

# Digital Behavioral Health Care Solution

Offering a positive path forward to help people cope with insomnia, anxiety or depression



# SilverCloud + Evernorth Better Together



VALUE	PRIVACY AND SECURITY	CONTRACTING
<p><b>CLINICAL AND FINANCIAL</b></p> <ul style="list-style-type: none"> <li>+ Evernorth evaluated methodology, clinical effectiveness, and outcomes</li> <li>+ Competitive pricing and value</li> <li>+ Routine market checks ensure SilverCloud solutions continue to drive value for both our clients and members</li> </ul>	<p><b>PROTECTION</b></p> <ul style="list-style-type: none"> <li>+ Evernorth validated security and privacy compliance</li> <li>+ Annual security checks, HiTrust verification</li> <li>+ Evernorth sends SilverCloud member eligibility verification via secure API</li> <li>+ Evernorth privacy and compliance ensure SilverCloud invitations contain no identifiable health information</li> <li>+ Continued audits and oversight of vendor procedures</li> <li>+ Routine market checks ensure stringent Evernorth Digital Health Formulary requirements are maintained</li> </ul>	<p><b>SIMPLE</b></p> <ul style="list-style-type: none"> <li>+ No lives minimum to enroll</li> <li>+ Eliminates the need for a direct contract with SilverCloud – Reduced client administrative burden</li> <li>+ Add (or remove) programs with just a clinical addendum – a simplified program specific enrollment form requiring just a client signature to enroll</li> <li>+ Activate SilverCloud with just 60 days notice to Evernorth</li> <li>+ No minimum contract term required with enrollment. Direct contracts with SilverCloud are typically 2 years.</li> <li>+ Client may term with just 30 days notice to Evernorth. There is no fee to term.</li> </ul>

# SilverCloud + Evernorth Better Together



TARGETING AND ELIGIBILITY	CARE COORDINATION	BILLING AND REPORTING
<p><b>SEAMLESS</b></p> <ul style="list-style-type: none"> <li>+ Integration of pharmacy benefits coverage</li> <li>+ Robust claims based targeting identifies members who can benefit the most– a cost conscious option</li> <li>+ Alternatively, if the client prefers to target the full population that can be accommodated</li> <li>+ SilverCloud pairs the Evernorth targeting file with a robust screening tool to ensure suitable member enrollment</li> <li>+ Evernorth sends a monthly file feed to SilverCloud for eligibility verification</li> </ul>	<p><b>MEMBER - CENTRIC</b></p> <ul style="list-style-type: none"> <li>+ Evernorth member experience experts have tested user-friendliness, tracking and syncing with other devices and ensure accessibility requirements are met</li> <li>+ Member facing SilverCloud communications are pre-approved for use by the Evernorth Communications Review Process (CRP)</li> <li>+ Integration and support from Evernorth’s condition-specific Therapeutic Resource Centers (TRC) allows SilverCloud to refer participants through the platform to Neuroscience TRC pharmacists for medication-related management and support</li> </ul>	<p><b>STREAMLINED &amp; ACCURATE</b></p> <ul style="list-style-type: none"> <li>+ SilverCloud appears on the Evernorth admin invoice on a monthly basis</li> <li>+ A line item for the SilverCloud program offers clear cost insights</li> <li>+ Oversight and validation of SilverCloud billing ensures clients are billed appropriately. This includes verification of eligibility, membership, targeting, and monthly usage</li> <li>+ Activity and outcomes reporting provided by Evernorth</li> </ul>



**Cognitive Behavioral Therapy (CBT)** teaches patients coping skills to help them respond differently, mentally and emotionally, to daily challenges.

Digital CBT makes these proven principles accessible to patients anytime, anywhere.



## Evernorth's digital behavioral health care solution



Digitally accessible cognitive behavioral therapy makes access to proven therapies available whenever and wherever needed



Comprehensive, evidence-based curriculum that addresses depression, social anxiety and insomnia

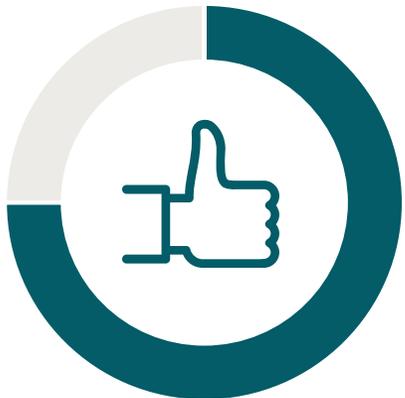


Medication counseling from specialist pharmacists in our Neuroscience Therapeutic Resource Center<sup>®</sup>

# SilverCloud Health

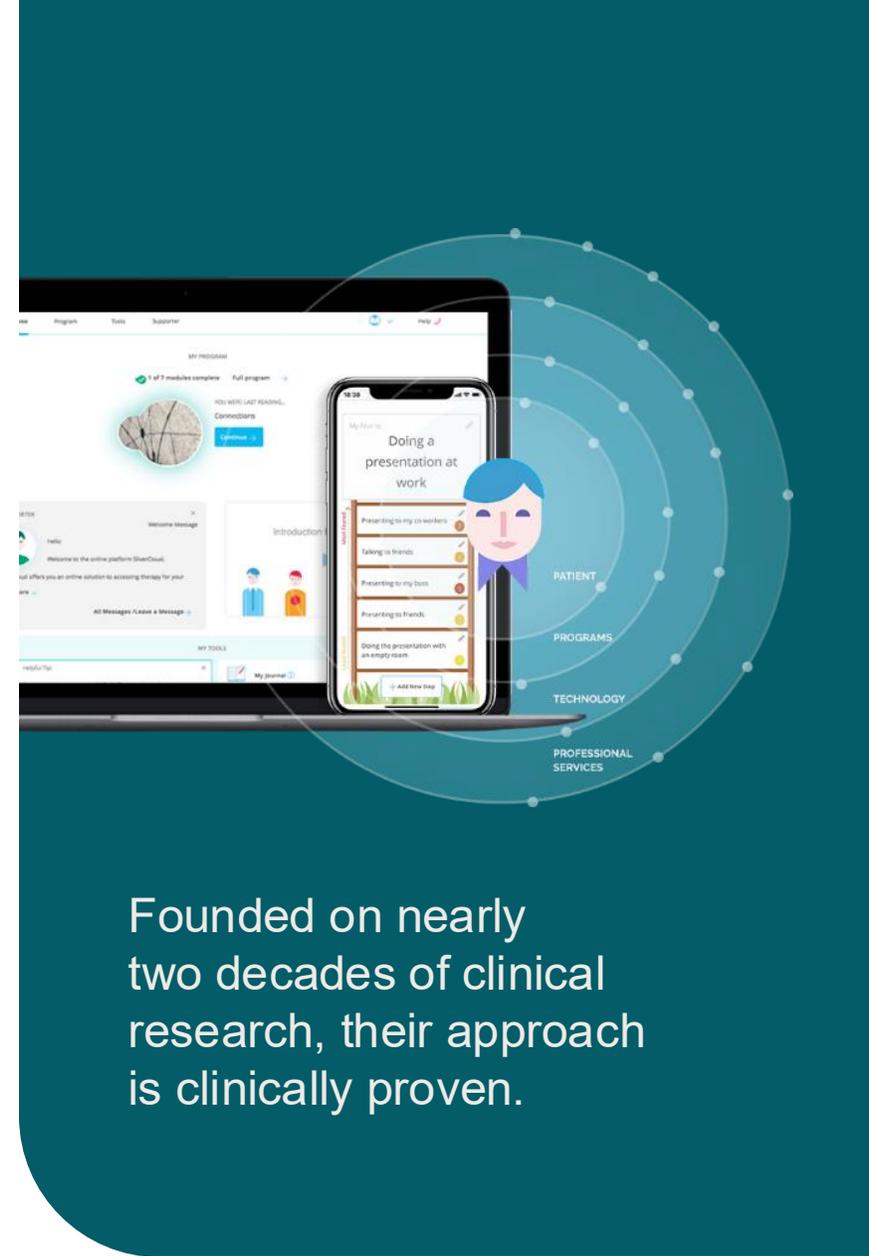
SilverCloud Health teaches patients coping skills to help them respond differently to challenges and offers a positive path forward to help people care for insomnia, anxiety or depression.

- + Web and app-based programming, for 24/7 access to all programs and materials
- + Comprehensive, evidence based Cognitive Behavioral Therapy curriculum
- + Medication counseling and support from specialist pharmacists in our Neuroscience Therapeutic Resource Center®



**Up to 75% of users experienced a decrease in depression and anxiety symptoms<sup>1</sup>**

<sup>1</sup>SilverCloud reported program data



Founded on nearly two decades of clinical research, their approach is clinically proven.

# How it works

SilverCloud programs are designed to fit into your members' lives. These programs, based on years of clinical research, are proven to improve mental health.



Members start with a short quiz to find the right program



Setup their account and watch an introductory video



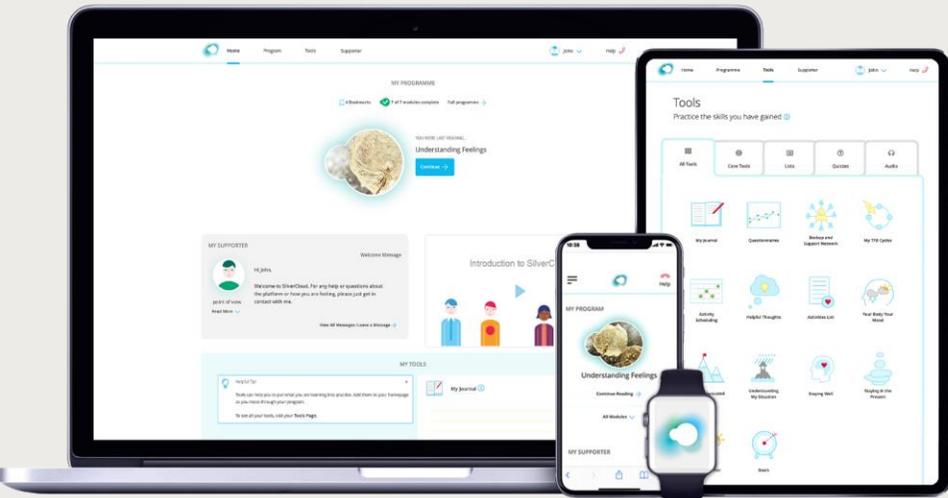
Learn and practice for up to one hour per week



Access their program and tools wherever, whenever



# SilverCloud



User-friendly, user-directed experience



Ongoing encouragement from mental health experts



Web and app-based portals

# SilverCloud Demo

# Wide spectrum of programs— enabling integrated digital delivery of personalized care



Therapies and modalities used include:

- + Cognitive Behavioral Therapy
- + Positive psychology
- + Wellbeing (*programs include stress, alcohol, sleep and resilience*)
- + Psychoeducation
- + Mindfulness
- + Acceptance and commitment therapy

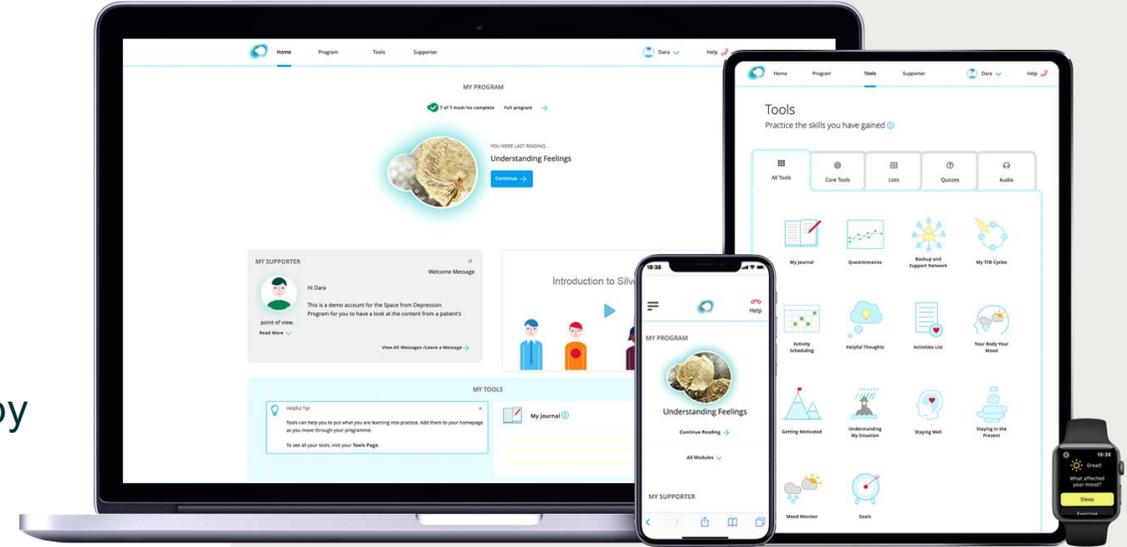


4 Mental health programs include depression, anxiety, insomnia and sleep, and depression and anxiety



Mobile first — supported on these devices:

- + Smartphone app
- + Tablet app
- + Smart watch
- + PC/Mac browsers



## SECURITY & CERTIFICATION



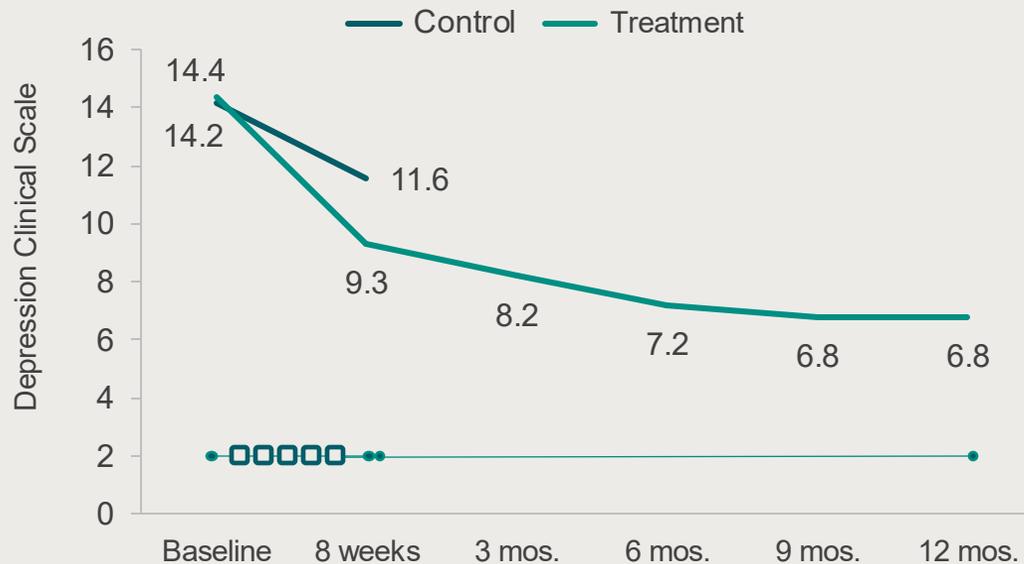
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SILVERCLOUD  
 Scalable model,  
 lasting effectiveness  
 and impact

Treatment n=256; Control n=128 In Press



## Real-world results in randomized control trial—continued improvement of mental health beyond 12 months



### ANXIETY SYMPTOMS

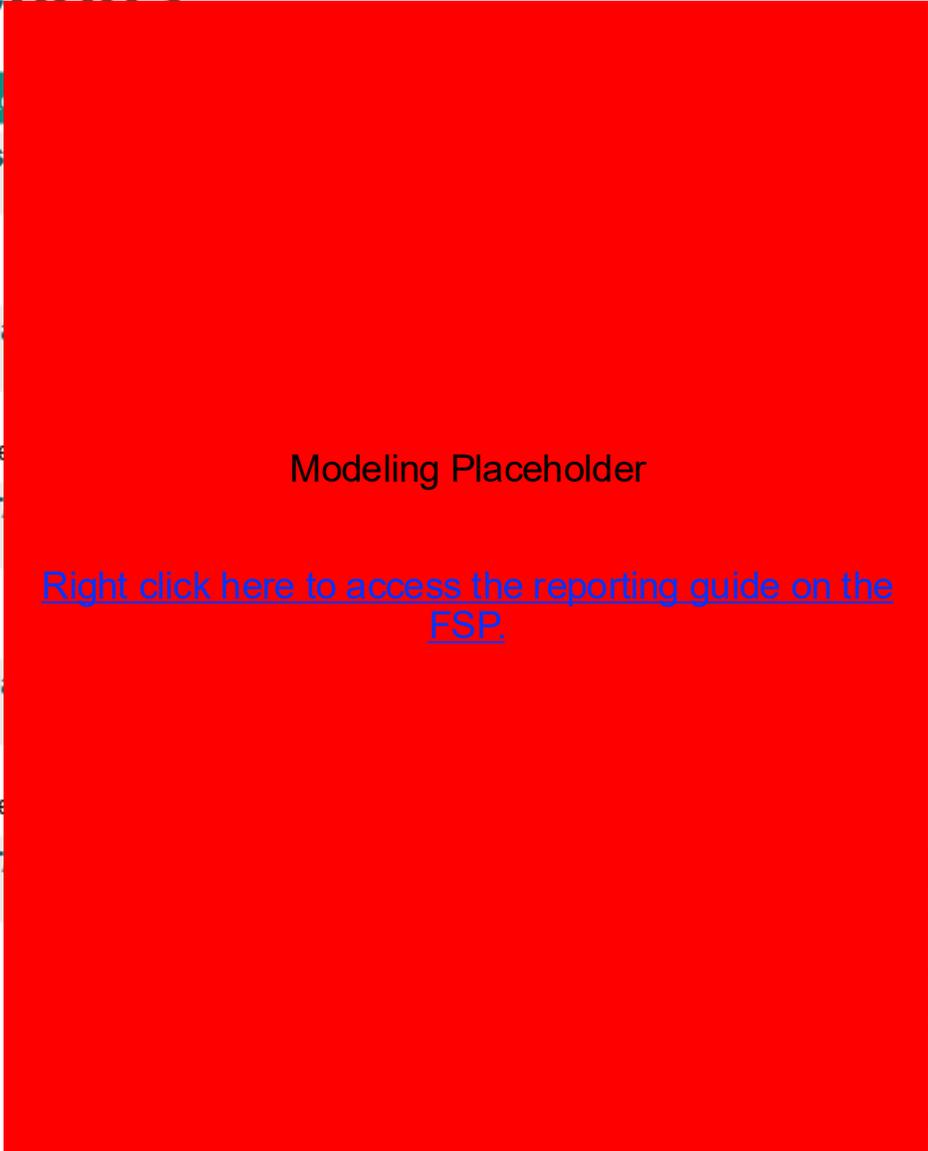
Anxiety/GAD7 Total Score	Anxiety Severity
0 – 4	MINIMAL
5 – 9	MILD
10 – 14	MODERATE
15 – 21	SEVERE

### DEPRESSION SYMPTOMS

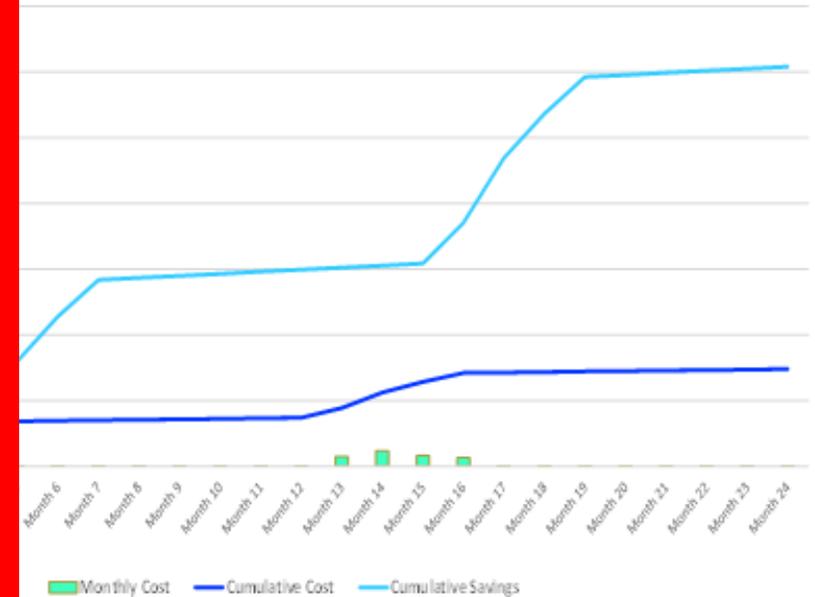
Depression/PHQ9 Total Score	Depression Severity
0 – 4	MINIMAL
5 – 9	MILD
10 – 14	MODERATE
15 – 19	MODERATELY SEVERE
20 – 27	SEVERE

# SilverCloud Projections

<b>Targeted Population</b>	<b>Estimated # Targeted Members</b> (All members 18+)
	<b>Estimated Participants</b> (3% of targeted)
<b>Financial Impact Year 1</b>	<b>Estimated Annual Healthcare Savings</b> (\$625 PPPY)
	<b>Annual Program Fees</b> (\$150 PPPY x estimated members per month)
	<b>Estimated Annual Savings TOTAL</b> (Savings minus program fees)
	<b>Year 1 ROI</b> (Savings/ Fees)
<b>Financial Impact Year 2</b>	<b>Estimated Annual Healthcare Savings</b> (\$625 PPPY)
	<b>Annual Program Fees</b> (\$150 PPPY x estimated members per month)
	<b>Estimated Annual Savings TOTAL</b> (Savings minus program fees)
	<b>Year 2 ROI</b> (Savings/ Fees)



SilverCloud Projections



or 90 days from the date it was generated  
 (Cost per Year)  
 Ramp up period where estimated participants enroll over time throughout the  
 program applies monthly savings per enrolled as the enrollment increases  
 over time.  
 Program in steady-state by which all estimated participants are enrolled. In year  
 2, account for members that are new to the program, and members that have  
 exited using the program.

# Innovation, outcomes, scalability, experience



**Multiple**  
programs/therapy areas



**17+**  
years of research



**240+**  
organizations globally



**One-fourth**  
of company clinical  
research focused



**Half-a-million**  
patients



# Appendix

# All individual Options and Bundles

Current Offerings	Current Price
SilverCloud Digital Cognitive Behavioral Therapy	\$150 PPPY

# All CCM+ Individual Options and Bundles

Current Offerings	Current Price
<p style="text-align: center;"><b>inMynd Behavioral Commercial:</b></p>	<p style="text-align: center;">\$0.29 PMPM (applies to all Members, not just Members enrolled in program)</p>
<p style="text-align: center;"><b>inMynd Behavioral Medicare (EGWP/PDP):</b></p>	<p style="text-align: center;">\$0.26 PMPM (applies to all Members, not just Members enrolled in program)</p>
Optional Add	
<p style="text-align: center;"><b>AdHoc mailer for HOH (Head of Household)</b></p>	<p style="text-align: center;">ESI standard \$1.35 + postage (or client rate per their contract)</p>