

A soldier in camouflage uniform is shown in profile, looking at a smartphone held in his hands. He is wearing white earbuds. The background is blurred, showing other people in white uniforms. The entire image has a dark blue overlay.

 happy

The **future** of  
mental health  
and resilience is  
**frictionless**

## THE PROBLEM



# The Air Force manages mental health issues with **reactive solutions**

Treatment is offered on an **as-needed basis** and primarily to those in **danger of self-harm**

Wingman training is **not a codified process**

We are **losing Airmen to suicide** at an increasing rate



*Military doctors haven't been listening—just giving me meds.*

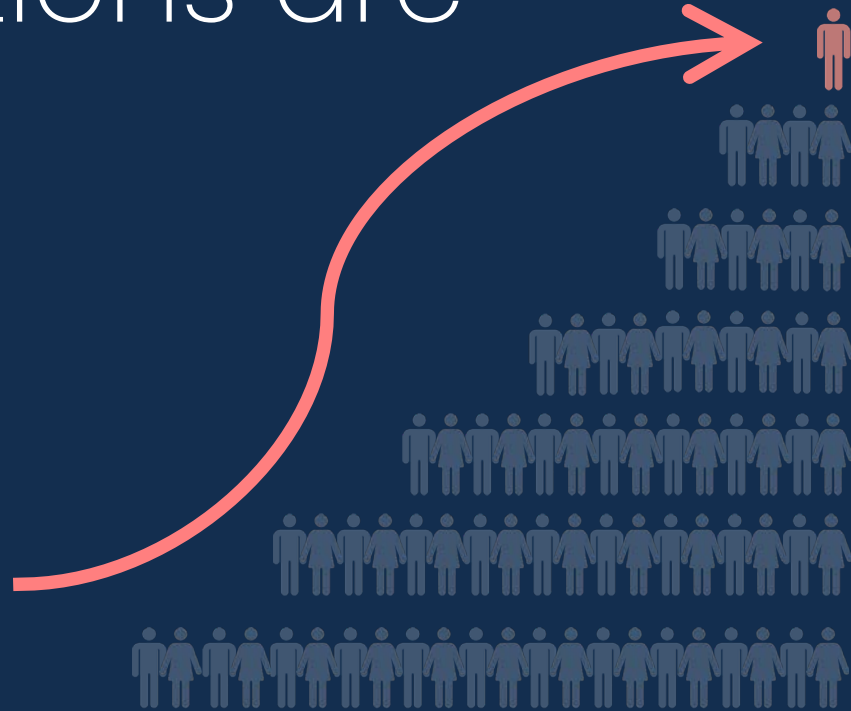
*The military said I'm not a priority to Mental Health because I'm surviving.*

*Mental Health said they can't help because I'm still able to function.*



# Reactive solutions are full of **friction**

They require struggling people to overcome numerous barriers to get help



Get the care you need

Wait until your appointment time

Make an appointment

Download an app

Complete a registration process

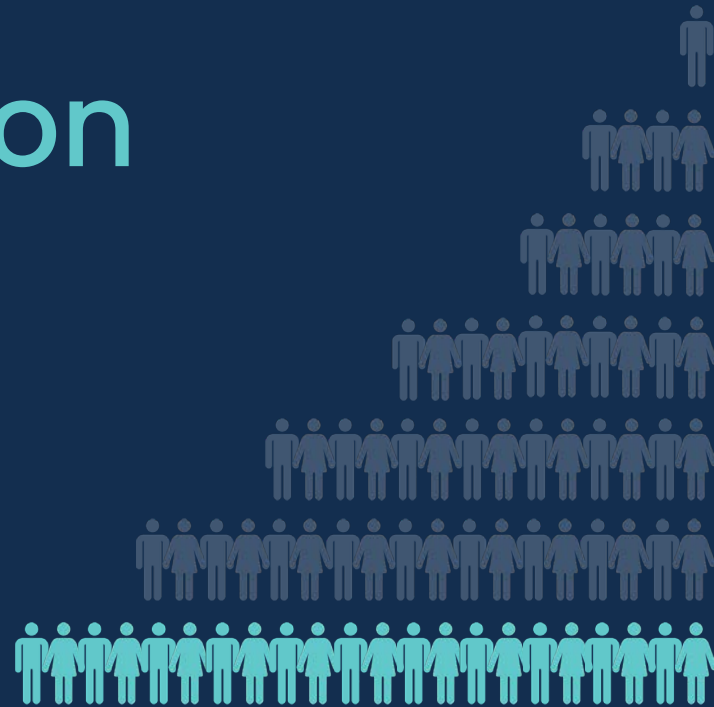
Connect your struggle to a particular resource

Raise your hand and say "I need help"



# Happy eliminates friction

Instead of waiting for people to reach out for mental health support, we reach out to them



Get the care you need

Wait until your appointment time

Make an appointment

Download an app

Complete a registration process

Connect your struggle to a particular resource

Have Happy



# Happy's proactive outreach **removes every major barrier to support**



## Frictionless Mental Health

Proactive mental health support from the highest-quality peer network in the country – unlimited usage, 24/7



## Frictionless Intelligence

Unprecedented real-time data about Service Members' health and well-being



## Frictionless Pilot

\$2,500 GPC swipe for 3 months of service at the squadron level



# Happy is gaining traction **across the Air Force**

## SCOTT

- **68%** adoption
- Secured long-term contract with 375AMW

## TRAVIS + MCGUIRE

- **98%** adoption
- **52%** of Airmen are struggling with mental health

## NELLIS

- **49%** adoption
- **71%** of Airmen have no support beyond Happy

## HAF

- Collaborating with Happy on RCT to facilitate promotion across Air Force



# How Happy works







# We operate the **highest quality** non-clinical support network in the country



## Mission-Driven with Backgrounds in Caregiving

Happy's Support Givers have backgrounds in nursing, social work, case management, and other caregiving roles.



## 1/10 Applicants Selected

Qualified applicants are screened for their ability to provide exceptional emotional support.



## Rigorous Quality Control

Support Givers must maintain high caller ratings to stay active.



## Ongoing Education

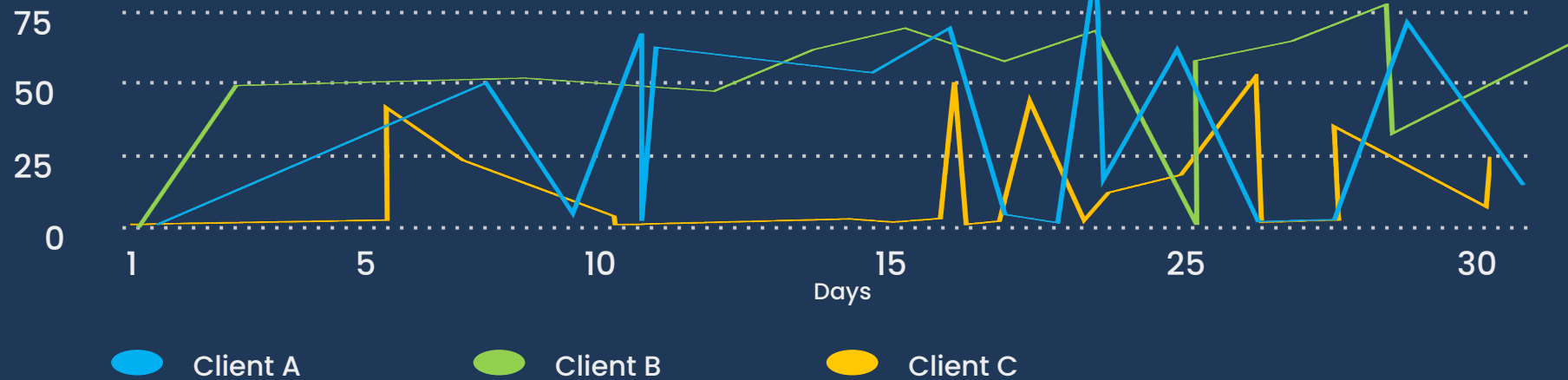
Happy's ongoing education incorporates evidence-based programming and best practices



# Happy's engagement technology fuels **flexible and scalable** support

**Members receive the precise call length and frequency they need**

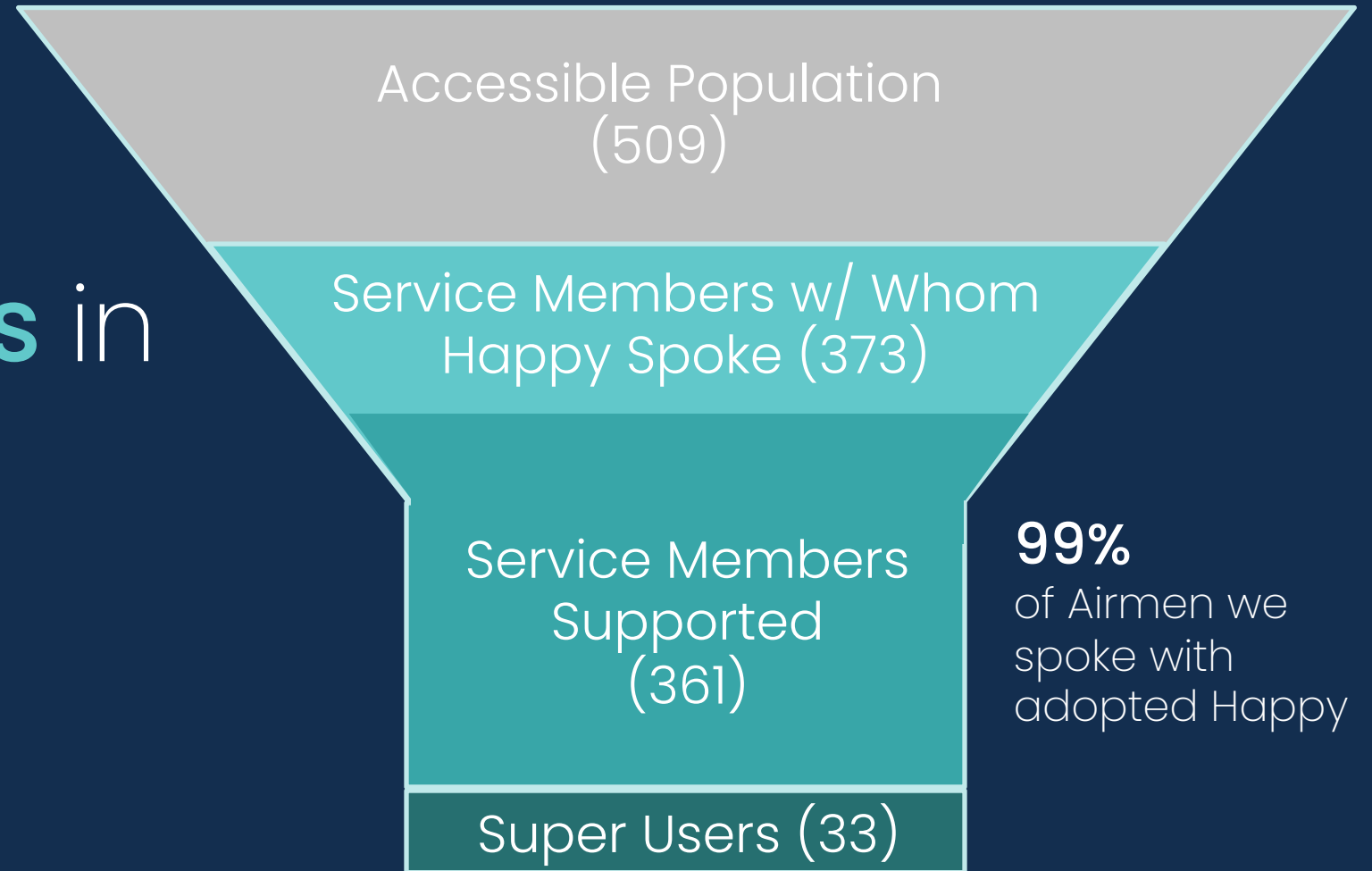
*call length in minutes by days from initial call)*





This model produces the **highest adoption rates** in the country

## 7 out of 10 Airmen Adopted Happy



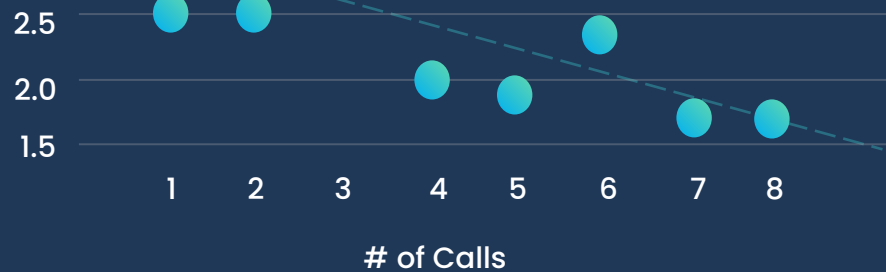
**99%** of Airmen we spoke with adopted Happy



# High adoption and effective Support Givers yield **clinical-level benefits**

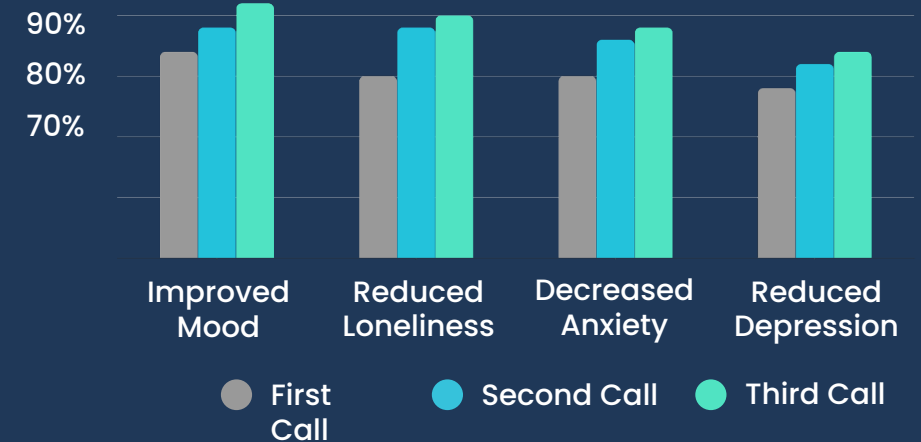
## Happy Reduces Depression

*PHQ-2 Score*



## Impact of Calls on Mood and Mental Health

*Member Reported Levels*



UNPARALLELED DATA

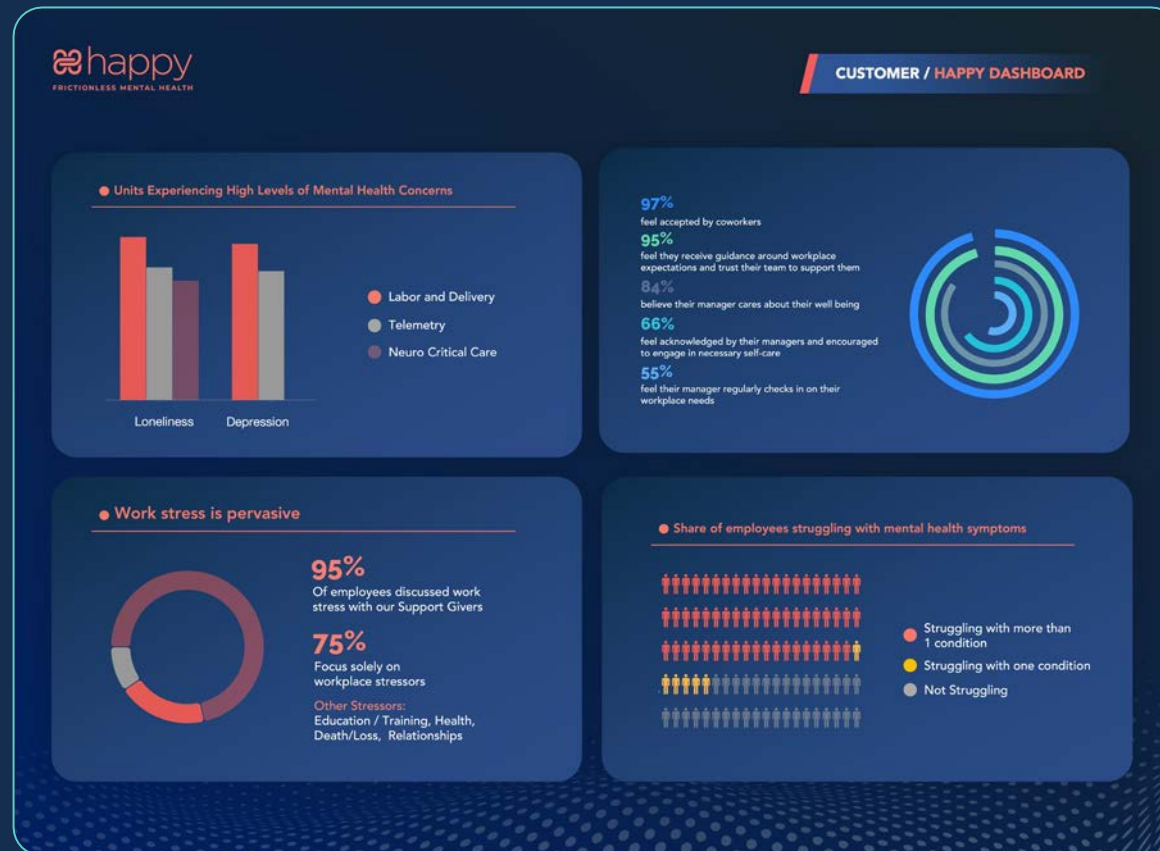


# Happy gathers **substantial data** during support sessions

Call Metadata	Mental Health	Health and Morale Issues	Personal Stressors
Date	Depression (PHQ-2)	Physical health	Grief/Loss
Time	Anxiety (GAD-3)	Modified duty	Relationships
Length	Loneliness (UCLA-3)	Job satisfaction	Caregiving
Outcome	Other mental health concerns	Trust in unit	Relocation
Adoption rate		Access to care issues	Financial issues
		Regard for military	



# Our data offer **real-time visibility** into the mental health and morale of units





Our pilot results are groundbreaking



# In pilots across four bases:

71%

of Airmen adopted  
Happy

52%

of Airmen say they are  
stressed about work

98%

of Airmen would  
recommend Happy

66%

reduction in **anxiety**  
across pilot sites

65%

reduction in **loneliness**  
across pilot sites

49%

reduction in **depression**  
across pilot sites





*This partnership is the best idea any base has had since I've been in the military*

*Your calls put me in such a good mood*

*I've been looking for something JUST like this*

*Thank you for this; I can't wait for my next check-in*



# Pilot Happy in four units at 10AF, then look to expand

## Pilot in 3-4 Units at 10 AF

- MXS/AMXS SQ, FSS SQ, SFS SQ, Ops SQ
- Use GPC option
- \$10,000 for 3 month pilot

## Expansion

- Expand at Wing level
- Seek AFRC support in growing usage
- With ACC, expand to all “tip of the spear” units



The future is frictionless

 happy