

Pandacea Health

EVERYONE'S ANXIETY JOURNEY IS UNIQUE – LET'S TREAT IT HOLISTICALLY.

BIOE 273

The Situation.

settling, pervasive, overwhelming,
suffocating, unpredictable, tense,
fearful, nerve-wracking, exhausting,
relentless, invasive, paralyzing,
disorienting, intense, fraught, frantic,
turbulent, disturbing, harrowing,
debilitating, unnerving, consuming

ANXIETY IS EVERYWHERE

... even at Stanford

“Wow! With Stanford’s
Alumni Network, I’ll
surely get a job”



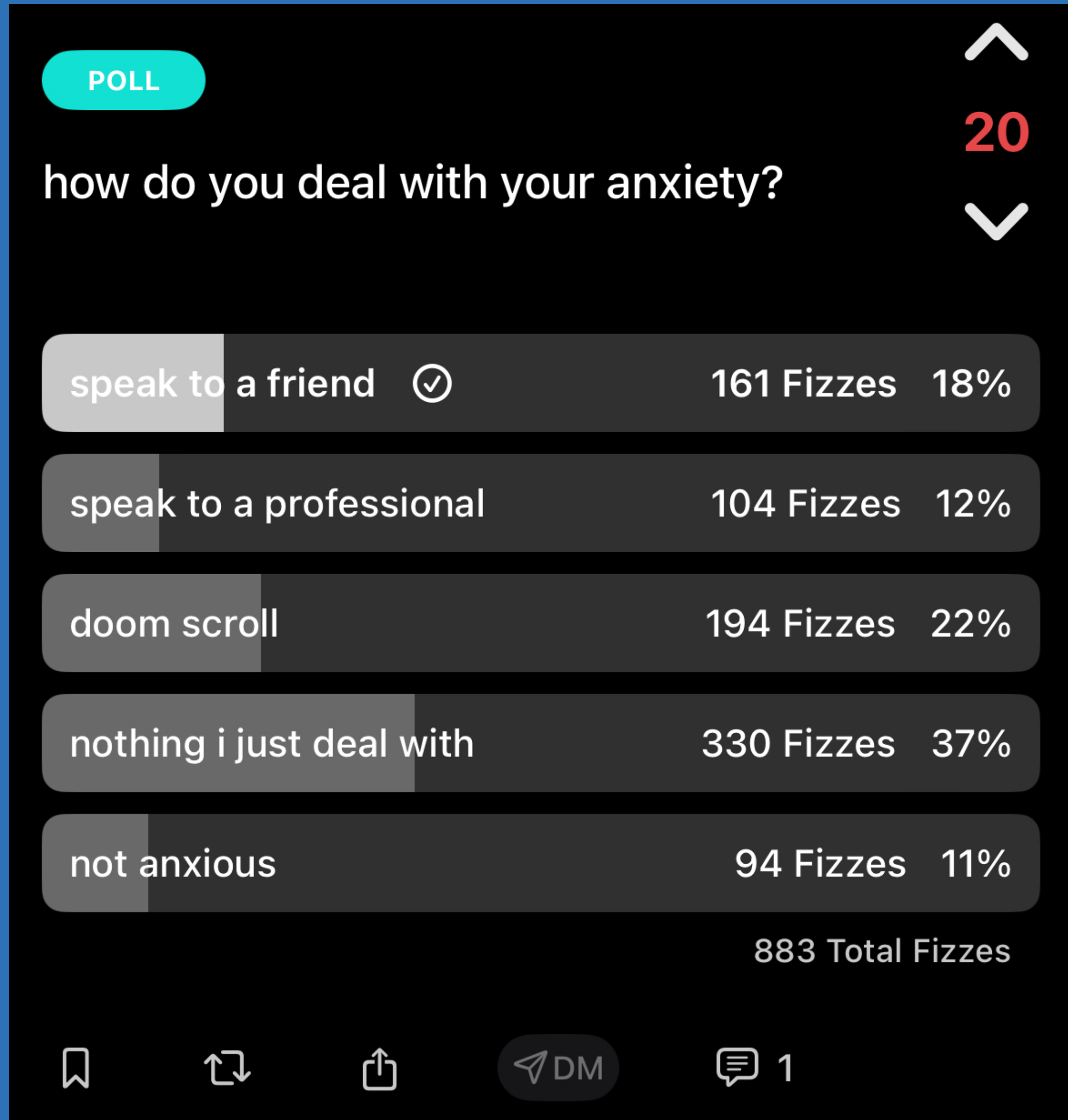
At this time, we have decided to move forward with other candidates. Although we are unable to connect with you about this position, we hope you will consider applying for other roles of interest in the future.

Thank you for your interest in Garmin. Unfortunately, Garmin is **unable** to offer you employment at this time. Please keep in mind that Garmin is a growing organization, so it is possible in the future there may be other career opportunities that better match your qualifications.

“AHHH!! AHHHHHH!!
AHHHHHHH”

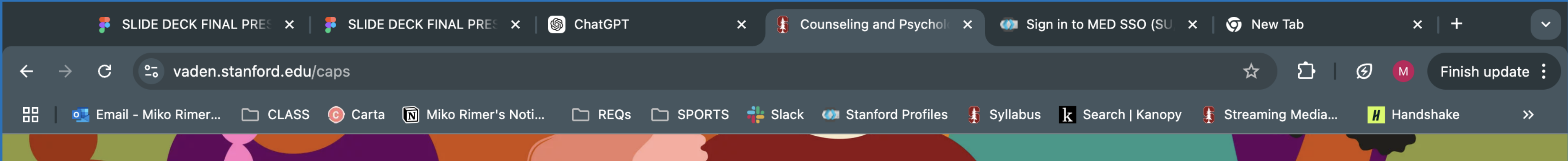


“AHHH!! AHHHHHH!!
AHHHHHHH”



“I AM UNEMPLOYABLE, AND I AM
GOING TO LOSE MY VISA”





Counseling and Psychological Services (CAPS)

[Get Immediate Help Now](#)

Get Immediate Help Now

“ARE THERE RESOURCES
AVAILABLE FOR ME”



of clicks: 1

time until help: 00:01

For life threatening emergencies, call 911 (or 9-911 from an on-campus phone) for immediate help or go to the nearest hospital emergency room.

Get Immediate Help Now

Get Immediate Help Now

Find Immediate Help Now

Immediate Mental Health Crisis Assistance >

[For immediate mental health crisis assistance call Counseling and Psychological Services at 650.723.3785](#) any time, including evenings and weekends. A clinician will be available to speak with you, assess your situation and offer support and/or recommendations for follow-up.

Immediate Medical Help >

Find information about what to do during a medical emergency and what to do for urgent conditions.

Immediate Sexual Assault and Relationship Violence Support >

- For urgent support [call Stanford's Confidential Support Team \(CST\) 24/7 Hotline at 650.725.9955.](#)
- For a non-urgent appointment at CST, use the [Vaden web portal](#) ↗ or [give us a call at 650.736.6933.](#)

“ARE THERE RESOURCES
AVAILABLE FOR ME”



of clicks: 2

time until help: 00:03

For life threatening emergencies, call 911 (or 9-911 from an on-campus phone) for immediate help or go to the nearest hospital emergency room.

[Get Immediate Help Now](#)

Get Immediate Help Now

Find Immediate Help Now

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“ARE THERE RESOURCES
AVAILABLE FOR ME”



“A clinician will be available to speak with you, assess your situation and offer support and/or recommendations for follow-up.”

of clicks: 3

time until help: 00:18

“I DON’T NECESSARILY NEED A
CLINICIAN INVOLVED / I DON’T
WANT TO WAIT WHEN I WANT
TO SPEAK TO SOMEONE”



of clicks: 3
time until help: 00:18

New TimelyCare option for students!

TimelyCare

TimelyCare is offered as a supplement to the extensive existing in-person and virtual services offered by [Counseling and Psychological Services \(CAPS\)](#), [Vaden Medical Services](#), and other Vaden and on-campus resources. This no cost service offers enrolled students residing in the United States virtual medical and mental health care 24/7, 365 days/year and up to 12 scheduled mental health therapy sessions per academic year.

[Learn More About TimelyCare](#)



“NO WAY! STANFORD JUST
INVESTED IN TIMELYCARE THIS
LOOKS PROMISING”



of clicks: 4

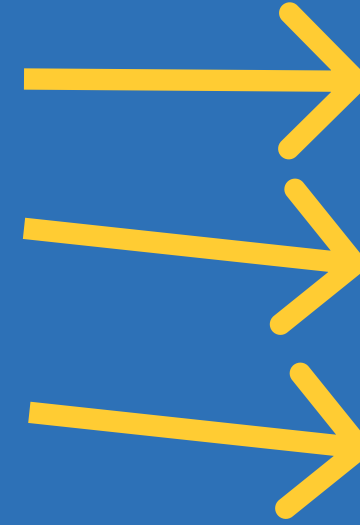
time until help: 00:25

New TimelyCare option for students!

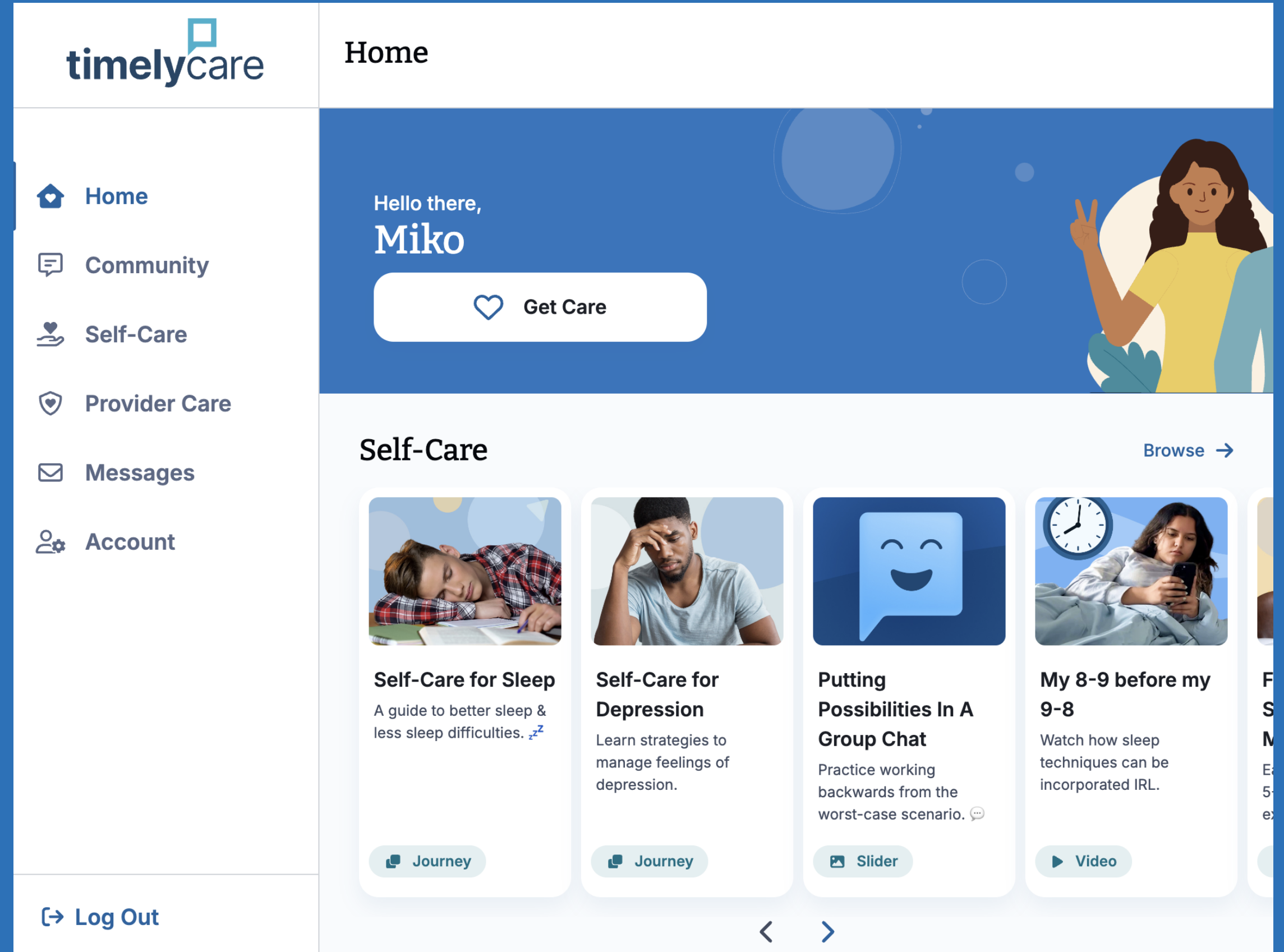
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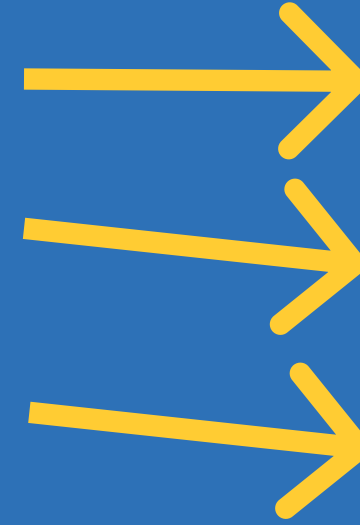
of clicks: 9
time until help: 00:25

New TimelyCare option for students!

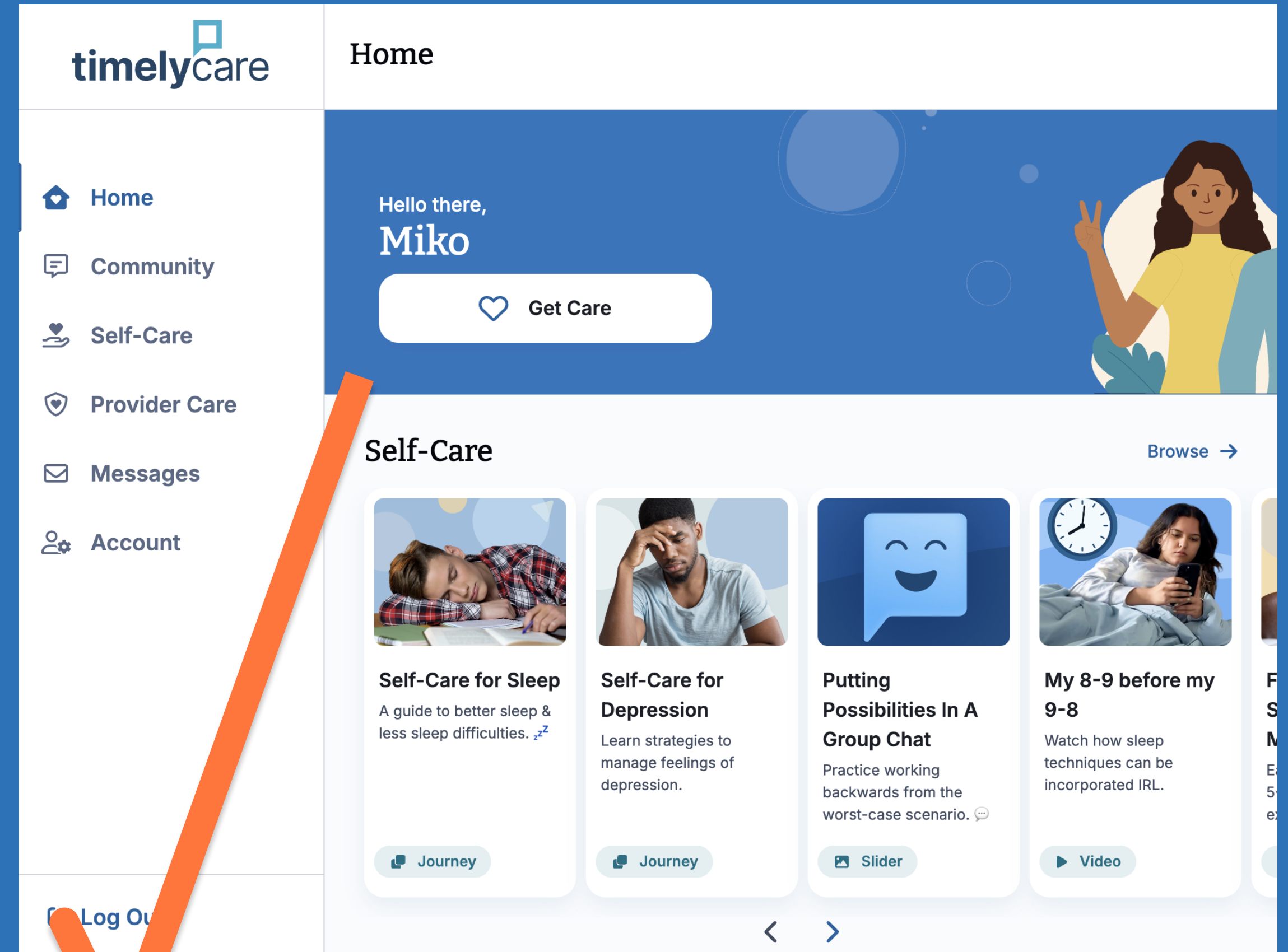
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“NO WAY! STANFORD JUST
INVESTED IN TIMELYCARE THIS
LOOKS PROMISING”



Visit cancelled

Dannette Vest, LCSW has cancelled your visit on Monday November 18th at 8:49 PM PST for the following reason: Technology problems.

of clicks: 16
time until help: 00:40

Finding the right help is hard

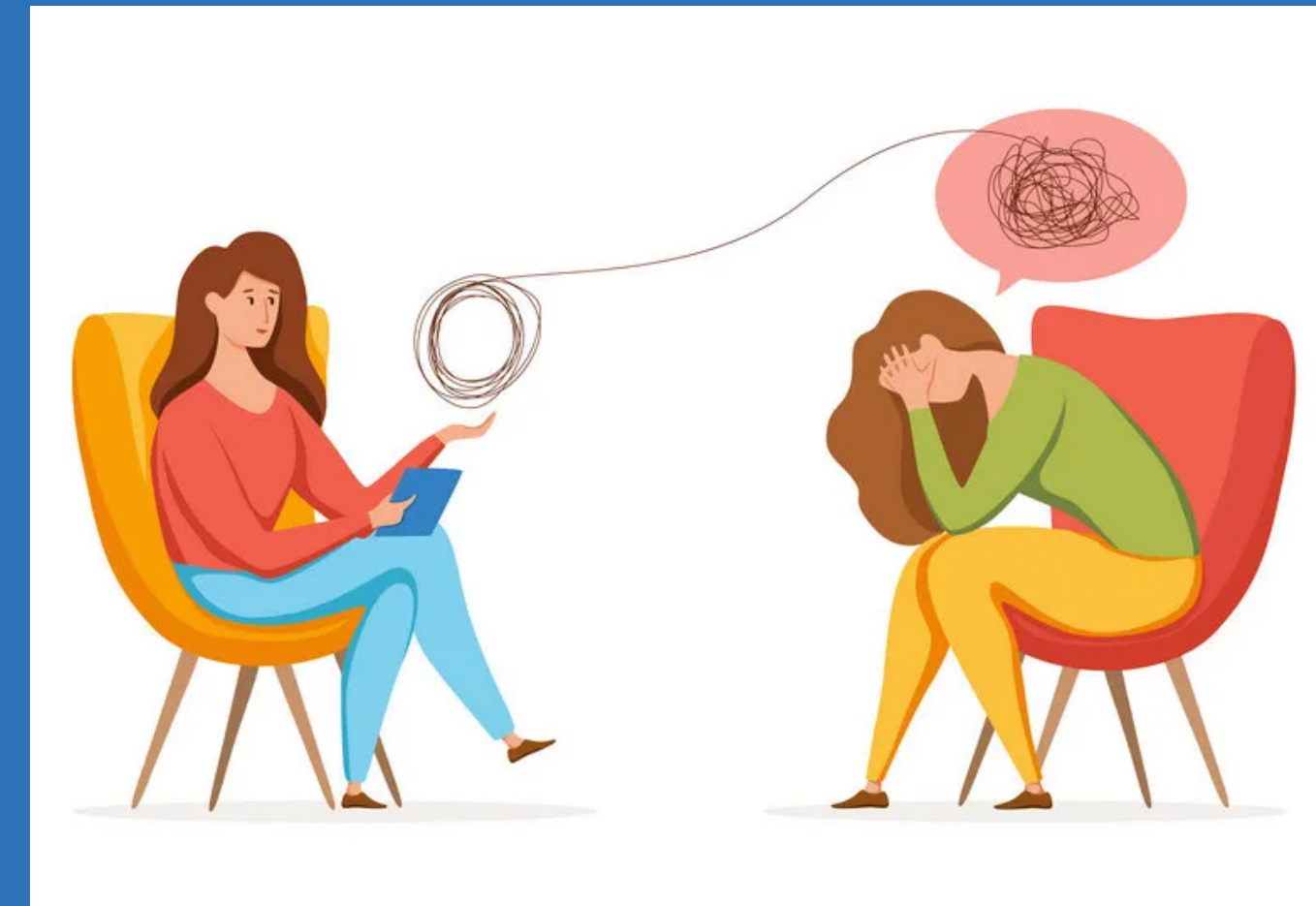


Only about 40% of people in need
receive any treatment.

“I’VE HAD ENOUGH OF THIS
CRISIS, I AM GOING TO
THERAPY”



“LET’S FIND THE
RIGHT TOOLS FOR
YOU”

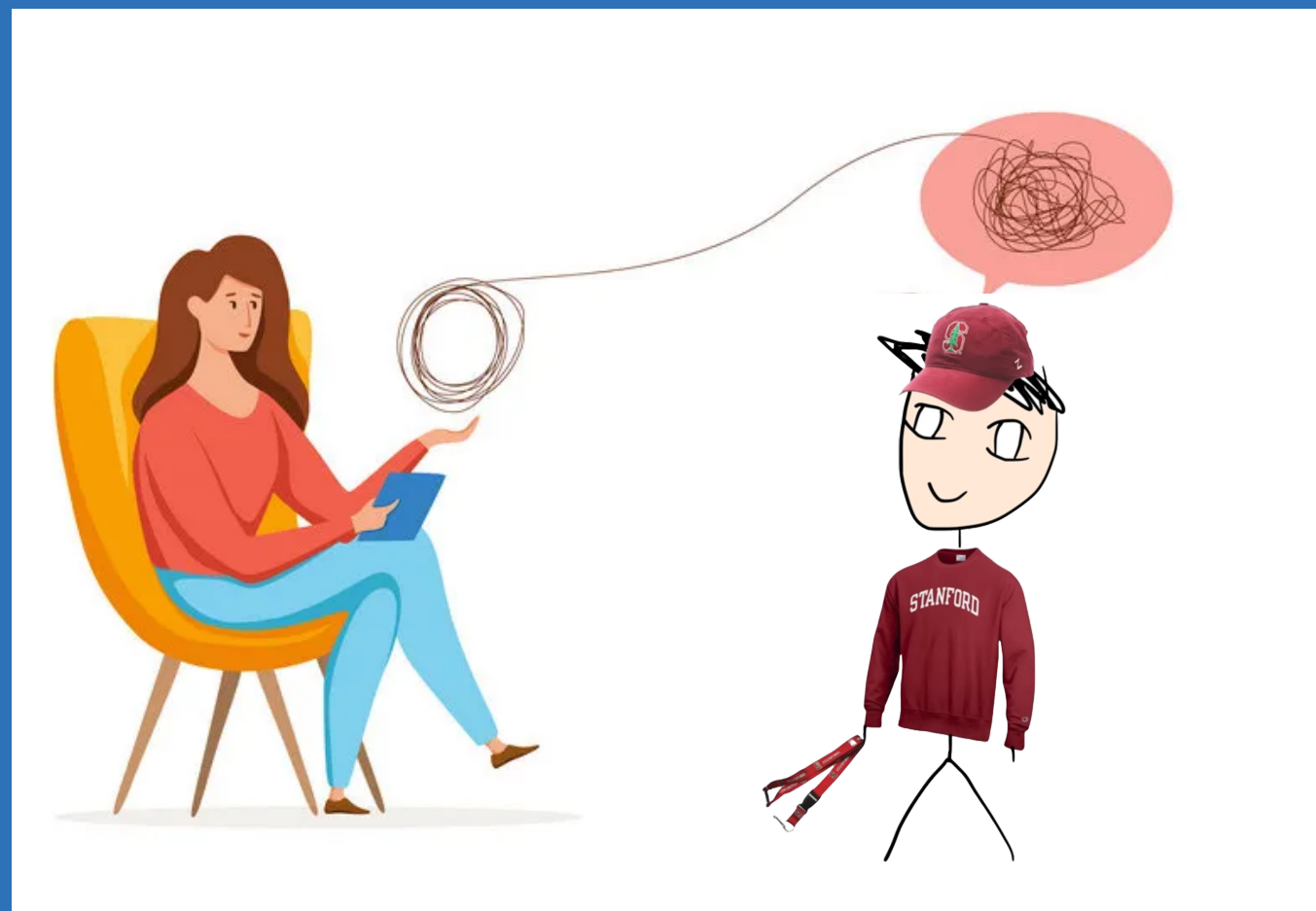


“I’VE HAD ENOUGH OF THIS
CRISIS, I AM GOING TO
THERAPY”



of sessions:
Total \$:

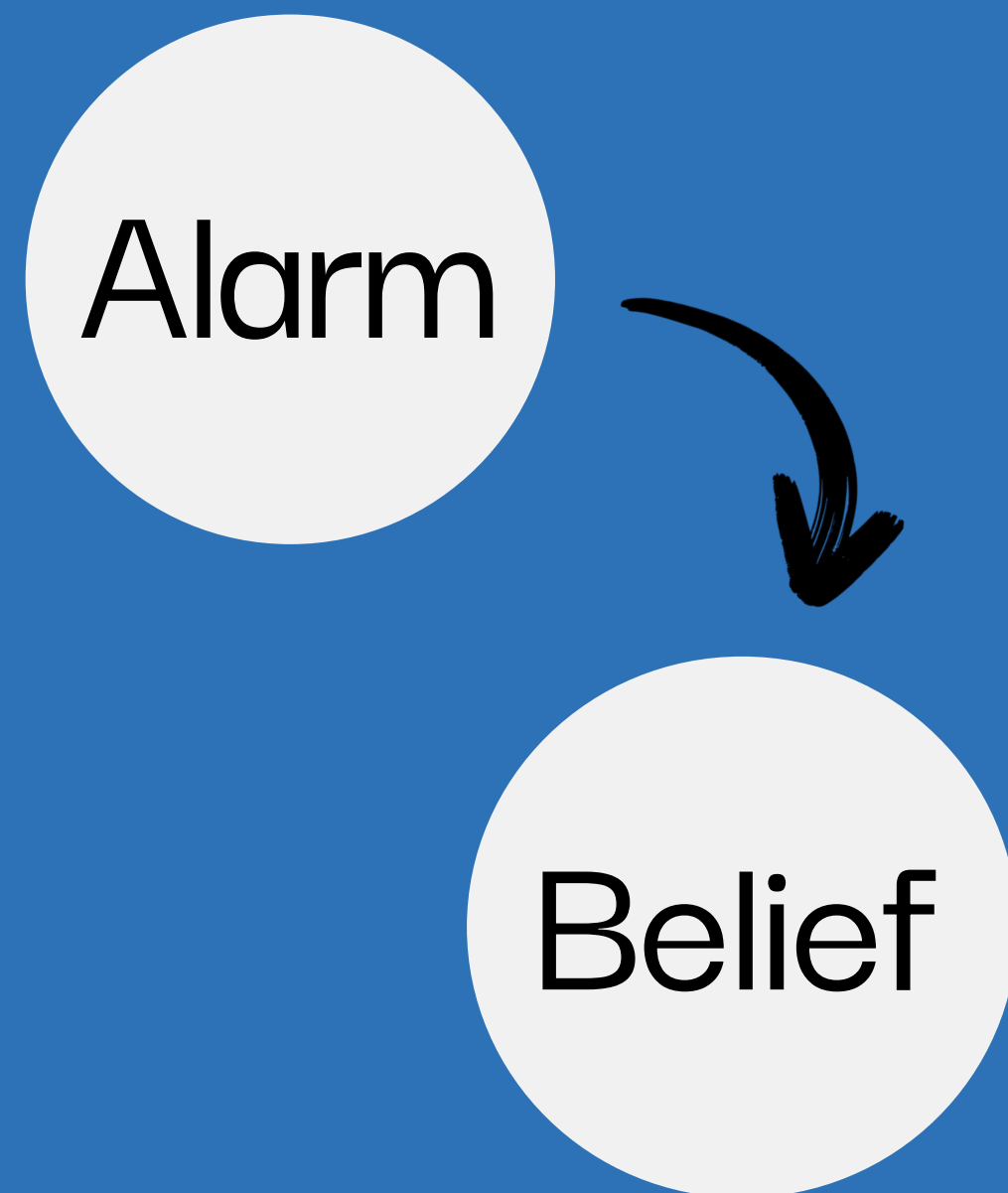
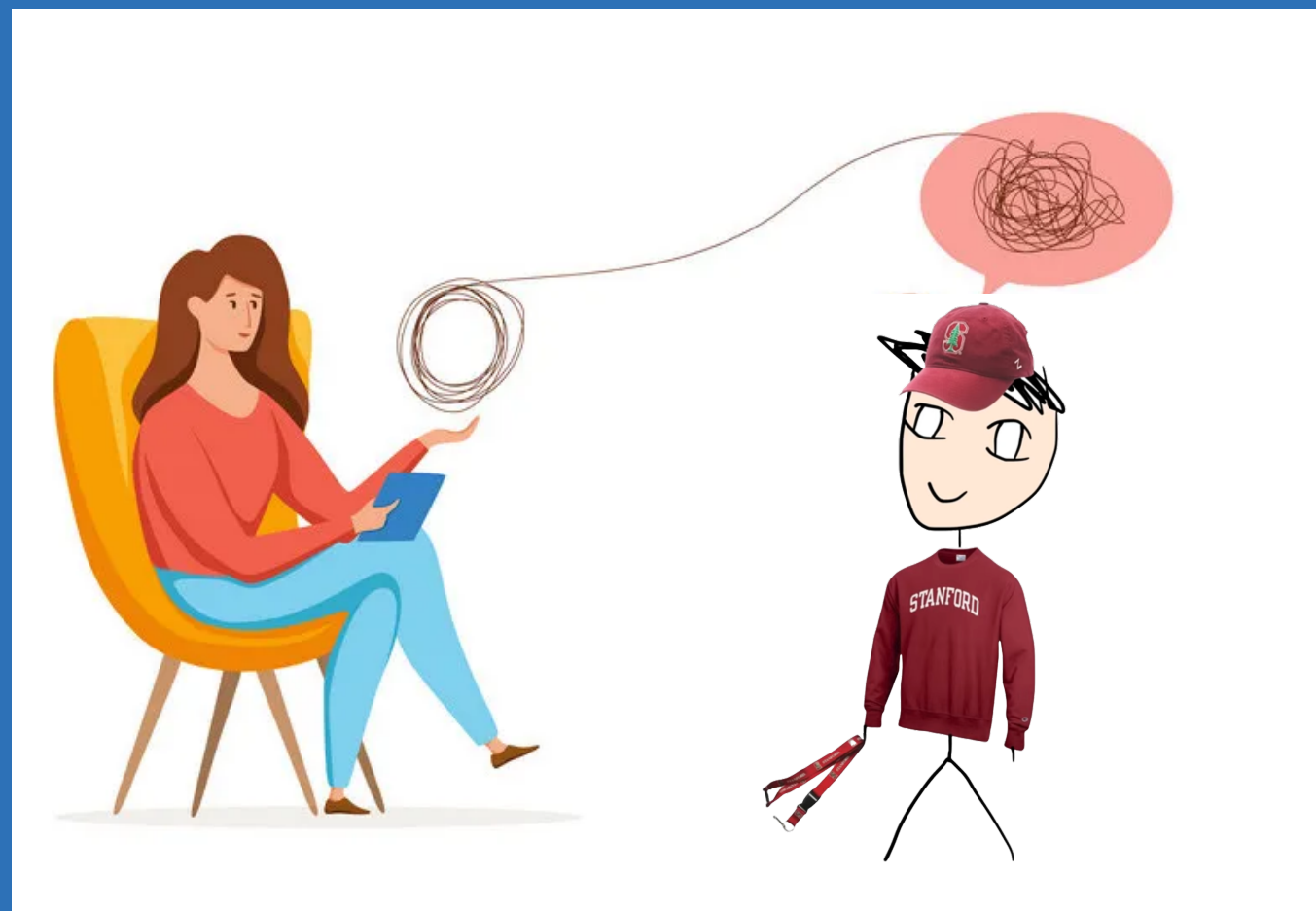
“LET’S FIND THE
RIGHT TOOLS FOR
YOU”



Alarm

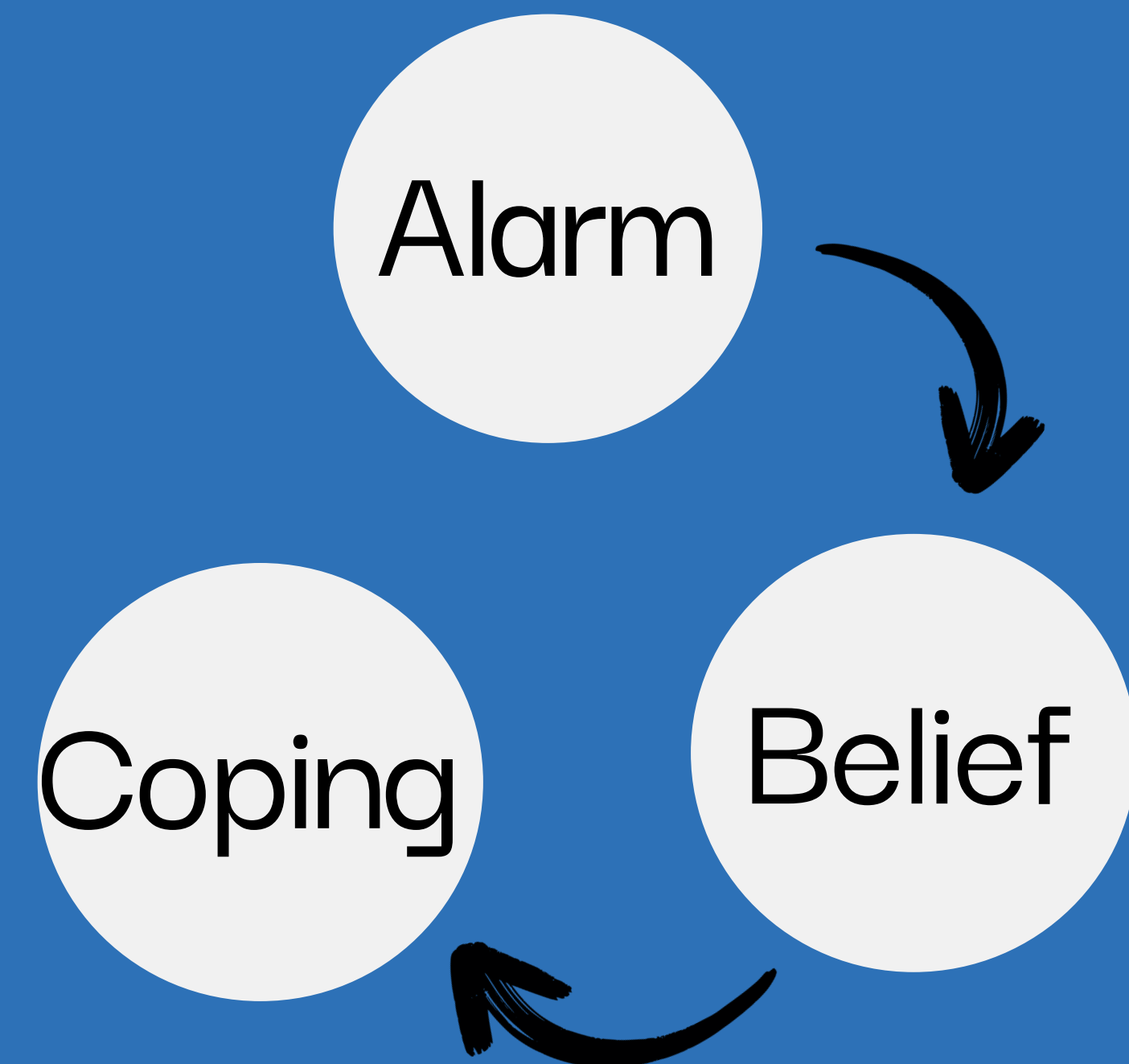
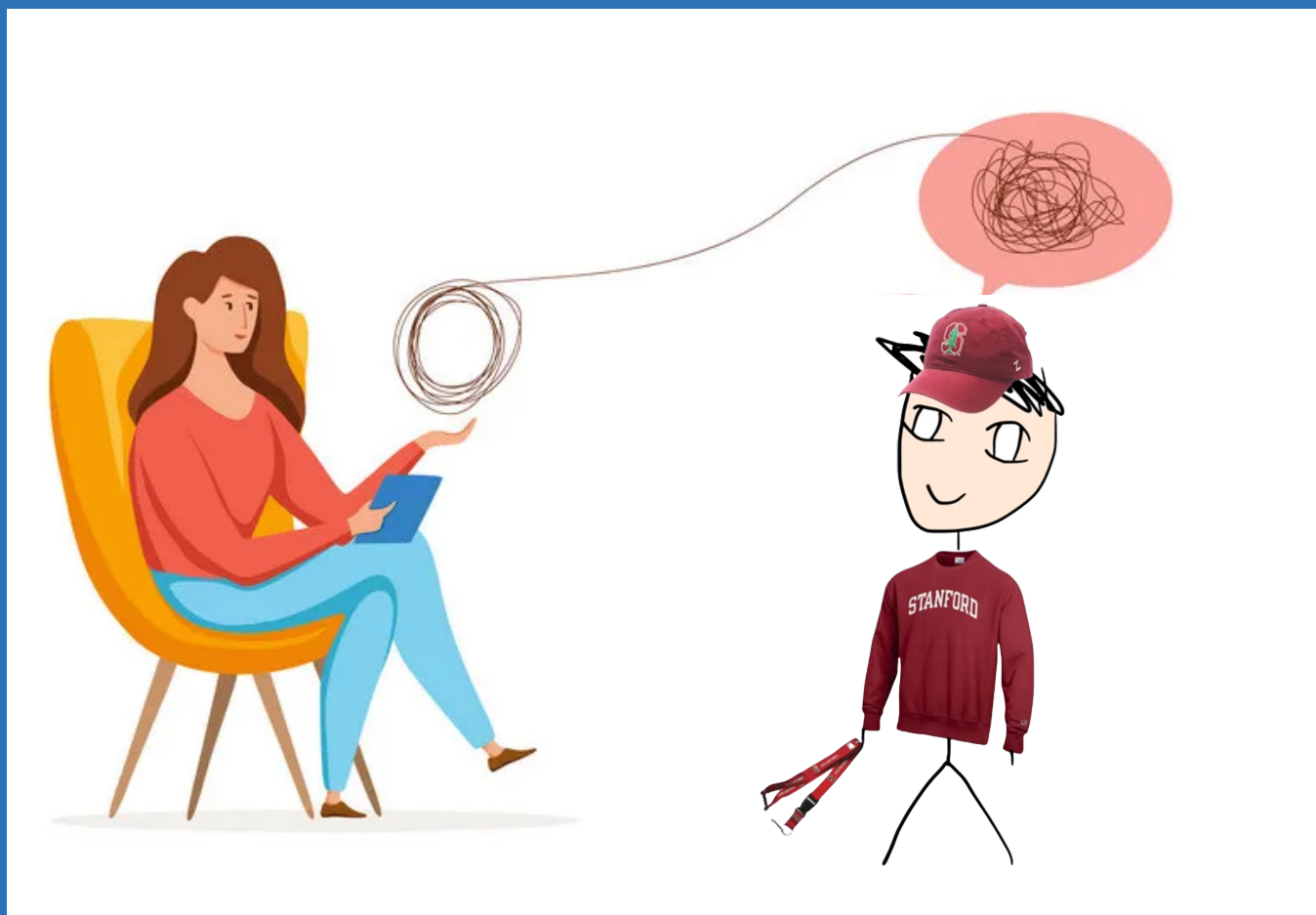
of sessions: 4
Total \$: 440

“LET’S FIND THE
RIGHT TOOLS FOR
YOU”



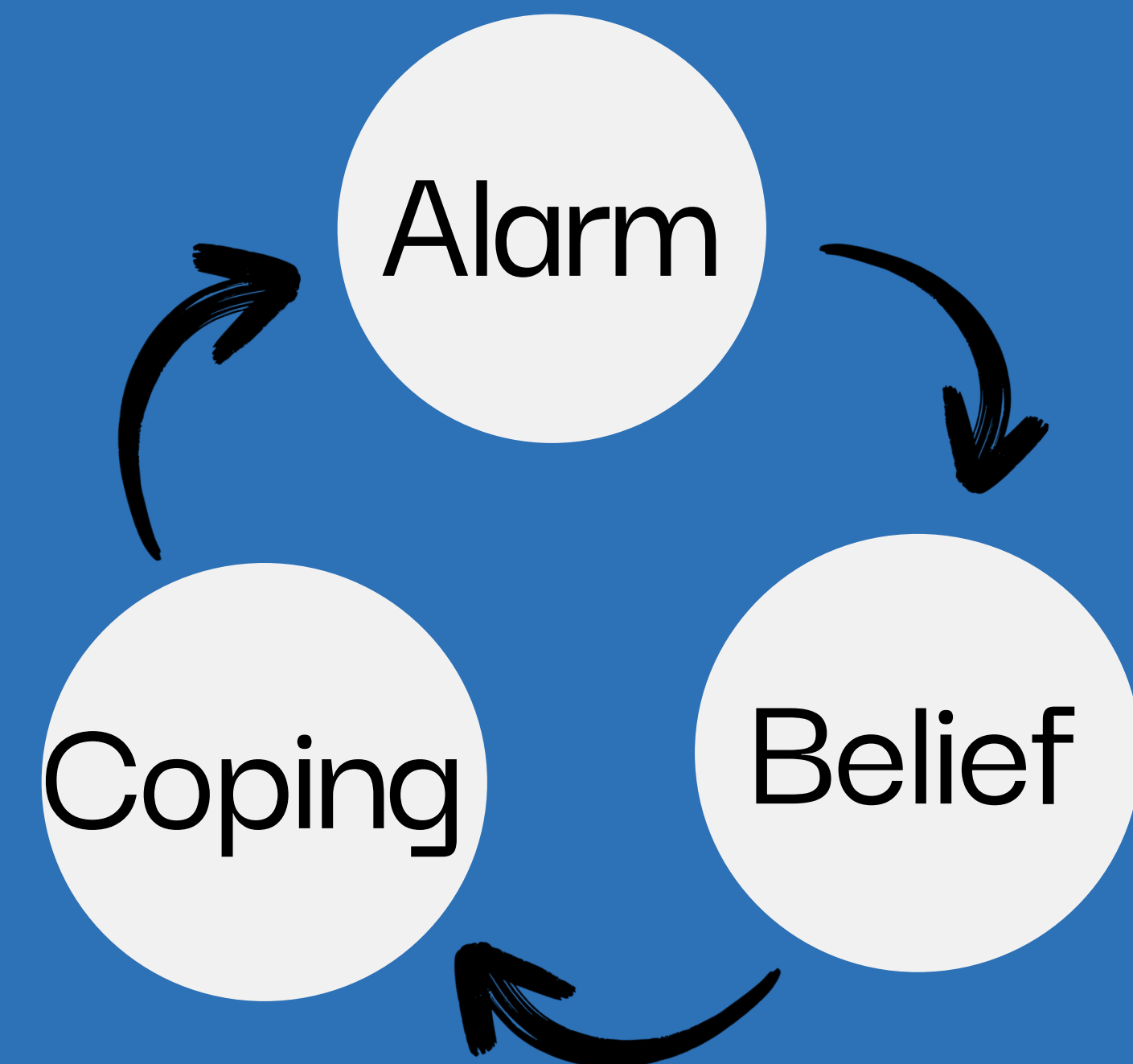
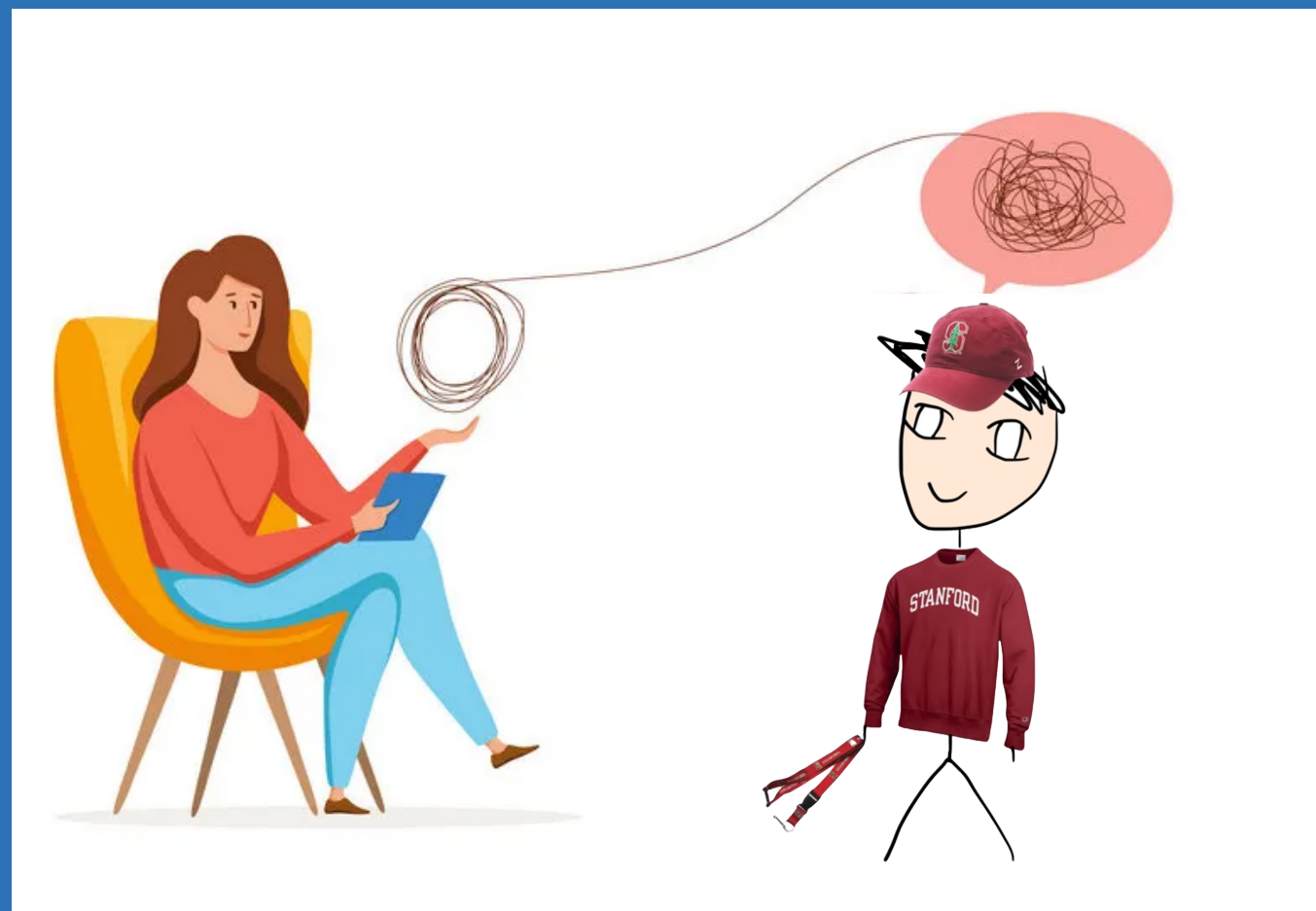
of sessions: 8
Total \$: 880

“LET’S FIND THE
RIGHT TOOLS FOR
YOU”



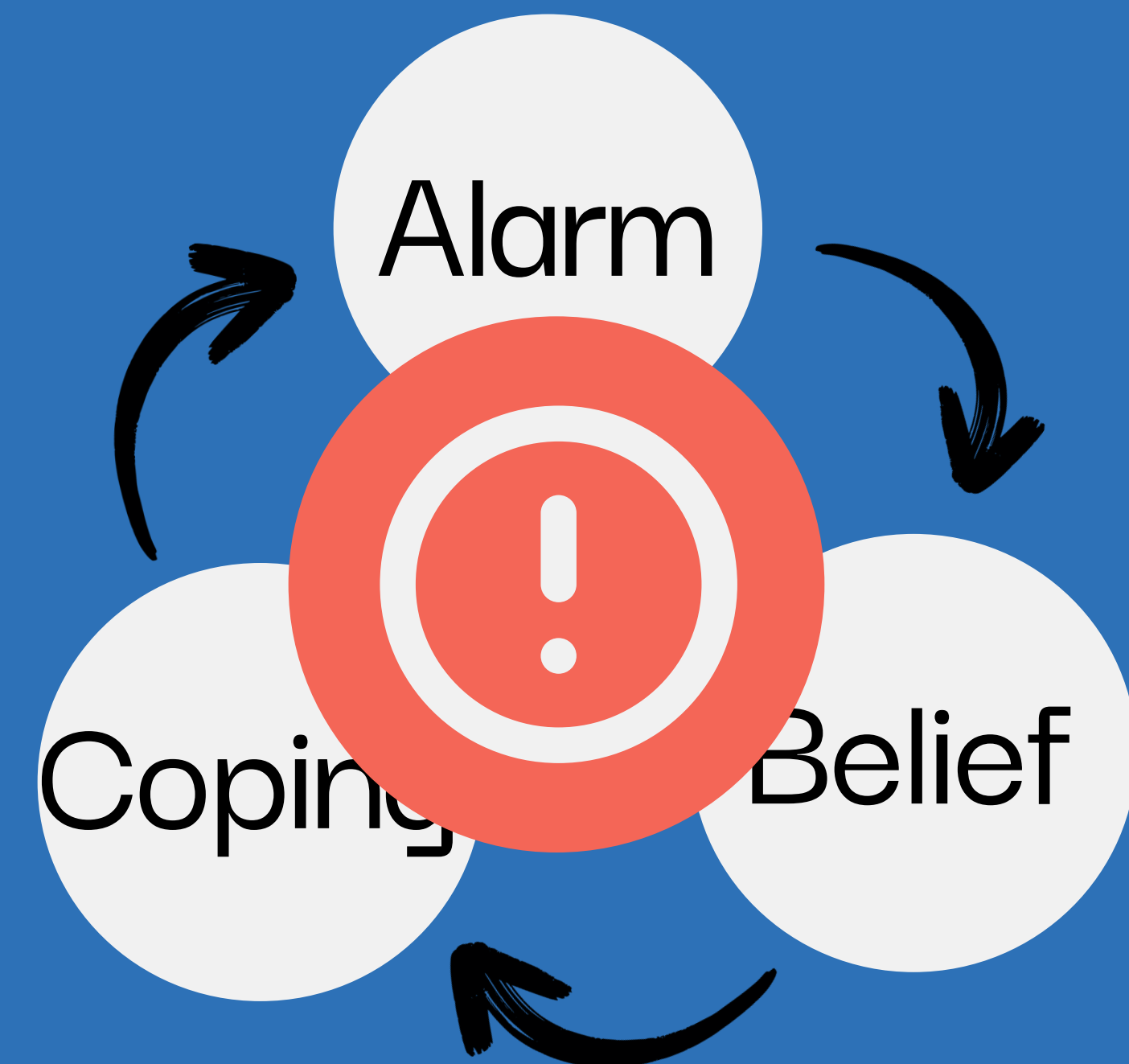
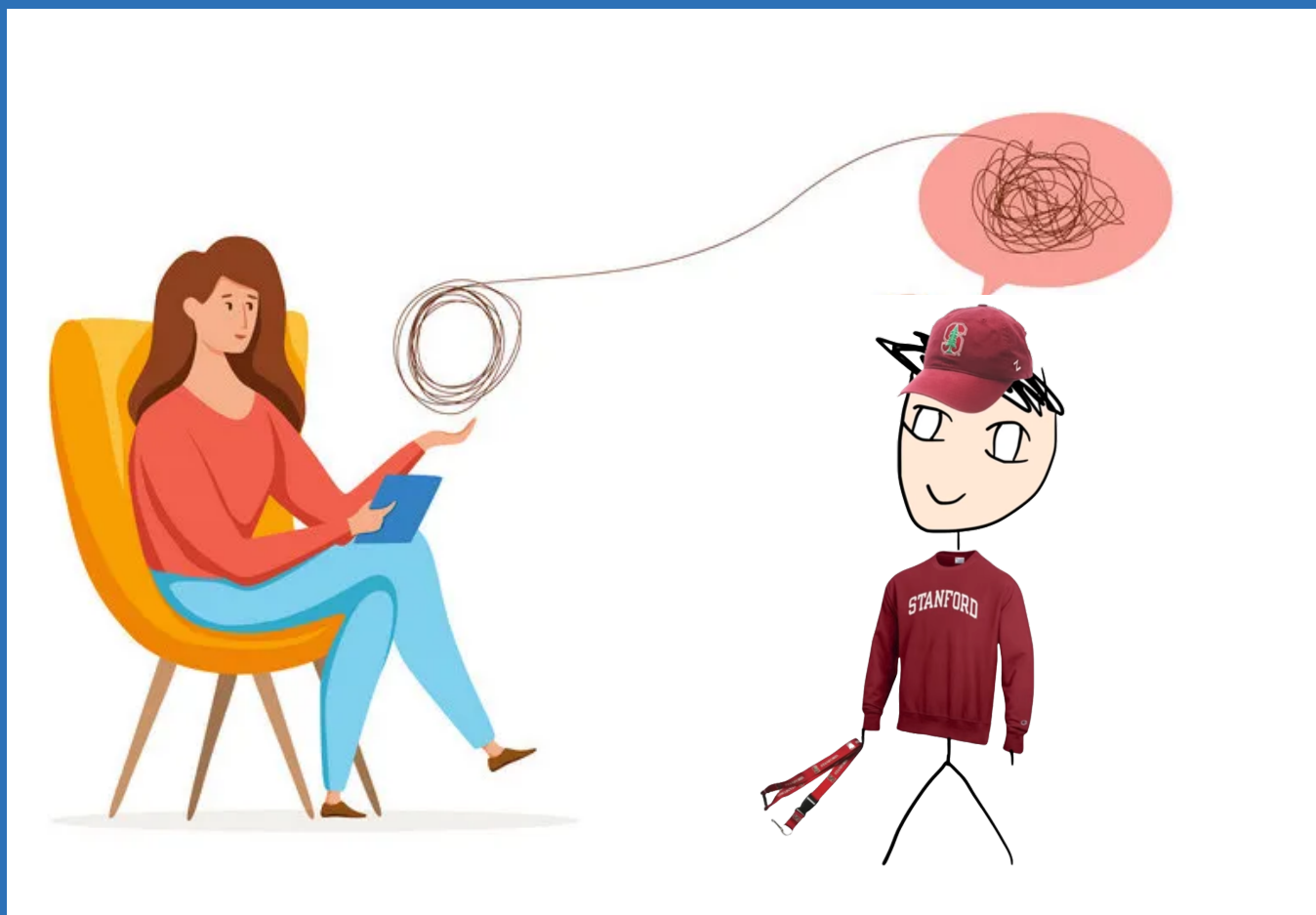
of sessions: 12
Total \$: 1320

“LET’S FIND THE
RIGHT TOOLS FOR
YOU”



of sessions: 12
Total \$: 1320

“LET’S FIND THE
RIGHT TOOLS FOR
YOU”

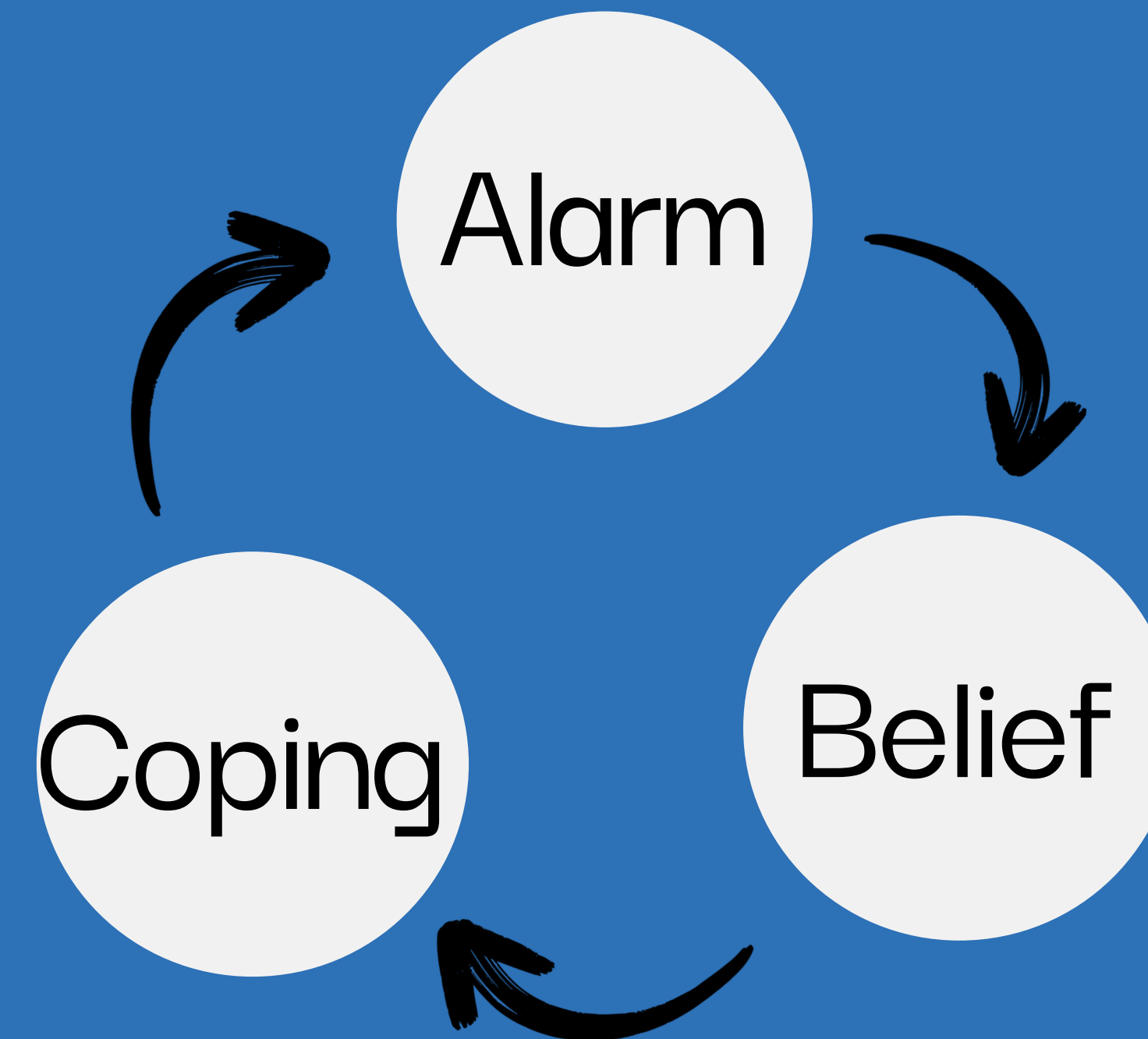


of sessions: 12
Total \$: 1320

PROBLEM



“Patient-therapist
interactions are
inefficient”



Session Constraints



With only 50-60 minutes per session and weeks between appointments, many therapists struggle to keep up with students' real-time needs.

Session Constraints

MORE PROBLEMS!!!

With 45 minutes per session and only 15 minutes between appointments, many therapists struggle to keep up with students' real-time needs.

MORE PROBLEMS

LACK OF REAL-TIME MONITORING



75% of therapists do not track their patients' well-being **between sessions.**

DROP-OFF RATES



23% of students drop out of therapy after just a few sessions, often due to lack of perceived progress or discomfort with the therapy format.

INADEQUATE FEEDBACK



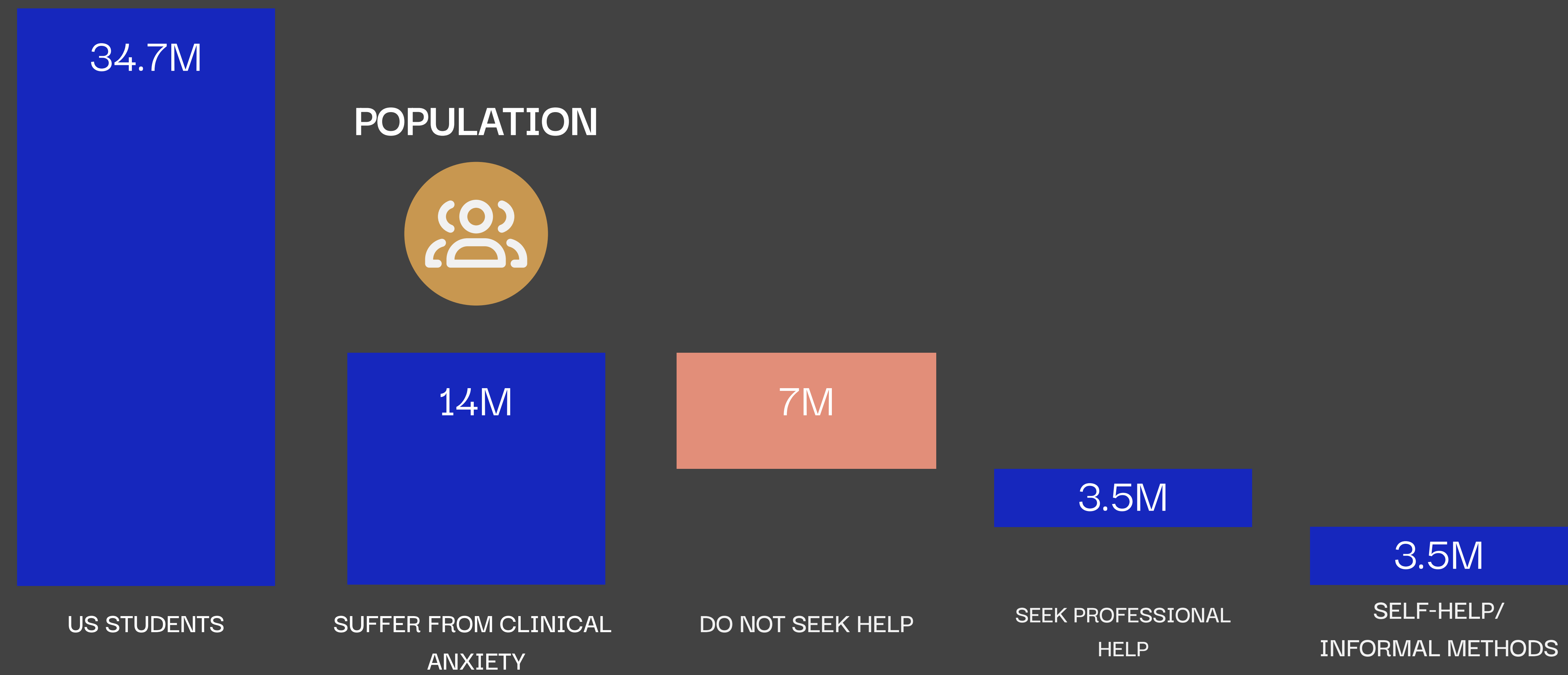
30% of therapists report that they do not receive enough **feedback from students** to tailor interventions, impacting the effectiveness of treatment.

THE CORE OF OUR MISSION

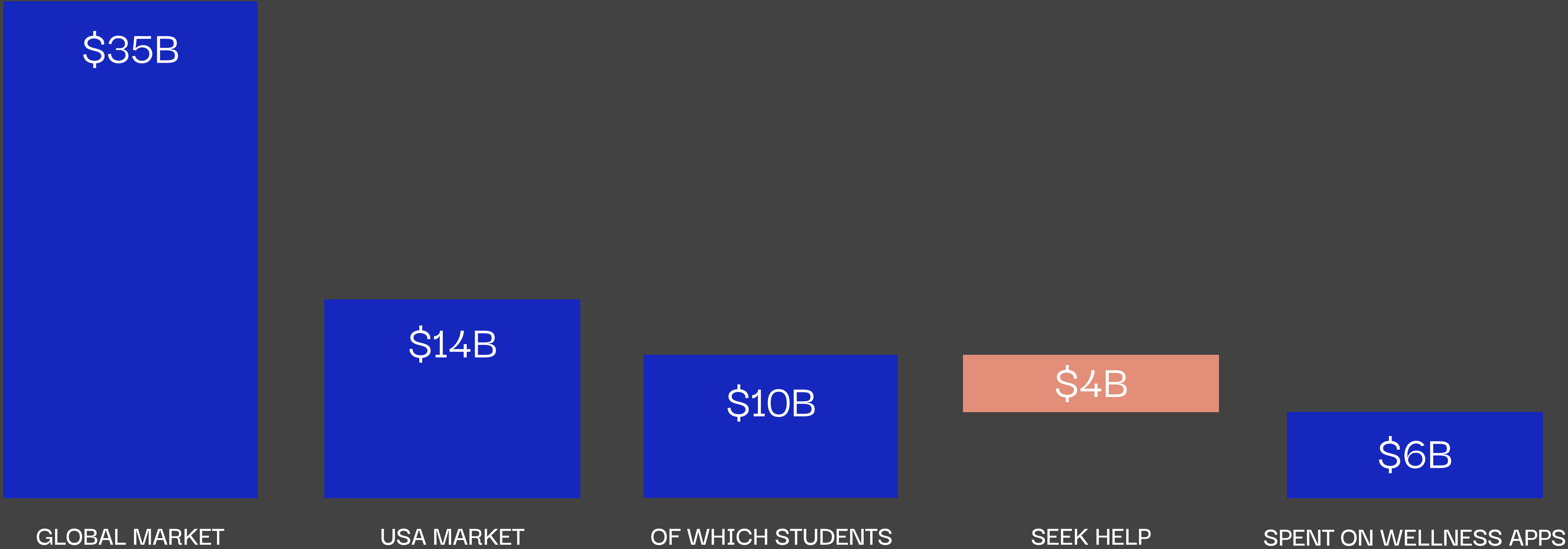
BETTER LONG TERM
MANAGEMENT FOR YOUR
ANXIETY.

The Market.

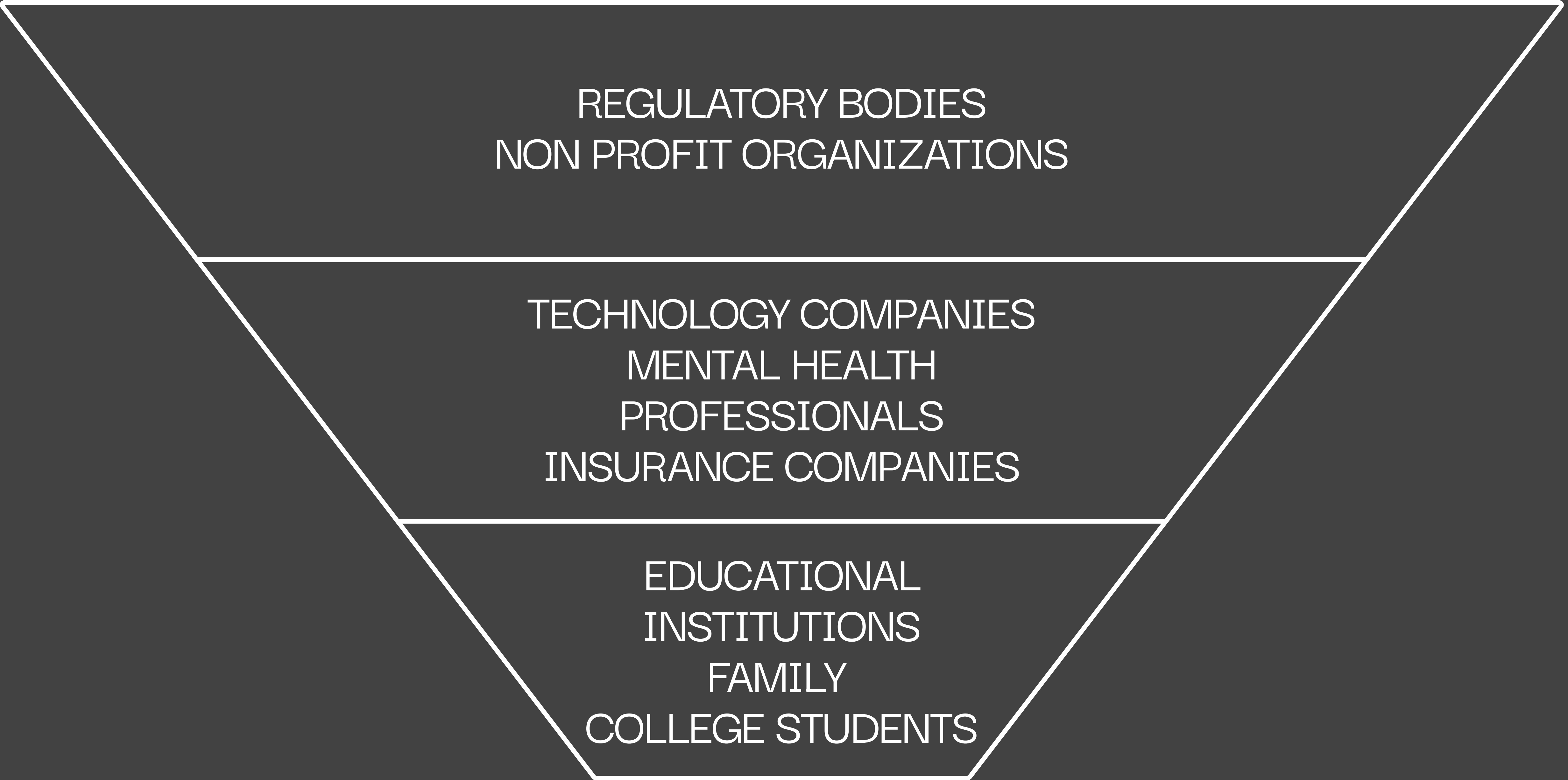
Annually, 7M students don't treat their anxiety.



\$10B annually spent on anxiety management products & services by US students.



STAKEHOLDER ANALYSIS





IT IS A WICKED
PROBLEM

REGULATORY BODIES

NON PROFIT ORGANIZATIONS

TECHNOLOGY COMPANIES

MENTAL HEALTH

PROFESSIONALS

INSURANCE COMPANIES

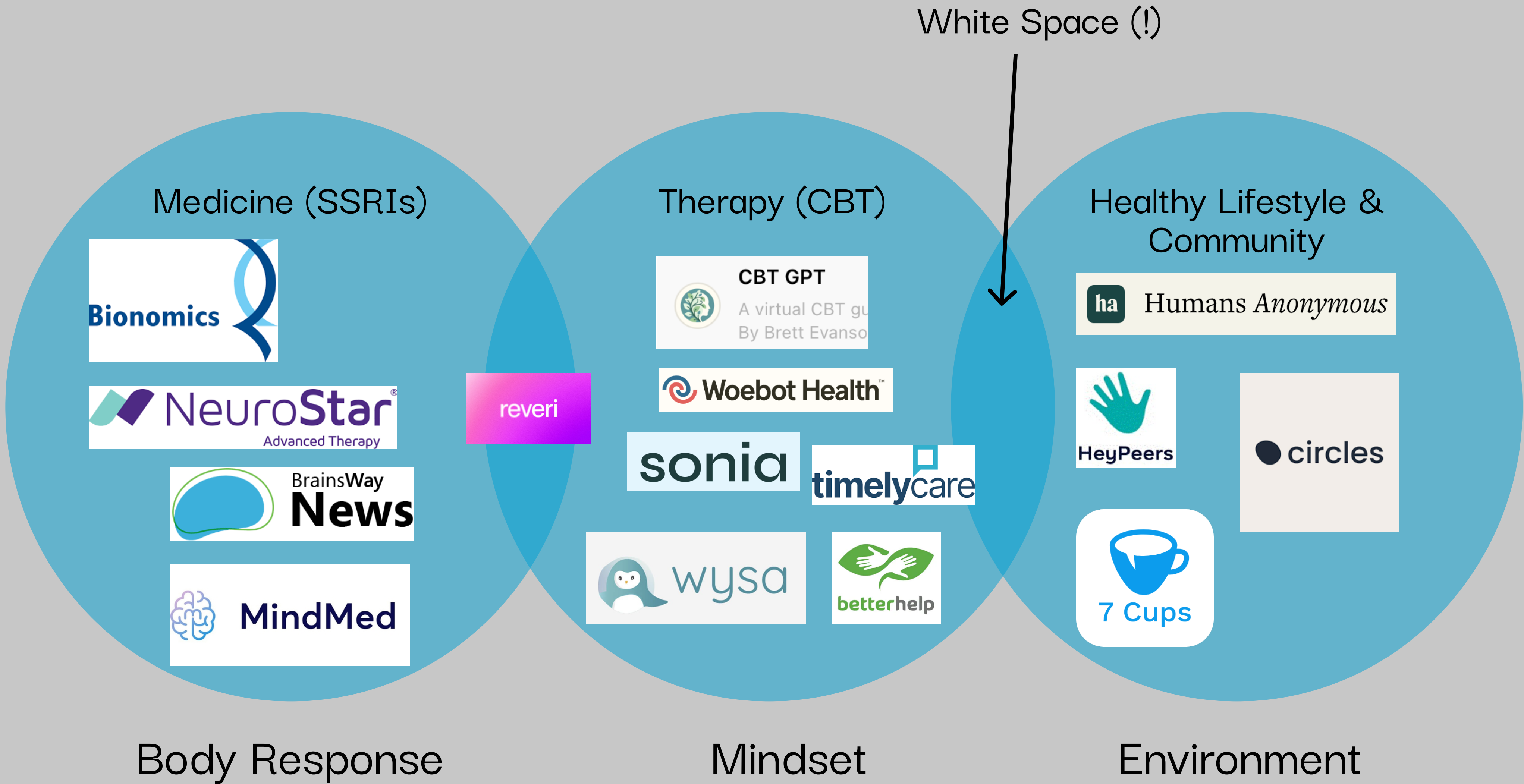
EDUCATIONAL

INSTITUTIONS

FAMILY

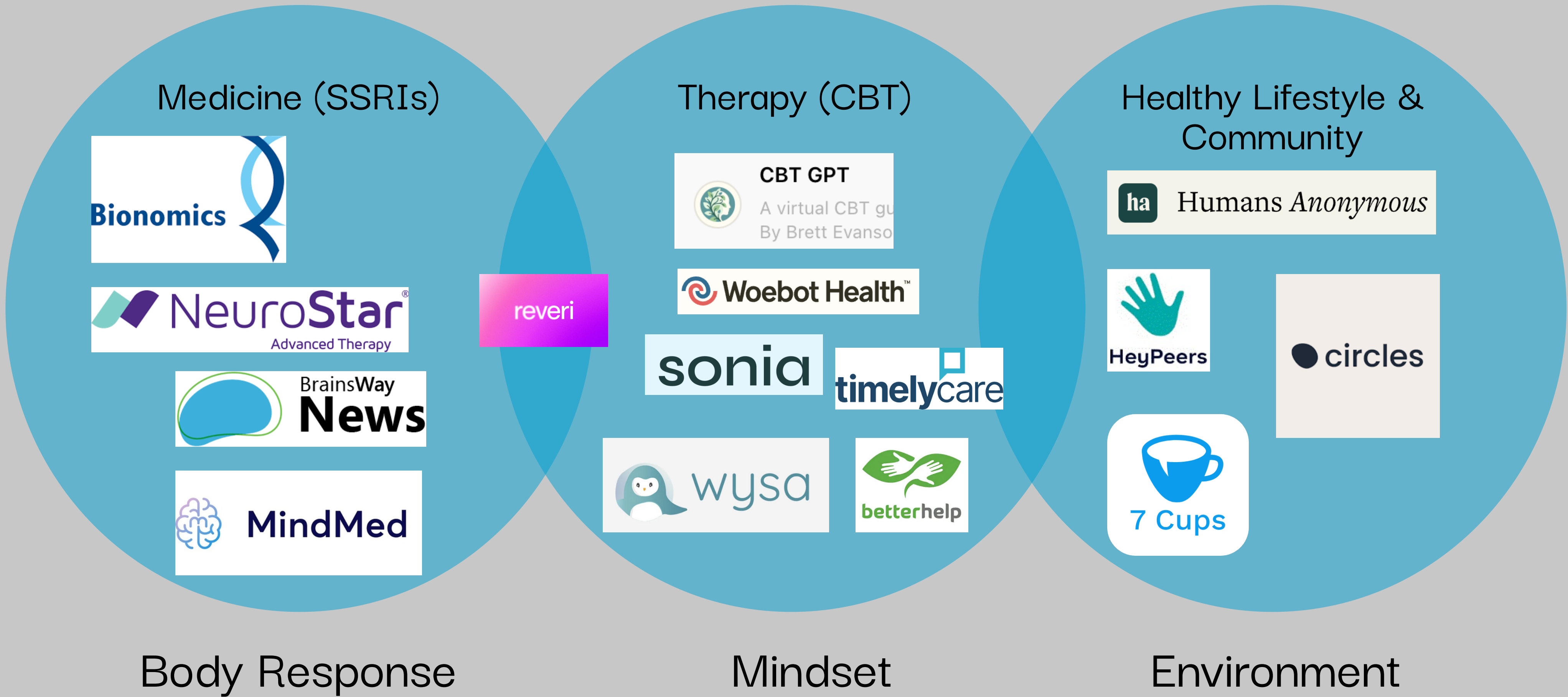
COLLEGE STUDENTS

COMPETITION LANDSCAPE



COMPETITION LANDSCAPE

Panacea Health does it (all).



The Need.

NEED STATEMENT

PROBLEM



“Finding the right help is
hard”

POPULATION



“US Students are more
susceptible to
behavioral change”

OUTCOME



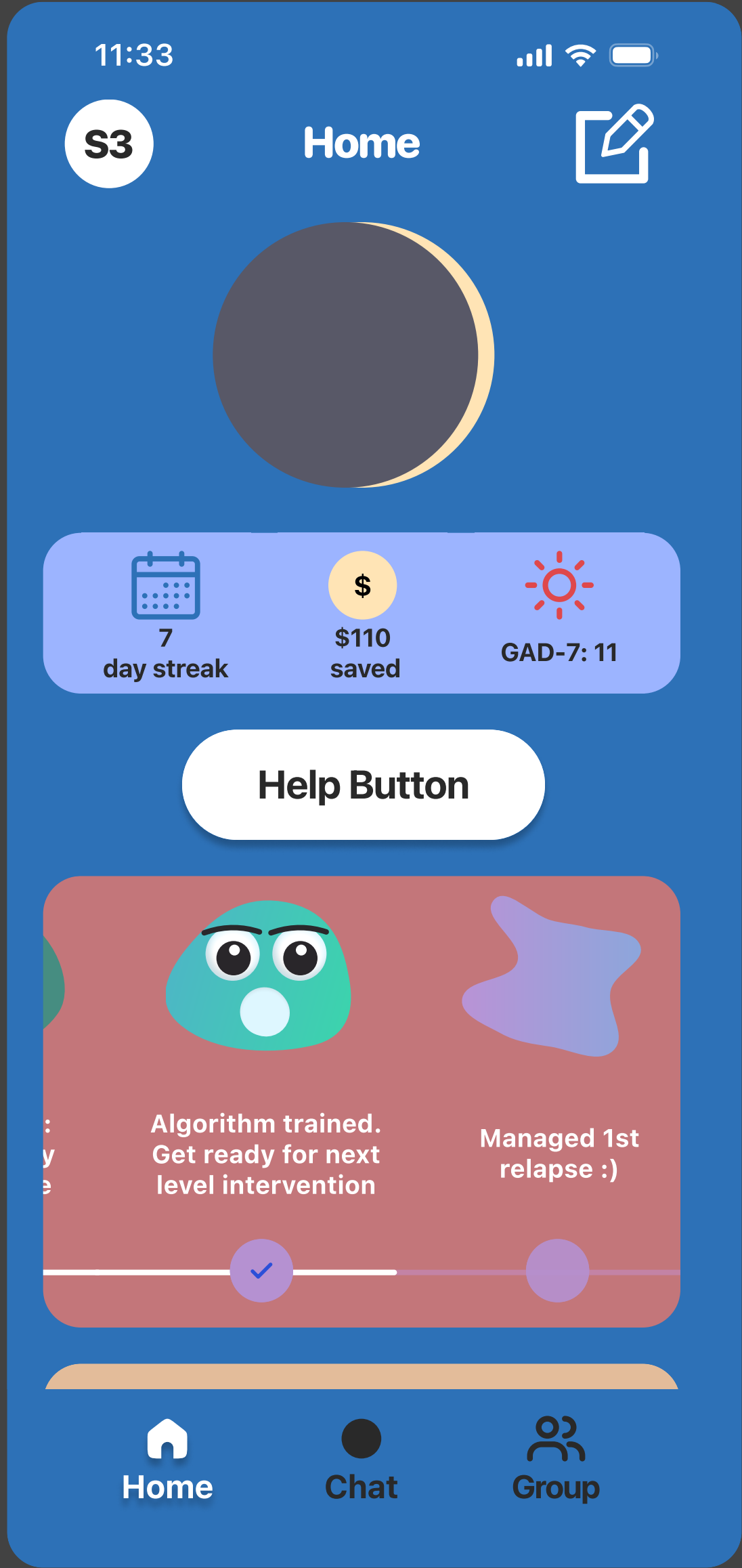
“Tracking progress =
better treatment”

A way to **dramatically improve anxiety care and management** of **student patients with moderate anxiety** in order to **reduce an individual's GAD-7 score to a range of no clinical significance (0-9)**.

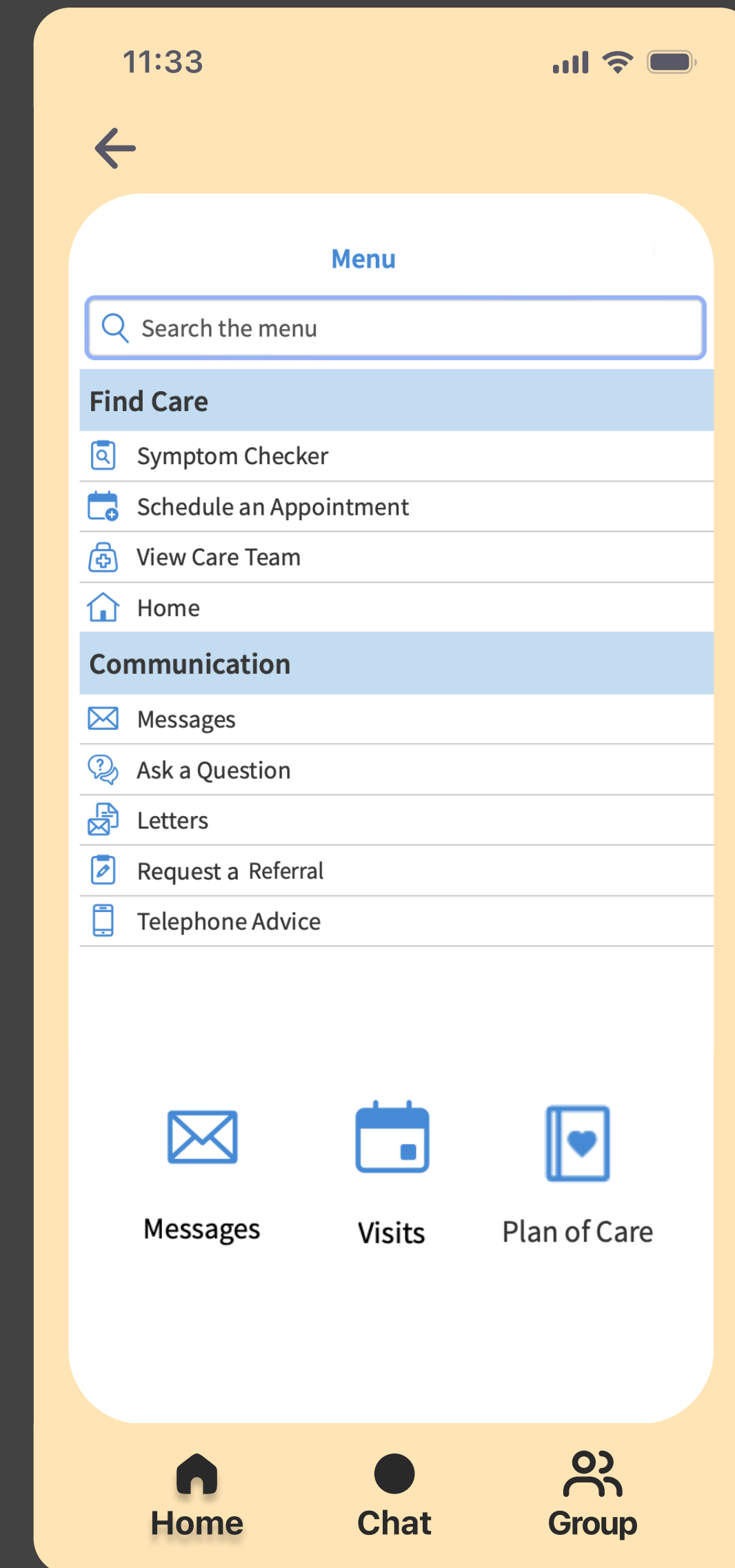
NEED CRITERIA

	MUST HAVE	MEASURES	NICE TO HAVE	MEASURES
EFFICIENCY	Decreases anxiety levels	GAD-7 score taken weekly and shows decreases by at least 5 points within 12 months for 75% of users	Increases time spent in therapy working on tools versus reflection	More than 40% of the session is dedicated to tool building
EXPERIENCE	Simple User Interface (UI) Right Treatment-Right Time	Patients get access within 10 seconds User retention rate does not fall below 60%	Community & Peer support networks	Increase referrals by 20% to and from campus services within 1 year
COST	Cheaper than therapy alone	Less than \$2200 (110\$ * 20) per intervention	NO additional cost for patients	\$0 out-of-pocket costs reported by patient
SAFETY	Prevent harm and misdiagnosis	PHQ-9 scores do not increase by more than 5 points at any time	Crisis intervention	24/7 access to helpline

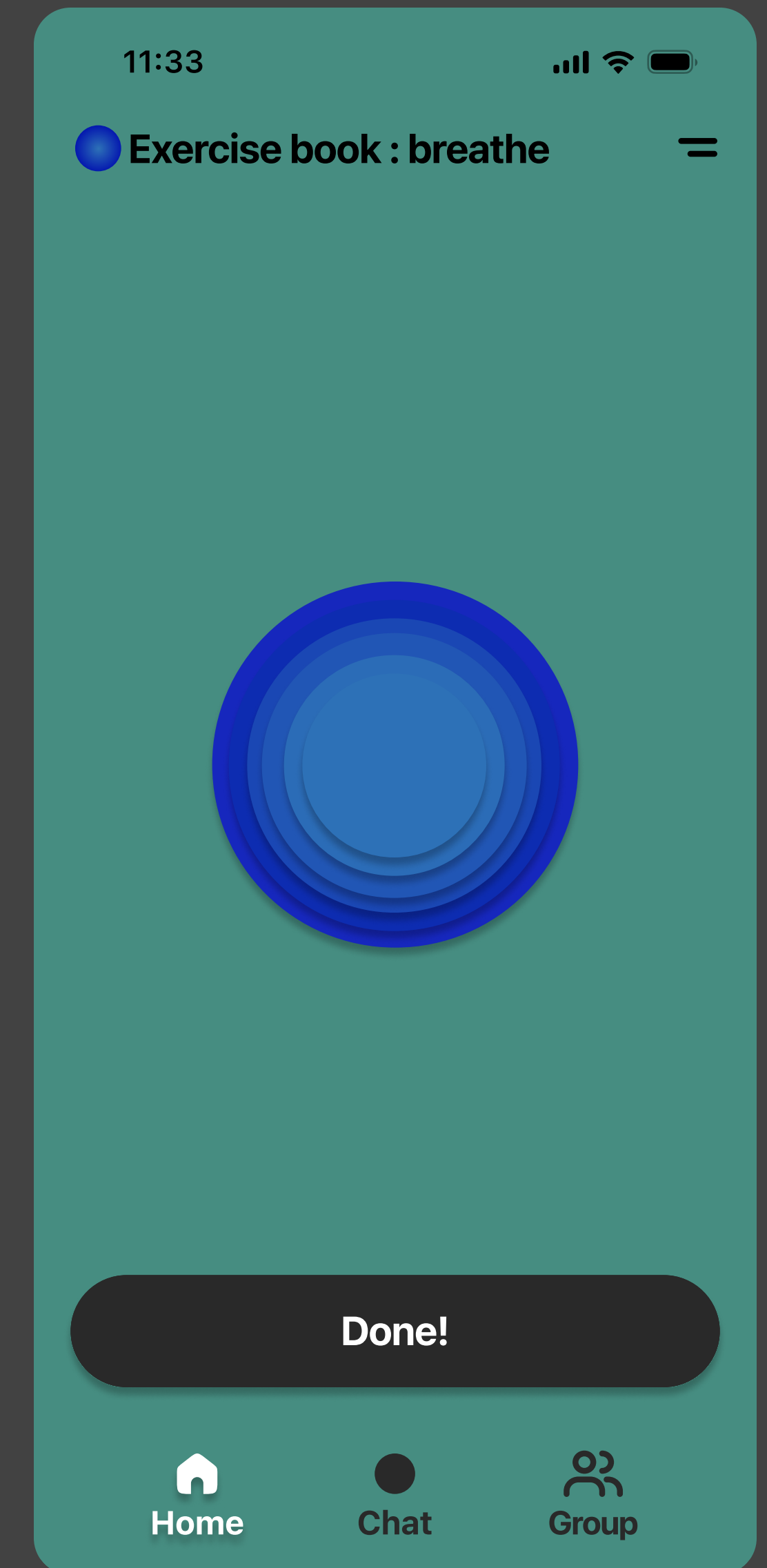
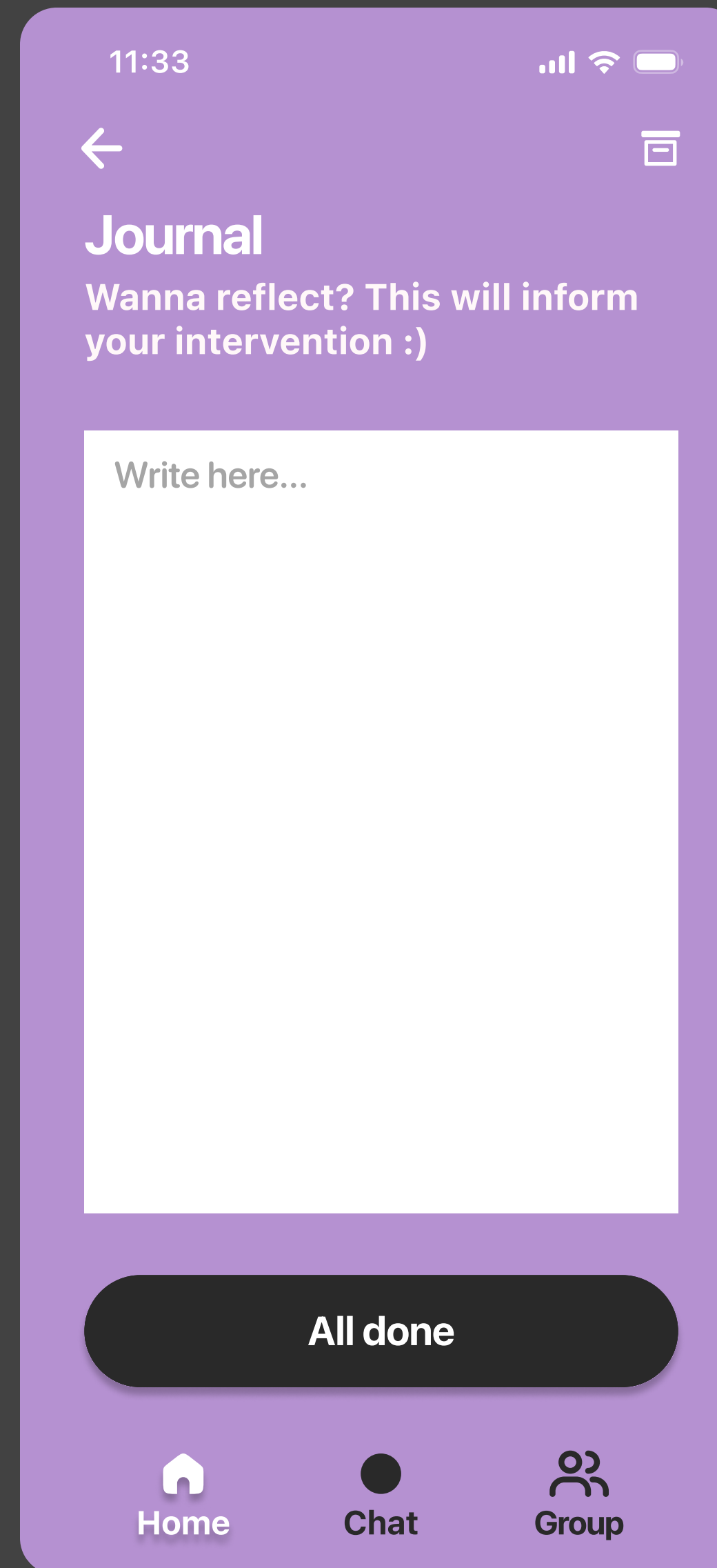
The Solution.



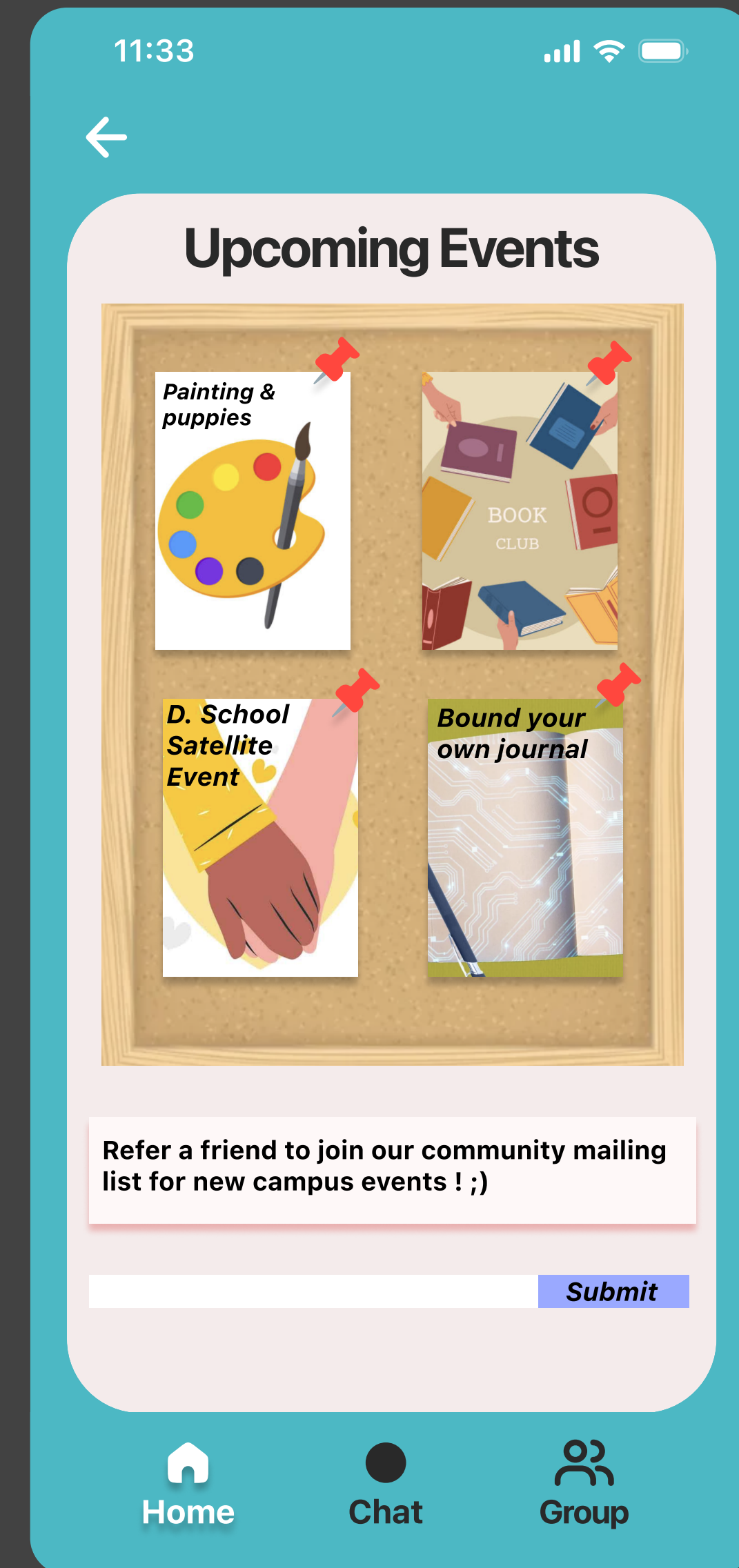
Clinical Support



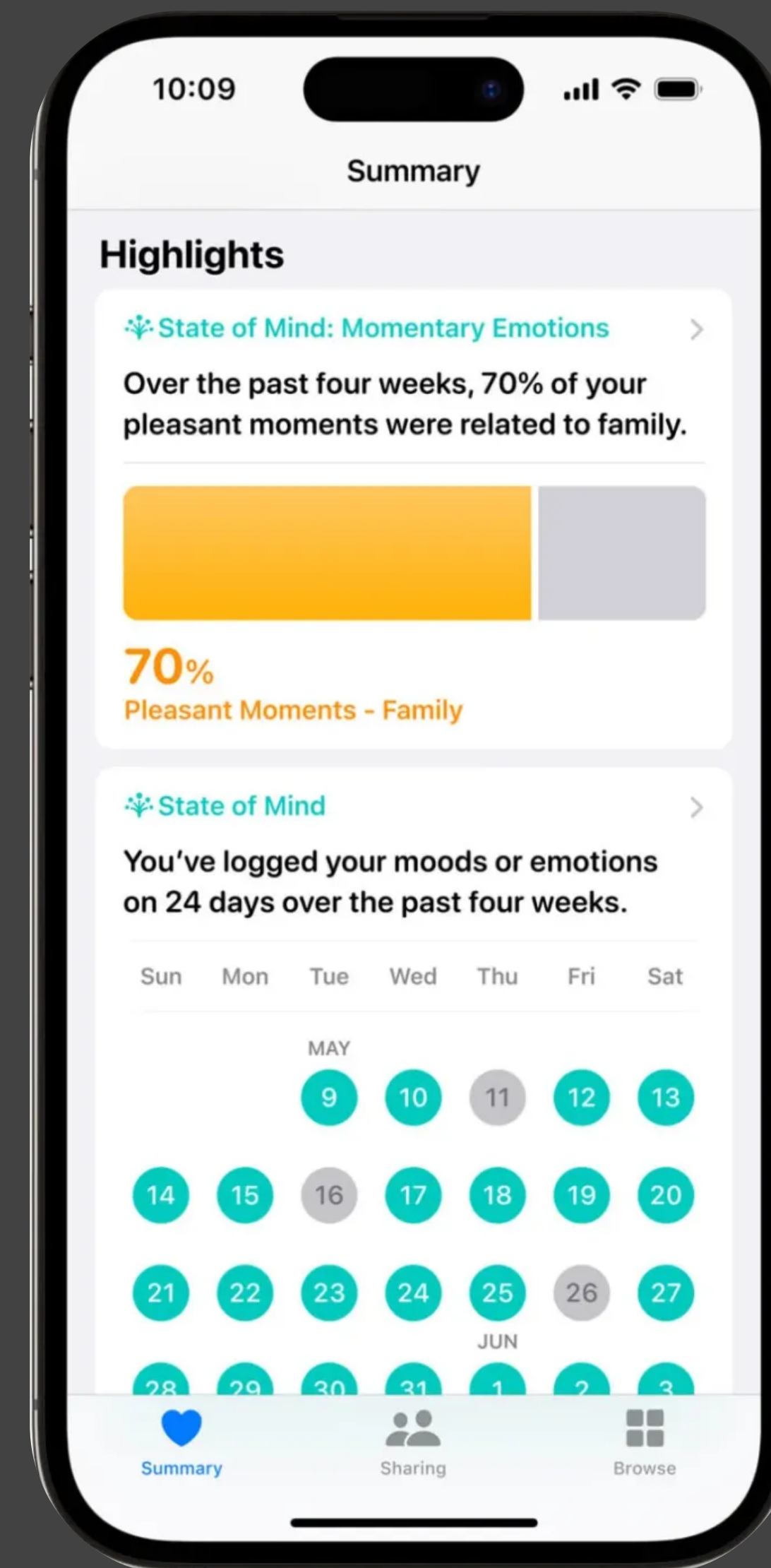
Self Care



Community



Therapist View





Biz Model

WHO ARE THE KEY STAKEHOLDERS OF OUR ECOSYSTEM?

USERS



Therapists + Students

INFLUENCERS



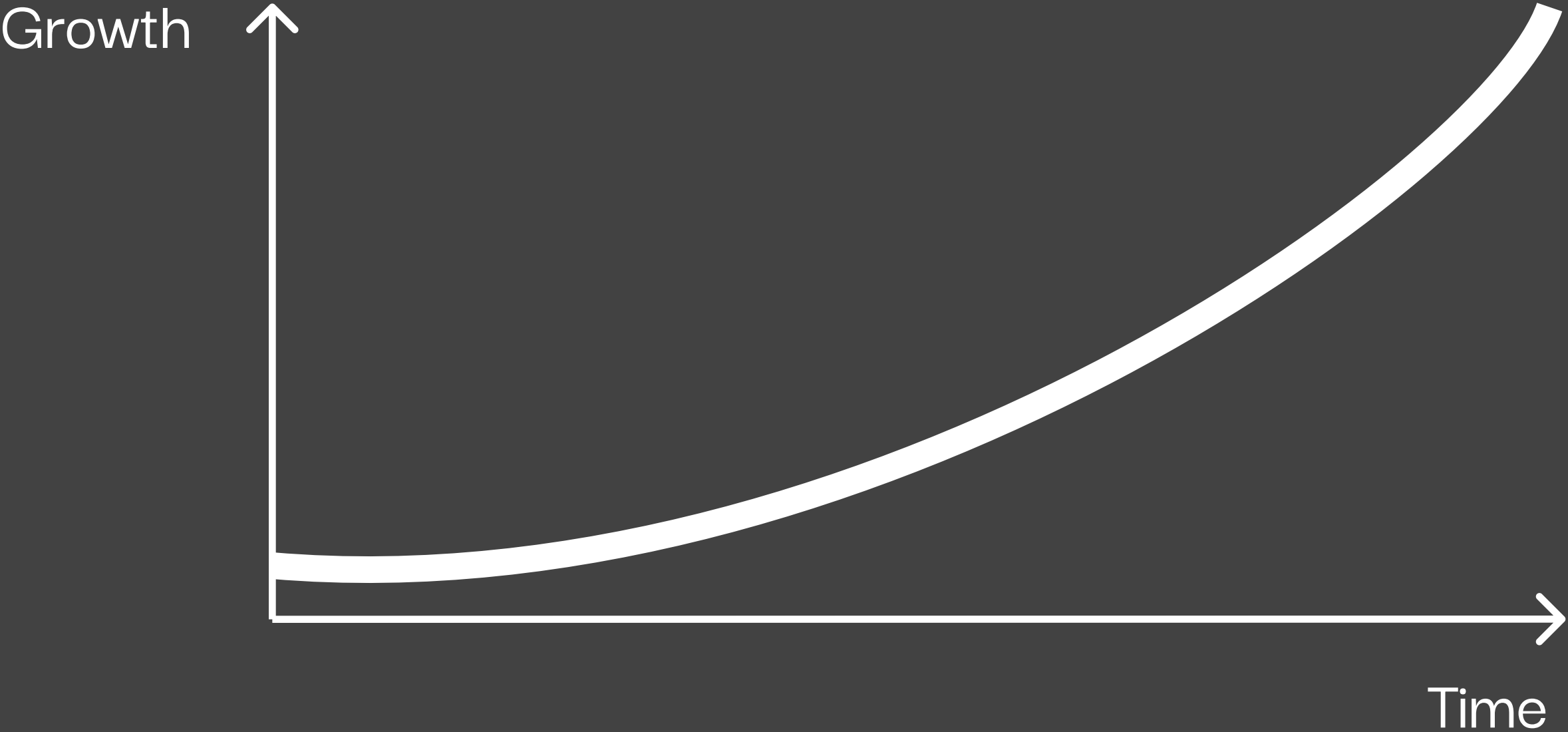
Alumni + Student's
Family and Friends +
Center for Student's
Wellbeing

BUYERS



Stanford + Students +
Vaden Insurance
System

OUR PATH TO BECOMING SUSTAINABLE



Next Steps

10 wks went by quickly

FIND OUR FIRST USERS



ESTABLISH RELEVANCY FOR CLINICIANS



ITERATE ON OUR PROTOTYPE



Thank you!

Q&A