eHealth or eShelf?
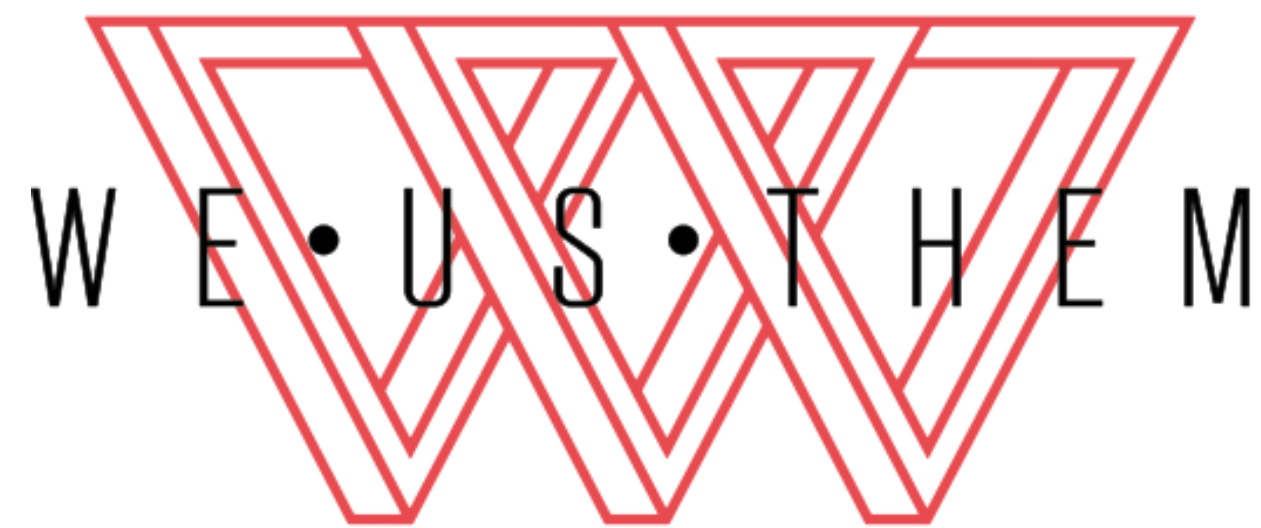
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Research Evidence Based Product

Measuring Key Factors

- Effectiveness in key Public Health measures
- User acceptability/satisfaction

- Green vs. Brown $$

- Strategy (KPIs)

- Barriers (Funding, Competition, Policy, etc.)

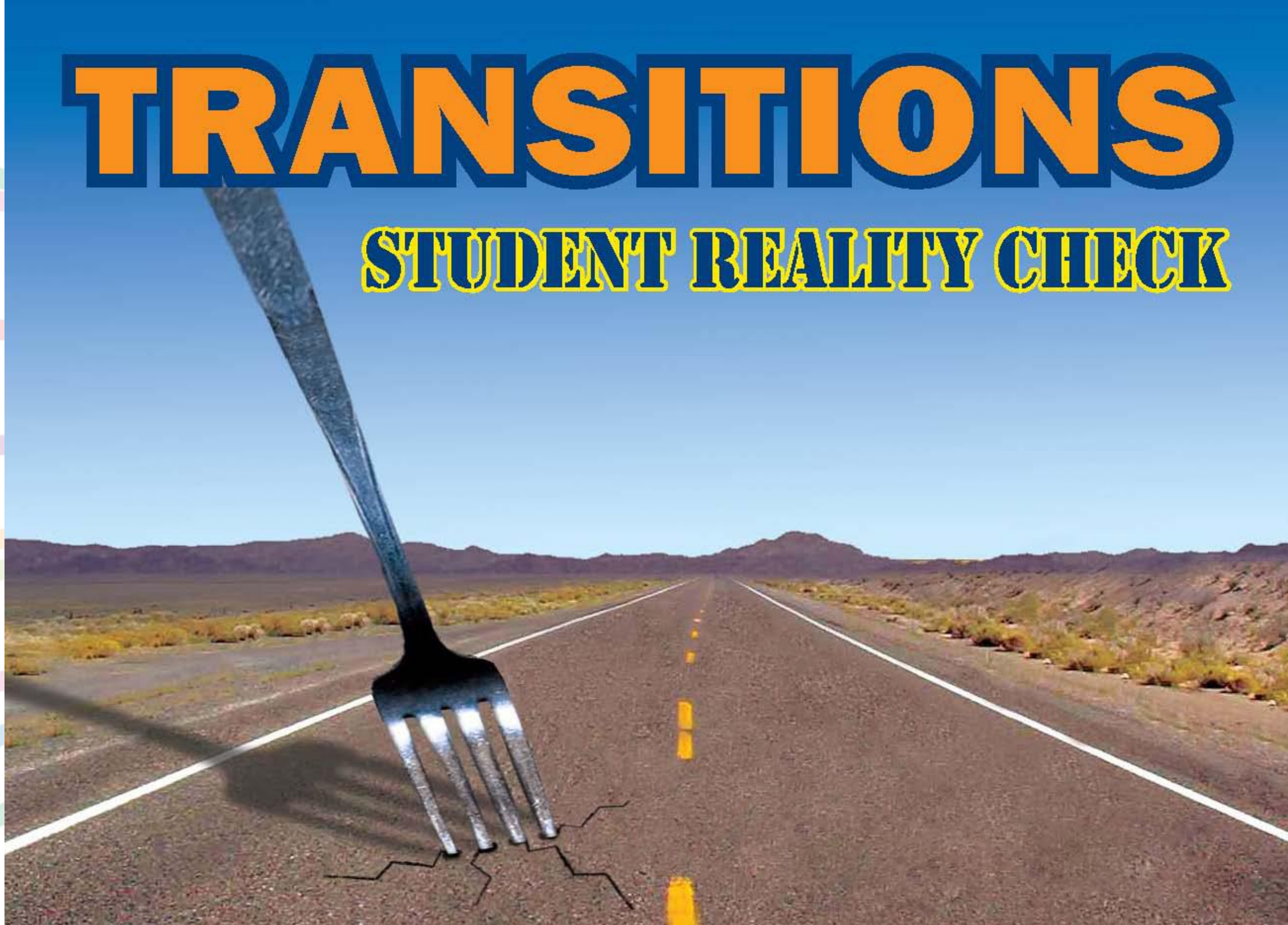- Endorsements & Partnerships

- Sustainable Growth

- Metrics

- Demographic & Needs

- Technology Trends

- Adoption Criteria

- Visibility & Use

- Learning

- Communication

Research Evidence from the Campus

- Two independent samples – replication model

95% like the materials

40% discussed them with a friend

16% sought help for mental illnesses because of what they learned

Research Evidence from grade 12 Classrooms

62.9% Overall, I feel more prepared for college or university after reading Transitions.

71% I think all grade 12 students should be given Transitions before they leave high school.

61.3% I would suggest a friend get help for a Mental Health concern as a result of reading Transitions.

75.8% discussed Transitions with someone else.
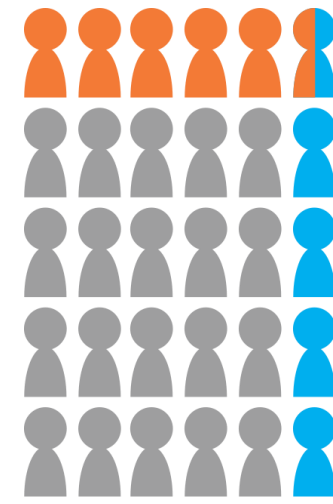
CLINICAL

CLINICAL

Ongoing research:

- longitudinal cohort impact study - students

- cross-sectional application study - students

- faculty application study – faculty

YOUTH & MENTAL HEALTH

ONE IN 6
HAVE A MENTAL ILLNESS

ONE IN 5
RECEIVE MENTAL HEALTH SERVICES

17.7%
THOUGHT OF SUICIDE

7.1%
ATTEMPTED SUICIDE

31.3%
THOUGHT OF SUICIDE

16.1%
ATTEMPTED SUICIDE

NEVER
ADMITTED THESE
THOUGHTS OR FEELINGS

45.3%

32.3%

70% MENTAL ILLNESSES

BEGIN BEFORE AGE **25**

Green $ - Cost Recovery

Brown $ - Dissemination

Direct to Consumer

- Youth
- Parents
- Loved Ones
- Educators
- Healthcare Providers
- University Administrators & Counsellors

Direct to Business/Institution

- Post-secondary Institutions
- Primary Care clinics
- Outpatient/Specialty clinics

BUSINESS

Strategy

- Endorsements
- Partnerships
- Distribution
- Use/Reuse
- $$ driving Sustained Growth

Barriers

- Competition
- Policy (Institutional & Governmental)
- Funding

B USINESS

Endorsements & Partnerships

Sustained Growth

- Cost Recovery Revenue Model

- Dissemination

Metrics

- Endorsements

- Partnerships
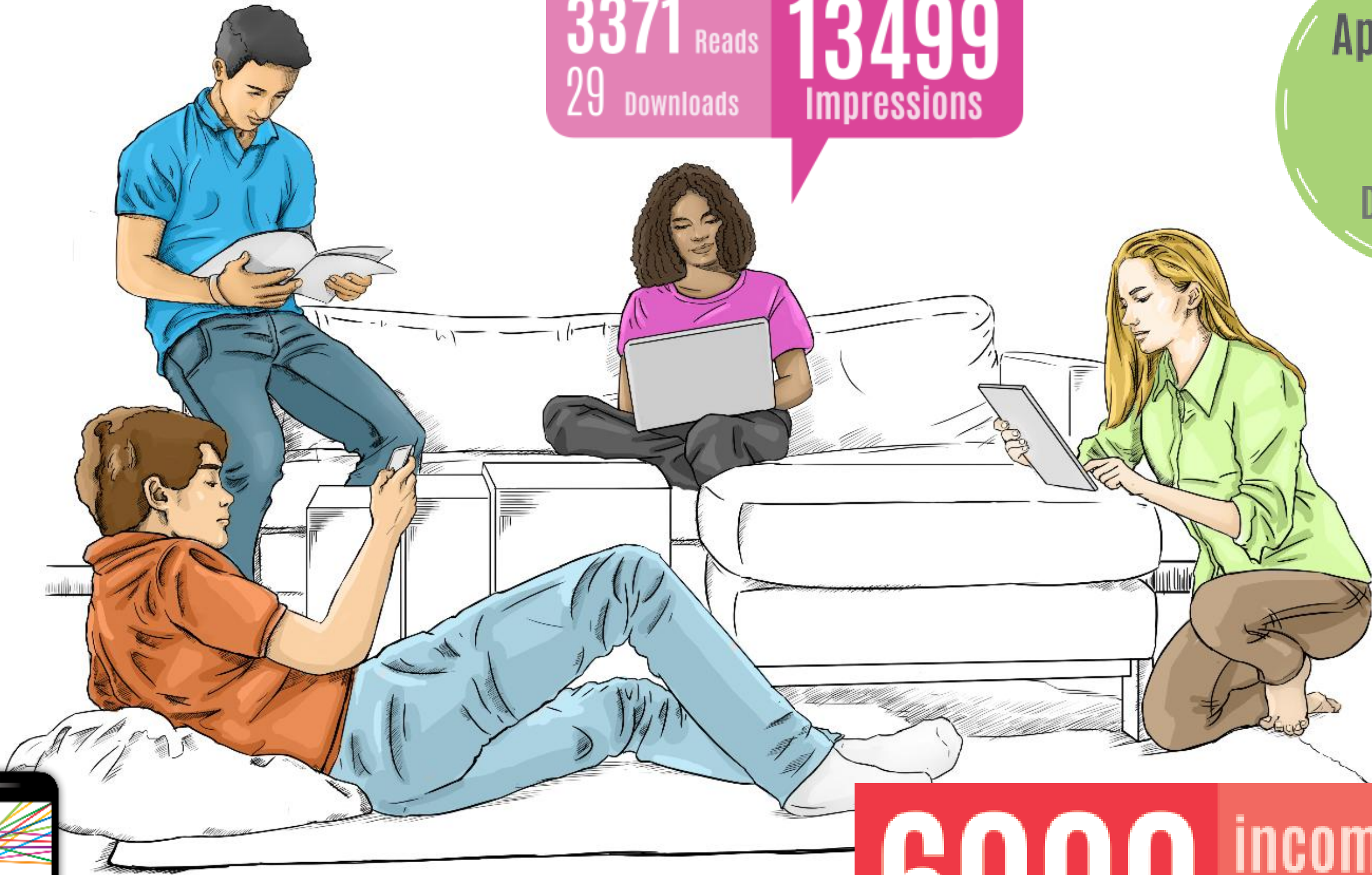
- Distribution

- Use/Reuse

- $$

1 Month of TRANSITIONS

Print version **3166** Copies

Online Version **3371** Reads **29** Downloads **13499** Impressions

Apple iBook **24** Downloads

Apple App Store **421** Downloads

TRANSITIONS
TRANSITIONS
TRANSITIONS

6000 incoming students receive App & eBook

Marketing

Demographic & Needs

Adoption Criteria

Visibility & Use

- Youth
- Parents
- Educators
- Healthcare Providers
- Post Secondary Education Administrators & Counsellors

Marketing

Demographic & Needs

Adoption Criteria

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MARKETING

Demographic & Needs

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MARKETING

Technology Trends

- Mobile, Web, Social Media, Print

Learning

- Ease of Use (across demographics)
- Sharing (Peer Learning)

Communication

- Public Relations / Media
- Digital & Broadcast
- Social Media
- In-Person (O-Week)

Three Verticals

eHealth Parameters of Success

- Clinical
- Business
- Marketing

Funding & Scale Up Models

- Milestone definitions
- Sustainable or Funded growth
- Assurance of Research Implementation & Use

STRATEGIC HEALTHCARE

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