



meQuilibrium

STATE OF WISCONSIN

**PHASE ONE
REPORTING**

April 8, 2022

STATE OF WISCONSIN

Phase One Goals

Program Goals

- Reduce stigma around mental wellbeing
- Reduce high stress of employees
- Improve overall wellbeing
- Build a foundation of data to help drive business decisions/initiatives

Measurement Goals

- 10% enrollment
- 50-60% engagement
- Average score of 3.5 or higher satisfaction
- Positive testimonials

Resilience Profile

Show... Baseline

Compared to... Book of Business

Filter

meQ Score

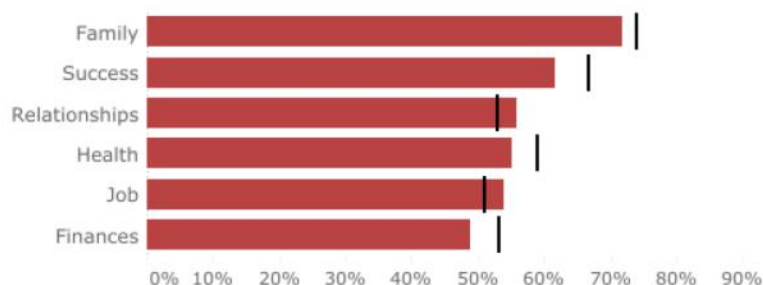
Population Resilience Level Out of 100



11% **Below** Book of Business

Sources of Stress

Leading Stressors for Your Population



Anxiety



24%

(Total 72 People)

Show High Risk of Anxiety

Norm: **14%**

Burnout



16%

(Total 49 People)

Show Evidence of Burnout

Norm: **9%**

Depression



24%

(Total 70 People)

Have Symptoms of Clinical Depression

Norm: **15%**

Productivity



14%

(Total 42 People)

Show Signs of Productivity Impairment

Norm: **10%**

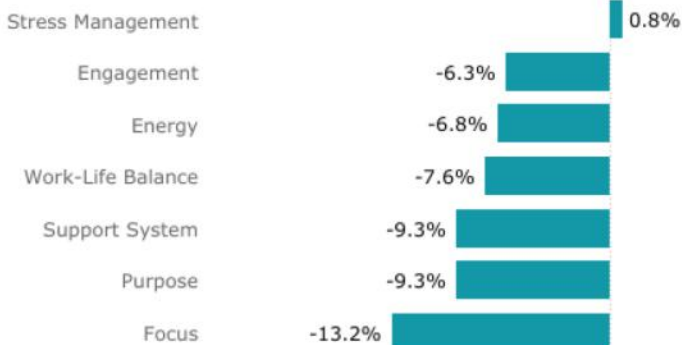
Primary Factors

Primary Factors address thinking styles and core skills for healthy, resilient thinking.



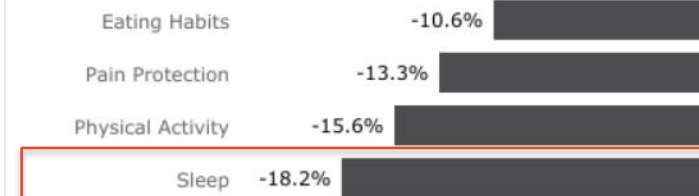
Supporting Factors

Supporting Factors measure thinking patterns which reflect and amplify core resilience levels.



Somatic Factors

Somatic Factors are manifestations of resilience level in physical symptoms and health behaviors.



Note: All factors shown as percent deviation from Book of Business.

Resilience Profile

Show... Baseline Compared to... 2019 Book of Business

Filter

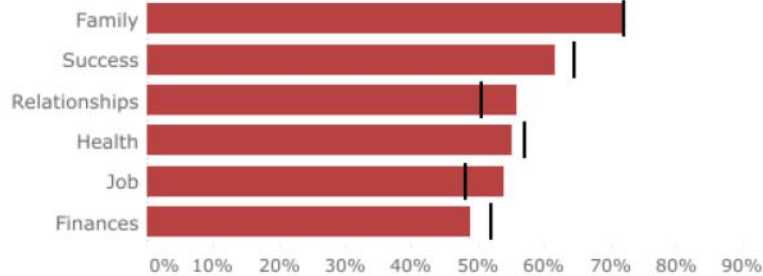
meQ Score
Population Resilience Level Out of 100



12% **Below** 2019 Book of Business

Sources of Stress

Leading Stressors for Your Population



Note: Horizontal line represents 2019 Book of Business.

Anxiety



24%

(Total 72 People)

Show High Risk of Anxiety

Norm: **12%**

Burnout



16%

(Total 49 People)

Show Evidence of Burnout

Norm: **8%**

Depression



24%

(Total 70 People)

Have Symptoms of Clinical Depression

Norm: **13%**

Productivity



14%

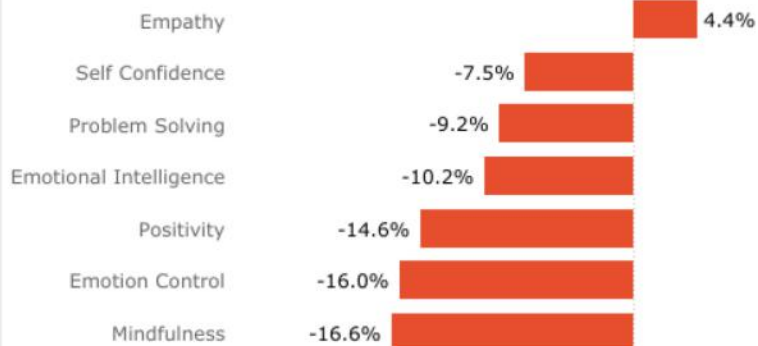
(Total 42 People)

Show Signs of Productivity Impairment

Norm: **8%**

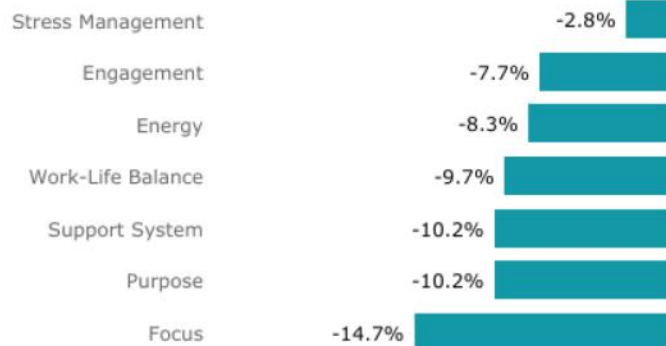
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Executive Summary

Show... March 2022



Filter

Enrollment



Enrolled of Eligible

March 2022

Enroll Month: 5

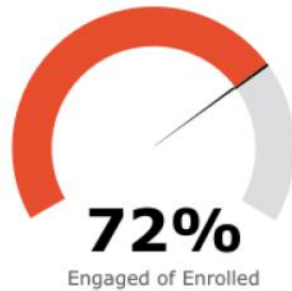
Eligible Count: 10,145

Enrolled Count: 310

▼ Best Practice at Enroll Month: 17%

**30.5% towards reaching
6 month goal of 10%**

Engagement



Engaged of Enrolled

March 2022

Sessions Per User: 10.5

Mobile Adoption: 54%

▲ Benchmark Engagement Rate: 44%

▲ Benchmark Sessions Per User: 9.6

▲ Benchmark Mobile Adoption: 38%

6 Month Goal: 55-60%

Efficacy To Date

RII Improvement

42%

▲ Benchmark RII: 30%

The Resilience Indicator Index (RII) is a leading indicator for building resilience. It represents an employee's average improvement on their lowest four factors.

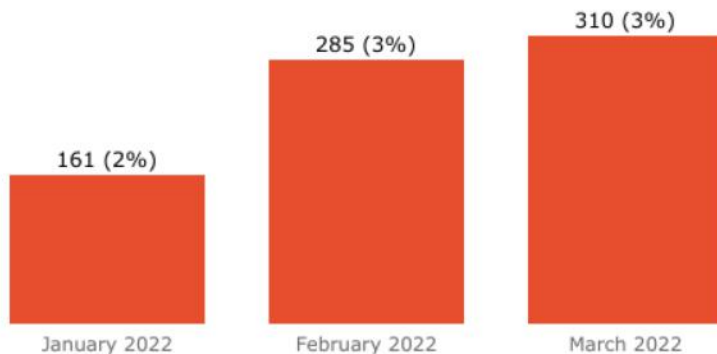
Assessed Population: 297

Reassessed Population: 30

10% reassessment rate

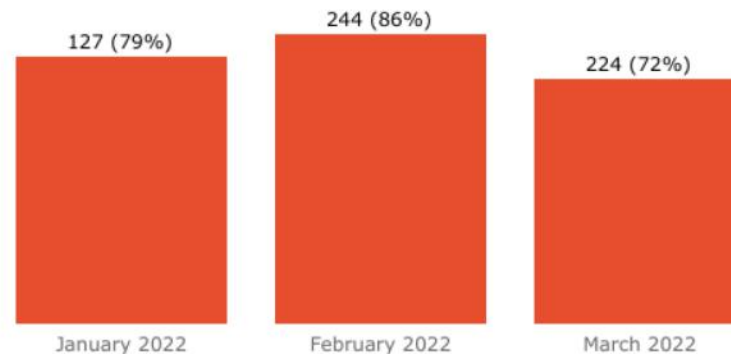
Enrollment by Month

Between January 2022 and March 2022



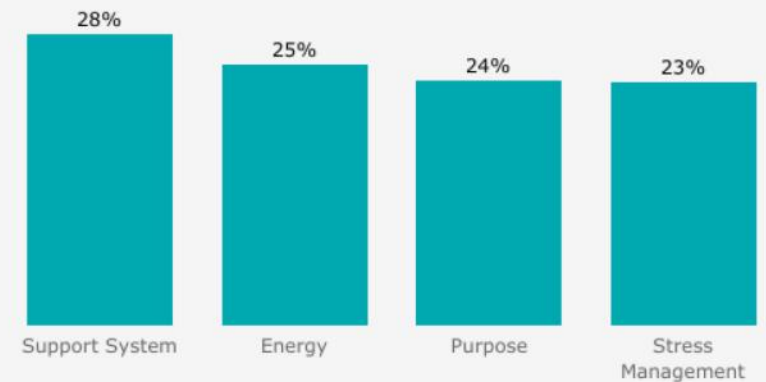
Monthly Engagement

Between January 2022 and March 2022



Top Factor Improvement

For 30 Reassessed Users



ENGAGEMENT IN PRODUCT

DAILY AND WEEKLY MEMBER BADGE SUMMARY

Resources Delivered

3,200+

Science-Based Content Resources Consumed

- 445 completed or started skills, 3 per member
- 746 completed activities, 5.9 per member
- 2,044 blogs read, 11.6 per member



Skill Summary

Users who Started or Completed a Skill	Started or Completed Skills	Started or Completed Skills/User	Users who Completed a Skill	Completed Skills	Completed Skills/User
139	445	3.2	103	311	3.0

Top 20 Skills by User

Change Your Mind, Change Your Life	63
Discover Your Thinking Traps	29
Support for Trauma	26
Uncover Your Iceberg Beliefs	22
5-Minute Attention Fixes	22

Activities Summary

Activities	Users	Activities/User
746.0	127.0	5.9

Top 20 Activities by User

Observe Your Thoughts	53
Trap it, Map it, Zap it	45
Write Down 3 Great Things	37
Take a Breather	31
Breathing Meditation	26

Blog Summary

Blogs	Users	Blogs Per User
2,044	176	11.6

Top 20 Blogs by User

What's Your Tired Type (and How to Recharge)	45
Why You Should Unfollow Your Passion	41
6 Easy Ways to Boost Your Mood	34
5 Tips for Beating Revenge Bedtime Procrasti..	34
Why You're Always Late (and What to Do Abo..	33



Customer Name
State of Wisconsin

Started Date
1/1/2021 to 4/7/2022

SKILL NAME
All

FACTOR
All

Skill Summary

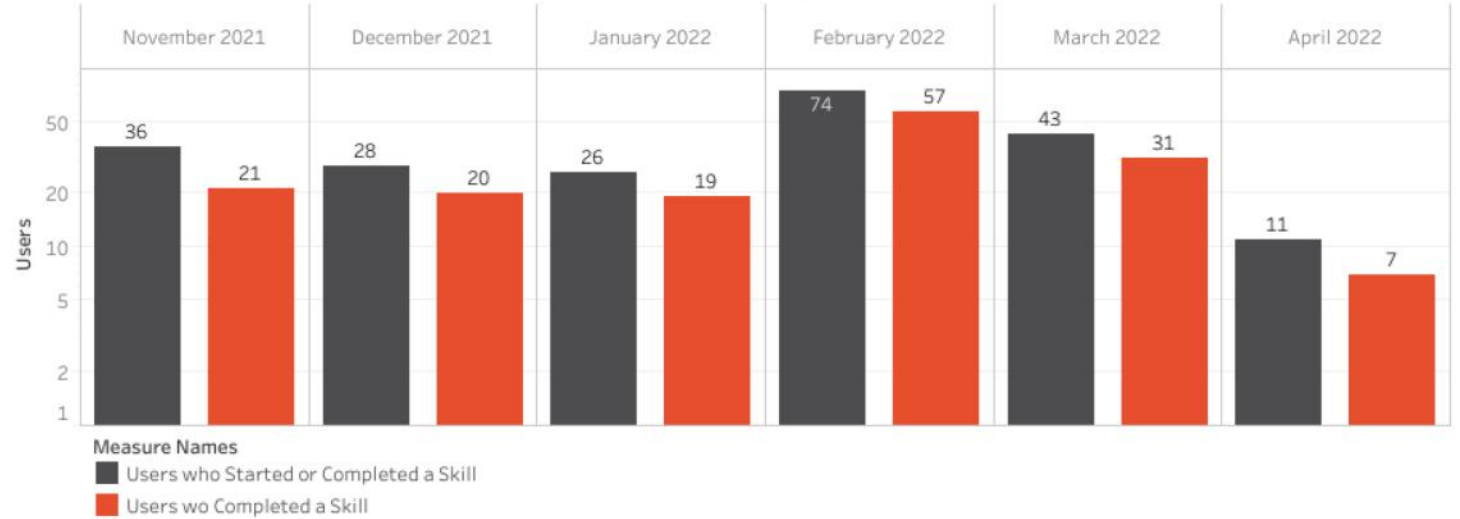
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Trap it, Map it, Zap it	21
Find Your Signature Emotion	20
Healing From Grief	12
meQ Personality: Caregiver	11
Self-Care Action Plan	11
Resilience Essentials	8
Feel Fulfilled at Work	8
Clear Your Clutter	8
Restore: The meQ Sleep Solution, Ses..	7
Reclaim Your Time	7
Ease Your Chronic Pain, Session 1	7
Control Worst-Case Thinking	7
Boost Your Energy	7
Soothe Your Anxiety: Session 1	6
Restore: The meQ Sleep Solution, Ses..	6

* Started or Completed

Skill Trends by User



Percentage of Skills by Factor Content ..



Customer Name
State of Wisconsin

Completed Date
1/1/2021 to 4/7/2022

Activity Name
All

FACTOR
All

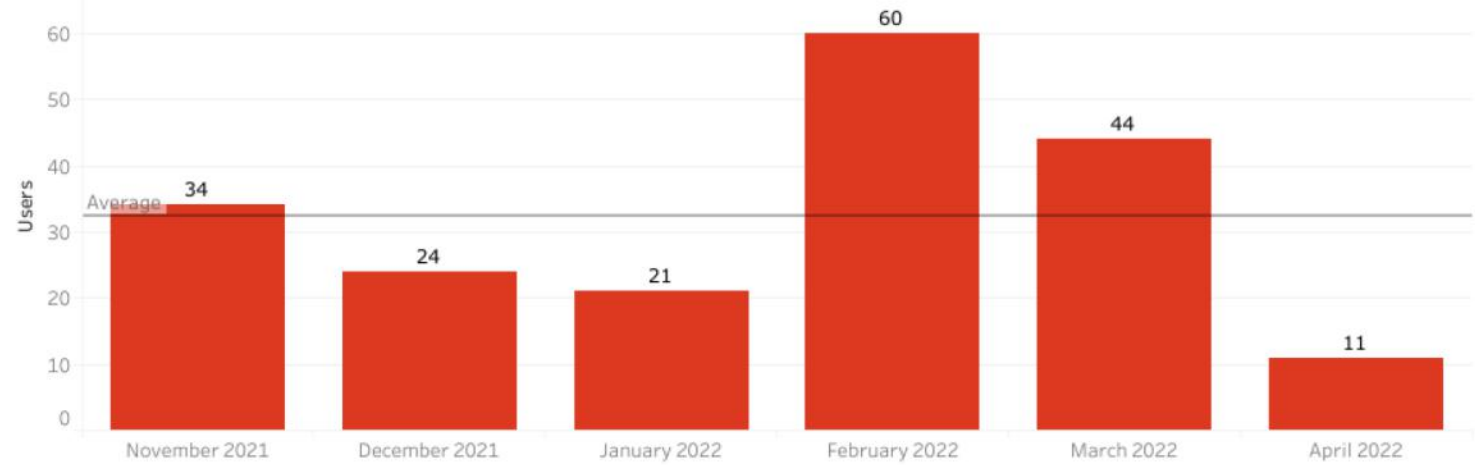
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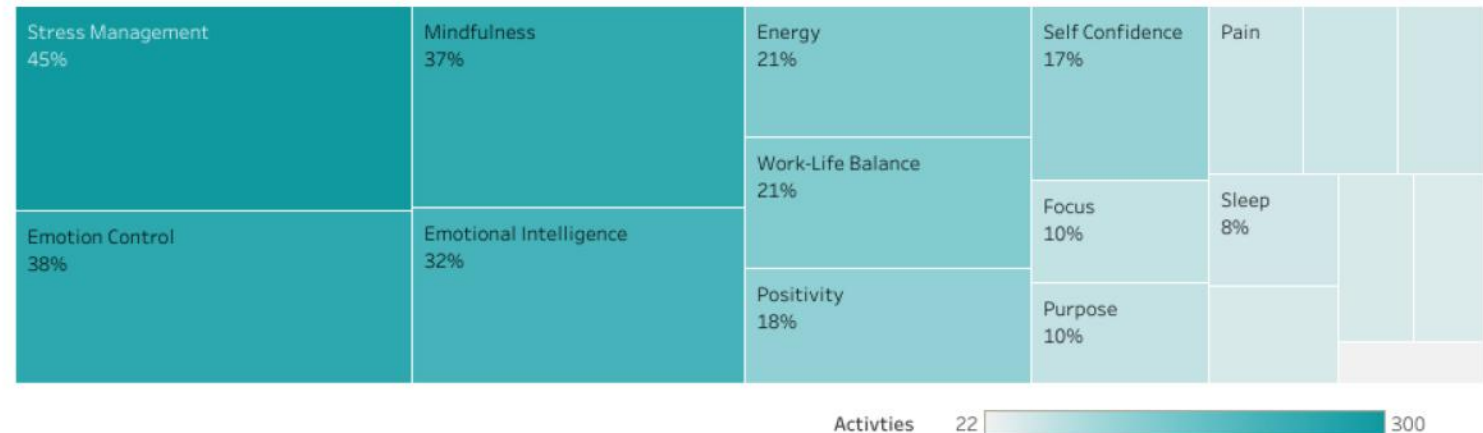
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Trap it, Map it, Zap it	45
Write Down 3 Great Things	37
Take a Breather	31
Breathing Meditation	26
Body Scan Meditation	14
Visualize Your Success	12
Delegate, Delete, Do	12
Stretch at Work	11
Fill Your Tank	11
4-7-8 Breathing	11
Play Games Against Yourself	10
5 Day Stress Detox	10
One Small Step	8
Let Someone Help	8
Forgive Yourself	8
January Resilience Retreat	7
Good Morning Meditation	7
Eat More Mindfully	7
meQ Essentials: Stay Cool Under Pressure	6

Activity Trends by User



Percentage of Activities by Factor Cont..



Customer Name
State of Wisconsin

Completed Date
1/1/2021 to 4/7/2022

BLOG TITLE
All

FACTOR
All

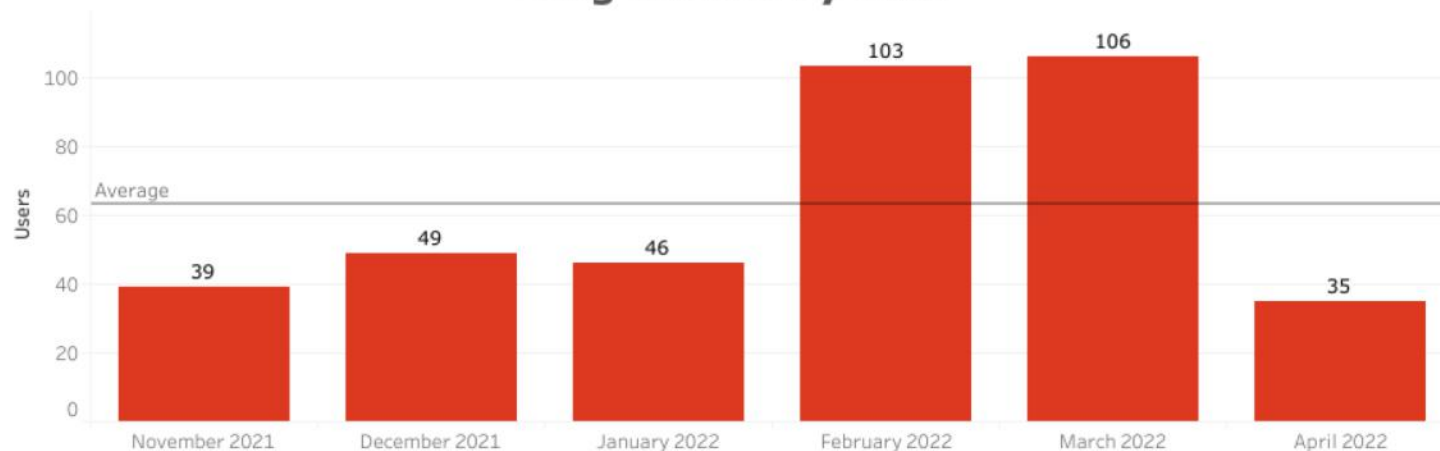
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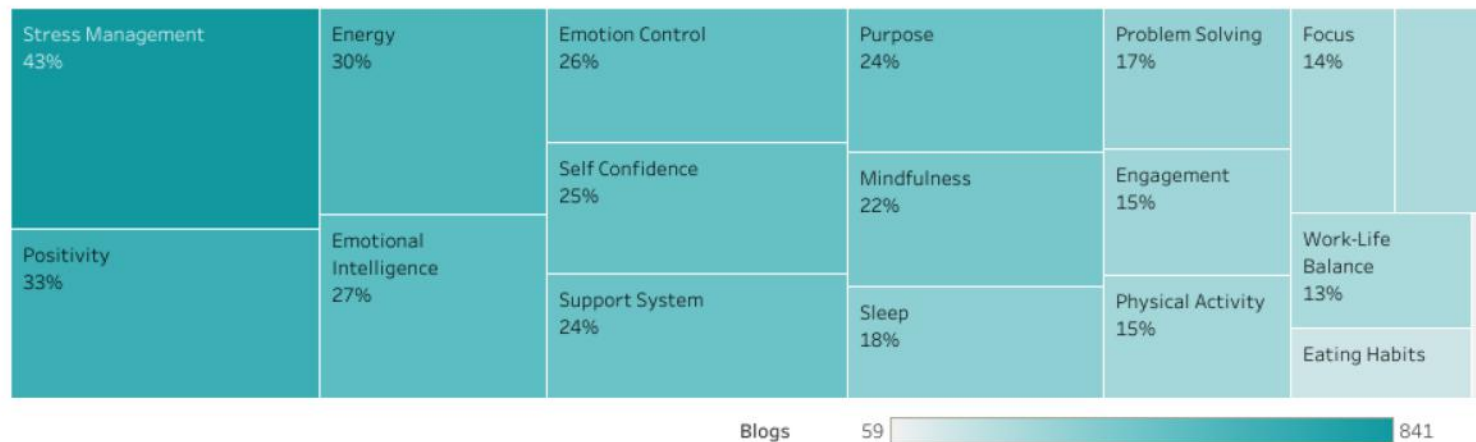
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Why You're Always Late (and What to Do Abo..	33
3 Steps to Creating Your Own Luck	33
How to Declutter Your Head	29
4 Power Tips for Making Small Talk	28
Quiz: What's Your Sleep IQ?	23
There's No Time Like Now for Empathy	20
Your No-Sleep Survival Guide	19
How to Quit (Unconscious) Complaining	19
How to Be Your Own Health Coach	19
1-, 5-, & 10-Minute Energy Boosters	19
3 Questions to Start Your Day	18
5 Hacks for Your Stress Type	17
3 Ways to Un-Fix Your Mindset	16
How to Feel Calm Anytime, Anywhere	15
Can You Really Change Your Mind?	15
How to Say "Yes" to Self-Care	14

Blog Trends by User



Percentage of Blogs by Factor Content ..



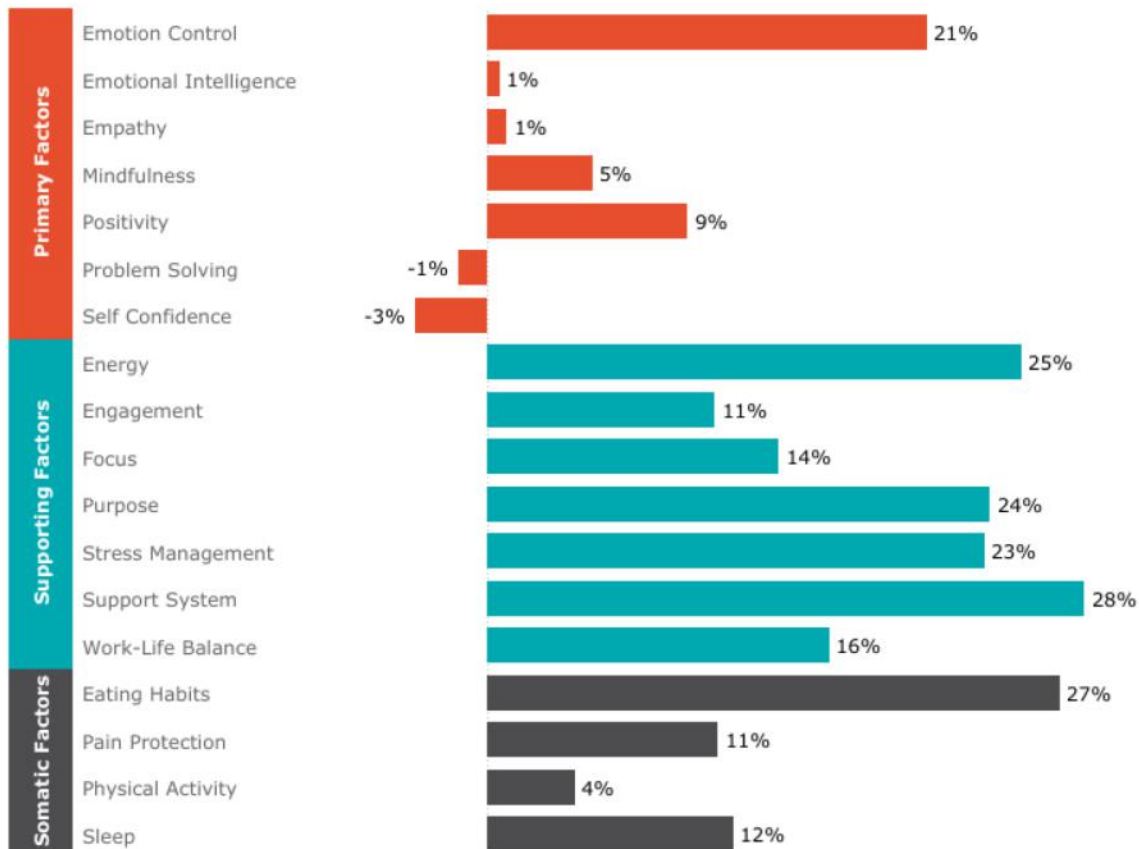
Blogs 59 841

Change

Show... Factor Score Change

Filter

Factor Score Change



Definition

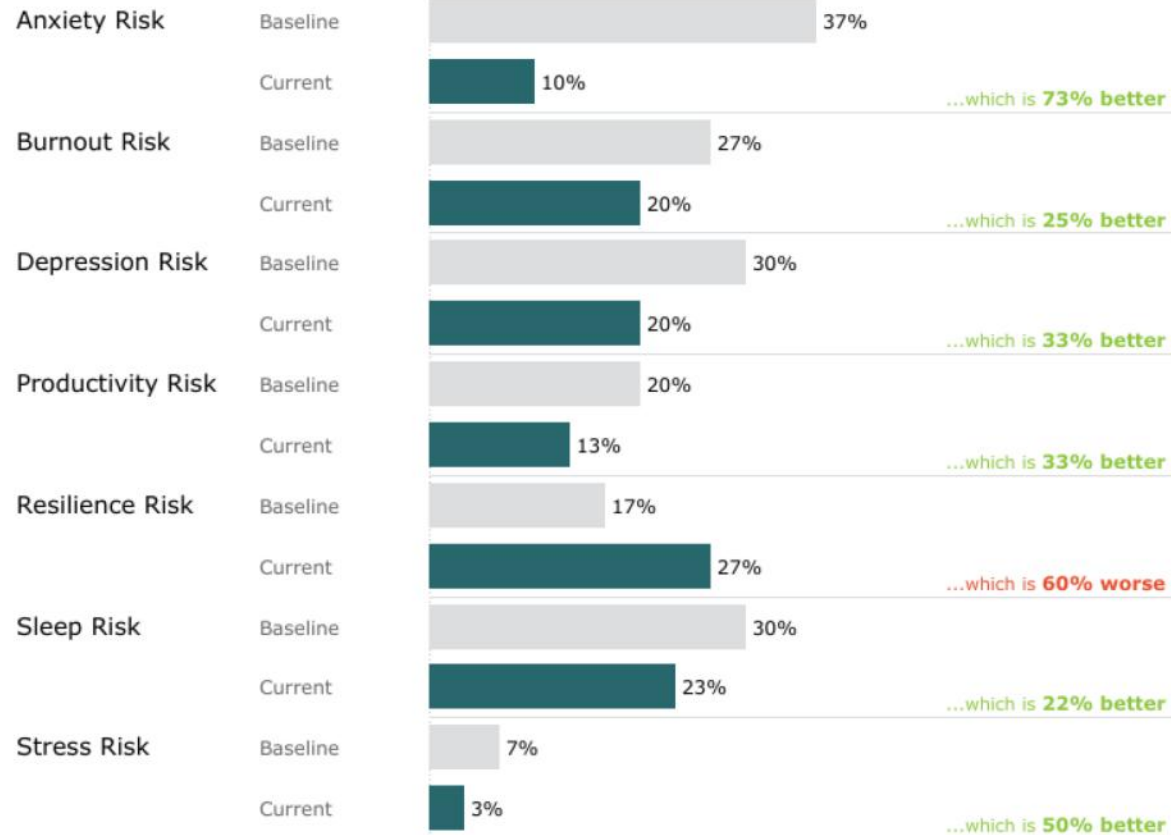
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Emotional Intelligence	Ability to recognize and reflect on their own cognitive and emotional responses
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Problem Solving	Ability to get to the root cause of problems and solve them effectively
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Pain Protection	Ability to control common physical symptoms of stress
Physical Activity	Ability to maintain regular exercise routines which help cope with stress
Sleep	Ability to have good sleep habits and get enough rest

Change

Show... Insight Change

Filter

Insight Change



Definition

Anxiety Risk	This score is used to identify members at risk of suffering from clinically significant levels of moderate or worse anxiety (GAD-7 score of 10+). The meQuilibrium Anxiety Risk score is designed to mirror the Generalized Anxiety 7-item (GAD-7) Scale Score.
Burnout Risk	This score is used to identify individuals at risk of suffering from specific job stress where they are at a state of physical or emotional exhaustion combined with doubts about their competence and the value of their work. The Burnout Risk score is based on predictive modeling and has been validated against the Copenhagen Psychosocial Questionnaire Burnout subscale.
Depression Risk	The Depression Risk Score is used to identify individuals at risk of suffering from the signs and symptoms of clinical depression. that can affect a person's thoughts, behavior, feelings, and sense of well-being. Early identifications allow timely interventions that reduce high cost care episodes and productivity lost. Developed on the basis of predictive models, the meQuilibrium Depression Risk Score correlates strongly with PHQ-9 score, a widely-used measure of depressive symptoms.
Productivity Risk	Identify individuals' risk of disengagement which may result in presenteeism and productivity impairment at work. The Productivity Risk score is based on the results of models developed to predict an individual's overall level of productivity impairment and has been validated against the Work Productivity and Activity Index (WPAI).
Resilience Risk	This score is used to identify individuals' capabilities to control their emotions and behaviors in times of stress, to be agile problem solver, and to believe in their ability to get through tough times. Individuals demonstrate resilience when they can face difficult experiences and rise above them. The Resilience Score has been validated against constructs including PsyCap, PHQ-9 Depression, SF-36 General Health, Perceived Stress Scale and other industry-standard measures.
Sleep Risk	Sleep plays a vital role in good health and well-being throughout life. The Sleep Risk Score identifies individuals at risk of suffering from inadequate or low-quality sleep who may exhibit high levels of fatigue. The meQuilibrium Sleep Risk Score has been validated against sleep quality measures.
Stress Risk	This score is used to identify individuals' average overall stress level across multiple common stressors. The Stress Risk score has been validated against the Perceived Stress Scale.

PARTNERSHIP HIGHLIGHTS

MEQUILIBRIUM'S BENEFIT TO STATE OF WISCONSIN EMPLOYEES

Adoption Momentum

30% 

enrollment growth from 2021 3% enrolled only 5 mo. in February & March enrollment continue to grow, exceeding November launch month

State of Wisconsin employees show a need for resilience training.

Employees are 11% below overall resilience score (meQ score) and are below the norm in 16 of the 18 resilience factors. Greatest needs are include:

- Sleep
- Mindfulness
- Positivity
- Emotion Control

Strong Engagement

72%

Engaged of enrolled
Engagement continues to remain above meQ benchmarks in all categories

Once State of Wisconsin employees enroll, they stay engaged.

Averaged 10.5 sessions in March, 2.6 sessions each week (above meQ benchmark of 9.6) and have strong mobile adoption, 54% compared to meQ's benchmark of 38%.

Early Efficacy Where It Counts

6 of 7

Reductions in validated risk insights

Employees who engaged with meQ experienced risk reduction in 6 of the 7 clinically validated insights.

For example:

- Anxiety Risk
- Burnout Risk
- Depression Risk
- Productivity Risk
- High Stress Risk
- Sleep Risk

Mitigating Stress

50% 

Reduction in High Stress Risk (a St of Wisconsin goal)

Employees experienced a 50% reduction in high stress risk and specifically improvement in the Stress Management factor by 23%.

Employees also improved in 15 other resilience factors, with the next greatest improvement in Support System, Eating Habits and Energy.

Delivering on State of Wisconsin Priorities & Goals

Exceeded engagement goal by **70%** | Exceeded satisfaction goal by **20%**

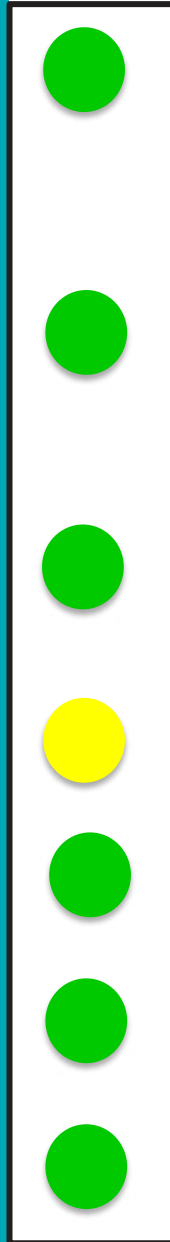
Exceeded engagement Goal and 30.5% towards reaching enrollment goal.

Building a foundation of data to help drive business decisions/initiatives, impacting mental health stigma through enabling champions and members.

Exceeded satisfaction goal of 3.5 with a 4.1 average satisfaction. Also received a strong recommendation average of 4.1 and several positive accolades of meQ providing added impact and value.

STATE OF WISCONSIN

Phase One Goals



Goals	Status
Reduce stigma around mental wellbeing	<ul style="list-style-type: none"> ✓ Laid foundation with consistent messaging, enabling champions & webinars to discuss collectively ✓ 83% of survey respondents agree or strongly agree meQ is engaging and low stigma way to learn more about resilience and mental health related topics
Reduce high stress of employees	<ul style="list-style-type: none"> ✓ Laid foundation by launching meQ's personalized programs and cultural approach to leverage collectively amongst colleagues. Ongoing monitoring of stress reduction as members engage in meQuilibrium and needs change per member and for State of Wisconsin employees as a whole.
Improve overall wellbeing	<ul style="list-style-type: none"> ✓ Laid foundation by leveraging data to inform areas for improvement, monitoring early efficacy results ✓ 57% of satisfaction survey respondents agree or strongly agree meQ is helping to be more productive and engaged in their lives personally and professionally
10% Enrollment	In progress- 3% enrollment in 5 months with strong momentum in February and March monthly enrollment surpassing launch month
50-60% Engagement	✓ Achieved November 2021 – March 2022
Average score of 3.5 or higher satisfaction	✓ Average of 4.1 satisfaction (on scale of 1-5)
Positive testimonials	<ul style="list-style-type: none"> ✓ Initial accolades from webinars with employees & champions ✓ Received 9 positive feedback testimonials via satisfaction survey



APPENDIX

meQuilibrium

Support

Check Out Key Res..



Open Our Supporting Materials

We have curated a set of documents to help you make full use of the data within this report.



Reach Out For Support

Let us know about your issue and we will get back to you.



Provide Feedback

Do you have something to share with us? We would love to hear from you!

Key Terminology

Enrollment and Engagement

Enrolled: Eligible users who have registered on the meQuilibrium platform.

Enrollment Rate: Users who have registered on the meQuilibrium platform divided by the total eligible population.

Engaged: Users with at least one session in the time period selected, with a minimum selection of a month.

Engagement Rate: Unique users active in the program (with at least one session in the time period selected) divided by all enrolled users.

Sessions: A visit to the meQuilibrium site or app by a user defined as a unique 30 minute period or an open of a meQ communication email.

Mobile Adoption: Percentage of users who have had at least one mobile session by the time period selected.

Resilience Indicator Index

The Resilience Indicator Index method represents how employees are improving on a broader and deeper set of

items, while targeting individuals' greatest areas of need. In this way, it allows us to demonstrate progress more accurately because the method accounts for individuals' distinct journeys. The analytics for calculating improvement across the complexity of all the different configurations of individualized journeys is an innovation we're extremely proud to roll out. It enhances our analytics and customers' ability to see more clearly into how employees are building resilience.

meQ Score

The meQ score is a measure of organizational resilience. It is based on aggregated scores across 91 items representing multiple dimensions of resilience. Scores are reported on a scale of 0 to 100.

Sources of Stress

meQuilibrium assesses stress levels across six domains that our research shows to be particularly salient for a population, including Family, Finances, Success, Health, Relationships, and Job.

Resilience Factors

The 18 traits developed by meQuilibrium that define resilience. Based on results from the initial assessment, our algorithm prescribes personalized journeys in the program that focus on users' specific and unique needs to build resilience.

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Mindfulness
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Emotion Control

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Stress Management
Energy
Support System
Work-Life Balance
Engagement
Focus
Purpose

Somatic Factors

Somatic Factors are manifestations of resilience level in physical symptoms and health behaviors.

Sleep
Eating Habits
Physical Activity
Pain Protection

meQ Risk Insights

The meQuilibrium assessment has been clinically validated against the leading psychometric tools in the industry and therefore can determine who is at risk based on predictive modeling.

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