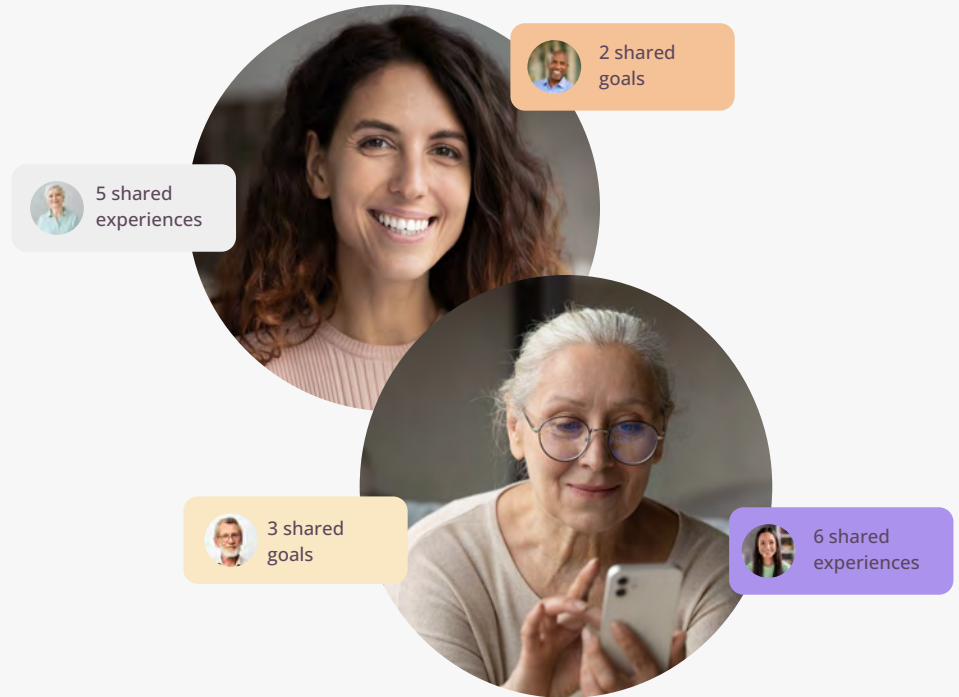




# Peer Support and Social Health Platform

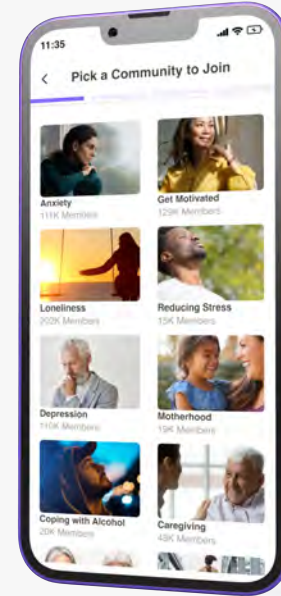
We reduce the harmful impact of loneliness and social isolation on engagement, health outcomes, and costs.





**Evidence-based peer support platform** that enables health plans, self-insured employers, and government agencies to address the devastating consequences of loneliness and social isolation on health outcomes, costs, and engagement rates.

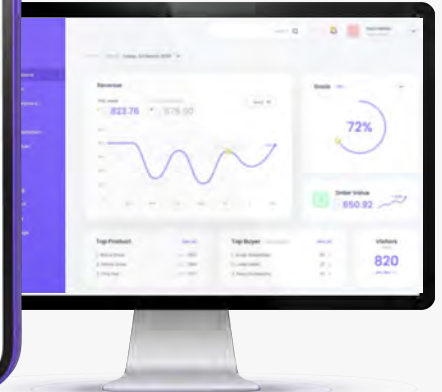
Over **500,000** adults ages 18-80 have utilized Wisdo to date.



5 time winner of App of the day

**FAST COMPANY**

World's Most Innovative Companies



Wisdo is the only digital health app listed in the 2023 U.S. Surgeon General's [report](#) on Loneliness

# A Loneliness Epidemic

Welcome, I'm Dr. Vivek Murthy,  
21st U.S. Surgeon General.

As the Nation's Doctor, my office is focused on the most pressing public health issues of our time. Read on about our current priorities.

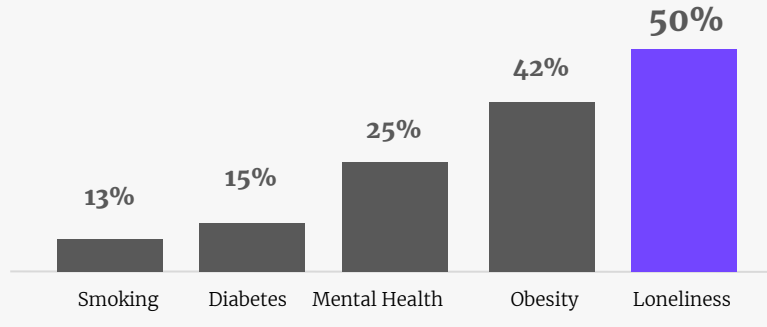
**Our Epidemic  
of Loneliness  
and Isolation** 2023

The U.S. Surgeon General's Advisory on the  
Healing Effects of Social Connection and Community

*“Social connection is a fundamental human need, as essential to survival as food, water, and shelter.”* Dr. Vivek Murthy, US Surgeon General, May 2023

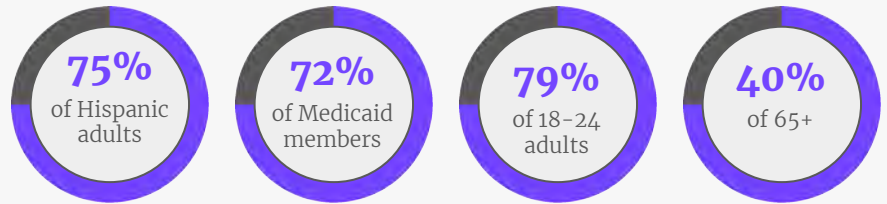
# A Loneliness Epidemic: 50% of Adults Lack Social Support

## Prevalence of Loneliness



Loneliness is more prevalent than obesity, mental health, and diabetes. Loneliness is often a comorbidity with chronic disease and mental health disorders.

## Loneliness Rates by Race/Age



Minority groups and younger adults experience even higher loneliness rates

# The Proven Impact of Loneliness Across Healthcare

## Physical Health

- Increases risk for heart disease (29%), stroke (32%), dementia (50%)
- Increase ER visits (57%) and hospitalization (68%) for heart failure patients

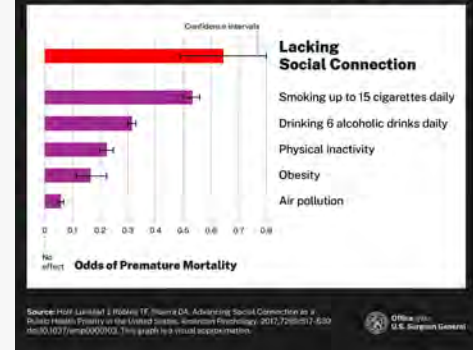
## Mental Health

- 2x likelihood to develop depression/anxiety
- Loneliness is the strongest predictor of suicidal ideation

## Engagement in Care

- Lowers motivation to enroll and remain engaged in clinical programs
- Lowers adherence to treatment plans across physical and mental health
- Reduces physical activity and contributes to sleep problems, poor diet and nutrition

**Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.**



**Loneliness is the single largest predictor of dissatisfaction with healthcare.**


Source: AARP

# Peer Support: Evidence-Based Approach to Reduce Loneliness



Loneliness can only be solved by providing emotional support and companionship from multiple peers with shared lived experiences. **CBT coaching/therapy don't.**

# Step 1: Registration



**Kelly**  
**(She/Her)**

38 years-old  
Divorced  
Two young kids



**Create Account**

Nickname

Email

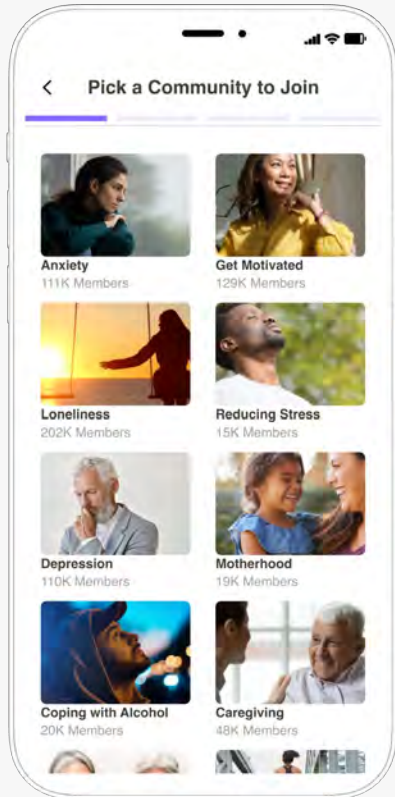
Password (at least 6 characters)

Sign Up

Already have an account?  
[Sign In](#)

# Step 2: Patented Mapping Process

## Wisdo Offers 50+ Communities



### Mental Health

- Anxiety
- Depression
- Alcohol Addiction

### Physical Health

- Diabetes
- Chronic Pain
- Heart Disease
- Breast Cancer

### Workplace

- Stress at Work
- Working Remotely
- Loneliness

### Family & Identity

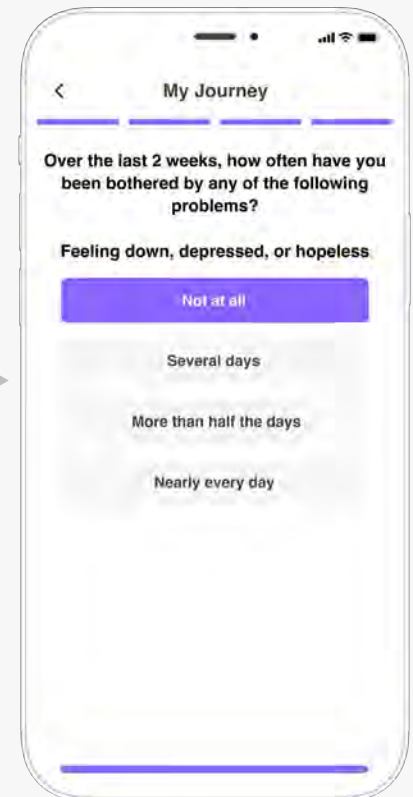
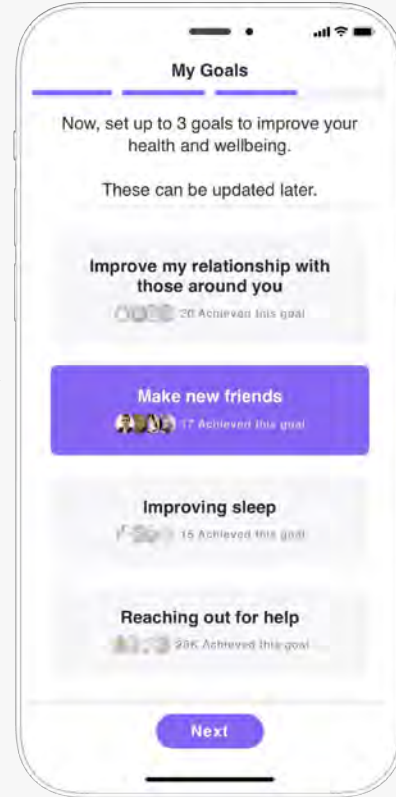
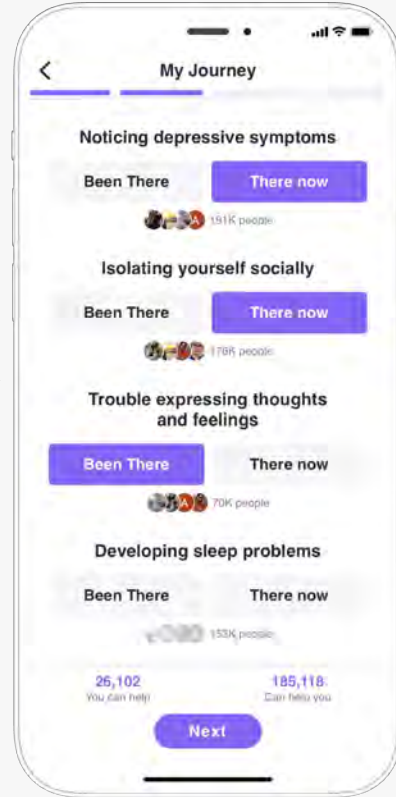
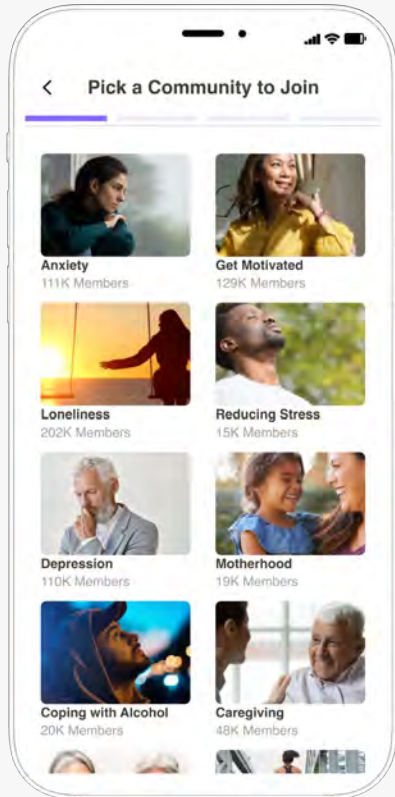
- Caregiving
- Motherhood
- LGBTQIA
- Financial hardship

### Self-Growth

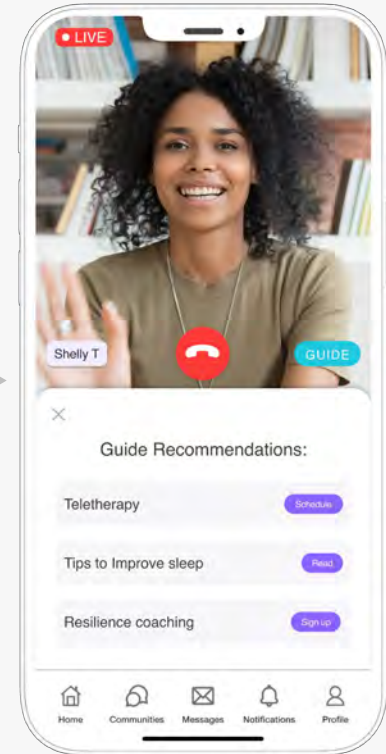
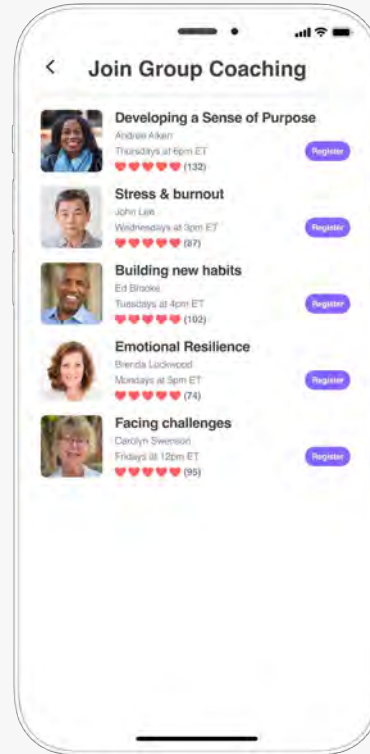
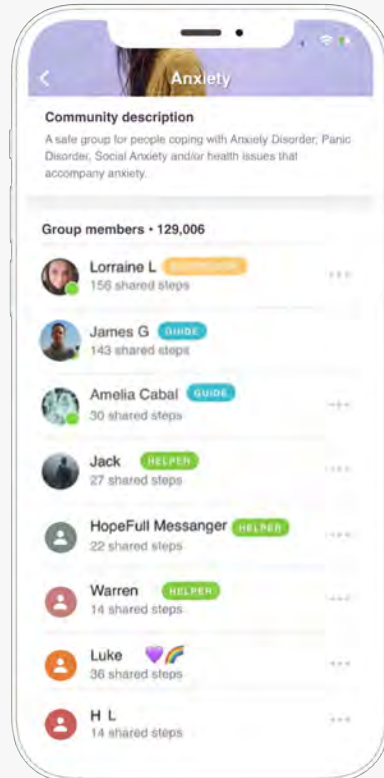
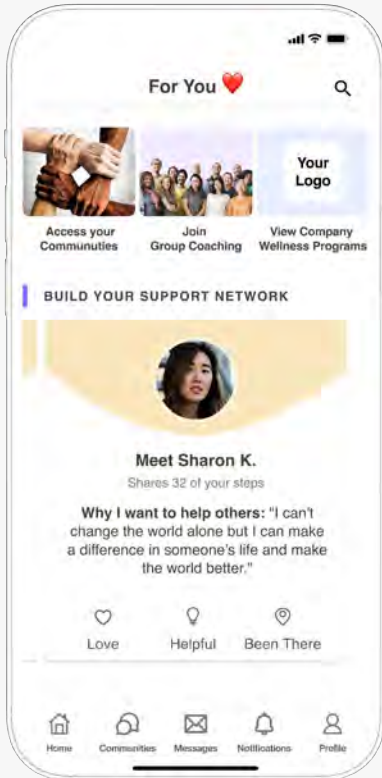
- Get motivated
- Improving sleep
- Arts and crafts
- Starting to exercise



# Step 2: Patented Mapping Process

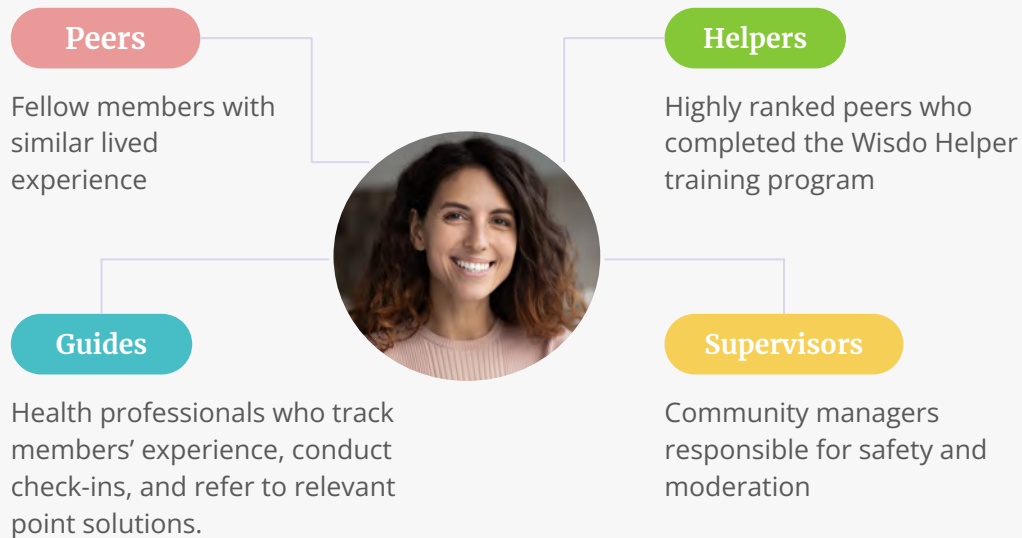


# Step 3: Connect with Peers, Coaching, Benefits



# Member Experience

Wisdo members gain access to peer support, group coaching, and referrals to 3rd party point solutions. On Wisdo members can join 50+ communities and they interact with 4 key groups.



## Sample Wisdo Communities

### Mental Health

- Anxiety
- Depression
- Alcohol Addiction

### Physical Health

- Diabetes
- Chronic Pain
- Heart Disease
- Breast Cancer

### Family & Identity

- Caregiving
- Motherhood
- LGBTQIA
- Financial hardship

### Workplace

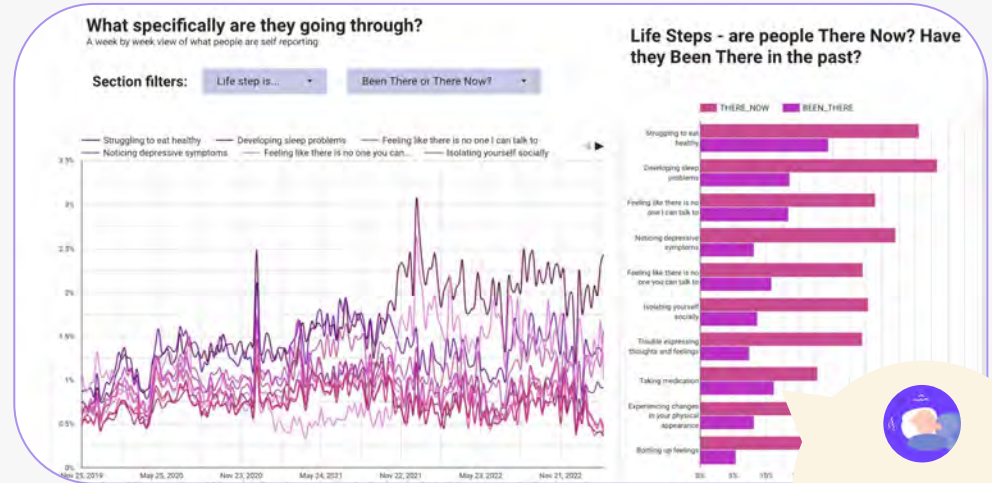
- Stress at Work
- Working Remotely
- Loneliness

### Self-Growth

- Get motivated
- Improving sleep
- Starting to exercise

# Real-Time Reporting: 200+ Unique Data Points per Member

- Top gaps and challenges mapped to ICD-10 Z codes and SDOH needs
- Top goals
- Engagement rates
- Changes in mental health, quality of life, and loneliness
- Satisfaction rates
- Referral opportunities and rates



23% report sleep problems in last 30 days

# Wisdo Results in Colorado with Vulnerable Populations



## Loneliness

18%

reduction in loneliness rates ( $p < 0.05$ ) and 23% no longer screening positive for loneliness by day 90



## Depression

34%

Reduction in depression & 23% reduction in anxiety rates within 90 days ( $p < 0.05$ )



## Substance Use

19%

Reduction in consumption of alcohol within 90 days



## Quality of Life

22%

Reduction in number of mentally and physically unhealthy days (-8 days)



## Referrals

23%

Referral Rate Success to Behavioral Health resources

### Participants:



815 adults 18-64

Female 38%

38 avg. age

56% High Social

Vulnerability Score

57% white

8% black

20% Hispanic

4% Asian

7% American Indian

### Baseline Scores:

61% >3 score on PHQ-2

95% positive for loneliness (UCLA-3), 65% severely lonely (7-9)

56% >15 mentally unhealthy, 33% 26-30 mentally unhealthy

88% feeling nervous, anxious at least several days over past 2 weeks

41% of men and 34% of women positive on alcohol use (AUDIT-C)

\* Source: Digitally-Enabled Peer Support Intervention to Address Loneliness and Mental Health: A Prospective Cohort Analysis. **JMIR Formative Research**. [Link](#)



Thank you



**Ron Goldman**  
Chief Strategy Officer  
[ron.goldman@wisdo.com](mailto:ron.goldman@wisdo.com)



**Boaz Gaon**  
Founder & CEO  
[boaz@wisdo.com](mailto:boaz@wisdo.com)