

DATA INSIGHTS FEBRUARY 2022

| | Last month | February | Difference |
|------------------------------|-----------------------|-------------------------|--------------|
| Total users | 127 | 130 | +3 |
| Users w/ depression | 63.64% | 87.5% | +23.86% |
| Users w/ anxiety | 81.82% | 87.5% | +5.68% |
| Anxiety recoveries | Mild: 0% M-S: 25% | Mild: 0% M-S: 16.67% | 0% -8.33% |
| Depression recoveries | Mild: 100% M-S: 0% | Mild: 0% M-S: 0% | -100% 0% |
| Users who sought help | 77.78% | 85.71% | +7.83% |

WHAT DOES THIS MEAN?

TOTAL USERS

We always hope to see total users increase month on month. An increase shows the continual promotion is working. A decrease show engagement hasn't been as high and more promotion is needed.

USERS W/ DEPRESSION & ANXIETY

These rates tell us how many users may be experiencing symptomatic conditions. If the rates are high, it is important to look at what more can be done to support our users proactively. If rates are dropping, the proactive need to continue to promote early intervention wellbeing services like Thrive is still very much there.

RECOVERIES

If these rates are increasing, people are getting better. If the rates decrease, people are still unwell. This figure tells us what additional interventions or awareness raising could support users.

USERS WHO SOUGHT HELP

If your numbers are increasing, your users feel confident in using your support services. If numbers are dropping, more work is needed to promote the confidential nature of the services you offer.

PLEASE CONTACT YOUR RELATIONSHIP MANAGER FOR A MORE INDEPTH REVIEW OF YOUR DATA AND TO UNDERSTAND HOW WE CAN SUPPORT YOU FURTHER.

FEBRUARY BENCHMARK REPORT

A LOOK AT THE TOTAL AVG FIGURES ACROSS ALL USERS

AVERAGES ACROSS ALL THRIVE USERS

64.19% Screened positive for depression

67.8% Screened positive for anxiety

41.1% Sought further help



THE TOP 3 POSITIVE STRESSORS

WORK

Work remains to be a positive situation across all Thrive users as it often provides a sense of purpose and fulfilment.

FAMILY

Individuals continue to report that their families contribute positively to improving their wellbeing.

HEALTH

Feeling positive about our health is an essential factor for wellbeing.

THE TOP 3 NEGATIVE STRESSORS

WORK

Unclear expectations
Morale
Deadlines
Colleagues not pulling weight
Personality clash

RELATIONSHIP

Alone
Argument
Nightout
Holiday
Watching TV

HEALTH

Feeling ill
Doctor discussion
Tests
Examination

APPENDIX: YOUR MI REPORT EXPLAINED

As a Thrive partner, we are pleased to provide you with this Management Information (MI) report which captures the overall health, trends and interactions of your users with the Thrive app.

Please refer to your personalised report for the following information:

USAGE DATA

Total users represents all downloads of the Thrive app.

Active users represents all users accessing the CBT tools and Assessments within the Thrive app during the reporting period.

COMMON STRESSORS AND SITUATIONS

Top 5 situations reported by users in the Thrive Mood Meter.

ANXIETY SCREENINGS

Mild, moderate and severe screenings using the clinically validated GAD-7 anxiety screening questionnaire.

DEPRESSION SCREENINGS

Mild, moderate and severe screenings using the clinically validated PHQ-9 depression screening questionnaire.

RECOVERIES

Users seeking help and those who are showing recoveries in GAD-7 and PHQ-9 screenings.



WHAT?

We capture anonymous user data that records specific stressors, mood history and situations. We will also report the prevalence of anxiety and depression among those using the app, as well as the percentage of those that sought help and showed subsequent recovery.

WHY?

The purpose of these reports is to help inform and shape wellbeing interventions. By gathering this anonymised and clinically validated data, our partners have the ability to see the reported stressors and provide targeted interventions in a way that hasn't previously been possible.

ALL DATA IS COLLECTED AND PROCESSED IN ACCORDANCE WITH GDPR AND NHS STANDARDS