

Sentiment analysis reveals effectiveness of mental health coaching app.

Sibly is a text based benefits navigation and coaching platform with trained human coaches that respond on demand to help members manage stress, cope with emotions, reach goals, promote wellness and more. Coaches help members connect to the benefits and services that help them meet their personal goals. This study looks at a population of members where **68%** were experiencing emotional distress, **58%** were concerned about work stress and **75%** of members came to Sibly with 3 or more interconnected issues.



METHODOLOGY

This study analyzed the impact of Sibly on medical and pharmacy costs. Propensity based matching was used to compare Sibly users to a comparable non-Sibly users' group.

STEP 1 - Defined Study Group

123 families who had 4+ conversations with Sibly and were enrolled during the complete study period

- Note: Removed high-cost members, i.e., those with >\$6K allowed spend on Medical + Pharmacy in pre or post period
- Considered only the families who had their 1st interaction with Sibly after July 2020, since Sibly was in trial phase before that time period

STEP 2 - Identified Control Group

1,226 non-Sibly families who were eligible for Sibly but did not use the services

- Ensured demographic similarity between the two groups
- Ensured medical and pharmacy utilization (spend, refills, etc.) in pre period was similar between the two groups using propensity-based matching

STEP 3 - Compared Utilization Trend

Studied the trend of utilization over time for families enrolled with Sibly and the control group to assess impact of Sibly product

RESULTS

Formal evaluation finds more than 4x ROI based on:

- **+23%** increase in productivity
- Reduced monthly absenteeism by **2 hours/member**
- Dramatic **-28%** reduction in unhealthy days
- **-75%** reduction in severe distress
- **+90%** improvement in mental wellness

Third party claims analysis shows:



reduction in healthcare costs, even when increasing medication adherence



successful referral rate within 60 days