



Aetna Behavioral Health Customer Forum—September 2016

# Outline

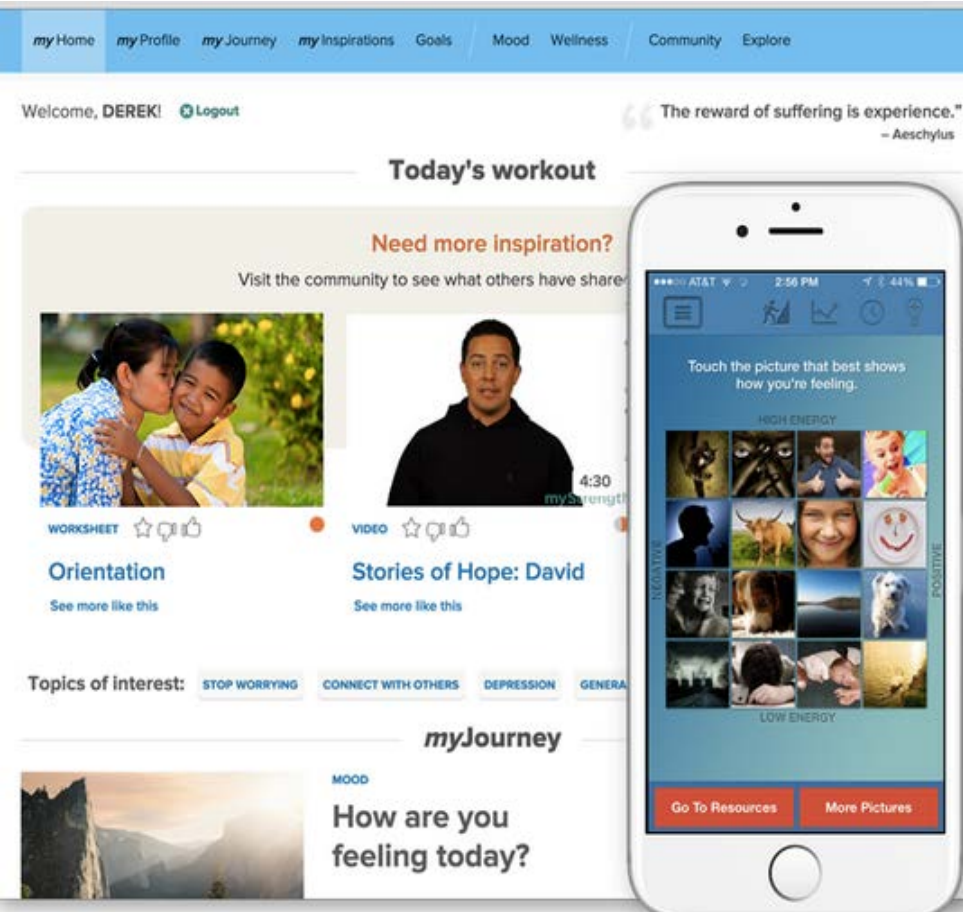
- Converging Technology Trends
- Behavioral Health Technology Landscape

## Case Study

- Integration/member engagement
- Mindfulness
- Chronic Pain/opioid management



# Summary



myStrength  
evidence-based,  
self-help resources for  
behavioral health and  
overall well-being

# The Need

**21 Million US adults suffer from depression.**

Most go untreated or under-treated.

It has been estimated that **75% of persons with depression** do not receive a diagnosis / treatment—of these, **72% are in the workforce.**



Source: Sederer, L.I. & Clemens, N.A.,  
*The Business Case for High-Quality Mental Health Care* (2002)

# General medical costs higher for anxious, depressed patients

General, non-psychiatric care annual costs for persistent anxiety or depression are 70% higher than those not suffering from mental health disorders

## Heart Disease

People with depression are 4x more likely to experience a heart attack

## Stroke

Up to 27% of post-stroke patients experience depression

## Cancer

25% of cancer patients have depression

## Diabetes

Up to 27% suffering from diabetes will also suffer from depression

Source: National Institute of Mental Health, Kaiser Permanente



# Lowering Obstacles and Empowering Members



Cost	High	High/Medium	Low
Stigma	Medium	High	Low
Access / Availability	Shortage of PCPs	Shortage of clinicians	High (7x24)
Quality	Prescribing patterns	Evidence-based protocols	Consistent presentation



Access

Efficacy

Demand

Legislative/  
Payment  
Reform

# Access

91% of adults own cell phones

31% get health information

9% get health text messages

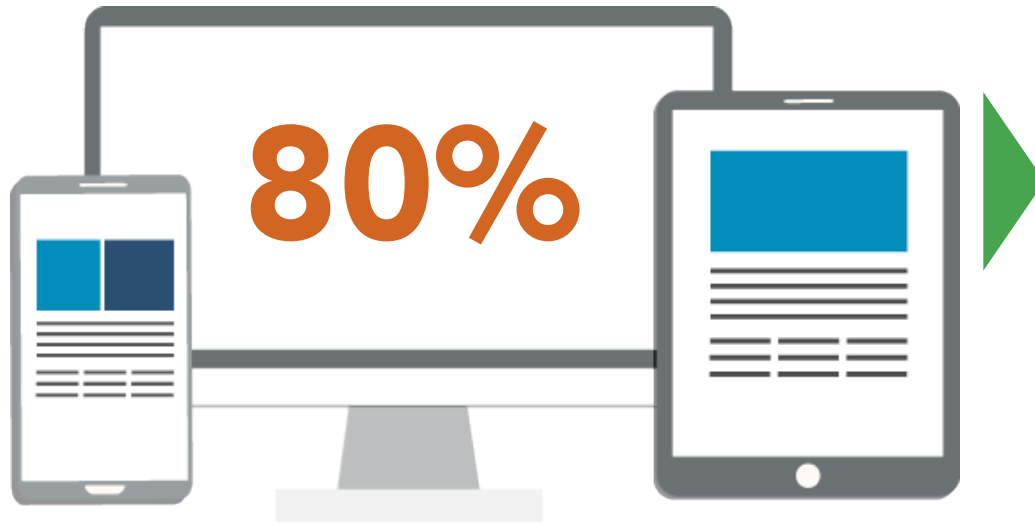
65% of adults own smartphones

20% have health apps





# Internet & Search Trends



80% of internet users go online for health information

Searches for:   
Depression and anxiety each month: **14,000,000**

Annual mental health-related information by US adults: **60 million+**

Number that are through general internet engines like **Google**:  
**8 of 10**

➔ About 238,000,000 results (0.59 seconds)

# ➔ Free Online Therapy

Talk with a Therapist & People Like you.  
Start Free! ➔

Do I have to pay anything for this?

Free



🔓 PUBLIC

\$9



🔒 PRIVATE

\$29



🔒 PRIVATE

- Post on a public anonymous forum
- Answered by a licensed therapist

# Efficacy



National Institutes  
of Health

**“The internet affords the opportunity to make psychosocial interventions available to large segments of the public.** Interventions can be delivered programmatically and reliably, greatly extending the numbers and types of people who can be reached with services.”



**IASP**

International Association for the Study of Pain

**There’s an App for That: Mobile Technology Is a New Advantage in Managing Chronic Pain**

# Psychotherapy in 2022: A Delphi Poll on its Future

Professional Psychology: Research and Practice  
2013, Vol. 44, No. 5, 363–370

© 2013 American Psychological Association  
0735-7028/13/\$12.00 DOI: 10.1037/a0034633

## Psychotherapy in 2022: A Delphi Poll on Its Future

John C. Norcross and Rory A. Pfund  
University of Scranton

James O. Prochaska  
University of Rhode Island

Repeating and expanding Delphi polls conducted during the past 30 years, the authors empaneled 70 psychotherapy experts to forecast psychotherapy trends in the next decade. Mindfulness, cognitive-behavioral, integrative, and multicultural theories were predicted to increase the most, whereas Jungian therapy, classical psychoanalysis, and transactional analysis were expected to decline the most. Technological, self-change, skill-building, and relationship-fostering interventions were judged to be in the ascendancy. Internet programs, telephone therapy, and master's-level professionals were expected to flourish. Forecast scenarios with the highest likelihood centered on expansion of telepsychology, evidence-based practice, pharmacotherapy, and masters-degree practitioners flooding the job market. Four themes seem to be driving these changes: technology, economy, evidence, and ideas.

*Keywords:* psychotherapy, future of psychology, Delphi poll, psychologists, theoretical orientations, evidence-based practice

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What might psychotherapy look like in the next decade? Where are the growth opportunities and the probable dinosaurs for psychologists? How can seasoned practitioners, early career psychologists, and graduate students best prepare themselves for that evolving future? What will prove hot—and not—in 2022?

As we transition from the industrial era to an information era, it is imperative that we remain knowledgeable of how changes will impact psychotherapy, psychologists, and our patients (Lesse, 1987). The existence of time and the laws of physics make the future inevitable, and it will prove advantageous to reflect on and

Every 10 years, starting in 1980 (Norcross, Alford, & DeMichele, 1992; Norcross, Hedges, & Prochaska, 2002; Prochaska & Norcross, 1982), we have conducted a Delphi poll on the future of psychotherapy. The 36 experts in the initial poll anticipated a variety of changes in psychotherapy, such as the shift in theoretical orientation from psychoanalytic to cognitive-behavioral and the replacement of long-term therapy with briefer therapy. Their optimistic and correct forecasts included an increase in female and ethnic minority therapists as well as accelerated services to underserved populations, but they erroneously foresaw the establishment

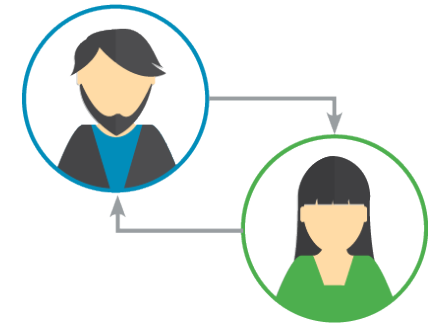
# Behavioral Health Landscape



Assessment/Tracking



Interactive self-management



Telepsych/coaching



Social



Passive Sensing



Care Management

# myStrength Features



Evidence-based



User-centered design



Highest level of security



Integrated into clinical and member experience

## Mind

Evidence-based depression, anxiety, stress, SUD, Chronic Pain

## Personal

Motivation, profile, clinical assessments

## Body

Wellness Applications

## Interactive

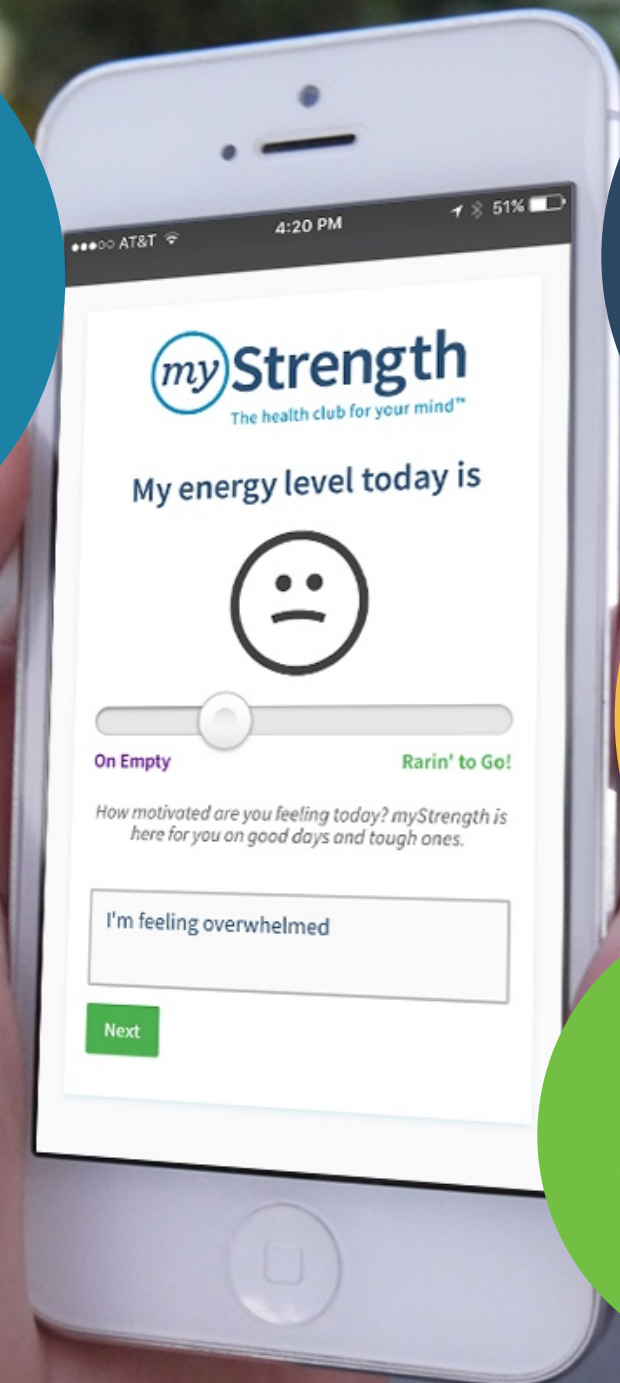
E-learning, coping tools, mood tracking

## Spirit

Spiritual and Inspirational Resources

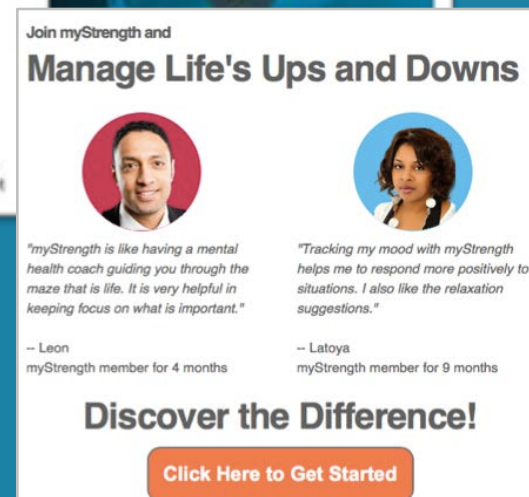
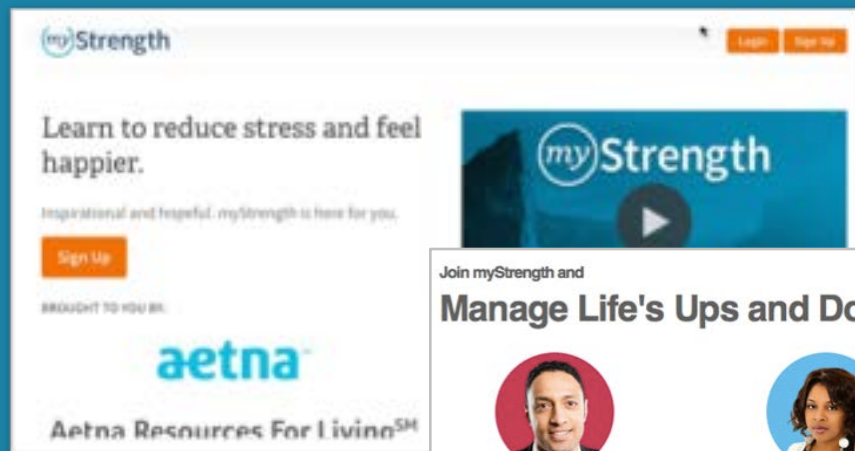
## Social

Activity based interactions



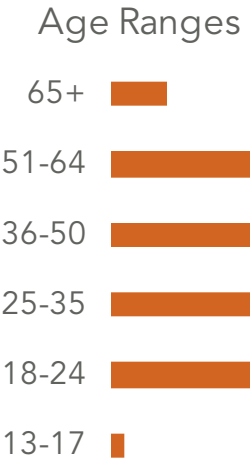
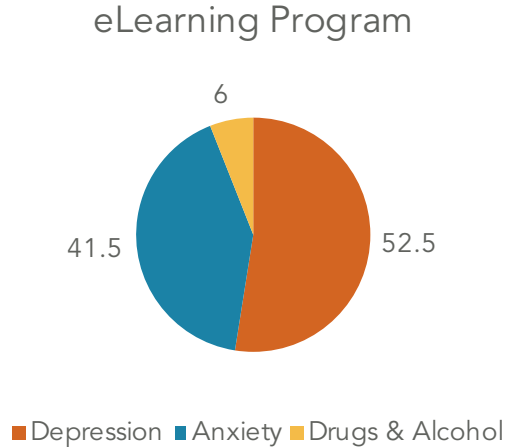
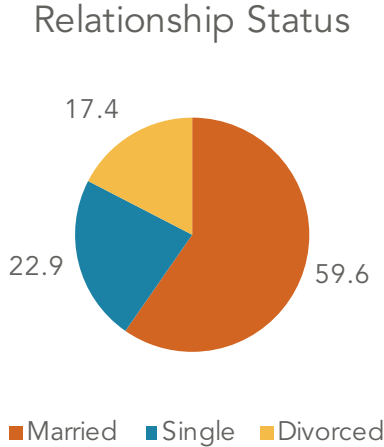
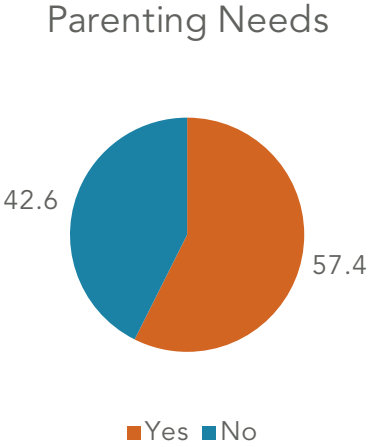
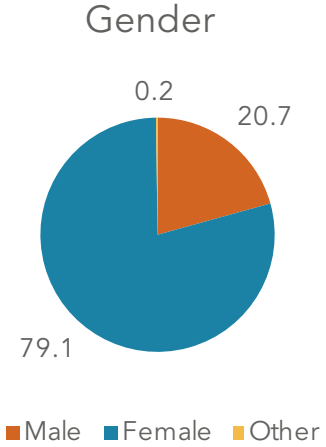
# Aetna Resources for Living<sup>SM</sup>

## Member Access & Communication



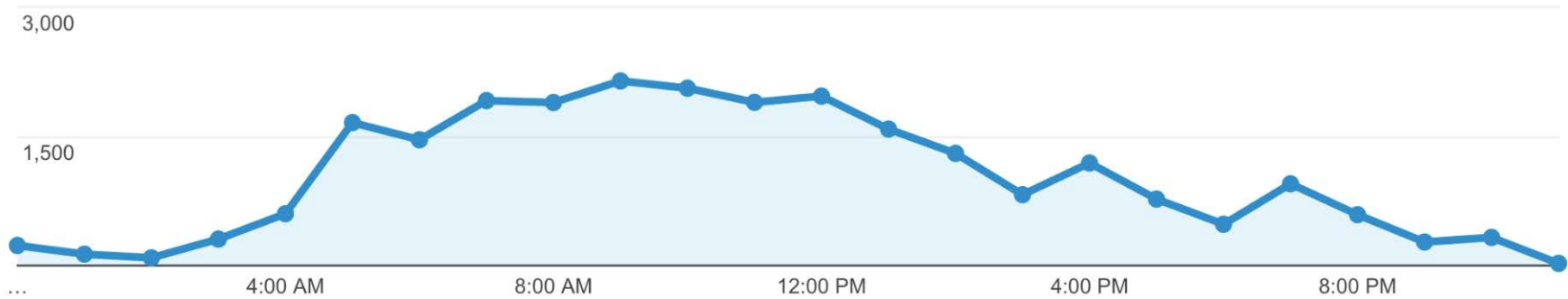


# Consumer Profile

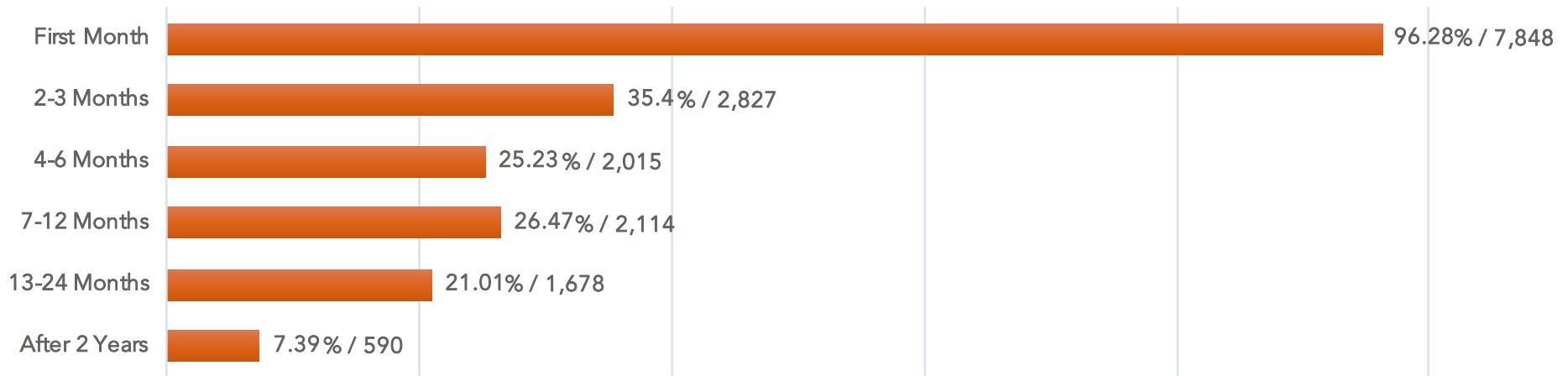


# Engagement

## Engagement During the Day



## Engagement Over Time





*"It is very helpful at times when anxiety begins to rise and I am unable to control it. There is always something to do to take my mind into a place of serenity."*



*"It is an awesome tool for anyone who needs a positive outlet. No judgment, and it is personalized just for you."*

# aetna<sup>SM</sup> Study



A recent Aetna study showed symptom reductions of myStrength users **3 times** greater than the control and an overall **55% reduction** in depression scores.

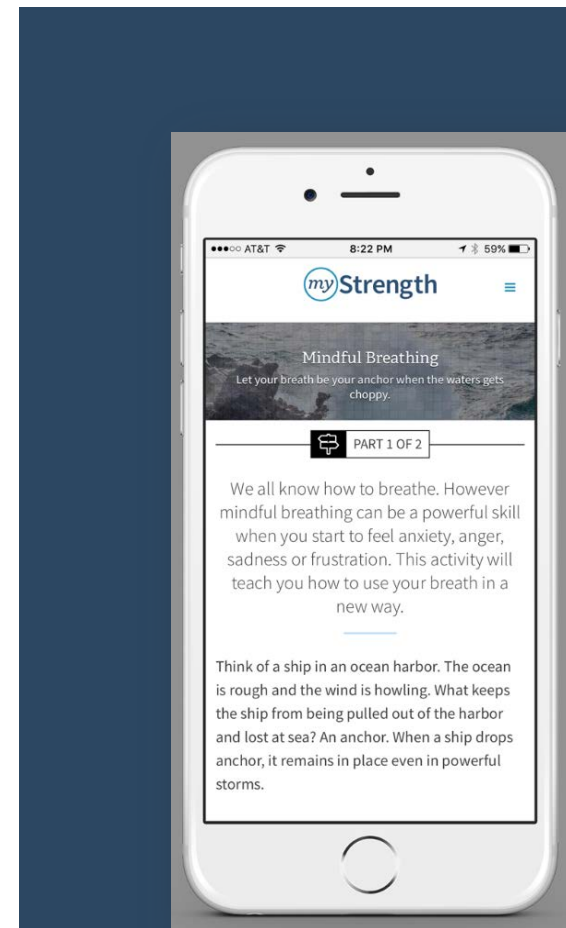
# Collaboration with Aetna



# Mindfulness

The screenshot shows the myStrength website interface. At the top, there is a navigation bar with the myStrength logo, a 'get help' button, a 'home' button, a user profile for 'HuskerFan', and a notification bell icon. Below the navigation bar, the main heading is 'Activities'. The page is organized into three main sections, each with a title and a grid of activity cards:

- I'M FREAKING OUT!** (All): This section contains four activity cards: 'Screaming Into the Void' (with a sub-menu for LIBRARY, DISCUSS, and TRY IT), 'Getting Close to Your Anxiety', 'STOP Your Thoughts', and 'Your Mind Is a Storyteller'.
- MINDFULNESS: GETTING STARTED** (All): This section contains four activity cards: 'Mindful Breathing for Beginners', 'Mindful Breathing: A Closer Look', 'Anxious? Breathe With This', and 'The Pause Button'.
- MINDFULNESS: FOCUS YOUR MIND** (All): This section contains four activity cards: 'Thoughts On Parade', '1-Minute Meditation', 'Relaxation Visualization: "Forest"', and '5-Minute Meditation'.



# Faces of Chronic Pain







# Sample Activities

## Wrangle Your Brain:

- [https://app.mystrength.com/learning/activity/wrangle\\_brain?version=v1](https://app.mystrength.com/learning/activity/wrangle_brain?version=v1),

## Find Your Formula:

- [https://app.mystrength.com/learning/activity/video\\_sharing?version=v1](https://app.mystrength.com/learning/activity/video_sharing?version=v1)

## Goal Setting:

- [https://app.mystrength.com/learning/activity/chronic\\_pain\\_goals?version=v1](https://app.mystrength.com/learning/activity/chronic_pain_goals?version=v1)