



## The Bot will Now Speak to You

*Wysa has managed to bridge the gap between technology and human interaction effortlessly. Find out how bots are now redefining counselling and mental wellbeing, especially exacerbated during the lockdown*

### RAPID ROUNDUP

- AI-based chatbot beckons a new era in mental health where immediate personal access can be a challenge as proven during COVID19 pandemic
- Huge demand from enterprise clients in areas like healthcare, finance and consulting
- Pan India/global reach as Wysa looks to expand offerings in different languages

**App-Driven Pyramid of Care:** Wysa is providing access to mental health support to the ones with limited access - through three services in a 'pyramid' of care services, using a freemium model. At the base of this pyramid, Wysa as an AI chatbot offers basic skill-building and resources for free, to people who are not able to afford paying for services. More than 95% of our users use this free service. From the beginning, we wanted to ensure that there was at least one type of basic mental health support that could be accessed by anyone and that had led to the birth of the chatbot.

**Self Help Guided by AI:** The AI conversational agent provides reflective listening with guided self-help techniques in a safe, anonymous space, which can be accessed 24X7 for free. The AI chatbot uses evidence-based techniques like Cognitive Behavioral Therapy (CBT), which is suggested and approved by professional practising counsellors at Wysa for use in a self-help context, and by our scientific advisory board comprising of leading mental health professionals from around the world.

**AI Chat & Human Interaction:** This blended support model is unique globally, allowing for mass customisation, where even basic services are tailored to individuals based on their preferences and offered at all hours.

**Toolpacks with Evidence-Based Self-Help Techniques:** This is available on-demand for users who need more advanced support. The Wysa Coach service offers access to trained psychologists. Here, Wysa Coaches offer messaging-based support through 5-8 sessions per month, plus unlimited journaling support where users can leave a message for their Coach and get a response at a different time.

**Increase in Adoption Esp During Lockdown:** Wysa witnessed a 94% increase in new users during the lockdown across February-to-June 2020, as compared to the same period in 2019. The proportion of users who referred to COVID-19 during therapist sessions increased week-on-week during March 2020, from 5% in the first week to 60% in the fourth week. We have seen users mentioning their loss of access to care and human support; as well as higher anxiety levels in health staff as compared to the rest of their populations, unsafe domestic settings and sleep disturbances.

**Demand Rises From Enterprise Clients:** We are seeing a huge surge of interest from enterprise clients: healthcare companies, providers, payers and insurers as well as employers. We're also expanding access in terms of language and building out multi-lingual support.

