



MINDCO

Your virtual reality partner,
helping your people
stop smoking and ease
anxiety and stress



● **MetLife** and **AXA** in partnership

The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing more than 8 million people a year around the world.¹ Tobacco use kills up to half of its users and costs employer's US\$7,000 per year, per smoker, due to excess healthcare costs and a loss of productivity.² Not only this, but three out of 10 cancer-related deaths can be attributed to smoking.³

And smoking isn't the only cost driver to consider. Every day, people stay home from work, miss school, go to the doctor, develop physical health conditions or even die because of the effects of stress. It's estimated that employers spend US\$300 billion on healthcare and absenteeism caused by stress every year.⁴ COVID-19 has not helped when it comes to mental health, with a 25% increase in the prevalence of anxiety and depression worldwide.⁵

These are all problems that you need to address... and fast.

We've partnered with MindCo,⁶ a digital health company specialising in virtual reality (VR) programmes. As a MAXIS client, you can work with MindCo and benefit from their two programmes, the first helping your employees kick their smoking habit for good and the second to help ease stress and anxiety.

What solutions does MindCo provide?

MindCotine – is a clinically validated, VR-based smoking cessation programme, helping smokers tackle addiction through tried-and-tested cognitive behavioural therapies, mindfulness, and coaching.

This type of virtual reality mindful exposure therapy (VR-MET) helps break the loop of old patterns with only seven to 12 minutes of exercises every other day.

According to a study with researchers from Johns Hopkins University, the MindCotine programme saw a 33% smoking cessation efficacy at 90 days, compared to 16% for those using a nicotine patch and 12% for those using cognitive behavioural therapy (CBT) counselling alone.⁷

MindCoRelief – is a programme developed by behavioural change experts to help people ease their anxiety and stress levels through a VR toolkit and mobile app.

VR-MET can help break the loop of anxiety patterns with only a couple of minutes of exercises per week. The virtual environments help the user to feel calm and relaxed while guiding them to recognise the stress and anxiety habits.

A playlist of virtual reality scenarios is available for the user to reprogramme their brain each day.

Why MAXIS Global Wellness?⁸

As a multinational employer, you're faced with the challenge of caring for the overall health and wellbeing of your people, wherever they are in the world. This can be even more difficult as healthcare costs continue to soar. So how can we help?

MAXIS GBN's wellness technology marketplace offers multinationals a dedicated and unique suite of digital-led health and wellness services from innovative providers all around the world. We've done the leg work; our claims data analytics ensure your key cost drivers are addressed. We've scoured the market and selected the vendor that best meets your criteria based on our careful research – they're able to scale the world with you, matching your global footprint. And by working with MAXIS, we can help secure preferential rates with these vendors that might not be available elsewhere in the market allowing you to offer your people better services with your wellness budget. You'll also be given a dedicated MAXIS manager to monitor the performance on your behalf.

So, what are you waiting for?





What's included with MindCo?

You'll be able to offer your employees access to support programmes, with four methods of engagement.

1. Physical kit – including a VR headset to use with a mobile device. This service can be white labelled, meaning the kit materials can be designed to reflect your brand and align with your messaging.
2. Virtual training – including virtual reality scenarios, educational content, and relaxation sessions.
3. Mobile app – track progress, share experiences with others, and access personalised data.
4. Human coaching – trained representatives guide and engage users throughout the programme, offering weekly coaching sessions.

Who is MindCo?

Headquartered in California, MindCo is a digital health company specialising in virtual reality (VR) therapies for mental health and behaviours.

MindCo have developed an innovative approach to changing unhealthy habits and behaviours by using cognitive behavioural training and VR-MET.

This proprietary, immersive technology produces highly effective and engaging treatments for behavioural health that can be practised in the home. Their unique kits offer a way to train your brain where and when you want.

Why should you work with MindCo?

As a MAXIS GBN client, you can work with the team at MindCo to offer an easy-to-implement solution that combines virtual reality, mindfulness, and coaching that will help your employees wherever they are.

The solution is available all around the world, in both English and Spanish, and can be delivered and implemented in your employees' own homes. MindCo's flexible pricing structures are adaptable to your needs, priorities and strategies.

MindCo aims to help multinationals:

- improve employee health
- increase productivity
- increase loyalty
- reduce health-related costs.





MAXIS GLOBAL WELLNESS

POWERED BY HEALTH DATA

For more information on how you can implement a global wellness programme with MindCo, please visit **maxis-gbn.com** or contact your local MAXIS GBN representative.

1 WHO, <https://www.who.int/news-room/fact-sheets/detail/tobacco>, March 2022

2 CDC gov, https://www.cdc.gov/tobacco/data_statistics/fact_sheets/index.htm/adult_data/cig_smoking/index, March 2022

3 Anon, Pivot <https://pivot.co/the-hidden-costs-of-smoking/> (accessed March 2022)

4 The Recovery Village, <https://www.therecoveryvillage.com/mental-health/stress/related/stress-statistics/>, April 2022

5 WHO, <https://www.who.int/news/item/02-03-2022-covid-19-pandemic-triggers-25-increase-in-prevalence-of-anxiety-and-depression-worldwide>, April 2022

6 MindCo Health, a company registered in Delaware, United States of America having its registered office at 2021 The Alameda, suite 380, San Jose, CA, 95126 ("**MindCo**")

7 Various, Journal Medical Internet Research <https://www.jmir.org/2020/7/e17571/> (accessed March 2022)

8 MAXIS GBN may receive fees, commissions and/or other remuneration from third parties in connection with the services we carry out for you.

This document has been prepared by MAXIS GBN and is for informational purposes only – it does not constitute advice. MAXIS GBN has made every effort to ensure that the information contained in this document has been obtained from reliable sources but cannot guarantee accuracy or completeness. The information contained in this document may be subject to change at any time without notice. Any reliance you place on this information is therefore strictly at your own risk.

Not all services are available from all MAXIS member insurance companies or to all clients. The services are subject to local market practices, and compliance with all applicable legal and regulatory requirements. If you have any questions in relation to this document or otherwise, please contact marketing@maxis-gbn.com.

The MAXIS Global Benefits Network ("Network") is a network of locally licensed MAXIS member insurance companies ("Members") founded by AXA France Vie, Paris, France ("AXA") and Metropolitan Life Insurance Company, New York, NY ("MLIC"). MAXIS GBN, a Private Limited Company with a share capital of €4,650,000, registered with ORIAS under number 16000513, and with its registered office at 313, Terrasses de l'Arche – 92727 Nanterre Cedex, France, is an insurance and reinsurance intermediary that promotes the Network. MAXIS GBN is jointly owned by affiliates of AXA and MLIC and does not issue policies or provide insurance; such activities are carried out by the Members. MAXIS GBN operates in the UK through its UK establishment with its registered address at 1st Floor, The Monument Building, 11 Monument Street, London EC3R 8AF, Establishment Number BR018216 and in other European countries on a services basis. MAXIS GBN operates in the U.S. through MAXIS Insurance Brokerage Services, Inc., with its registered office located at c/o Katten Muchin Rosenman LLP, 50 Rockefeller Plaza, New York, NY, 10020-1605, a NY licensed insurance broker. MLIC is the only Member licensed to transact insurance business in NY. The other Members are not licensed or authorised to do business in NY and the policies and contracts they issue have not been approved by the NY Superintendent of Financial Services, are not protected by the NY state guaranty fund, and are not subject to all of the laws of NY. MAR01031 05/2022