
New submission from 2020 Shared Value Awards application - Investing in Shared Value Award

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Where did you hear about the Shared Value Awards?

Other

About your organisation

Organisation name

DB Results Pty Ltd

Organisation type

Corporate

Website

<https://dbresults.com.au/>

Overview

In founding DB Results, our purpose was to build a digital business consulting and technology company which focussed on delivering value and outcomes for; our customers, our people and society. Hence the “Results” in our name is fundamental. Our approach to business, relationships and partnerships has been successful due to our deep commitment to delivering shared value.

We are a privately owned Australian company with global experience operating in Australia, Asia and North America. We pride ourselves in our success at collaborating with our clients and partners to deliver outstanding results that exceed expectations, improve efficiency and increase effectiveness.

What is your shared value investment project?

Name of project/initiative

MiOK and Wellness+

What makes your project or initiative a leading example of a shared value collaboration?

What economic opportunity does your shared value project/initiative deliver?

Mental health conditions, doubled to approximately 10.2 million people in Australia in the first month of the pandemic. There is no digital solution on the market that considers a holistic approach to both the body and mind.

Our market research indicated that currently, there is a scarcity of mental health and wellbeing apps that look at an individual holistically, in terms of both their mind and their body. We saw the opportunity to provide a unique, user-friendly, scientifically based, and holistic health and wellbeing solution in one place. By combining our digital technology expertise with our deep knowledge of the health sector and skills of our people, including our in-house clinicians, we developed the MiOK (Am I OK?) native mobile application and Wellness+(Web based solution). MiOK enables users to detect early changes in their emotional wellbeing and empowers them to know when to seek expert support and advice (including GP, Psychologist, Beyond Blue). There is significant economic impact for organisations and the health care system if mental health conditions are identified and addressed early.

DB Results provides MiOK to Not-for-Profit (NFP) organisations at no charge. This benefits all members of these NFP's and provides a valuable user community to obtain feedback and life experience with the use of MiOK. These organisations are a vehicle to achieving community advocacy and raising the awareness of the mental health benefits of self-monitoring.

Companies are critically dependent on their workforce and the COVID-19 pandemic has resulted in significant number of people working remotely resulting in the current wellness programs being less effective or unworkable.

MiOK and Wellness+ provide a new approach to enabling staff and company management to stay connected, implement targeted wellness programs and measure their success. DB Results has integrated the two solutions to provide a commercial offering to private companies.

What social issue(s) does your shared value project/initiative address?

MiOK - Am I OK? was created as a result of the COVID-19 pandemic, and an unmet need for Australian organisations to support the health and wellbeing of their people. Healthy people perform better at work. Independent research states "80% of organisations say worker wellbeing is important for success...". There is no app on the market that considers a holistic approach to both the body and mind.

Mental health conditions, pre-pandemic, in Australia was estimated at 5.1 million people. In the first month of the pandemic, this doubled to approximately 10.2 million people.

Dr Amanda Rischbeith calls for health and wellbeing of employees to be added to Board and C-level strategies, "Never before have we had to be concerned with our own health, the health of our loved ones, and the health of our employees all at the same time, at length and in a highly uncertain environment".

The 'R U OK?' program has had proven success in helping people reach out to others. However, there was a noticeable gap for a complementary program where we ask ourselves the question, AM I OK? We are in a much better position to look after our loved ones, our friends, and co-workers if we first look after ourselves.

Whilst MiOK and Wellness+ are significant needs during the COVID-19 pandemic, there will continue to be an ongoing need to provide self-assessment and organisational support to staff working remotely post pandemic ("New Normal").

Shared value solution description

MiOK is a native mobile application. The overarching goal is to help organisations support their people to maintain good mental health and wellbeing. It is a unique, user-friendly, scientifically based, and holistic health and wellbeing solution in one place.

MiOK enables users to detect early changes in their emotional wellbeing and empowers them to know when to seek expert support and advice (including GP, Psychologist, Beyond Blue). It also provides safe, low-level self-management, when appropriate.

All the features of the app have been carefully considered and are underpinned by research.

MiOK Key Features

- My Mood – a quick, on the spot assessment of how you are feeling, enabling you to track changes in your mood. You can also add a note to further describe how you feel.
- My Checks - track indicators of your health and wellbeing (like body temperature, blood pressure, weight, daily steps, water and alcohol intake) and complete validated mental wellness Questionnaires to know when to seek professional advice and support.
- My Timeline – keep a record of your significant medical appointments, test and diagnosis dates, results and even treatment for chronic conditions like COVID-19. Alternately, track PT appointments or tasks for key events in your life.
- My Toolkit – curated health and wellbeing information (written articles and videos) for education and safe self-management resources.
- My Notifications – stay on top of your daily tracking by adding a reminder to check in.

Wellness+ is a Web Based application which overcomes geographical barriers for the provision of organisational communication and support for remote staff.

Market segment and potential for scaling the solution

Scientific evidence supports the benefits associated with each of the features of the MiOK app. Research highlights

the effectiveness of smartphone technology for monitoring and self-management, and sharing of data to assist health professional's assessment and management of low level common mental health conditions.

Market research informs us that whilst there are a multitude of health and wellbeing apps in the market very few, if any, are holistic in addressing the body and mind, and complete in terms of offering proactive self-monitoring for early intervention and self-management.

Organisations understand that the health and wellbeing of their people is crucial to their success. This is demonstrated through our customers increasingly telling us that they are looking for tools to uplift their organisation's health and wellbeing strategies and programs. MiOK is an easy, yet powerful tool for organisations to adopt to show their people they care, and limits the potentially damaging, short and long-term mental health effects after a crisis, such as COVID-19.

David Cox, CEO of APT Travel Group, considers MiOK as an invaluable tool, "As a travel company, we were hit hard and fast by the COVID-19 pandemic. MiOK has been an invaluable support system for our staff through this uncertainty and make sure we really are all okay."

DB Results' purpose is to enrich people's lives, including the health of our staff. Andrew Dean, CEO DB Results, stated: "We believe that employee health and wellbeing is a high priority for us, and we have successfully implemented MiOK for our own staff".

During these unprecedented times DB Results is working with organisations to support their people. MiOK is helping improve health and wellbeing of our community and provide an early warning for mental health conditions.

Key activities and resources including a basic development plan

MiOK and Wellness+ are current production solutions being independently used by NFP's and private organisations. Current R&D activity is being undertaken to enable the two solutions to be further integrated providing a stronger value proposition to companies looking for a holistic wellness solution.

Initial implementation focus has been on increasing the number of users of the products to develop appropriate feedback mechanisms, critical enhancements and user advocacy.

This initiative is now focussing on the value of the product suite to organisations to scale the number of companies and employees covered by MiOK and Wellness+. An advertising and promotion program leveraging NFP's and existing customers as reference sites along with DB Results own experience from implementing these products is planned to commence shortly.

Due to the configurable and repeatable approach to implementation of these products, significant economies of scale are possible resulting in a large future commercialisation value.

Measurability

We have measured program success through the following measures:

- Survey Monkey to obtain feedback and measure user satisfaction
- Interviews with companies using the products
- Number of company employees using the products
- Number of individuals using MiOK

As we move the project into the next phase, which is mass rollout, we will increase the number of tools we use for obtaining feedback and monitor the engagement of companies, employees and individuals.

Whilst objective data is important, in this type of solution which really aims to provide wellness support as well as organisational HR support, subjective information is extremely important from both companies and individuals. We are diligent in adhering to privacy and confidentiality provisions and as such have sought information on a volunteer basis.

Tangible results to date

Initial feedback from individuals and companies has been extremely positive with recognition that MiOK and Wellness+ meet a gap in solutions available to individuals and companies.

With over a dozen NFPs showing interest in implementing MiOK following on from successful implementations and positive reference sites from existing customers, the initial implementation results are promising.

Please find below some key quotes:

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Official endorsement

Endorsement

- I am authorised to submit this application on behalf of my organisation and confirm that all required approvals have been sought and received.
- I acknowledge that in order to finalise this application I will pay the relevant administration fee.