

TechTalk madworld summit 2019 summary

PREVENTATIVE VS REACTIVE: TAPPING INTO TECH TO SUPPORT MENTAL HEALTH

Adopting a preventative rather than a reactive wellbeing model in a working environment was a key theme at this year's Mad World Summit as it returned to London on the 9th of October 2019.

At the event's TechTalk session, ten wellbeing-focused companies presented their digital solutions, designed to meet the mental health needs of employees.

In **the TechTalk session, chaired by Tina Woods**, chief executive officer of Collider Health, each solution provider had three minutes to spike the attention of the participating judges. These included Ian Shea, founder and chief executive officer of I M Human, Tina Woods, founder and chief executive officer of Collider Health, Kimberley Swift, health and wellness manager of PepsiCo, Dr Kristin Shine Polman, advisor of Innovation Warehouse, Priscilla Baffour, global head of diversity and inclusion of FT and Sheila Champion-Smeeth, total rewards leader, people and communities of Cisco.



 **IAN SHEA**, FOUNDER & CEO, **I M HUMAN**



 **TINA WOODS**, Founder & CEO, **COLLIDER HEALTH**



 **KIM SWIFT**, Health & Wellness Manager, **PEPSICO UK**



 **DR KRISTIN SHINE POLMAN**, ADVISOR, **INNOVATION WAREHOUSE**



 **PRISCILLA BAFFOUR**, GLOBAL HEAD OF DIVERSITY & INCLUSION, **FINANCIAL TIMES**



 **SHEILA CHAMPION-SMEETH**, EMEAR Total Rewards Leader, People and Communities, **CISCO**

Each solution provider attempted to explain what was different about their product or service and how it aims to address employers' and employees' mental health and wellbeing challenges in the workplace.

The Mad World Digital Innovation Award was granted to OpenMind, with the judges agreeing on the simplicity, actionability and reliability of the solution. The WellBeing project 'bagged' special commendations, impressing judges with a scalable and well-balanced individual-team-corporate approach.

MyEva also wowed the judges with a solution that recognises the link between financial wellbeing and mental health, and the need for tools to aid financial literacy around 'life needs.'

Here is the overview of the ten mental-health trailblazers at the Mad World Forum:



Everyone has mental health; we just need to get people talking about it. The more we do this, the more we break down the stigma that exists in society around mental health. With this sharp focus, **87%** aims to use mental health as a force for change.

The platform is designed to support employees to become architects of their own professional and personal life. As both aspects march hand-in-hand together, 87% encourages employers to use data to build the wellbeing support-system their staff crave.

87% lets users see professionals for their skills, not their marketing. It offers a pool of experts specialising in mental health care. More than 70 wellbeing programmes, fitness regimes, weekly newsletter and podcasts aim to engage the unengaged, with a focus on enhancing self-awareness. This data belongs to an individual. However, the aggregated insight is shared with organisations, providing them with a comprehensive view of their employees' mental health status so they can begin blueprinting a self-care model fit for their business.

"If you bring all of the interested parties together in one ecosystem, we can start improving mental wellbeing percent by percent," says Andy Bibby, chief executive officer of 87%.

2. BIOBEATS™

The story of **BioBeats** started when its founder, David Plans, had "a cardiac arrest," which he says was a result of his "mental health breakdown". This signaled the need for a change in his life. "There was no disorder or disease; it just happened. I want to prevent such accidents by giving people early warnings of their mental health status," says David Plans, chief executive officer of Biobeats.

BioBeats taps into Interception, studying the body-mind relationship to prevent mental and physical illnesses. It focuses on five elements of mindfulness, artificial intelligence, wellbeing, science, and human to provide individuals with a personal 'Wellbeing Score.'

This insight is harnessed to track and understand patterns that link to stress, health risks and physical outcomes. It aims to help individuals to build the ability to read, understand and respond to their inner world.

"Businesses can predict and prevent mental health disorders before people get to the stage of being broken beyond repair."



Calmer Sea offers a 'sea' of many proven therapies. Life proves to be turbulent at times with obstacles and problems mounting up, sending our ships to a new course and making our lives turbulent. The platform aims to create a 'calmer sea' for individuals to help them navigate to more serene and manageable horizons.

The pool of self-care treatments offers more than 20 therapies, techniques and more than 200 exercises and activities. These stretch from CBT, mindfulness, hypnotherapy, breathing techniques, relaxation exercises and more to offer a strong collection of resources to treat an individual issue.



"Google's search for mental health products throws out hundreds of items to help companies find the best fit for their business. It's a minefield for employees", says Russell Carter, head of product development of Health Shield.

"What if someone can offer their employees a comprehensive suite of health and wellbeing services, in one place?"

A digital wellbeing platform, Breeze was born out of this idea. It offers a comprehensive suite of booking services aimed at making employees' wellbeing a 'Breeze'.

The platform integrates bite-sized content, educating individuals on the inter-relationship of stress in the areas of home and work as well as eating and personal finance. Its mission is to push forward the health and wellbeing conversations to unite people in sharing their knowledge and their story.

"We want to free up employers to focus on what they do best - minding their own business while we help to support the minds and bodies of their staff."

5. LIVING ASHRAM™

"95% of our decisions are made by our subconscious mind. This means that only 5% of our decisions, actions and habits are made by our conscious mind. We need to deal with the root causes of the mental health to create a sustainable change within the subconsciousness," says Annabel Wilson, founder of Living Ashram.

Living Ashram is created to empower and activate businesses to foster positive change; within their organisations, and the communities they touch.

The programme is using a 'Whole Human Approach' to tap into comprehensive health care. It embraces holistic 'healing' rather than a siloed approach to treat the complexities of human life. Four core pillars, including mental health, emotional health, physical health and spiritual health, are designed to accommodate this mission. Backed by scientific research, it integrates impactful, benefit proven techniques, solutions and content, enabling individuals to stay agile, informed and committed to continuing self-awareness.

"We all have the power within ourselves to create and sustain a positive state of wellbeing. Living Ashram provides businesses and individuals with tools to do exactly this."

6. myeva[®] BROUGHT TO YOU BY Wealth Wizards

"There are millions of people with great financial wellbeing, and millions with not so great, but they all have one thing in common - they didn't follow the traditional trajectory of the financial services industry that assumes that you go to the university, you get 2.5 children, and you get a Golden Retriever - that's not the truth for many people," says Elizabeth Basten, chief marketing officer of Wealth Wizards.

MyEva is a personal financial advisor, combining education and guidance to help individuals feel in control of their finances. It leverages a pool of experts to provide personalised, independent advice services for complex requirements. They look at individuals' entire financial picture to create a bespoke plan designed to meet their goals.

This digital 'persona' is crafted to be a friend who happens to be a doctor. Its anonymised data can empower employers to address the financial wellbeing of their staff to create a positive working environment.

"Technology only means everything if it makes our lives better. MyEva symbolises how to change the world for better, one unique human at a time."

7. OPENMIND WELLBEING

"We're social beings; we're wired to connect. At OpenMind, we believe that social interaction, community connection is absolutely fundamental to mental health, and for our overall wellbeing," says Gaby Macra co-founder of OpenMind.

OpenMind is created to support organisations to foster communities and interactions. It tackles two key issues that prevent businesses from creating diverse, inclusive and sustainable environments. First, time and resources. Second, value for money assessment.

The platform connects a network of wellbeing professions with companies, administering the end-to-end process to accommodate their workplace needs. It matches businesses with local professionals, managing bookings, organising attendees, payments, internal marketing, as well as data-driven insight and reports. Its motto is that it creates a space that de-stresses and focuses the mind.

8. People Matter.

"We believe everyone has a fundamental right to a positive mental health. In this changing world, more of us are finding ourselves getting exhausted and lonely. The paradox is we've got so much innovation yet it's coming at a great cost," says Amy King, co-founder of People Matter.

People Matter is using data science, technology and psychology to educate individuals on their mental health. The app aggregates and analyses individuals' data to determine how events, relationships and circumstances affect their wellbeing. By providing real-time bespoke recommendations and life-hacks, users are guided on making healthier lifestyle choices.

9. TheWellbeingProject

"Resilient thinking is highly correlated with overall resistance," says Sarah Thum-Bonanno, business psychologist of The Wellbeing Project

The Wellbeing Project is aiming to put health performance, resilience and wellness at the heart of every business.

It allows individuals to gain insight into the five sources of resilience, such as energy, future focus, inner drive, flexible thinking and strong relationships to understand their own strengths and development areas. Its new psychometric, WRAW, which looks at factors such as workplace, resilience and wellbeing, measures resilience and analyses its impact on the physical and mental being.

Teams and individuals can choose from a suite of masterclasses, assessments, toolkits and webinars to boost each pillar to gain the resilience they need to withstand the pressures and demands within their environment.

10. wellbe

"WellBe wasn't created by a clinical professional, it was created for people, by the people. Tech coupled with a human element is what would produce optimal results," is the focus behind health-led mobile app, WellBe, which aims to support individuals' emotional wellbeing.

It uses a four-pronged approach to tap into 27/4 stress level measuring, biofeedback, stress analytics, and stress solution to deliver a 360° view of users' wellbeing status. This determines individuals' stress and calmness triggers based on time, location and the people they meet throughout a day. By identifying such factors, people are equipped with personalised treatments to achieve peacefulness.