



# BeWell Mental Health Engagement Enhancement

**MEMOTEXT**

Digital Patient Engagement

Validated  
Personalized  
Data Driven

Amos Adler M.Sc.  
<https://memotext.com>



Trusted since 2012, MEMOTEXT is a platform for co-creation of digital patient engagement and digital therapeutics.

**+31.4%**

JAMA  
Published Med  
Adherence

**88%**

Member/patient  
retention

**50+**

Digital Patient  
Engagement  
Programs

**3.2**

Avg # of days  
patients refill  
early

**50%**

Reduction in  
early treatment  
discontinuation

**2hr/week**

Time savings  
per Case  
Manager





# Digital Health MarketPlace

Create your solution or choose from our marketplace of validated solutions and digital therapeutics.

Visit the marketplace



[memotext.com/marketplace](https://memotext.com/marketplace)

See the toolkit



[memotext.com/creator-components](https://memotext.com/creator-components)



### App4Independance

A validated joint venture digital therapeutic with Canada's largest mental health provider CAMH. The App4Independance (A4i) is a clinical portal and mobile app to reduce isolation, improve care coordination, and predict readmissions in schizophrenia and psychosis.

[View Program Details →](#)



### BeWell

Co-created with the Univ. of Saskatchewan and CAMH, inspired by COVID-19 isolation, anxiety and depression challenges this light-touch SMS Intervention checks-in and matches employees and members with curated mental wellness tools and promotes the benefits already made available by employers.

[View Program Details →](#)



### SmartMom

A validated pre-natal and postpartum adaptive SMS program that provides pregnancy resources to improve perinatal health literacy and pregnancy outcomes. Used by thousands of parents across multiple health authorities in Canada, the program was co-created with the University of British Columbia.

[View Program Details →](#)



### T2DM Adherence

Patient engagement interventions that target and engage with individuals at risk for or managing T2DM. Validated improvements in adherence to therapy and HbA1c outcomes improvements. Curated and validated with Vanderbilt college, Boots Pharmacies (UK) and effective in SUDP populations.

[View Program Details →](#)



### SOFIA

SOFIA was created and validated in collaboration with Massachusetts General Hospital for children with ADHD to deliver reminders and educational messages to improve pediatric adherence and management of ADHD.

[View Program Details →](#)



### Ring Of Support

Allow seniors to age comfortably in their homes with an automated Interactive Voice Response and Smart Assistant virtual check-in.

[View Program Details →](#)

## Programs in Academic Development or Pilot



### DESI

A clinical health coaching portal and SMS program to facilitate diet and exercise. Piloted with McMaster University to reduce risk of gestational dysglycemia, incident GDM, and infant risk in high-risk pregnant women of South



### CalmDoc

An SMS based system to continuously monitor stress in physicians.

[View Program Details →](#)



### 4Me

An academic study to provide real time adaptive personal messaging to adults with type 2 diabetes and hypertension.

[View Program Details →](#)



Automated Digital Mental Health Supports

# Bewell

NURSE CO-DESIGNED  
Digital Mental Health Navigation & Support



Dr. Tracie  
Risling RN,  
PhD



Dr. Gillian  
Strudwick RN,  
PhD



# The Solution – Text Messaging Mental Health Support Service

Developed in response to the need for mental health supports, in collaboration with experts in the field. Pilot is in place to launch first week of March to test the effectiveness of our intervention

## Overview

Inclusive text messaging program that provides mental health support to many populations and accommodates individuals with low internet connectivity.

Designed to address the **increasing need for mental health supports and resources**.

### Program features

- Routine Mental Health Screening
- Personalized Tool/Resource Recommendations
- Regular General Wellness Tips
- Iterative design to help improve personalization and increase amount of relatable and helpful content

Creation/Validation funding provided by a Canadian Institutes of Health Research (CIHR) Grant.

## Collaborators





# [Your Brand] BeWell

 **Be SaskWell**  UNIVERSITY OF SASKATCHEWAN

**Text 'JOIN' to 759355**

Weekly Wellness Tips & Resources  
Freely Delivered To Your Phone

**#BeSaskWell**

**#InThisTogether**



This research has been approved on ethical grounds by the University of Saskatchewan Research Ethics Board ID: 80412281

Standard messaging and data rates may apply.




 **Be Well, Be SaskWell**

**Wellness Text Messages**

A new text-based service, Be SaskWell, has been developed to support all residents of Saskatchewan who are looking for mental health and wellness supports and resources during and beyond the COVID-19 pandemic.

[Sign Up Now!](#)



**ABOUT THE PROJECT**


**How it Works**


Fill out our enrollment survey and get matched with a digital tool. Try out the tool for two weeks and tell us how it goes. If you don't like the tool we will match you to a new one!


With weekly wellness tips to give your week a boost and weekly feedback opportunities, we hope to create a service that can add a bit of wellness to everyone's day.

**INTERESTED IN THE PROGRAM?**

**Sign Up Today!**

 **Text JOIN to 759355**  
(standard rates may apply)

 **Visit [m.txt.io/besaskwell](https://m.txt.io/besaskwell) to sign up**

 **Call us at toll free at 1-855-237-5934**

You will be sent a link to the enrollment survey.

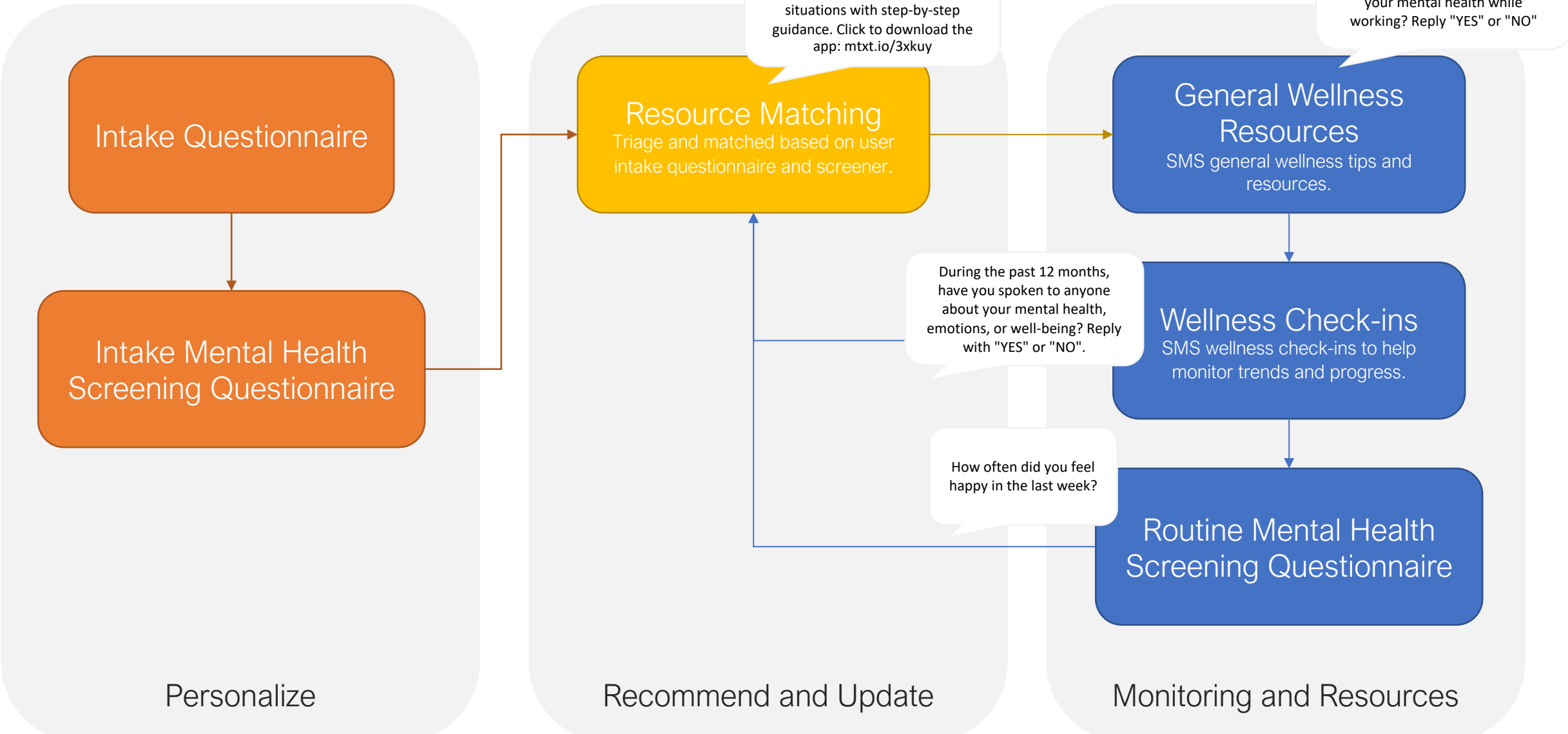
Access the sign-up link directly to get started.

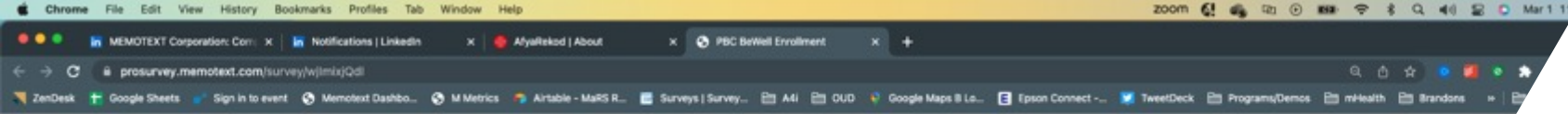
If you don't have reliable internet access, call us at 1-855-237-5934.



# Mental Health Tool Flow

What would the process flow of this tool look like?





During the past month, how often did you feel interested in life? \*

- A Never
- B Once or twice
- C About once a week

### 3. Preferences

Would you like resources for parenting and youth mental health? \*

Feel free to share non PBC specific resources with friends or family, some of the tools that are provided are free and available for anyone in BC.

- A Yes
- B No

**Continue**

# BeWell

## Pacific Blue Cross BeWell Signup

Thank you for your interest in the BeWell Service. In order to sign up for the service please fill in this survey to continue.

The survey will take approximately 4-5 minutes to complete, and your answers will help to improve the customization of the resources you receive.

BeWell will not charge you to sign up or receive our messages. However, standard messaging and data rates may apply depending on your phone plan. Please check with your carrier before signing up if you are unsure.

**Start**

# Intake Questionnaire by CAMH

Keyes Assessment of Languishing <>  
Flourishing



# Program Messaging Examples

Resource matching/rematching happens every couple of weeks while the wellness resources are designed to provide more consistent bite sized information to the employees

**JOIN**

**B** Thank you for your interest in the Be Well Program to get started please fill in our enrollment survey at [mtxt.io/bewellwelcome](https://mtxt.io/bewellwelcome). The survey should only take a couple of minutes.

3:17 PM

**B** You have successfully been enrolled into the Be Well program. You will get matched with your first wellness tool tomorrow and your wellness tip on the days you've selected in the enrollment survey. You will also receive school reminders and alerts to events and workshops happening.

3:17 PM

## Be Well Enrollment

Thank you for your interest in the program please fill in these enrollment questions to get started it should only take a couple minutes.

**Start**

0% completed

Schedule Options							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Schedule 1	WR		WR		PL		
Schedule 2		WR		WR		PL	
Schedule 3			WR		WR		PL

Timing Options					
Time Slot	Morning	Noon	Afternoon	Late Afternoon	Evening
Time Range	8AM-10AM	11AM-1PM	2PM-4PM	5PM-7PM	8PM-10PM

## Enrollment Options

- Keyword Enrollment
- Direct Survey Enrollment
- QR Code Enrollment

## Survey Data Collected

- Demographics
- Interests
- Schedule Preferences
- Keyes Assessment Results



# Sample Messages

Enrollment screens and sample content for the different content types and streams available to the program

## Wellness Tools

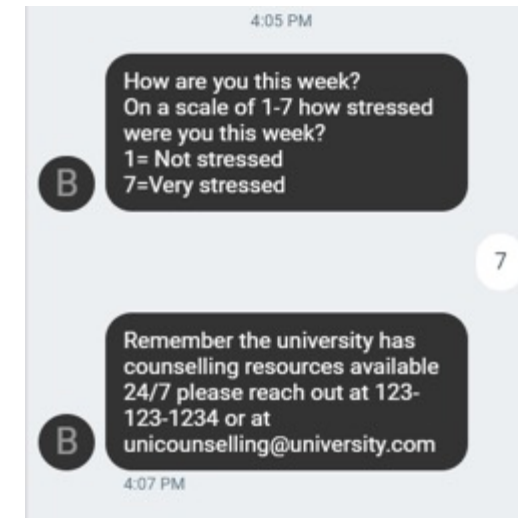
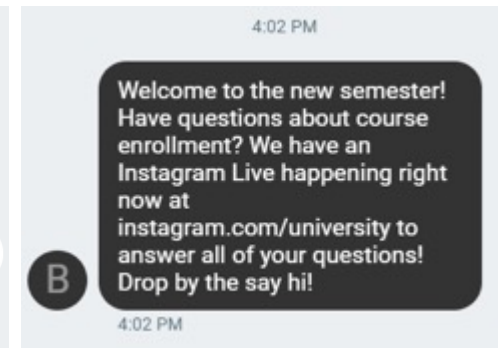
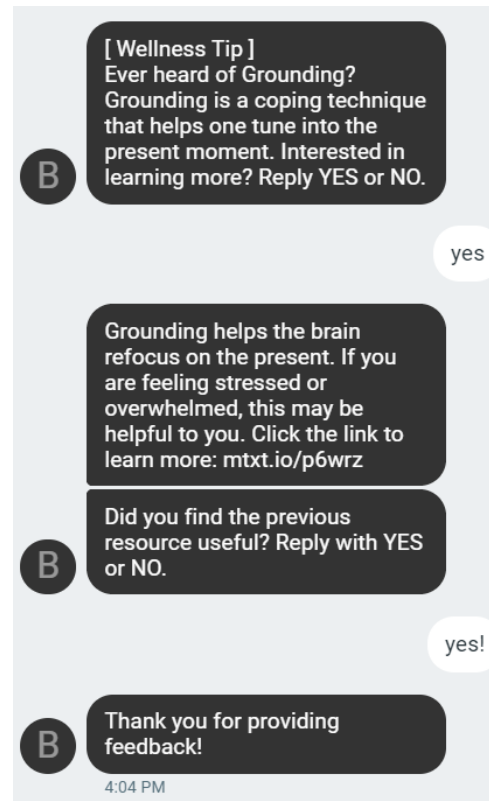
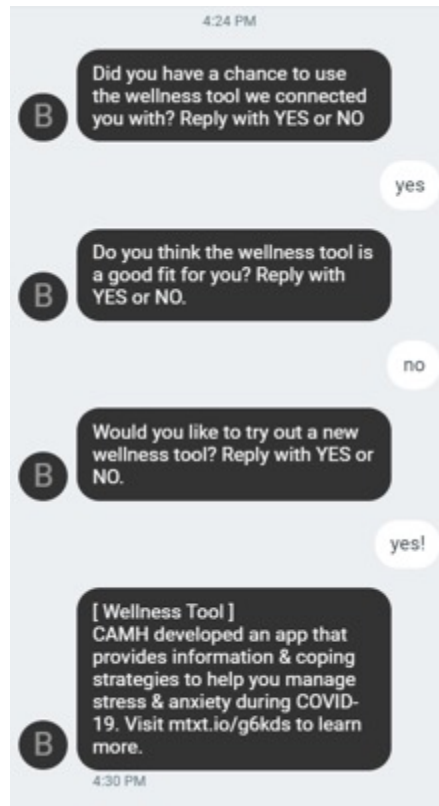
- Matched based on needs and preferences collected from the enrollment survey
- Resources are rematched every 2 weeks

## Wellness Tips

- General wellness tips
- Company wellness workshops and events

## Polling Questions

- Weekly question to get a snapshot of current mental state



# BeWell

## Increasing Engagement with Mental Health Supports

camh

Resources for Health Care Workers Self-Care Virtual Care Professional Support Groups Supporting Patients, Famil

Resources for the Public

A screenshot of a resource grid for the public. It features five cards, each with a logo, title, website URL, phone number, and a brief description. The cards are: 1. 90Second Health: COVID-19 (90Second.com), 2. CAMH Resource Hub (www.camh.ca/en/health...), 3. Kids Help Phone: Crisis Text Line (KidsHelpPhone.ca), 4. WE Well-being (www.orgen-CA.get...), and 5. KUU-US Crisis Line Society (www.kuu-uscrisisline.ca).



Increase engagement with your organization's current supports/resources

### Mobile Apps

A screenshot of a mobile app grid. It features five app cards with icons and descriptions: 1. Headspace (orange circle icon), 2. HealthyMinds (purple brain icon), 3. Virtual Hope Box (blue square with red star icon), 4. Calm (blue square with white text icon), and 5. MoodPath (teal mountain icon).



Increase engagement with curated digital supports.

# BeWell Anonymized Participant Dashboard

## Summary Statistics

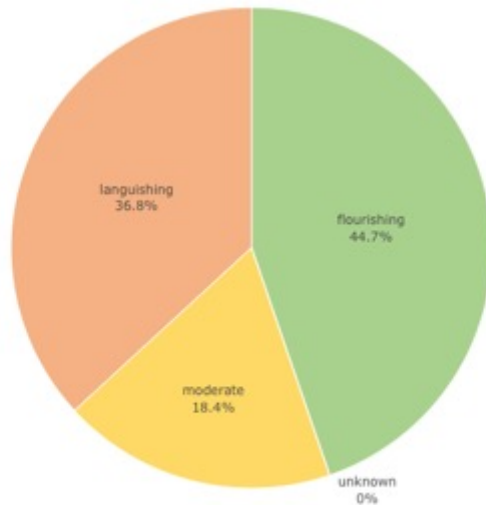
**Total Active Participants: 31**

**Total Enrollments: 36**

**Total Cancellations: 5**

Active participants are people that are currently getting messages from the program. Enrollments represent all people that have completed the enrollment survey. Cancellations are all individuals who texted STOP and are no longer receiving messages. Note that participants may be considered as both "active" and "cancel" since "active" is defined as all individuals who are getting messages before the end of the reporting month (Feb 2023).

## Current Keyes Assessment



## Content Engagement

Search:

Showing 1 to 100 of 203 entries

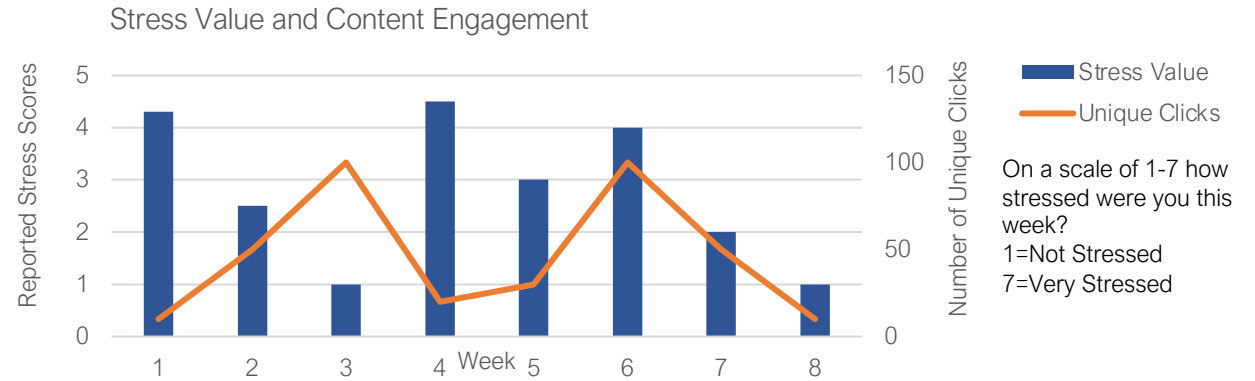
Code	Content	Sent	Total Clicks	Unique Clicks	MORE	YE
AI	All	AI	AI	AI	AI	AI
EN2	If you wish to stop receiving messages from us, text STOP to this number. Text SETTINGS to adjust your messaging settings at any time.	45				
NRG02	Here is a new tool to try. YMind (mxt.io/y4ylal) is a seven-week mental wellness program for people experiencing stress and mild to moderate anxiety. YMind allows you to learn evidence-based strategies to increase coping.	1	1	1		
NRG03	Here is a new tool to try. Grieving someone is difficult, but you don't have to go through it alone. Learning through Loss (mxt.io/jrwchm) is a peer support program to help individuals get support through their grief.	1	1	1		
NRG04	[ Wellness Tips ] Are you a health care worker that is struggling? Care to Speak (mxt.io/nd7wzq) is a peer-based phone, text, and webchat service providing support to health and social support workers.	1	0	0		
NRG06	[ Wellness Tips ] Anxiety Canada developed an app to help you learn to relax and be more mindful. Click the link to learn more: mxt.io/nlcwmt	1	0	0		

Showing 100 entries

Previous 1 2 3 Next

# BeWell Anonymized Participant Dashboard

Code	Content	View	Likes	Dislike
MH01	90second Health is mailing free COVID-19 Mental Health letters across Canada. Interested in receiving mental health tips and strategies via mail? Visit <a href="https://mtxt.io/q5b3e">mtxt.io/q5b3e</a> to sign up.	72	2	0
MH02	Looking to speak with someone about your mental health? Healthline is available to all residents of Saskatchewan. Dial 811 to speak with a health professional.	32	1	1
MH03	Feeling stressed or anxious due to the uncertainty created by COVID-19? Text COVID19HOPE to 393939 to subscribe to wellness support provided by Text4Hope.	2	2	0
MH04	Interested in viewing articles, blog posts, or other expert created mental health resources? Check out the Anxiety Toolkit created by Shine at <a href="https://mtxt.io/vlbe8">mtxt.io/vlbe8</a> .	34	30	0
MH05	Sometimes, it can be hard to find a reputable source for health information. Go Ask Alice answers questions related to physical & mental health. Check it out: <a href="https://mtxt.io/fjbbw">mtxt.io/fjbbw</a>	12	0	0
MH07	Find information and resources you can trust on staying well, improving your mental health and well-being by visiting the Here2Help website: <a href="https://mtxt.io/6kgra">mtxt.io/6kgra</a>	589	200	10



## Monthly Keyes Assessment

3,423 Responses

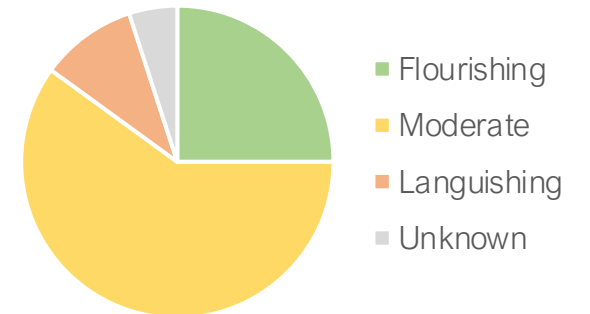
180 Unknown Results

**Flourishing** represents students who over the last month, on most or all days, felt good, or were interested or satisfied with their life.

**Moderate** represents students who over the last month, up to three times a week, they felt good, or were interested or satisfied with their life.

**Languishing** represents students who most days, over the last month, didn't feel good, or felt disinterested or dissatisfied with their life. They may need some additional support to improve how they feel and function.

Keyes Assessment Results - September





# Optional: Secure Hosted Virtual (Peer2Peer or Clinician) WebChat

Online Live Chat

**Mental Health & Well-being**  
AT GEORGIAN COLLEGE

End chat

Welcome to the Georgian LiveChat you will be connected with a mental health ally shortly!

Hello there before we get started I would just like you to know that I won't know your identity, but if at any point during our chat I become concerned for your safety or the safety of others, I will notify staff in the Georgian College Student and Learning Services department. A staff member may use MemoText to identify you, in order to keep you and others safe and assist you in accessing suitable services. <<<Please keep in mind that I am not a trained mental health professional, and this chat should not be seen as a substitute for professional mental health services>>>.

Hi could you help me with my student loans?

Your message...

Visitor

03 m. 46 s.

10:36:00 **Mental Health and Wellbeing Bot**  
Welcome to the Georgian LiveChat you will be connected with a mental health ally shortly!

**MEMOTEXT Administrator**  
Hello there before we get started I would just like you to know that I won't know your identity, but if at any point during our chat I become concerned for your safety or the safety of others, I will notify staff in the Georgian College Student and Learning Services department. A staff member may use MemoText to identify you, in order to keep you and others safe and assist you in accessing suitable services. <<<Please keep in mind that I am not a trained mental health professional, and this chat should not be seen as a substitute for professional mental health services>>>.

Visitor 11:36:02  
Hi could you help me with my student loans?

**System assistant**  
Visitor has joined the chat!

You are not chat owner, type with caution.

Canned messages  
Navigate with **↑** and **↓** Enter. Esc to quit.

**Chat**

- Student Agents
- Bot
- Edit chat
- Close chat
- Delete chat
- Choose recognition language
- Screen sharing
- New window
- Print
- Copy messages
- 127
- Copy link

**Chat owner**

- Transfer chat

**Visitor**

- Computer: 72.140.xxx.xxx
- 12312313213213
- Online profile
- Previous chats
- //livechat.memotext.com/client/dashboard
- //login.microsoftonline.com/
- en-US
- Send mail
- Redirect to contact form
- Redirect user to survey
- Redirect to another url
- Screenshot
- Block visitor

**Times**

- Chat duration - 01 h. 03 m.
- Waited - 58 m. 31 s.

# Current Publications

BMJ BMJ Open

## Supporting population mental health and wellness during the COVID-19 pandemic in Canada: protocol for a sequential mixed-method study

**Introduction** The global COVID-19 pandemic has reported to have a negative impact on the mental health and well-being of individuals around the world. Mental health system infrastructure, primarily developed to support individuals through in-person care, struggled to meet rising demand for services even prior to COVID-19. With public health guidelines requiring the use of physical distancing during the pandemic, digital mental health supports may be one way to address the needs of the population. Despite this, barriers exist in promoting and supporting access to existing and emerging digital resources. Text messaging may address some of these barriers, extending the potential reach of these d...

<https://bmjopen.bmj.com/content/11/11/e052259.full>



# AMIA 2021 ANNUAL SYMPOSIUM

## Being *SaskWell*: Implementing a Two-Way Texting Service to Support Mental Health and Wellness Connectivity

Tracie Risling RN, PhD, Gillian Strudwick RN, PhD, FAMIA, Iman Kassam, MHI, Courtney Carlberg, MA, John Tyler Moss

### INTRODUCTION

As efforts are made around the world to triage the damaging effects of the global COVID-19 pandemic, the mental health and wellness of the global population has become a critical area of focus. Loss, isolation, and a multitude of unrelenting stressors have resulted in an unparalleled mental health challenge, placing added strain and burden on overwhelmed healthcare systems and providers. The rapid development of digital health technologies over the last decade has created opportunity to employ these solutions in addressing rising mental health and wellness needs.

**Study Purpose:** To develop and measure the adoption of a two-way texting service, *SaskWell*, to improve individual awareness and connection to existing mental health and wellness supports in Saskatchewan, Canada.

### METHODS

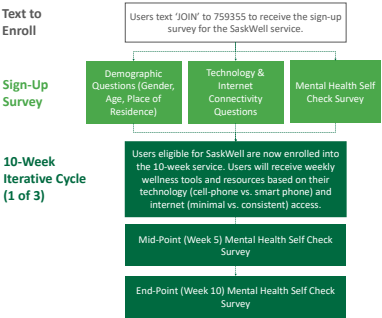
#### Study Design, Participant Recruitment & Data Analysis

A three-phase mixed-methods approach was used to develop and explore the impact of *SaskWell*. The RE-AIM Framework, was used to establish three consecutive 10-week iterative cycles over the course of the project, with a focus on the **Reach, Evaluation and Adoption**. In addition to this, *SaskWell* was developed in collaboration with a patient and community advisory committee, consisting of residents of Saskatchewan.

- To sign-up for *SaskWell*, users must be a resident of Saskatchewan, ≥16 years old, have access to a mobile device, and understand English.
- A variety of techniques were used to recruit users, inclusive of snowball sampling, social media posts, posters, flyers, news articles, etc.
- Quantitative usage (i.e., user engagement, click rate, response rate) and demographic data will be collected. Descriptive statistics will be calculated for the aforementioned measures.
- Qualitative semi-structured interviews with users of the service will be conducted after each iteration to understand users' experiences with the service. Interview transcripts will be analyzed using a qualitative thematic approach

### Text-Based Service Design

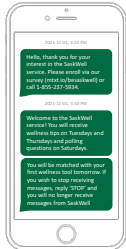
*SaskWell* connects users with wellness tools and resources through weekly prompts, based on their technology and internet connectivity, for evidenced based self-care. The figure below presents the *SaskWell* service design and enrollment process.



### RESULTS

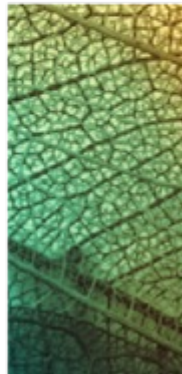
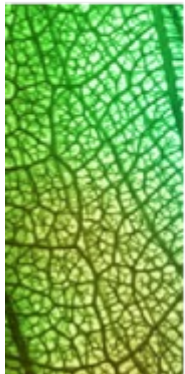
To date, iterations 1 and 2 of the *SaskWell* service have been completed. Iteration 3 will commence in October 2021 and will continue until January 2022. Data collection and analysis is on going.

Iteration	Start Date	End Date	# of Users Enrolled	Iteration Focus
Iteration 1	March 2021	May 2021	85	Pilot Phase
Iteration 2	June 2021	Sept 2021	207	Co-design



### CONCLUSION

As the world navigates the impact of the COVID-19 pandemic, it is essential that mental health supports are accessible. *SaskWell* is meant to connect Saskatchewan residents with resources for their mental health and well-being during the pandemic and beyond.



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