

# Delivering Metrics that Matter

At NeuroFlow, we help our partners embrace a data-driven approach to integrating behavioral health resulting in enhanced user engagement, improved clinical outcomes, and accelerated business results.



## END USER ENGAGEMENT

Sustaining end user engagement is essential to improving long-term outcomes as well as identifying - and treating - high risk individuals

**61%**

### Retention Rate

% of users returning after 1 month

industry average = 6%<sup>1</sup>

**74%**

### Engagement Rate

% of users who complete an assessment in first month

industry average = 5%<sup>1</sup>

**27**

### Activities Completed

# of activities/user on average in first month

## CLINICAL OUTCOMES

High engagement combined with personalized, evidence-based resources helps drive clinically validated improvements in health outcomes

**54%**

### Depression Response (HEDIS Measure)

% of users with a depression diagnosis with evidence of response in 4-8 months

TAU = 26%<sup>2</sup>

**33%**

### Depression Remission (HEDIS Measure)

% of users with a depression diagnosis with evidence of remission in 4-8 months

TAU = 29%<sup>2</sup>

**55%**

### Anxiety Response

% of users with an anxiety diagnosis with evidence of response in 4-8 months

TAU = 37%<sup>3</sup>

## BUSINESS IMPACT

Integrated care models such as BHI and CoCM have been proven to improve efficiencies, reduce cost of care, and drive a **6:1 ROI**<sup>4</sup> for organizations

**34%**

### ED Utilization Reduction

Based on 6 months of data post go-live

TAU = 58% increase<sup>5</sup>

**66%**

### CoCM Impact

% of Collaborative Care patients who see a 50% reduction in PHQ9 within 4-8 months

**19%**

### Increase in Screening Rates

Impact on assessment adherence rates vs EHR alone

[View case study](#)<sup>5</sup>

\*NeuroFlow measures clinical and engagement outcome metrics as evidence for the efficacy of our solution, based on internal data (n>146,000)

1. Objective User Engagement with Mental Health Apps (2019) 2. One-Year Clinical Outcomes of Depressed Public Sector Outpatients (2004) 3. Delivery of Evidence-Based Treatment for Multiple Anxiety Disorders in Primary Care (2010) 4. AIMS Center (2021) 5. NeuroFlow & Jefferson Health Case Study (2020)

TAU = treatment as usual