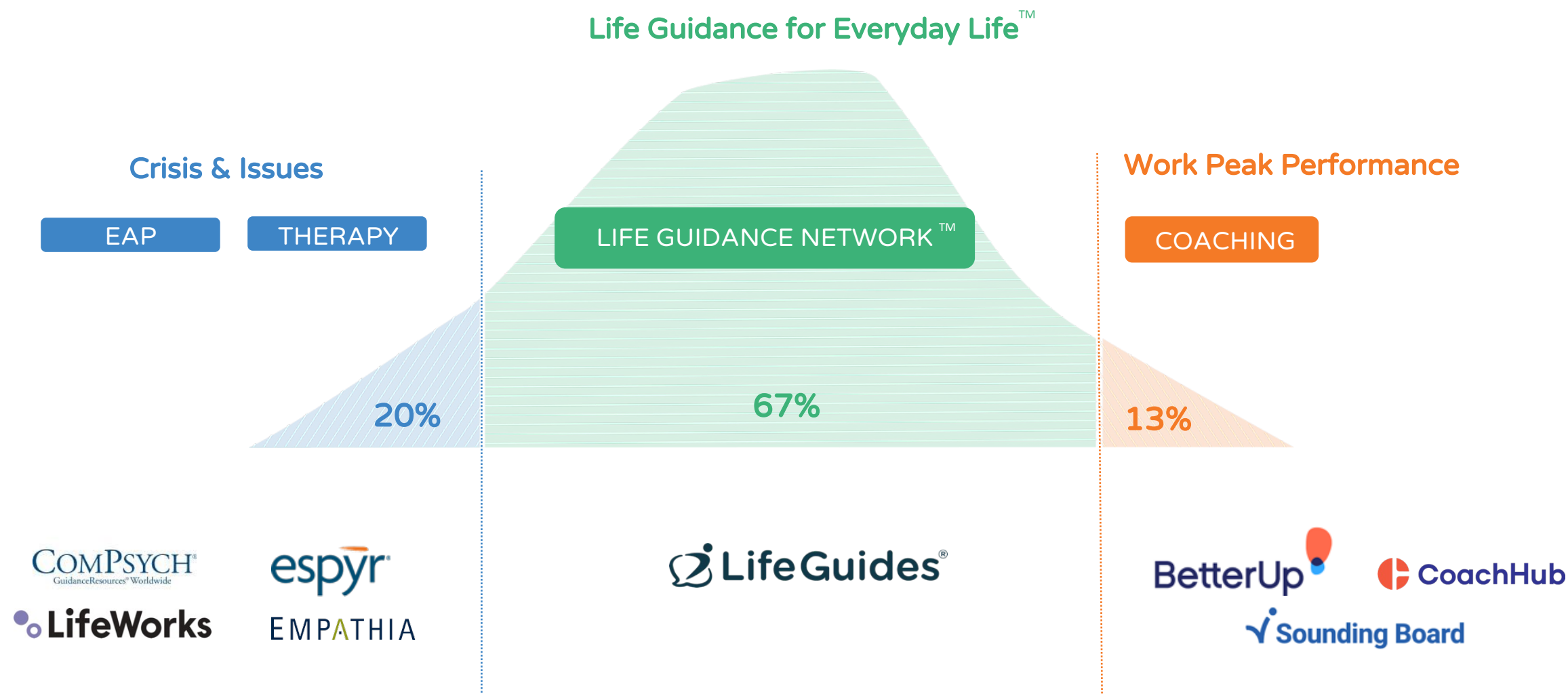
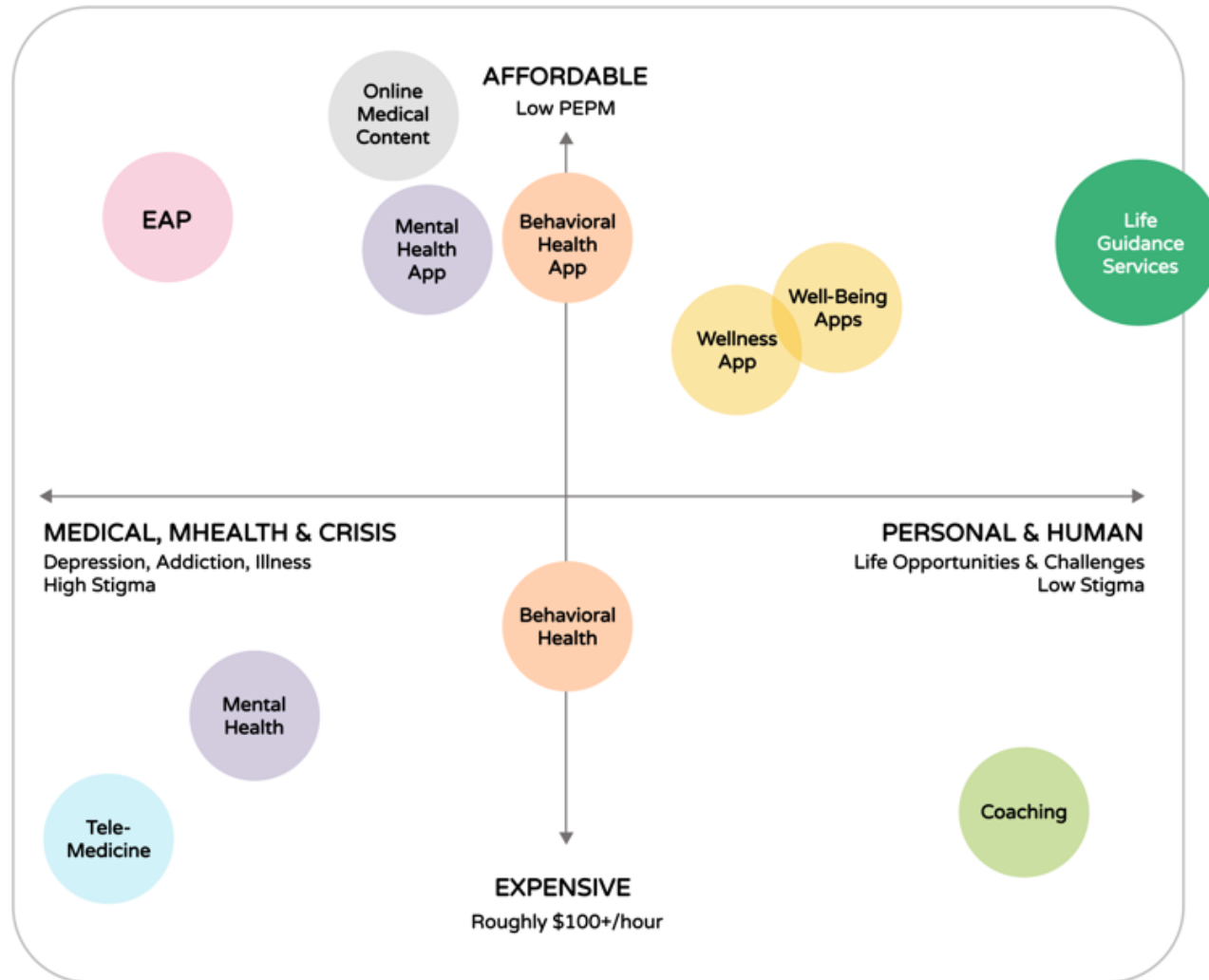


Filling the Gap as the “Whole Person & Whole Life” Solution



New Behavioral Health Category – Affordable & Highly Human



Life Guidance Services

Human-to-Human Support for Everyday Life

Because of their relevant life experiences, Guides have a special advantage in “really understanding and relating” to employees

Defining a New Category in Behavioral Health & Wellness

HUMAN SUPPORT
FOR “EVERYDAY LIFE”

Life Guidance Network™ One-to-one, personalized guidance in Lifelong Learning, Personal Growth or a Life Challenge with certified, empathetic Guides, who have been through the same life event ahead of you LOW \$	Tele-Medicine Medical Content HelpAround, WebMD, CDC, MayoClinic Human-to-Human Services Teladoc, MDLive, Babylon Health HIGH \$	Niche Behavioral Health Digital-Only Noom, MySugr, Fooducate, Kumanu Human-to-Human Services Quartet, ModernHealth, Virgin Pulse MEDIUM \$	Mental Health Digital-Only Happify, TotalBrain Human-to-Human Services Ginger, TalkSpace, BetterHelp, Lyra, AbleTo HIGH \$	Crisis EAP Aetna, Humana, ComPsych, Espyr LOW \$	Wellness Apps Digital-Only Apps Fitbit, WeightWatchers MEDIUM \$	Wellbeing Apps Digital-Only Apps Calm, Tripp, Headspace, Thrive Global LOW \$	Coaching Human-to-Human Services BetterUp, Sounding Board, CoachHub, TaskHuman, Wisdo VERY HIGH \$
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The Perfect Complement to EAP's & Mental Health



COMPARISON AREAS

Classic EAP

400+ Personal Growth, Life Challenge and Lifelong Learning topics, including physical wellness and emotional wellbeing.

TOPICS SUPPORTED

Often limited to 6 categories: mental health, suicide, death, bankruptcy, addiction, and family life. Little support for personal growth & lifelong learning.

Proactive and happiness centered approach to preventative health and wellbeing with no stigma.

PROACTIVE VS. REACTIVE

Reactive, urgent approach, focused on an immediate need. Often crisis focused

A Guide is someone who has navigated the same or similar life experience before you.

SERVICES TEAM

Licensed Mental Health Provider or a customer service representative with some knowledge on a targeted life event.

Participant chooses based on Guides video, credentials, life experience in a topic, bio, personal attributes, education, and demographics - similar to Match.com

SELECTING A COUNSELOR

Participants are referred to a professional and do not have total choice and freedom of selection.

Authentic peer-to-peer, heart-centered, empathetic, human relationship with no stigma or dogma, which can be long-term.

DEPTH & TYPE OF RELATIONSHIP

Average participant engages well under 2 contacts. For mental health, services are generally limited to 3 or 6 sessions, with a diagnosis, prior to an employee-pay.

Immediate, flexible scheduling including nights and weekends. Text, talk, chat, email, video call.

COUNSELOR AVAILABILITY

Often delayed scheduling, except for immediate crisis. Primarily phone calls, face to face, plus emails.

Engagement messaging can be strategic & targeted based on corporate objectives or hot topic areas.

ENGAGEMENT MESSAGING

Cookie-cutter approach to employee engagement messaging with no customization.

Attractive to underserved populations: veterans, people with disabilities, and minority identities.

UNDERSERVED POPULATIONS

No customized engagement marketing or services to target underserved populations.

With the InsightCenter acquisition - combining the largest collection of 50,000+ personal growth and wisdom teachings, with the targeted life experience of a Guide, to offer customized learning "experiences."

PERSONALIZED CONTENT

Limited digital libraries of content on a limited range of topics.