

A background image showing a diverse group of people using mobile devices. In the top left, two young women are looking at a phone together. In the center, a woman is looking at her phone. In the top right, a man is smiling while looking at his phone. In the bottom right, a woman is talking on a phone while holding a baby. The entire image has a light blue overlay.

meta

META Teletherapy

Mental Health Services Partner for Colleges

sales@meta.app meta.app/mhec



Meet Your Presenters



Jennifer Dahlquist
MHEC VP



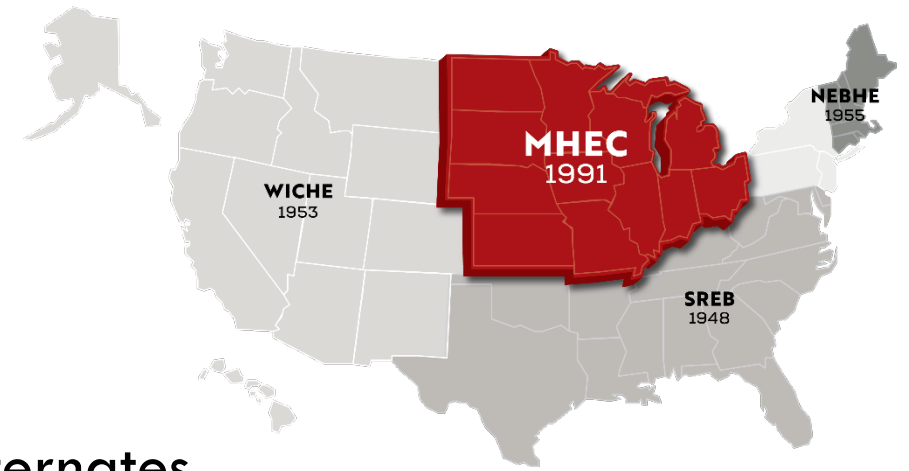
Katy Allen
META Director



Sri Santhanam
META SVP

About MHEC

- Midwestern Higher Education Compact (MHEC) was legislatively created and serves the Midwest census region (12 states)
- Governed by 60 commissioners plus commissioner alternates
- One of four regional higher education compacts (MHEC, WICHE, SREB, NEBHE)
- MHEC brings together midwestern states to develop and support best practices, collaborative efforts, and cost-sharing opportunities. Through these efforts it works to ensure strong, equitable postsecondary educational opportunities and outcomes for all.



MHECare Student Insurance Solutions Program

- MHECare was established through requests from key higher education and legislative leaders seeking a collaborative region-wide approach to supporting student health and wellness
- Led by MHEC's Student Health Benefits Advisory Committee consisting of a wide cross section of experts in student health care
- Explores regional initiatives to improve higher education productivity for colleges and universities facing increasing demands for student health care
- Programmatic options for fully-insured school-sponsored health plans and now virtual mental health services

Program with META Teletherapy

- According to a recent ACHA and Healthy Minds survey, *The Impact of COVID-19 on College Student Well-Being*, 60% of students indicate that the pandemic has made it more difficult to access mental health care
- Competitively bid through an RFP led by the Student Health Benefits Advisory Committee
- All higher education institutions within the MHEC, NEBHE, SREB and WICHE regions, both public and private not-for-profit, are eligible to utilize this program

The Nation's Only College Mental Health Marketplace!



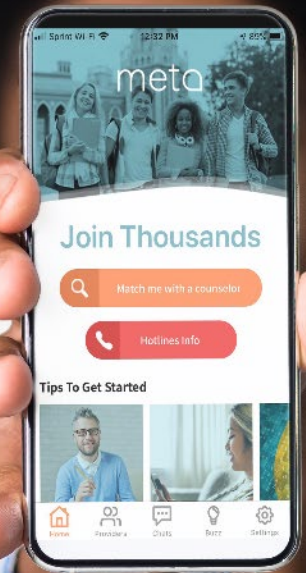
EASY, MOBILE ACCESS - The META app is free to download. Students connect to META's licensed providers or their school's counselors for **chat, voice call and video** sessions



RESPONSE TIME IN UNDER SIX HOURS - META providers are **available weekdays, evenings, and weekends** to all on-campus and remote students. Students can get help when they need, and your counseling staff can focus on sessions and care delivery. *1 in 3 teletherapy sessions occur before 9am and after 5 pm*



EXPANDS SCHOOL SUPPORT - META augments your existing healthcare services as a **scalable and cost-effective** mental health solution



META App is Built for Students Like Yours



Access

Register in 2 minutes



Choice

Select campus or META counselor



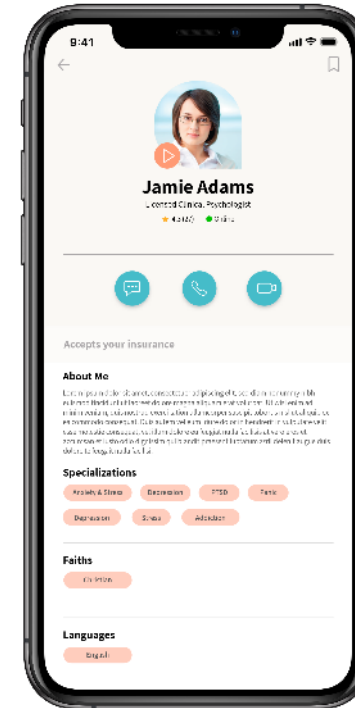
Connect

Private chat, video, voice sessions

SEARCH



SELECT



ENGAGE



DEMO



Provider Network Just for Colleges

500+ licensed professional counselors, family therapists, social workers and psychologists

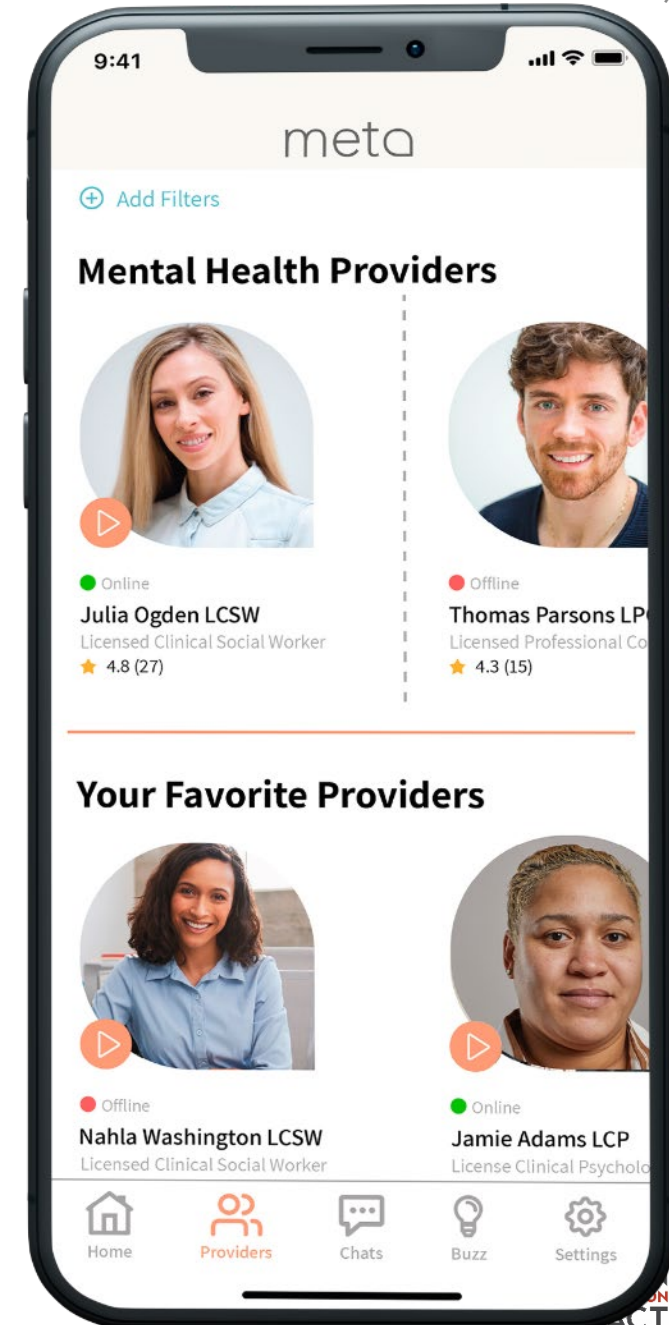
- All providers are personally vetted and pass thorough onboarding process
- Availability during weekends and evenings; accepting new patients
- Additional providers on-boarded to suit college/student needs

Responsive and Committed

- Logged 40,000 hours of online availability since fall 2020
- Most respond with the hour; average response time <6 hours
- Average provider rating by students is 4.9/5.0

Provider options suit student needs

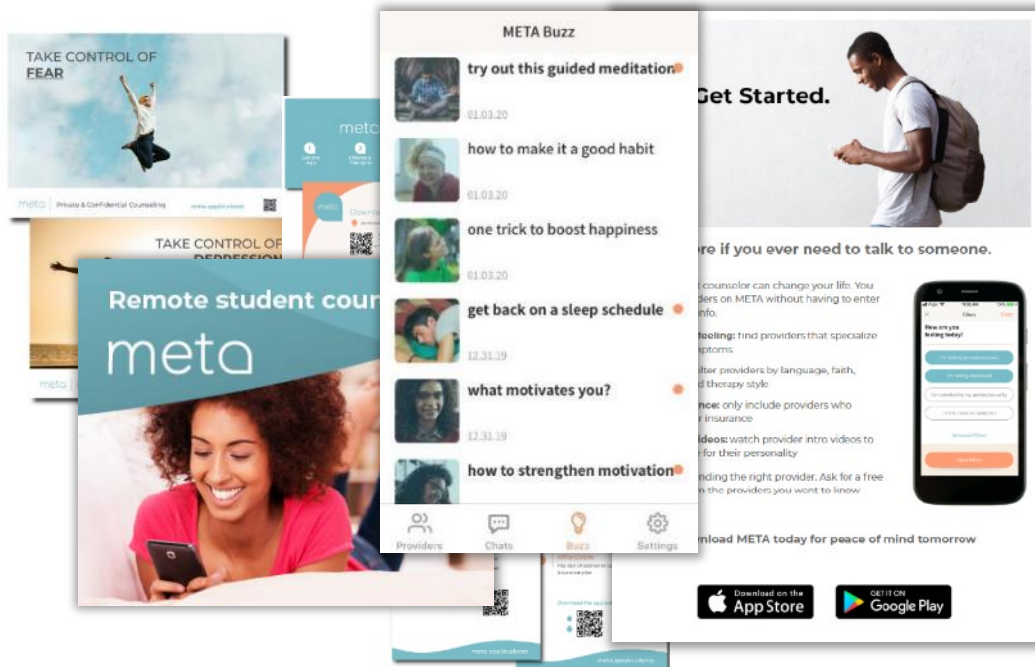
- Multiple ethnicities, faiths, and languages represented including Black, Native American, Asian and Latino



Success Through Student Engagement

Marketing Support

- Physical & digital collateral
- In-app articles and notifications
- Student organization support (campus radio ads, support groups, etc.)



Monthly Reports

- De-identified and Aggregated, per HIPAA
- Total Registrations & Counseling Sessions
- Search & Chat Activity
- School-paid sessions for students in-need

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%
	Denver	14,963	3,325	17,290	639	544	22%
	Harrisonburg	2,083	651	4,687	90	77	31%
	Los Angeles	13,491	1,984	7,738	509	432	15%
	Louisville	3,018	2,156	4,743	980	833	71%
	Lynchburg	1,499	789	2,051	303	258	53%
	Miami	4,022	2,514	9,050	698	594	63%
	Parkersburg	1,218	435	1,218	155	132	36%
	Pikeville	767	219	854	56	48	29%
	Princeton	1,347	364	3,167	42	36	27%
	Redding	2,906	1,321	2,510	695	591	45%
Sacramento	12,225	1,652	6,773	403	342	14%	
Salt Lake City	1,219	265	1,723	41	35	22%	
Signal Hill	1,884	897	4,126	195	166	48%	
Grand Total		78,144	22,426	103,658	5,890	5,007	29%

Credibility, Trust: 160 Campuses & Prestigious Organizations



Partnership to provide counseling services using both school counselors and META's providers to Historically Black Colleges and Universities



18-month contract through TMCF to make mental health accessible to HBCU students. ECMC foundation is covering unlimited counseling session for undergraduate Pell eligible students in participating institutions



Pilot with College Track, College Beyond and Cowen University's Upward Bound program in New Orleans. Focusing on students without insurance or facing financial difficulties. This grant pays for access and unlimited counseling sessions



Partnership with Asian & Pacific Islander American Scholars organization to provide access and limited counseling sessions for its member students



"Mental health care has never been more important for our students than it is right now. By partnering with META, we instantly remove many barriers to care that could prevent a student from receiving the therapy they need. META addresses stigmas surrounding mental health assistance and allows students to connect with providers in an easy, private, and safe manner."

– **Dr. Lester Newman,**
President of Jarvis Christian College



"We serve a diverse student body representing nearly three dozen nations. Because of this, we are proud to work with META, which connects our students to a broad range providers who reflect their cultural background."

– **Dr. Heidi M. Anderson,**
President of the University of Maryland Eastern Shore



"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 has 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 at Keiser University

Simplified Sales Process

- The META contract is MHEC approved
 - Due diligence and legal review completed by MHEC
 - Standard Pricing, Standard Terms for all colleges
 - Applicable for institutions in MHEC, NEBHE, WICHE and SREB compact states
- Send us an email -> sales@meta.app
- We will send you the MHEC approved contract
 - We can do another demo for your executive team if needed
- Select your service options, sign and implement in as little as 3 - 5 days

Services and Options

Annual subscription fee based on number of students and number of campuses

Annual Subscription Includes

Dedicated Client Success Manager

Access to META's national network of providers aligned to your school's student demographics

Onboarding of your existing counseling staff to the META app (only visible to your students)

Marketing Kit with Digital and Ready-to-Print Collateral

Ongoing Student Engagement Support and Outreach

Monthly Reporting

Optional Services – School Paid Sessions

School pays only for completed student sessions

Budget-based or Sessions Based

First-come, first-served option or unlimited sessions

All students or pre-identified set of students

Ability to adjust session limits for specific students

HIPAA compliant visibility to session details

Option to report student name subject to student Consent

Schools in MHEC and Sister Compact States Receive...

Skip the sales process – MHEC has negotiated on your behalf

- Pre-negotiated rates and contract approved by MHEC
- Quick implementation – easily launch in less than a week



SREB
Southern Regional
Education Board

**NEW ENGLAND BOARD
of HIGHER EDUCATION**

Eligible Population	# of Campuses	MHEC Annual Sponsorship Fee
Under 2,000	Single Campus	\$7,000
	Multiple Campuses	\$7,000 + \$2,000/campus
2,001 - 4,000	Single Campus	\$12,000
	Multiple Campuses	\$12,000 + \$2,000/campus
More than 4,000	Single Campus	\$20,000
	Multiple Campuses	\$25,000 + \$2,000/campus

META is Your Ideal Mental Health Partner

Give Students a Service They Will Actually Use
– META's student engagement rate is the best in the industry

- **No** subscription or **access fees** to students
- **Sliding scale** and **hardship rates**; **insurance** plans accepted
- Option to offer **school-paid sessions** for some or all students

Provide Access to the Best Counselor Network for College Students

- Counselors **matched** to your **student demographics** are available **days, evenings, and weekends**
- Include **your own counseling staff** at no additional charge to provide even more options for students



Questions and Next Steps

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Appendix

Why Partner with META Teletherapy?

META's Experience

- META was created based on **15 years** of experience working with **over 1,000 campuses across the US**
- Built for **Security, Privacy & Ease of Implementation and Use**

META's Provider Network

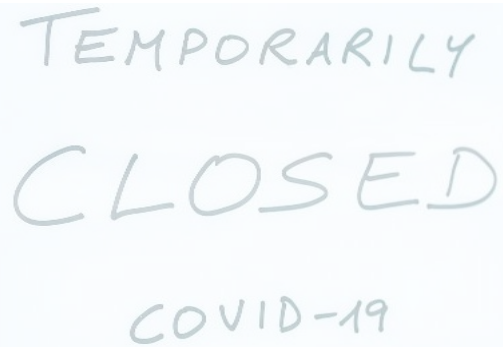
- META provides the best **counselor-to-student ratio and matches your student demographics**
- Providers in all **50 states**, student rating of providers is **4.9/5.0**
- Providers have an average response time **under six hours** (industry average is 1-3 days)

META's Reputation

- META has the endorsement from prestigious non-profit organizations such as the *Thurgood Marshall College Fund*, *APIA Scholars*, *ECMC Foundation*, and *Kresge Foundation* that are dedicated to expanding mental health access to underserved populations
- 70 campuses have partnered with META in the last 18 months



COVID has Detrimentally Impacted the College Experience

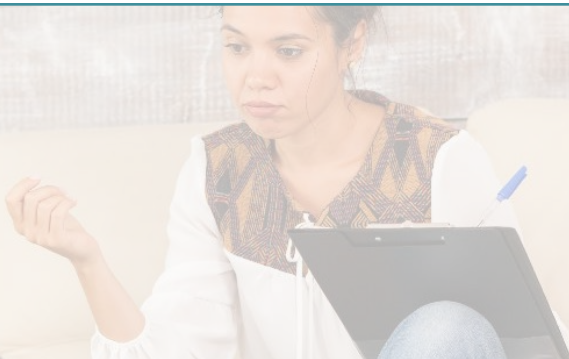


TEMPORARILY
CLOSED
COVID-19

60 percent of students indicate that the pandemic has made it more **difficult to access mental health care**



66 percent of students reported that the pandemic has resulted in more **financial stress**



46 percent of at-risk students taking online courses reported **greater mental health needs**

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Health Minds Network & ACHA "The Impact of COVID-19 on College Student Well-Being"



63 percent of students would grade their college's **response to mental health and wellness services a "C" or lower**



"Students Struggle but Don't Seek Colleges' Help," Inside Higher Education

Expand Mental Health Access to Your Students This Fall

Our Goal: Partner with you to augment your existing student mental health services as it benefits your academic mission and economic well-being

- Young adults aged **18 – 25 have the highest prevalence of serious mental illness**
- Over half of students who seriously consider suicide **never** receive professional help
- **COVID related events** have placed a huge burden on students
- **Stigma is still a barrier**, especially for students of color, first-generation, LGBTQ+, and other minorities
- Students suffering from symptoms of mental health disorders are at **risk of lower GPA, discontinuous enrollment, and dropping out**
- Students are looking for mental health **support all week**, not just 9am-5pm on weekdays

At META, we address these challenges and eliminate the barriers preventing college students from accessing care

Built for Security, Privacy & Ease of Implementation

HIPAA-compliant, Cloud Based

- Student-provider interactions are **end-to-end encrypted**
- App is secured with **PIN/Biometrics**
- PII/PHI is shared **only with provider selected by student**
- Credit/debit card **transactions are secured** on PCI-DSS compliant systems
- Only de-identified aggregated data, allowable legal parameters for PHI

Simple IT Integration & Implementation

- Implementation in as little as **3 to 5 days**
- Just need a **list of eligible students**

