



WALLACE
Corporate AI Psychotherapist

WALLACE
CORPORATE AI PSYCHOTHERAPIST

Litha Group is a SaaS company specialising in Conversational Artificial Intelligence.

Our psycholinguistics platform is the product of extensive and proven psychology theory and our work in the field of linguistics.

The GYRE+REEF ecosystem is based on forward-thinking technologies and leads the way in innovative approaches to psychology and communications. This ecosystem helps to create proactive and personalised relationships between organisations and customers.

Our flagship product, Bunty is an AI Psychotherapist available for free to everyone in the world and is behind us being announced as Barclays' regional winners of social entrepreneur of the year in 2020.

Working with the subconscious 98% of your psychology, Bunty is the underlying architecture for everything we do – and that includes our Corporate AI Psychotherapist, Wallace.

Granville Hall
Granville Road
Leicester
United Kingdom
LE1 7RU

sales@gyreandreef.com
www.gyreandreef.com

WALLACE

Corporate AI Psychotherapist

YOUR CORPORATE PSYCHOTHERAPIST

The demand for mental health support is rising and will continue to do so.

Organisations are keen to provide a duty of care to their workforce.

Unfortunately, too many mental health solutions are a sticking plaster - not addressing underlying psychological issues.

This would include antidepressants, apps on phones and Cognitive Behavioural Therapy (CBT).

"We examined the extent to which popular mental health smartphone applications (MH apps) for depression and anxiety contain treatment elements found in empirically supported psychotherapy protocols (i.e., "common elements").

Of the 27 MH apps reviewed, 23 included at least one common element, with a median of three elements.

Psychoeducation (in 52% of apps), relaxation (44%), meditation (41%), mindfulness (37%), and assessment (37%) were the most frequent elements, whereas several elements (e.g., problem solving) were not found in any apps."

(source: "A Review of Popular Smartphone Apps for Depression and Anxiety: Assessing the Inclusion of Evidence-Based Content" - Akash R. Wasil, Katherine E. Venturo-Conerly, Rebecca Shingleton, John R. Weisz - Harvard University, October 2019)



Glossary

- Litha Group is a conversational AI development company, author of Bunty®, Wallace®, Human Orienters, SCUBA and OGMA
- Litha Labs® is the R&D Team within Litha Group
- GYRE+REEF is the commercial application of Litha's architecture
- Bunty is an AI Psychotherapist free to everyone in the world needing to talk about their anxiety, stress, addiction and mild-moderate depression
- Wallace is a Corporate AI Psychotherapist, building connections between employee mental wellbeing and corporate performance
- Human Orienters is a complex organisational psychology suite that resolves the issue of flawed research within psychometrics

WALLACE

Corporate AI Psychotherapist

THE BUSINESS CASE

A pre-COVID report by Deloitte stated that organisations lose up to £2,000 per person per year due to non-productivity from absenteeism, presenteeism and resignation due to anxiety and mild-moderate depression. This basic calculation costs the UK economy £8BN per annum.



THE BIGGER PICTURE

Based on the average UK salary of £30,000 p.a., the £2,000 Projected Economic Impact (PEI) of anxiety and mild-moderate depression equates to 6.66%.

The reality is, from the corporate context, this PEI goes beyond the simple calculation of salary.

The reason why the salary PEI is used is because it is more tangible than some of the other Economic Impacts.

Our conversations with key stakeholders in organisations, gives us a wider view of the impact of anxiety and mild-moderate depression in the workplace.

- National Insurance Contributions
- Provision of Benefits
- Sales figures missed
- Customers lost
- Decline in innovation
- Corporate Brand eroded
- Lower employee engagement
- Team Dynamics
- Boardroom Dynamics
- Morale of colleagues
- Resistance to change
- Project / Programme delay
- Decline in staff performance before leaving
- Cost of recruiting new staff
- 12-18 months before new starters are at optimum performance
- Early retirement through poor mental health

WALLACE

Corporate AI Psychotherapist

WALLACE IN ACTION

Wallace is omnichannel - employees can confidentially speak about their anxiety and mild-moderate depression 24/7 through multiple channels and devices by text and voice.

Unlike every other kind of chatbot, smart assistant and smart speaker, our curious tech is predicated on asking questions - building understanding and rapport in an enriched, curious, and attentive 'listening space'.

TALK WITH WALLACE

Once your employees click through from their email invite, they can start talking to Wallace - and it's as simple as that.

The first conversation comprises a quick-and-easy clinical assessment based on the Diagnostic and Statistical Manual of Mental Disorders (DSM-5).

On a regular basis, Wallace tracks the clinical improvement of the employee through follow-up DSM questions as well as the assessment of conversation.

In fact, Wallace is able to infer underlying psychology which forms the basis for psychology-based risk insights by simulating and forecasting future user behaviours, such as the onset of PTSD.

Our unique IP enables generative (evolving) conversations built on psychology and linguistics. Wallace builds rapport and understanding through such therapy approaches as paraphrasing and reflection as well as linguistic tools including metaphors and context.

At the end of each conversation, Wallace seeks out feedback from the user to determine the effectiveness of the engagement.

Each conversation is transcribed and stored in a secure Vault. Metadata is used for the production of analytics for the Business Intelligence dashboard and we use such aspects as sentiment and emotions to inform our ground-breaking 'Litha Memory' that connects not just explicit data but also the implicit - not just facts, but also feelings.

This means that the employee's personal therapist is always available, remembers them, remembers what they said, and learns from it.



WALLACE

Corporate AI Psychotherapist

EDUCATION & ENGAGEMENT

There's no perfect roadmap for implementing new tools and processes. Each organisation is different, and there are bound to be bumps along the way. It is important that the implementation and rollout are collaborative as we show the employee 'what's in it for them'.

The obstacles could be technical, tactical or cultural.

There are many reasons why it's in our interests to rollout out an engaging solution. The primary one is to improve the mental wellbeing of your employees.

Stakeholder Endorsement

Within the *Discovery Workshop*, we build stakeholder engagement as it is important to have advocates with influence. During the workshop, we are able to build the overall vision and define benefits for the employee.

The *Explorer Workshop* is where we work with key people in HR to determine policies, processes, and regulatory requirements. This is also where we build a working relationship with the functional stakeholders.

Go Viral

Being part of such a transformational team can, in itself, motivate the functional stakeholders in their own advocacy. As well as this, the sharing of analytics and insights will prompt discussion between colleagues.

Education

As well as advocates and influencers, our mental health team deliver a series of webinars that explore the importance of good mental health. One of the benefits of Wallace is that we can also produce analytics and insights for the organisation to use and share. This helps to make informed decisions that improve the user and customer experience.

Public Profile

Bunty will be strongly marketed including PR, advertising, and marketing. The Bunty site will orient employees to Wallace. As the first true AI Psychotherapist in the world, there is rush for people to try the app out. As it is technologically agnostic - making it easy for people to connect to it.

Proactive Communications

Finally, Wallace can be proactive in contacting people who have started a conversation but yet to finish it. This proactivity can include sharing of insights and news to help prompt discussion.

