

Combating Loneliness in Colorado: A Statewide Initiative

Challenge

With a diverse and geographically dispersed population of 5.8 million, including 1.5 million Medicaid members, Colorado faces a significant challenge in addressing the devastating consequences of loneliness and social isolation on health outcomes, service utilization, and healthcare costs. These challenges are particularly pronounced among Medicaid members, where national rates of loneliness exceed 72%.

According to a [report](#) by the U.S. Surgeon General, loneliness poses a mortality risk equivalent to smoking 15 cigarettes a day and doubles the risk of depression and anxiety. Additionally, healthcare spending is \$1,644 higher annually for socially isolated individuals compared to those who are socially connected.

Solution

[Peer Assistance Services, Inc.](#), a Denver-based nonprofit, in partnership with Health First Colorado, deployed Wisdo Health's AI-assisted peer support and social health platform to engage vulnerable adults in the state experiencing loneliness and behavioral health challenges. The initiative aimed to assess the platform's efficacy in improving clinical mental health outcomes. After a successful initial deployment, with results published in a peer-reviewed study in JMIR Formative Research, Wisdo is now available to adults across Colorado through late 2026.



We're excited to see this evidence, peer-based opportunity moving forward to address loneliness and social isolation, which is very prevalent in rural areas and a major health risk factor, statewide.

Patrick Gordon, President & CEO at Rocky Mountain Health Plans, a UnitedHealthcare Company

Deployment Strategy

Wisdo has implemented two primary activation strategies:

Social Media Campaign: By leveraging targeted ads, Wisdo successfully enrolled thousands of vulnerable adults experiencing high rates of loneliness, achieving a low cost of acquisition at less than \$12 per registered user.

Partnership with Local Medicaid Plans: Wisdo is collaborating with local Medicaid plans by providing tailored recruitment strategies, materials, and comprehensive reporting. Current collaborators include: UnitedHealthcare Rocky Mountain Health Plan, Northeast Health Partners, Colorado Community Health Alliance, and Health Colorado Inc.

Results

CLINICAL OUTCOMES



Mental Health

Significant reductions in loneliness (19%), depression (31%), and anxiety (20%) by day 90 (p<.001).



Quality Of Life

13% reduction in the number of monthly mentally unhealthy days by day 90 (p<.001).



Equity

Improvements were clinically significant across all age groups, genders, race, and ethnicity.



Est. Cost Reduction

Estimated annual medical cost reduction of \$615-\$1,025 per member.



Substance Use

17% reduction in alcohol consumption based on AUDIT-C scores at 90 days.

PARTICIPANTS:

15,500 adults



37 Average age ranging from 18-80

54% White
18% Hispanic
8% Black
3% Asian
2% AI/NA
60% Rural

56% High Social Vulnerability Score

39% Male
49% Female



RETENTION:

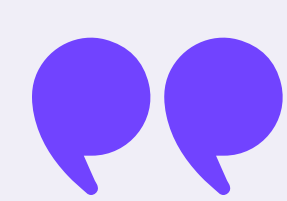
25-40% retention at 12 months.

SATISFACTION:

92% would recommend Wisdo

Sources:

1. Digitally-Enabled Peer Support Intervention to Address Loneliness and Mental Health. [JMIR](#)
2. Digitally-Enabled Peer Support for Vulnerable Adults with Symptomatic Mental Illness: Cohort Analysis. [JMIR](#)



I witnessed firsthand the power of innovation in fostering connection, support, and resilience. It's incredibly rewarding to see the positive impact this platform is making in combating loneliness and enhancing mental well-being.

Sarah Nelson, COO, Health Colorado Inc.

About Wisdo

At Wisdo, our mission is to eradicate loneliness through evidence-based, AI-assisted peer support and companionship. We harness the power of a supportive community, predictive recommendation engines, and the science of social health to make a meaningful impact. We partner with health plans and government entities offering their members 30+ peer communities covering mental health, physical health, life stressors such as caregiving and social determinants of health. To date, over 500,000 adults have utilized Wisdo to cope with loneliness.



Contact Us

www.wisdo.com | info@wisdo.com

