

MANTHERAPY.ORG / 2.0

American Public Health Association
New Orleans
November 18, 2014

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PARTNERS /





Case Study

AGENDA / MANTHERAPY 2.0

- Analytics
- Outcomes
- New Products and Tools
- Evaluation and Next Steps
- Questions and discussion

ANALYTICS / FIRST 18 MONTHS

- Visits – 356,090 (95,807 mobile)
 - Today = 444,031
- Return Visits – 20 percent
- Average time on site – 6 minutes
- 18-point head inspection – 59,894 complete
 - Today: 78,568
- Number accessed crisis information – 19,586
 - Today: 22,520
- Veteran's crisis chat - 421
- Number accessed "Worried About Someone" – 19,747

OUTCOMES / SURVEY

- 79% Male
- 62% Ages 25 to 54
- 10% Military (1% active, 9% veteran)
- 39% "Because of me"
- 8% "For a friend or family member"
- 51% "Just curious"

OUTCOMES / SURVEY

- 83% would recommend Man Therapy to a friend in need
- 51% agree or strongly agree to being more likely to seek help
- 73% report the 18-pt Head Inspection helped direct them to appropriate resources
- 78% were satisfied or very satisfied with Man Therapies
- 67% were satisfied or very satisfied with Tales of Triumph

OUTCOMES / SURVEY – “ONE THING YOU LIKED”

- 43% - Humor (light-hearted, fun, hilarious)
- 37% - Quality of site and features (fresh, creative, accessible, helpful, honest, trustworthy, testimonials, interactive, branding, design, authentic, engaging, illuminating)
- 17% - Manly (not too touchy feely, blunt, not feel like a wuss)
- 10% - Identify with Dr. M
- 2% - Reassuring / Relieving during experience

OUTCOMES / SURVEY – “ANYTHING YOU DIDN'T YOU LIKE”

- 22% - No (“nope”, “nada”, “absolutely not”)
- 21% - Technology problems (bandwidth buffering, navigation, inability to print handouts, captioning needed, typos)*
- 9% - More material needed (“Woman Therapy”, more resources than CO, more topics covered: PTSD, spousal abuse, sexuality, prescription drug abuse, grief, chronic illness)
- 7% - Offensive, too many stereotypes, not funny
- 1% - Lack of Diversity
- 1% - Too spiritual

* Most problems addressed/fixes

OUTCOMES / SURVEY – HUMOR

At first I thought the site was nothing more than a joke due to the light and humorous nature. I was almost expecting it to be an Old Spice ad. However I am glad I decided to look around anyway, since the information inside is relevant, useful, and put forth in a way that is comfortable to read and easy to understand. I think it may have been that very feeling of humor and lightness which relaxed me and made me more open to the information.

The use of humor with this topic is incredibly important. The last place that a person struggling wants to go to is a 'sterile' site that sucks out that last bit of dignity.

OUTCOMES / SURVEY – ACCESSIBLE & ENGAGING

Many men suffer from attention deficits which can create the need for the visual stimulation provided by the video on the homepage. This really helps to get the message across without requiring someone who may not have the patience to read, the opportunity to learn.

The relaxed, non-confrontational nature of the site, like a friend saying hey, c'mon over, we'll shoot some pool and chill out, the sense of acceptance and camaraderie

OUTCOMES / SURVEY – RELATE TO DR. M

The gentleman talking me through the site was a very welcoming addition. After the survey, his calm yet concerned voice was very reassuring, even if it was a prerecorded speech. In a sense, it helped me calm down long enough to think straight.

The only thing greater than Dr. Rich Mahogany's dry wit and wonderful sense of humor was his response to my Head Inspection results. I received a pretty awful 'score,' and the warm, comforting, and concerned response I got was perfect.

Weirdly, I feel as though the "virtual" counselor actually cares about me and that makes me much more comfortable addressing my mental health issues.

The way it is like sitting with a person in a real room. It's not like a list of rows and columns. Very nicely done!

OUTCOMES / SURVEY – REASSURING / RELIEVING

You took the guilt away from asking for help.

Your site is the first one I've found that helped with the loneliness of depression. Sure, the jokes were a cheesy and the stereotypes abundant, but tonight, I needed to talk to someone more than anything. Dr. Mahogany helped in that regard, even if I was already too educated for my own good going into it. It made me feel better seeing an empathetic face, even if it was pre-generated.

Manly. Was upset about recent stressful problems, got a laugh out of this and helped gain perspective.

OUTCOMES / SURVEY – STEREOTYPES

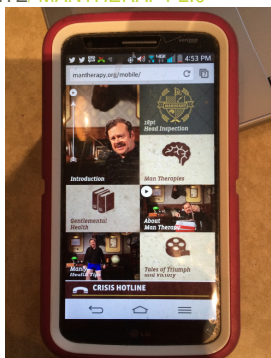
There's a lot of reinforcing stereotypes in the tips and the verbal segments, and I think we're sidestepping some important problems by not acknowledging that a man can be French, or like spandex and still be a man with problems... But I DO understand why these stereotypes are drawn up. It's a quick way to let men know that this kinda stuff is socially acceptable, and does NOT conflict with being a man.

At first I thought the use of stereotypes may be harmful, but that it is meant to be ironic and to appeal to the men who are most likely to avoid treatment. Keep up the good work!

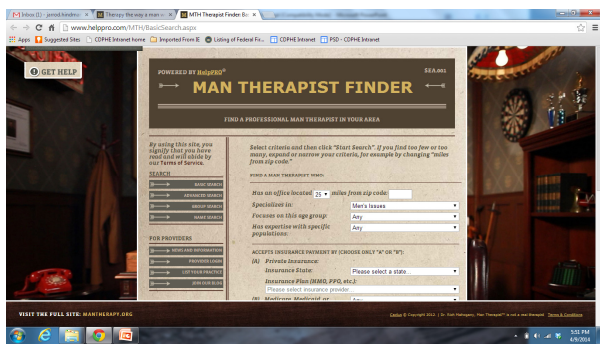
OUTCOMES / POP-UP SURVEY

- Gentlemen's Health – 66% probably or definitely will use the info
- Man Therapies – 70% probably or definitely will use info
- Tales of Triumph – 70% found videos pretty or very helpful
- 18-Pt Head Inspection – 79% may or will definitely use the recommended techniques

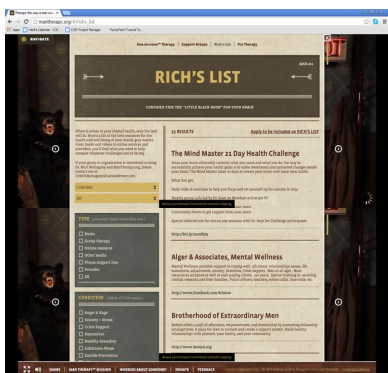
MOBILE / STATIC SITE/ MANTHERAPY 2.0



THERAPY FINDER/ MANTHERAPY 2.0



RICH'S LIST/ MANTHERAPY 2.0



THE MIND MASTER/ MANTHERAPY 2.0

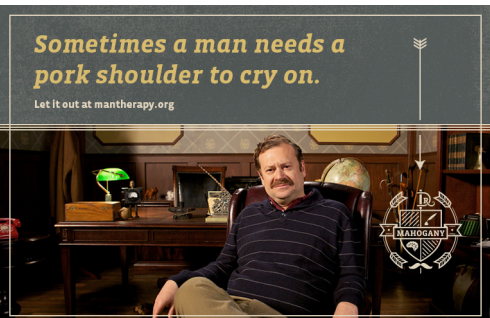
THE MIND MASTER

CREATED BY DR. SEAN SULLIVAN

eCARD/ MANTHERAPY 2.0




eCARD/ MANTHERAPY 2.0



eCARD/ MANTHERAPY 2.0

Even the great ones hit a slump every now and then.

Take some BP at mantherapy.org



eCARD/ MANTHERAPY 2.0

Remember that thing that happened that sucked?

Turn the page at mantherapy.org





NEW PRODUCTS & TOOLS/ MANTHERAPY 2.0

- Mobile version
- New White Paper
- Therapist finder – added Nov 2013, 800 visits
- Rich's List
- The Mind Master – added Jan 2014, 170 visits
- eCards – Launched Feb 2014, 95 sent
 - "Life's Dog" and Pork Shoulder" cards most popular
- Bus displays
- Radio Spots

EVALUATION / MANTHERAPY 2.0

- University of Colorado School of Public Health
- Review and analyze all data collected to date
- Partner with Man Therapy team to identify evaluation priorities
- Develop a comprehensive evaluation plan
- Provide recommendations and priorities
- Begin implementing highest priorities in plan

QUESTIONS & DISCUSSION / MANTHERAPY 2.0

Cooking

