, semi-transparent squares in shades of blue and white.

Here anymore
Can't cope
Self harm
Need help
Don't know
Don't want
Depression suicide
Hurt myself
Depression anxiety
What point

PHQ9 “severe” scores in the early morning hours



32% have depressive symptoms

Key Findings and Outcomes

- Over 67% of log ins occur outside usual business hours
- Of members who post content in early morning (after 12 midnight) and take the PHQ9 survey , almost 40% have severe depressive symptoms.
- Among members NOT referred by a MH professional, 48% had not received any MH treatment in the month prior to joining BWW
- 46% of members reported sharing an issue for the very first time on BWW

Key Findings and Outcomes

- Overall reduction of Guided Support participants' GAD7 and PHQ9 scores by 3.5 points
- Between 15-20% reported that they avoided use of professional services including ED and inpatient services because of access to BWW services
- Among employed who have mental health related absences, 35% reported reduced absenteeism due to mental health related issues
- Among those who have mental health related impact on work productivity, 51% reported improved productivity

Creating Value for Clients

Plan/System	Member/Employer	Provider
Expand access for emotional & behavioral health services	No waiting lists Create a mentally healthy workforce	Ready behavioral and emotional health intervention
Augment population health programs	Immediate access to peer community to self-express, provide and receive support	Referral source: No patient goes home alone
Enrich digital self-help resources for members	Self-help tools and resources; online group courses	Extends the care team touch without expending additional resources
Collect member-centric data; enrich predictive models Assessments scores, demographics	Convenient; accessible via smartphone, tablet, or laptop	Collect member-centric data, quality metrics and enrich predictive models
Improve health, care experience and quality while reducing unnecessary health care costs	Improve Productivity and Absenteeism while reducing costs	Improve patient/physician communication, patient experience, quality of care and reduce costs

**Connect Anytime... Anywhere to Peers
in a
Safe and Clinically- Moderated Community**

Big White Wall Log In

Browser address bar: <https://www.bigwhitewall.us/landing-pages/landir> About Big White Wall

Home | Print | Page | Tools

Login here (USA) [Forgotten login?](#) [Log In](#) or [Join](#) [Enter Code](#)  



- [About](#)
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- [Science behind BWW](#)
- [What members say](#)
- [Anonymity and safety](#)
- [Corporate](#)
- [Media](#)



Read more about the service Big White Wall offers and what it can do to help.

[Register Interest](#)

About Big White Wall

Windows taskbar: Start button, File Explorer, Chrome, Outlook, Amazon, Edge, OneDrive, two flower icons, PowerPoint, System tray: 50% zoom, keyboard icon, Windows logo, Time: 3:54 PM 7/14/2015

Personalized Home Page



Ask a Wall Guide

Based on registration & interactions

Latest mood | My previous moods | What is your mood today?

Click on mood to update

None Down Angry Anxious Fine Happy

Suggested for You | Latest Activity | My Friends | My Space | My Public Profile

Filter by Recent activity or Topic by selecting the option below. For Topics, select your areas of interest from the dropdown menu to the right.

Filter Options Recent Topics My Topics Select

Latest Bricks Create Brick

Recent Bricks on the Wall. Expressing your feelings can help you feel better. Scroll to view more. Go to the Wall.

Created by LongRunner6 | View - The Subtle Sting of Being La... | Created by Drums4life | View - losing control by Drums4life

Have you ever experienced the subtle sting of other people viewing you as 'unconventional'? I certainly have. But who is completely 'conventional'? Isn't it often a social construct used to determine whom your society, or your social group, wishes to stigmatize? If everyone were truly 'conventional,' where would unusual and creative ideas for improving people's lives come from?

losing my mind.

Ability to Configure:



Ask a Wall Guide

Choose topics of interest

Trinity3 Edit Pic

Latest mood

My previous moods

6/16/2015	6/3/2015	6/3/2015	5/20/2015
Anxious	Happy	Down	Down

What is your mood today?

Click on mood to update

None Down Angry Anxious Fine Happy

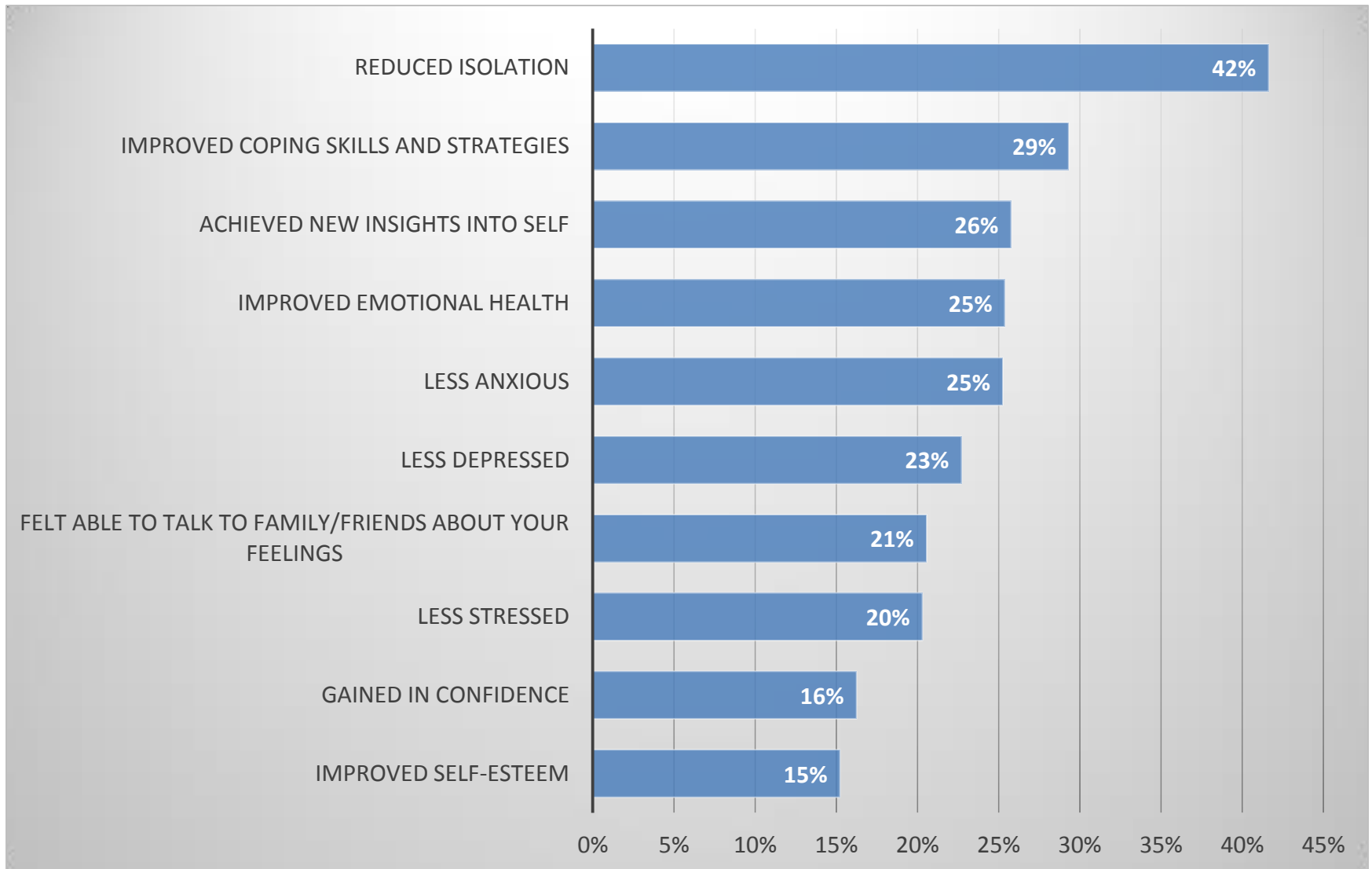
Filter by Recent activity or Topic by selecting the option below. Filter your areas of interest from the dropdown menu to the right.

Filter Options Recent Topics My Topics Close

Select as many Topics as you like from the list below. Click next at the bottom to see more topics.

<input type="radio"/> anxiety	<input type="radio"/> stress	<input type="radio"/> depression	<input type="radio"/> work
<input type="radio"/> tired	<input type="radio"/> weight	<input type="radio"/> summer	<input type="radio"/> relationships
<input type="radio"/> busy	<input type="radio"/> death	<input type="radio"/> lost	<input type="radio"/> love
<input type="radio"/> pain	<input type="radio"/> debt	<input type="radio"/> depressed	<input type="radio"/> failure
<input type="radio"/> guilt	<input type="radio"/> health	<input type="radio"/> fear	<input type="radio"/> college

Support Network – 70% report at least 1 wellbeing improvement



Why Big White Wall?



Big White Wall offers **24 hours a day/7 days a week** online mental health and well-being services.



**BIG WHITE WALL CAN
HELP YOU PUT THE PIECES
BACK TOGETHER**



- Eliminates Stigma
- Fills Unmet Needs
- New Form of Engagement
- Active, Supportive
- Personal Member Journey
- 24/7 Clinical Moderation