



# Innovation for Insurers

## Redefining Mental Health

2023

Information and data embodied in this presentation are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of Digital Mind Solutions S.L.





# 1. About us

Launched in

**2017**



Fully available in **English, Spanish, French, Portuguese** and **Hebrew**

**29** languages of therapy

Operating in **10** countries

**900k** Users

and more than

**500** organizations

world wide.

**NPS of 70**

vs 50 benchmark in insurance

**10x** more engagement  
than insurance and traditional EAP

**Evidence based**

check ups including ryff scale.

Global  
partners



femi  
Connecting  
Healthcare

SCOR  
The Art & Science of Risk

## 2. Problem

Demand for mental health has increased from **3%** to **25%** post pandemic.

Insurers were focused on general management of health.

Due to this, mental health care is:



Still **reactive**  
instead of  
**proactive**



Demand is  
**increasing**  
claim costs



**Inefficient triage**  
increasing claim  
costs



### 3. Where we fit



Health



Employee  
benefits



Life

*ifeel* is a global partner of:



## Partnership Goal

Due to 5 million active users the partner is experiencing high demand, **High cost** and long waiting periods for triage and therapy of 4-8 months.

### With ifeel

- ✔ **Reduction of cost** for screened patients into the interactive chat plan (-40% per patient).
- ✔ **Reduction of time to answer** first intake from 3 months to 2 minutes (economic impact 30% cost saving).
- ✔ Organization of all patient data in one **unified dashboard** (VS online/offline lack of efficiency)

# Gympass

## Partnership Goal

Due to demand from clients and the lockdown the partner was in need for a global **scalable** mental health provider in 9 markets with **high engagement**



- ✓ **Highest** engagement in **9** markets
- ✓ **Number one** mental health solution in 2021 and 2022 (out of 51 solutions including headspace and calm).
- ✓ **29%** higher conversion rate from partner page to ifeel registration process.
- ✓ **2.11x** longer engagement vs the 2nd best solution



## Partnership Goal

Due to the pandemic the partner launched an employee benefit offering in a **revenue** share model for a new revenue stream.

- ✔ Launched in **France**
- ✔ Launching in **more markets** in 2023
- ✔ Launch of a shared new product with **new revenues** for Axa for corporate clients
- ✔ **Jean Kramarz** (head of Axa health assistance) joining ifeel



## Partnership highlights:

- ✔ Disability claims in mental health are on a rise
- ✔ Ifeel has a 2 minutes onboarding process and 30 minutes first intake time.
- ✔ Already priced and launching in 1 market together.

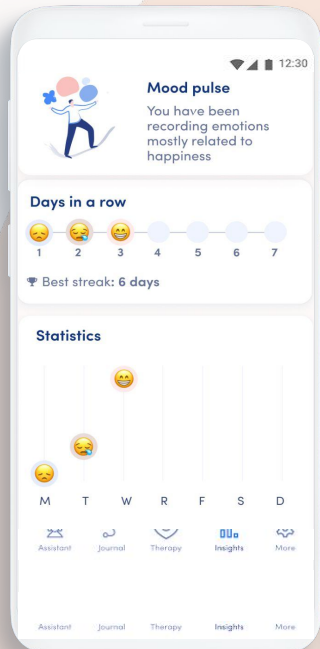




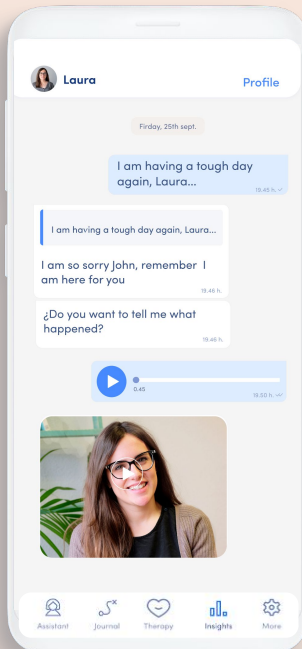
# Solution: Full Operating System



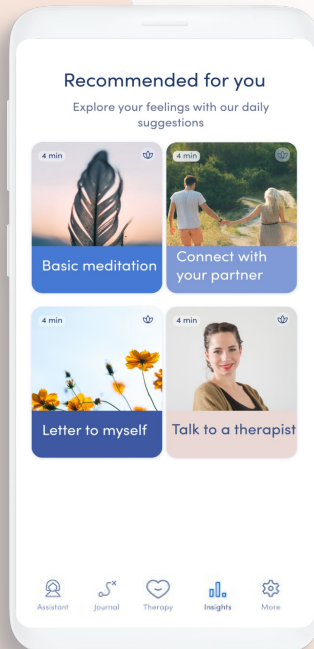
Daily follow-ups



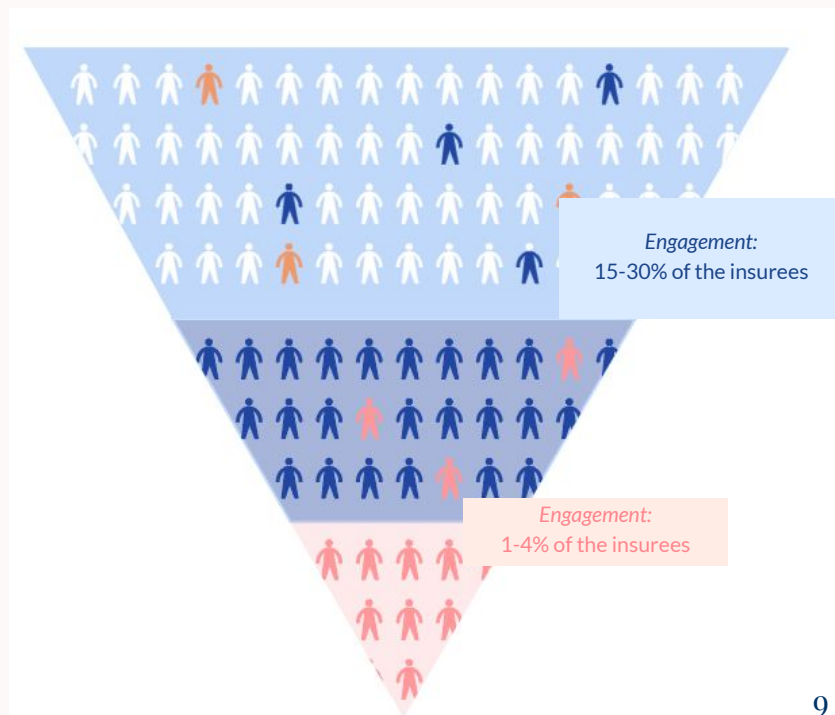
1-on-1 interactions



Automated recommendations



## Insurees' triage funnel

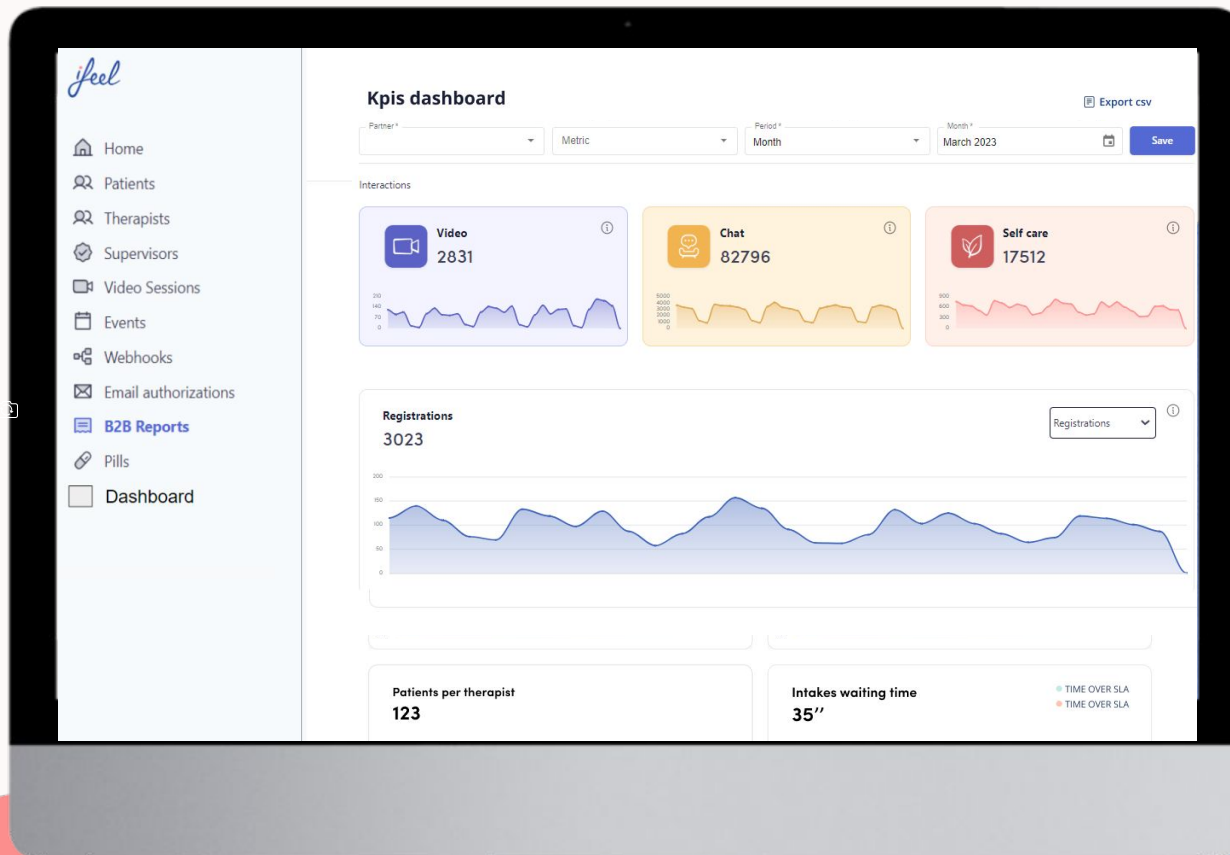




# Demo

**A tour through our platform**

# Femi dashboard



## CERTIFICATE

This is to certify that the Information Security Management System of  
**DIGITAL MIND SOLUTIONS S.L**

Calle de Jose Ortega y Gasset, 100, Madrid 28009, Spain

Has been assessed and complies with the requirements of :  
**ISO/IEC 27001:2013**

The Information Security Management System is Applicable to IT Operations Department Related to:  
Developing and operating emotional wellbeing and mental health solutions (ifeel).

According to Statement of Applicability: 28.2.2023

Initial Approval:	08/05/2023	Certificate No.: 1121614
Valid From:	08/05/2023	
Valid Until:	31/10/2025	

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Dr. Gilad Golub  
CEO



Avital Weinberg  
Director, Quality & Certification Division



THE STANDARDS INSTITUTION OF ISRAEL



*feel*

# Helping people who make great companies

Glovo

MERCK

Adecco

SunMedia

AXA

zynga

BASF  
We create chemistry

pwc

nielsen

ie BUSINESS SCHOOL

Deloitte.

Gympass

PEPSICO

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Booking.com

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wework

Unilever

Pfizer

Globant

AmBev

KPMG

DHL

Whirlpool CORPORATION

idealo

cobee

*ifeel*

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# Thank you

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