

META Teletherapy

For students. Everywhere!

meta
students only, please!



META Marketplace: “Mental Health Uber”

There must be **choice** in the marketplace



**No
Restrictions**



**No Strings
Attached**



**No Permission
Needed**

Made for the student, not the insurance company



Access



- Launch App
- Register in 130 seconds
- Near-real-time response

Choice



- Your own campus counselor or
- A META counselor

Privacy



- Totally HIPAA compliant
- Confidentiality is total



How easy? Three steps!

Step 1

Only need student ID and phone number to register

Step 2

Select any of your schools' providers for META's providers

Step 3

Video, audio, chat
– in less than 6 hours



Our providers: rated 4.9/5.0 by students

Students can connect with institution providers or ours

- college counselors can use META and deliver teletherapy
- students use a single system for mental health counseling help

600+ professional counselors, family therapists, social workers and psychologists

- providers in all 50 states, pass through a thorough onboarding process
- availability during weekends and nights; accepting new patients

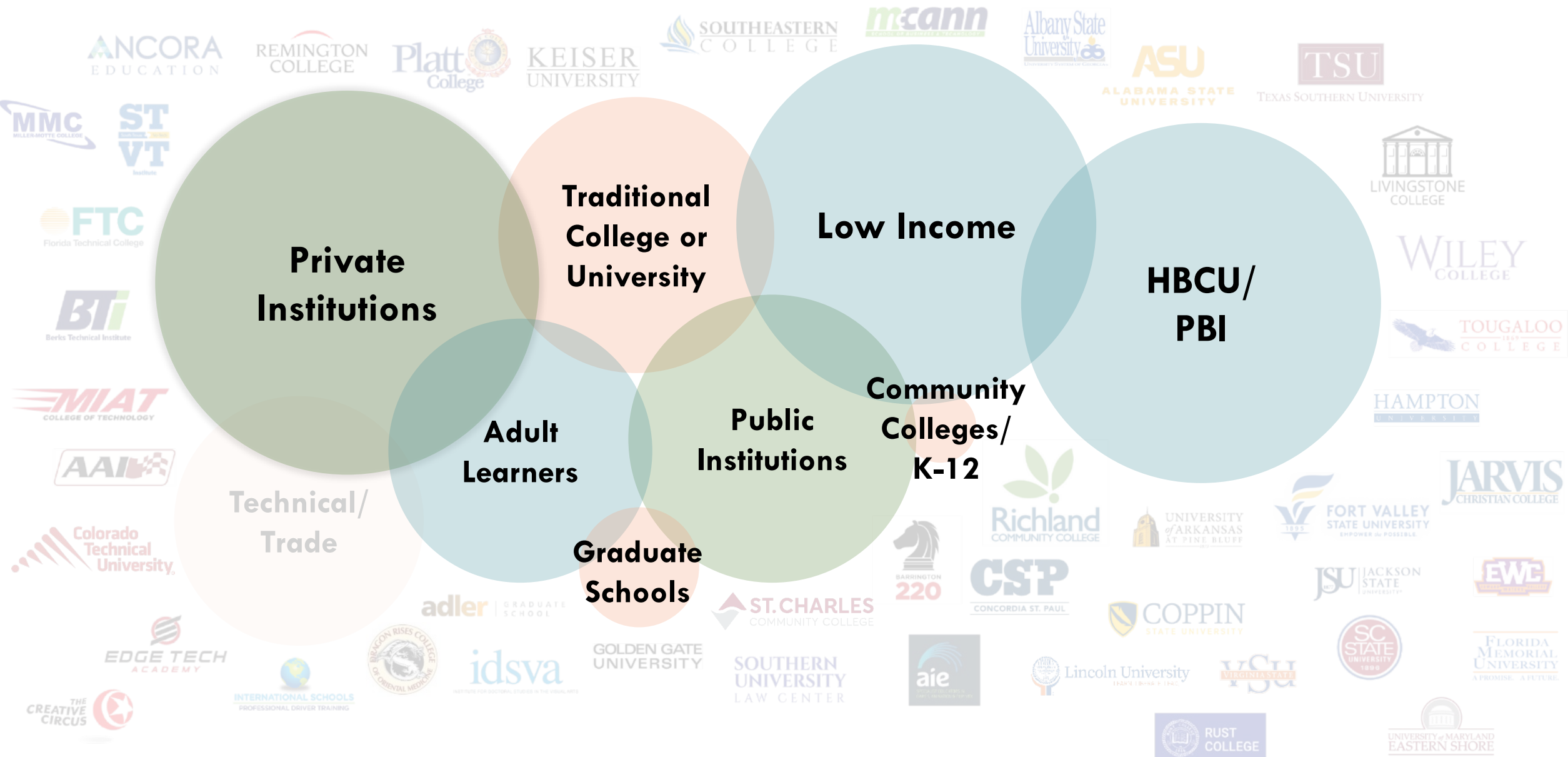
Multiple ethnicities, faiths, & languages represented

- White, Black/African American, Native American, Asian and Latino
- multiple languages: English, Spanish, French, German, ASL etc.



META takes no commissions or fees from its providers

Proven in All Types of Diverse Environments



Credibility. Trust. From higher education partners



Partnership to provide counseling services using both school counselors and META's providers to HBCU and UNCF schools



18-month contract through TMCF to make mental health accessible to HBCU students



First year pilot with targeted schools/organizations in New Orleans, focusing on students without insurance or facing financial difficulties. Plan to expand to multiple focus areas for Kresge in 2021



Expands mental health provider availability for Medicaid eligible students in Georgia



Midwestern Higher Education Compact (MHEC) comprising over 1,400 colleges selected META as its mental health teletherapy vendor (contract under final review)

Marketplace Traction

			COVID Performance
160+ campuses	600+ providers	16K+ searches	406% increase in provider searches since March '20
~105K eligible students	40K+ providers online	~1,100 sessions	582% increase in chat messages since March '20
3–5 days implementation	4.9 provider rating	1 - 14 sessions per student	468% Increase in audio/video sessions since March '20

* Includes 40 school systems and online campuses, and some of these campuses have less than 500 students

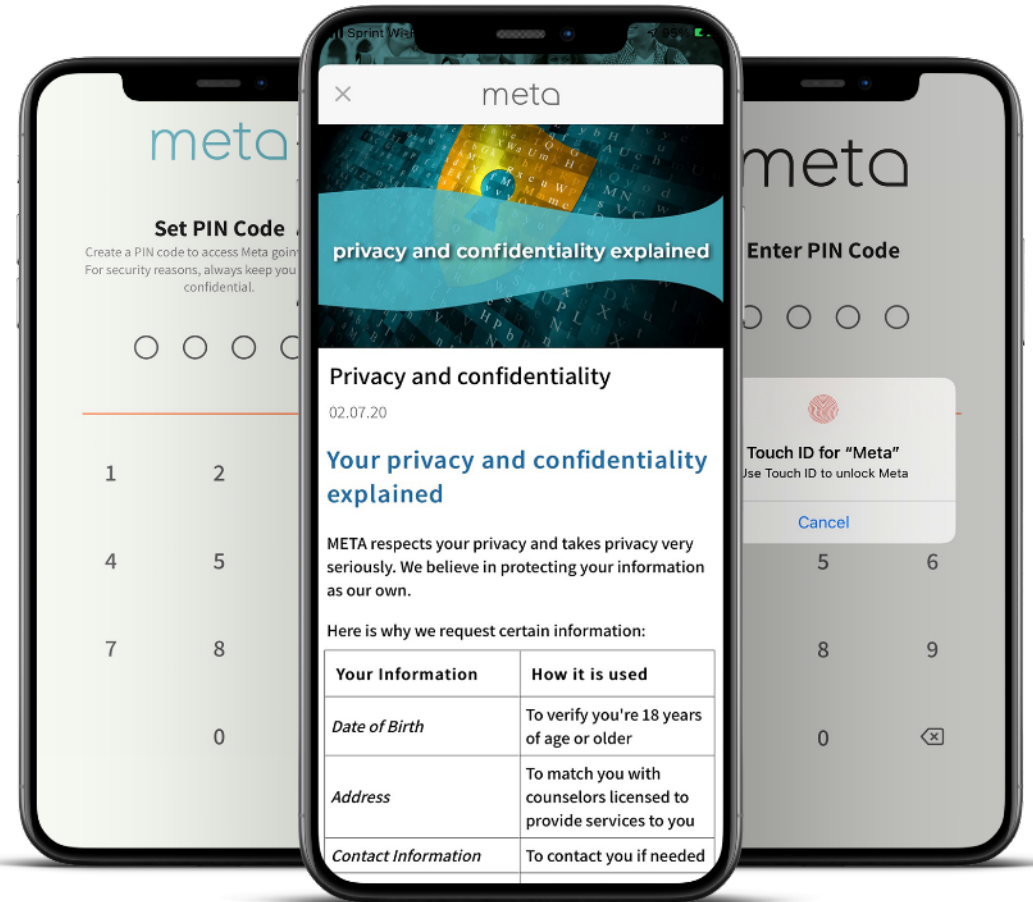
Technology Platform Built for Security & Privacy

HIPAA-compliant Cloud Computing Environment

- Student-Provider Interactions Are Secured Using **SSL (TLS1.2) data encryption**
- Student App Is Secured with **PIN/Biometrics**
- PII/PHI Is Shared **Only with Mental Wellness Provider** Selected by the Student; PII Is **Never** Shared with 3rd Parties
- Ability to Share De-Identified Aggregated Data within allowable legal parameters for PHI
- COPPA compliant – Children’s Online Privacy Protections Act required for school districts

Student Payments Use Secure PCI-DSS software

- Students Can Pay with **Insurance Co-Pay** or **Low-Cost Self-Pay**
- Institutions Can Also Cover Student Sessions



Glowing Customer Testimonials



"META is a strong support with access to providers specializing in all areas of mental health and flexible scheduling options, it seemed like a perfect fit for those in need."

– Belinda Keiser, Vice Chancellor of Community Relations & Student Advancement, Keiser University



"Sponsoring META throughout our campuses will create an impactful and user-friendly experience for our students and their various mental health needs."

– Michael Zawisky, President and Chief Executive Officer of Ancora Education



"The META mental wellness program allows students to choose their own counselor and avoid the stigma of anyone knowing they're in therapy. META's positive messaging inspires students to consider their emotional health."

– John K. Pierre, Chancellor of Southern University Law Center



"META recognized the challenges facing Black College Community due to COVID-19 and social unrest and immediately offered a solution for HBCUs. They are a tremendous partner committed to the needs of schools, students, and mental health providers. META's quick and easy onboarding solution for schools and diversified provider networks ensures every comfortable student support sessions."

– Betsy Burton-Strunk, VP, Development, Thurgood Marshall College Fund

Usage & engagement reporting

Student data is de-identified and aggregated

Student acquisition

- registrations by month

Activity and connections

- student searches and how many of those sessions lead to connections and sessions

Onboarding and increasing usage

- percentage registered out of eligible
- data on engagement with Buzz content

Usage by quarter

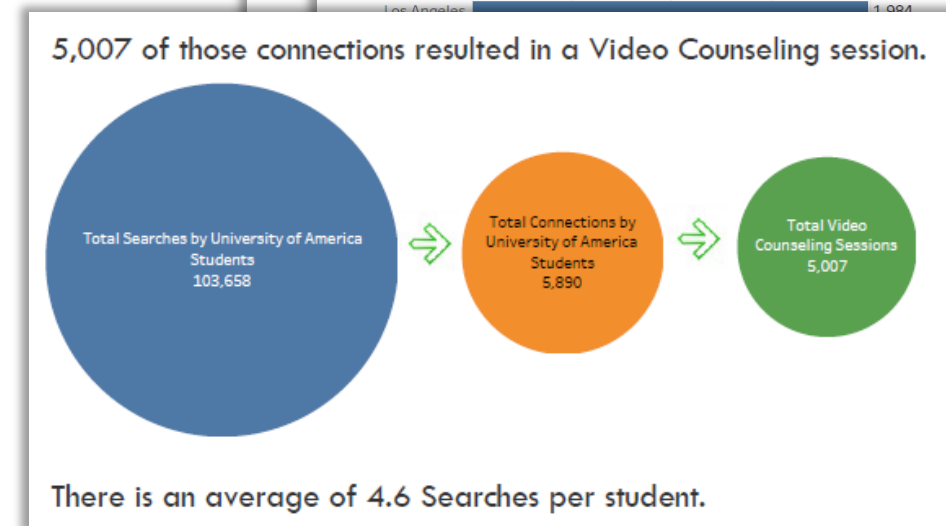
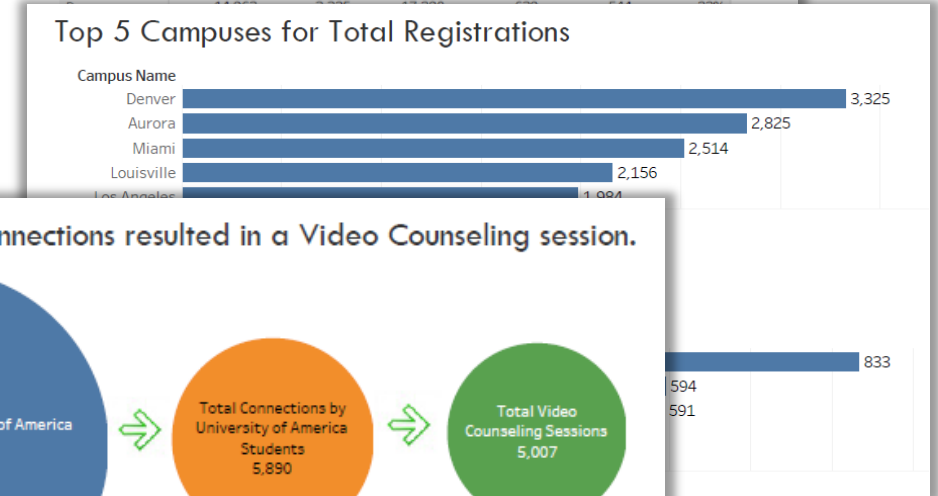
- number of registrations
- number of video sessions

School-paid sessions

- report on students receiving this benefit will be shared based on student consent and as permissible by regulation

Registrations and Usage by Campus

Client Name	Campus Name	Students Eligible to Register	Students Registered	Provider Searches	Provider Connections	Video Sessions	Registration Rate
University of America	Aurora	11,583	2,825	23,730	336	286	24%
	Bristol	3,178	1,506	9,124	270	230	47%
	Charlottesville	2,741	1,523	4,874	476	405	56%



Engagement support

Physical Handouts and Print Ads

Weekly Emails & Digital Ads

Weekly "Buzz" Pushes, Nudges, and Social Posts


The collage features several promotional materials for the META app:

- Print Ads:** Two large posters with the headline "TAKE CONTROL OF FEAR" and "TAKE CONTROL OF DEPRESSION". Each poster shows a person in a state of joy or relief against a bright background. The META logo and website URL (meta.app/students) are visible at the bottom of each poster.
- Digital Ad:** A central ad titled "Remote student counseling meta" featuring a smiling woman. Below it is another ad titled "Let's Get Started." with the headline "META is here if you ever need to talk to someone." and a list of features: "Search by feeling", "Be picky", "Use Insurance", and "View bio videos". It includes a smartphone image showing the app interface and "Download META today for peace of mind tomorrow" with App Store and Google Play logos.
- Social Media Post:** A "META Buzz" list of articles with titles like "try out this guided me...", "how to make it a good...", "what to expect from counseling", "one trick to boost hap...", "get back on a sleep sc...", and "what motivates you?".
- Article Preview:** A preview of an article titled "What to expect from counseling" with a sub-headline "There are multiple reasons why you might reach out to a counselor." and an illustration of a person with a speech bubble.
- App Download Card:** A card titled "Download the app" with instructions for Android and Apple, a QR code, and the text "The easiest way to connect to mental health providers".
- App Interface:** A screenshot of the app interface showing a search filter and a list of providers.
- Study Ad:** An ad titled "Life is hard. Make it easier with META." featuring a student studying at a desk with a clock and books.

Questions & next steps...


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Appendix

Who will students work with?

Do you have your own counseling staff?

Yes

No

Your Counseling Staff + META Providers

META Providers Only

Do you plan to cover student session costs if your students choose to work with META providers?

Yes

No

**school counselors +
school-paid META sessions**

Students can work with their school counselors at no cost, or the school will cover session costs to work with META's network of providers

**school counselors +
student-paid META sessions**

Students can work with school counselors at no cost, or use insurance co-pay or out-of-pocket to work with a provider on META's network

Do you plan to cover student session costs when your students work with META providers?

Yes

No

school-paid META sessions

META's entire network of providers will be made available to students and the school will cover student therapy session costs

student-paid META sessions

META's entire network of providers will be made available to students who can pay with insurance co-pay or out-of-pocket