



The FeelingBetterNow Mental Healthcare System Helping Equitable Life Plan Members Get the Help They Need – Now

“When compared with all other diseases (such as cancer and heart disease), mental illness ranks first in terms of causing disability in the United States, Canada, and Western Europe ... accounting for 25 percent of all disabilities.”

(World Health Organization 2001)

One in five Canadians currently suffers from a major mental disorder such as depression, anxiety, attention deficit disorder or substance abuse. Only one in eight Canadians receives the right diagnosis and treatment for their disorder.

Source Senate report on mental health, 2006.

“...72 percent of individuals (Canadians) with a mental health problem receive no mental healthcare over the course of a year, but 80 percent of those individuals visit their family physician in the same year”.

(Kirby Commission, Senate report on mental health “Out of the Shadows at Last”, 2006)

The combined healthcare and employer costs due to mental illness (medication, sick leave, wage replacement) are over \$7,000 per employee per year.

Source: Ipsos Reid, Mental Health in the Workplace, 2007

Mensante Corporation developed a web-based mental health tool called FeelingBetterNow[®], to assist family doctors and patients in the early diagnosis, treatment and ongoing management of mental health disorders using Medical Best Practices. The College of Family Physicians of Canada has reviewed and approved FeelingBetterNow as a practice management tool available to assist family physicians in patient care. It is the only mental healthcare system of its kind in Canada that helps both patients and physicians.

FeelingBetterNow is in use by over 600,000 Canadians and their families and is now available for the benefit of Equitable Life of Canada[®] Groups.

Fifteen percent of employees use FeelingBetterNow when they need help and 58 percent of them are at high Diagnostic Risk for a disorder. Helping employees get the right diagnosis and treatment leads to better outcomes for everyone. Employers see reduced absenteeism and replacement costs, fewer sick leave days and disability claims and increased employee retention and productivity. Employees and their families suffer less, get the help they need earlier and return to a productive and better quality of life sooner.

The Product and Service:

Mensante Corporation offers an innovative web-based mental healthcare system called FeelingBetterNow to Equitable Life Plan Members and their eligible dependents. FeelingBetterNow assists with the early diagnosis and management of challenging mental health problems. The first medically based website of its kind, FeelingBetterNow tells individuals if they are at high risk for a number of common mental disorders, including depression, anxiety and alcoholism. It then gives them and their doctors the practical help they need to treat and follow up on these disorders using Medical Best Practices.

Powerful tools. Effective results.

Developed over the last five years by leading Canadian and American psychiatrists, psychologists, family doctors, mental health economists and workplace mental healthcare experts at Harvard University, McGill, McMaster, Pittsburgh and the University of Toronto, the FeelingBetterNow system allows individuals to anonymously and confidentially complete questionnaires online.

The questionnaires are then processed by a web-based software program that generates printable Diagnostic Risk Maps, Care Maps and Follow-up Maps for common mental disorders.

- Diagnostic Risk Maps – provides a patient and the family doctor with answers to FeelingBetterNow's questions and indicates the level of severity of a particular condition. This Map saves the family physician considerable time in formulating a diagnosis.
- Care Maps – provides a patient and family doctor with guidelines regarding treatment level alternatives for the doctor to review. The Care Map provides therapeutic guidance in the form of medical care protocols.
- Follow-up Maps – track a patient's progress every three weeks and provides the patient and doctor with up-to-date reports regarding changes in a patient's condition and treatment alternatives. This Map assists a physician in adjusting a patient's treatment over time.

These protocols or Maps were designed by clinical and academic leaders in psychiatry and comply with the most recent guidelines of the Canadian Network for Mood and Anxiety Treatment (CANMAT) and the American Psychiatric Association (APA). The Maps can be shared with the individual's family physician to guide and assist in the diagnosis, treatment and follow up of these disorders.

Current literature indicates that the provision of a simple protocol to a doctor can improve outcomes in depression by up to 300 percent in a family clinic setting. In current primary care, Best Practice competent diagnosis, treatment and follow-up occurs in less than one in eight cases of depression due to non-compliance with best practices. The FeelingBetterNow system provides the protocols that will substantially improve the rate of effective care for mental disorders and will add economic value by reducing disability and productivity loss. Moreover, it will prevent needless human suffering.

To find out more about FeelingBetterNow or any other Equitable HealthConnector® Service, please speak to your Equitable Life Group Marketing Manager. To locate your nearest Equitable Life Regional Group Sales Office, please visit www.equitable.ca.

