

HUB

Advocacy. Tailored Insurance Solutions. Peace of Mind

iCBT



What is Cognitive Behavioral Therapy (CBT)?



Evidence-based practice for improving mental health

A Venn diagram consisting of three overlapping green circles. The left circle contains the text "Evidence-based practice for improving mental health". The middle circle contains the text "Focus on development of coping strategies and skills". The right circle contains the text "Helps change negative thought patterns, beliefs, attitudes, and behaviours". The circles overlap in pairs and in the center.

Focus on development of coping strategies and skills

Helps change negative thought patterns, beliefs, attitudes, and behaviours

What conditions can CBT help?



Anxiety

Depression

Insomnia

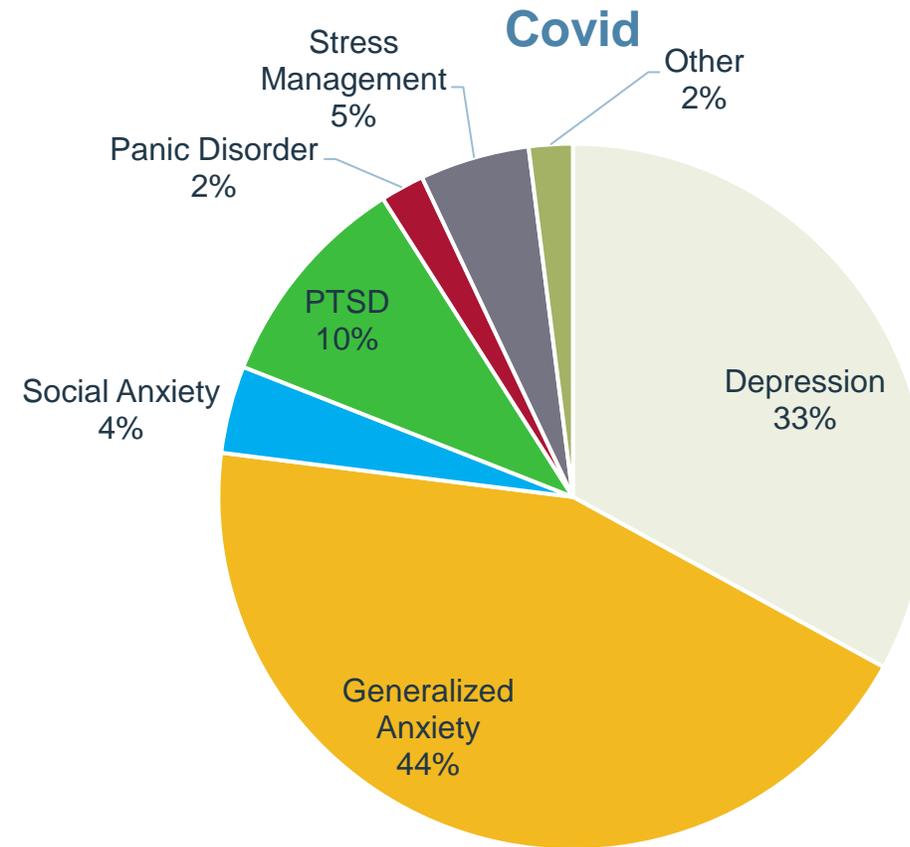
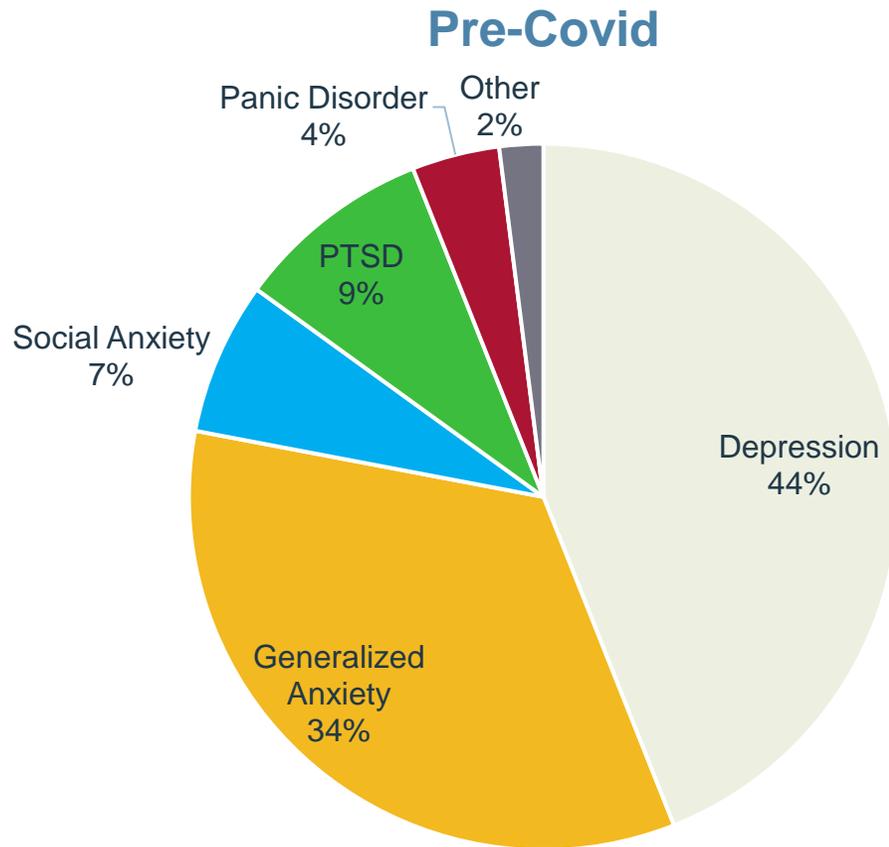
Chronic
Pain

Dependency
issues

What is iCBT?

- iCBT is internet-based cognitive behavioral therapy (iCBT) program that can be accessed from any device, any time.
- iCBT works the same way, but via an online program combining a personalized therapist-guided program with online tools and exercises. Typically, programs include activities, videos and assignments to help patients learn, develop and practice new skills.
- There are several iCBT providers in the marketplace including:
 - AbilitiCBT by Morneau Shepell and
 - MindBeacon
- Cost is typically \$500 for one-year access.

Why are patients accessing iCBT?

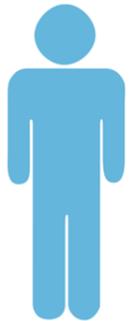


Source: Mindbeacon

Who is using iCBT?

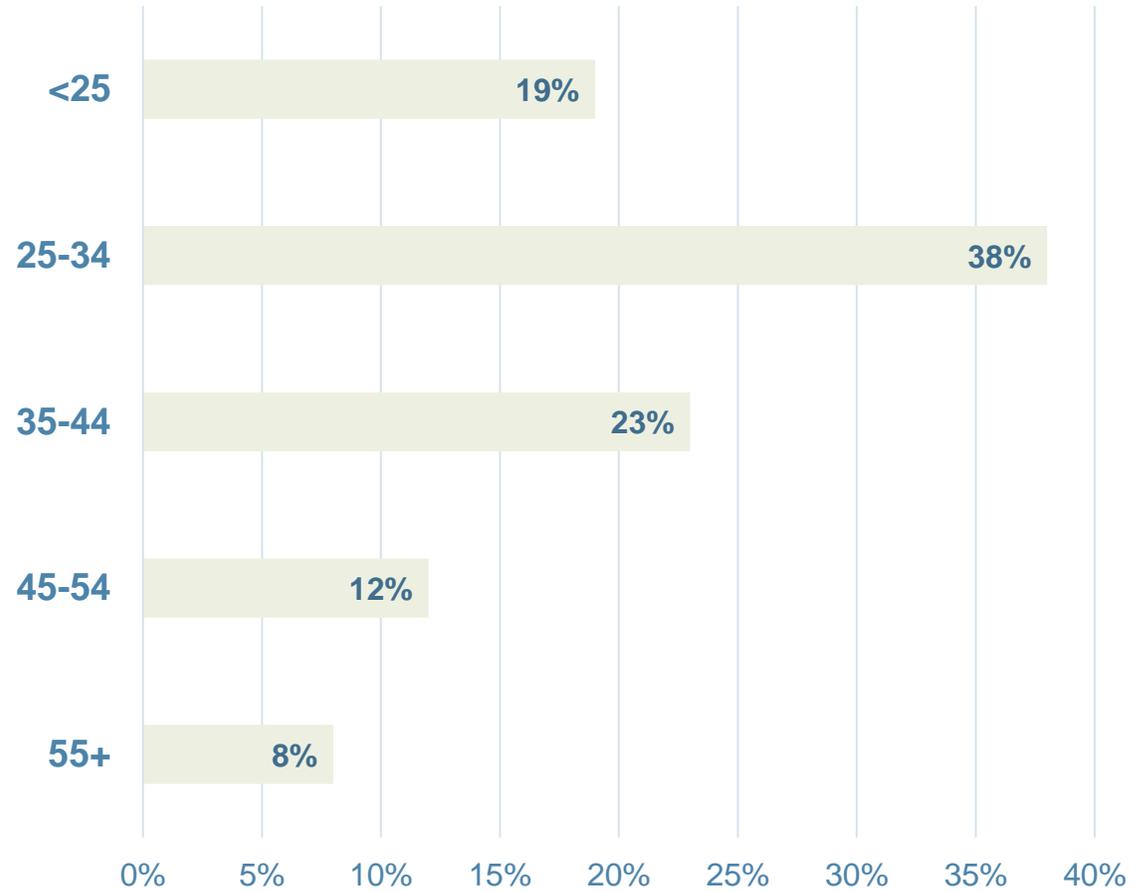


74%



26%

Source: Mindbeacon



Benefits of iCBT over in-Person Therapy?

Cost

- Traditional CBT is expensive

Access

- Lack of qualified resources, especially in remote communities

Time

- In-person therapy requires time and travel

Quality

- Lack of consistency in quality and calibre of therapists

Preference

- More demand for digital and virtual health options

Myth



- People want to talk to someone

Fact



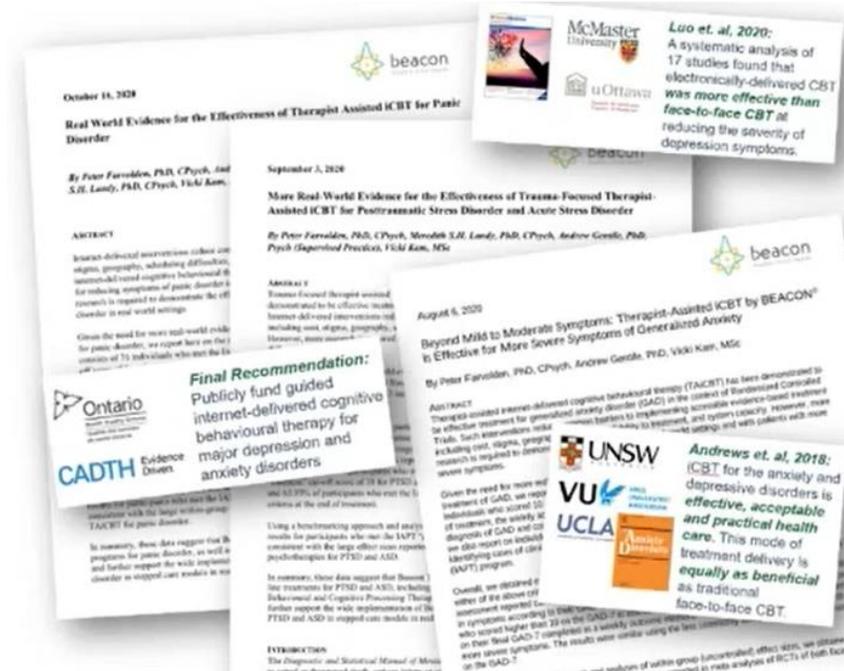
- 48% of users hadn't tried “talk therapy” but found iCBT better suited their needs. Many people preferred this guided flexible approach.

Source: Mindbeacon

Does iCBT work?

- 20+ published clinical studies have found iCBT delivers the same or better clinical outcomes as traditional face-to-face therapy
- Study: 67% clinically significant improvement; 87% some improvement
- Participants constantly rate iCBT program and therapists with high satisfaction
- iCBT is proven effective treatment for mild to severe conditions

Source: Mindbeacon



Thank you.

Contact:

Charles Carr

Email: charles.carr@hubinternational.com

Kenneth MacDonald

Email: ken.macdonald@hubinternational.com