



On-demand mental health care in the palm of your hand

What's on your mind?



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Mission statement

LARKR
On-Demand mental healthcare
in the palm of your hand

To provide hope and change lives for people in need by providing accessible mental health care through our **mobile telepsychology platform** and **curated provider network**.



The Problem

~50M

Americans suffer
from mental illness

Various sources site number from 43M to 76M

~10M

Americans suffer
from severe
mental illness

~75%

of mental illness
develops by 24

~60%

of mental illness
is left untreated

Frequency of Occurrence

26.2%

Percentage of English-Speaking Adult U.S. Population affected by a psychological disorder



18.1%
Anxiety



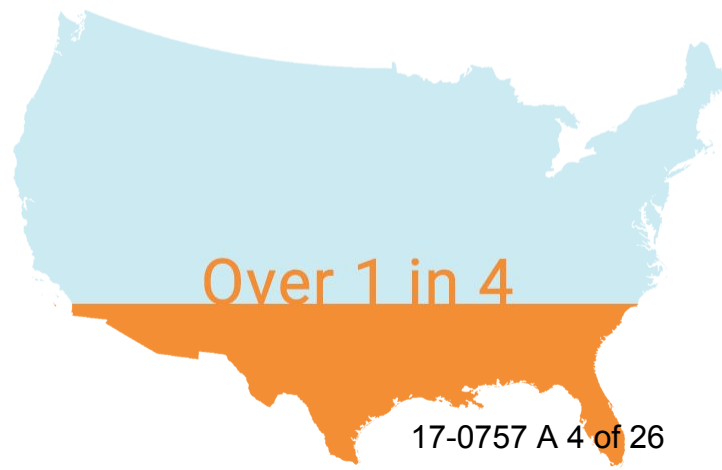
8.9%
Impulse-Control



9.5%
Mood



3.8%
Substance



Patient obstacles to receiving treatment

- (Cost) Cost of mental health care (\$200-300 / Hour)
- (Stigma) Concerns over perception of others
- (Access) Trouble making appointments
- (Access) Time constraints and other responsibilities
- (Stigma) Not wanting family members to know about the illness
- (Provider Fit) Inability to find good care
- Lack of desire to be treated

Provider Pain Points



Marketing

Many providers don't know how to self promote.



Billing & Compliance

Complex billing and compliance regulations are rarely followed properly, and take time away from patient care.



Scheduling & Patient No-Shows

Patients regularly miss or require appointment rescheduling, often leaving providers with significant non billable hours in their day.



Operating Costs

Most mental health providers earn <\$40/Hour after overhead (Office space, answering service, accounting support, insurance, CEU's, etc.)

The Market

Americans spent **~\$300B** on mental health care in **2002**.

- ~\$100B in direct costs (mental health services and treatment)
- ~\$200B in indirect costs (public expenditures for disability support and lost earnings)

Americans spent **~\$450B** on mental health care in **2013**.

- ~\$200B in direct costs (mental health services and treatment)
- ~\$250B in indirect costs (public expenditures for disability support and lost earnings)

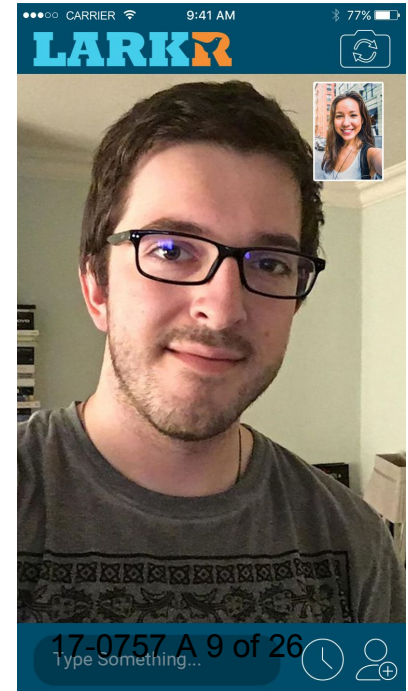
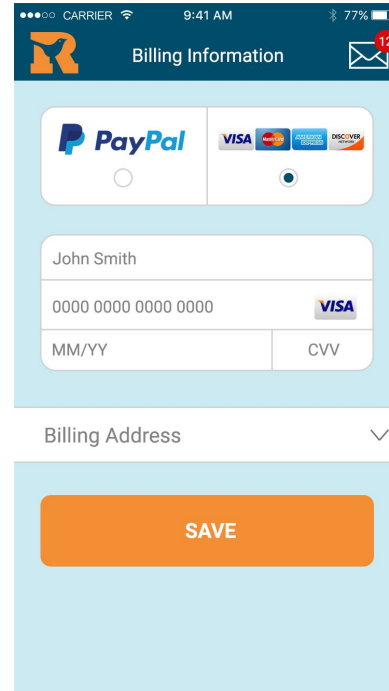
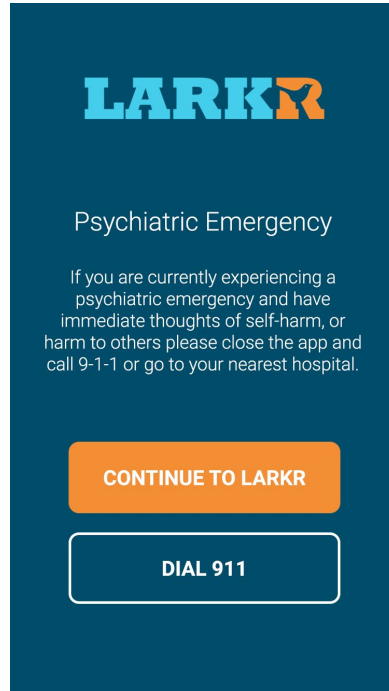
The Solution



- Mobile app to connect via video live stream with a qualified mental health provider.
- Curated mental health provider network.
- Proprietary matching algorithm based on extensive marketplace and mental health experience.
- Sophisticated scheduling, compliance, records management, and billing system.

Design Mocks

LARKR
On-Demand mental healthcare
in the palm of your hand



The Team



Shawn Kernes
Co-founder & CEO

20 years building and leading startups

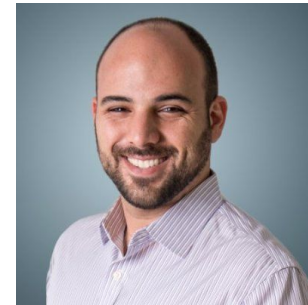
CTO @ StubHub
COO @ Cash4Gold
CTO @ BeyondTheRack
CTO @ Boost Media



Chris Kernes
Co-founder

Licensed Marriage and Family Therapist

Director of Clinical Services @ HealthRight 360
Therapist @ Women's Recovery Association
Therapist @ San Mateo County Mental Health



Jon Dabach
UI/UX Designer

Designer with over 10 years experience
in UI/UX and marketing.

Creative Director @ Sotheby's Real Estate
Founder @ Rhino Marketing Group

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Milestones



July 2017

Beta launch on iOS

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

March 2017

Begin development of
Servier and iOS client
application

Sept 2017

Full launch on both
ios and android

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Sources



<http://www.mentalhealthamerica.net/>

<http://www.nami.org/>

<https://www.cdc.gov/>

<http://www.crchealth.com/>

<https://www.nimh.nih.gov/>

<http://www.apa.org/>

<http://www.pewresearch.org/>

People have become desensitized to the effects of mental illness



“A Miami teenager in foster care committed suicide on Sunday, hanging herself from a noose during a live two-hour broadcast on Facebook.”

1/25/17 AOL News

“Twelve percent of Palo Alto high-school students surveyed in the 2013–14 school year reported having seriously contemplated suicide in the past 12 months.”

12/15 theatlantic.com

“A young teenage couple from Russia who run away together ended up playing out a deadly shootout with police which ended in tragedy. The pair laughed as they shot at a police truck and frolicked with guns, before taking their own lives.... The most unsettling thing about the incident? The 15 year-old couple live streamed the whole thing on Periscope”

thugify.com

Competitive Landscape

LARKR
On-Demand mental healthcare
in the palm of your hand

talkspace

 betterhelp

prest^o
experts

LYRA+

 KAISER
PERMANENTE®

 Breakthrough

 level therapy

Ginger.io

Key Differentiators



Support for Minors (< 18)

No other app currently offers therapy of any kind to minors. Larkr started with the adolescent market as one of its core demographic audiences. Parent and child accounts are linked for ease of billing and patient history.

Video First Platform

Clients can't develop as meaningful of a relationship with text or phone alone. Larkr allows therapists to service their clients in the way they were trained to service them and develop meaningful relationships that lead to more drastic life-changes for the client.

Mobile First Platform (including mobile EHR access)

Larkr allows therapists to work from anywhere. Their entire case history and servicing suite is built mobile first, including all of their clients electronic health records - a service other providers are charging a substantial amount to provide.

Key Differentiators



Therapist on Demand Services

Many mental illnesses, such as anxiety and depression, often require immediate attention. Additionally, users who are in the middle of a crises are more likely to seek help if it is readily available and not delayed for 24 hours or more.

Multi-User Video Therapy

Minors can bring their parents into a session. Couples therapy without leaving the office.

User-Type Switching

Therapists often need counseling themselves to deal with the PTSD associated with treating acute clients. Larkr allows a therapist to toggle to “client” mode with one tap.

Key Differentiators



Emergency Protocols Built into the app

If a client presents as in danger of self-harm during a therapy session there is a three phase built-in emergency protocol that the therapist can activate that will alert the client's emergency contacts, extend the therapy session indefinitely as needed, and even alert local 9-1-1 dispatch.

100% U.S. based, licensed mental-health care practitioners

No off-shore servicing of clients mental health issues. Ever.

Ability for Therapists to set their own hours

Therapists have the ability to work as many or as few days as they want without having to check in daily and be bound to subscription based clients.

Why call the company LARKR?



Because good domain names are hard to find and I already owned it

Lark (N) :

1. a merry, carefree adventure; frolic; escapade.
2. innocent or good-natured mischief; a prank.
3. something extremely easy to accomplish, succeed in, or to obtain: *That exam was a lark.*

Why Telepsychology and not Telehealth?

Telehealth is problematic for traditional medicine:

- Need for physical contact for proper diagnoses
- Low frequency of use
- Established emergency services system for acute issues
- High patient churn due to lack of relationship between patient and Dr.

Telepsychology (with video) is ideal for Mental Health:

- No need for physical contact
- Relatively high frequency of use (12-52 times / year)
- No established emergency services system for acute issues
- Low client churn once relationship has been built with therapist

Why not Skype, ooVoo, or Google Hangouts?

- Those platforms are not HIPAA compliant
- Another system must still be used for accessing and recording session notes
- Another system must still be used for scheduling
- Various government organizations have issued bulletins reminding practitioners that these platforms are not acceptable for telehealth

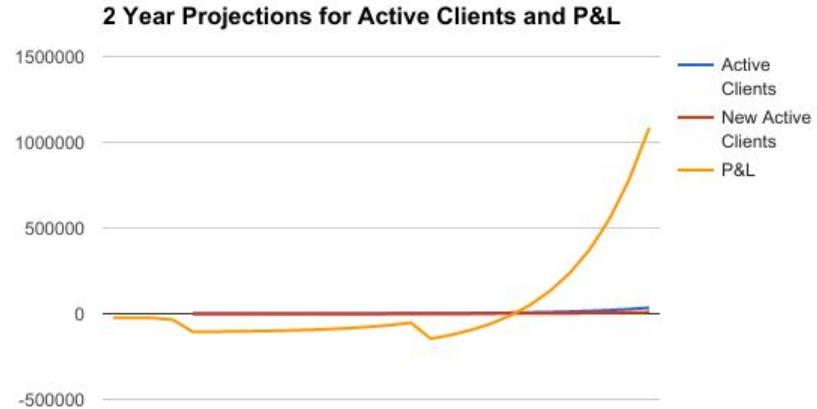


Therapist Supply

There are approximately 550,000 mental health practitioners in the U.S.

- ~100K Clinical/School Psychologist
- ~250K Clinical Social Worker
- Licenced Professional Counselor
- Mental Health Counselor
- Certified Alcohol and Drug Abuse Counselor
- Nurse Psychotherapist
- ~50K Marriage and Family Therapist
- Pastoral Counselor
- Peer Specialist
- ~50K Psychiatrists
- ~15K Psychiatric Nurse Practitioner

Economics



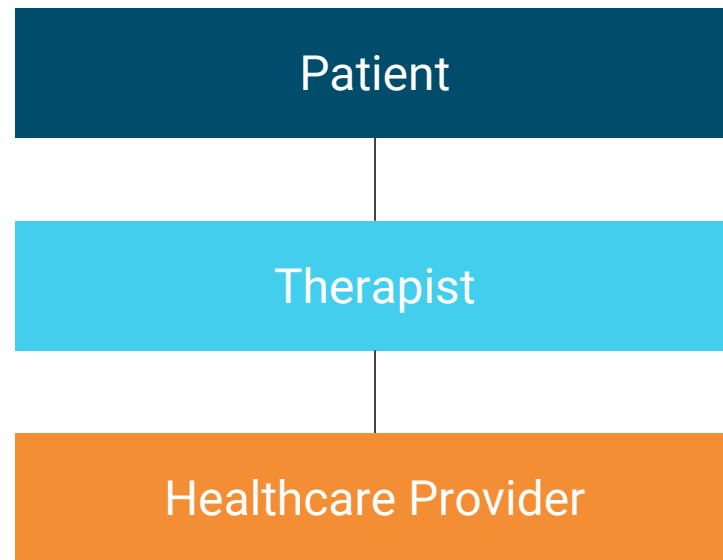
Revenue model

Software Licensing

Healthcare providers or therapists with established practices can use platform with their existing clients.

Marketplace

Individuals are matched with an appropriate therapist from our network.



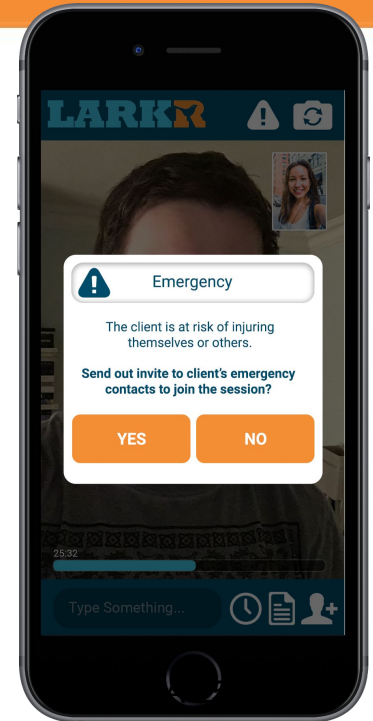


Why now?

- Regulatory environment.
- Stigma toward mental health care decreasing with 14-24 year olds.
- Technology for video communication.
- Most teens would rather video chat than speak on the phone.

What happens when therapist determines its not safe (client is at risk of injuring themselves or others) to end the session?

- Ask client to sign contract that they will not injure themselves or others
- If they do not sign contract, notify clients emergency contacts
- If emergency contacts are not available or applicable, notify 911
- Extend session until emergency support arrives, or client ends the session
- Client can be billed (at therapist's discretion) for the additional time



Contact Info



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