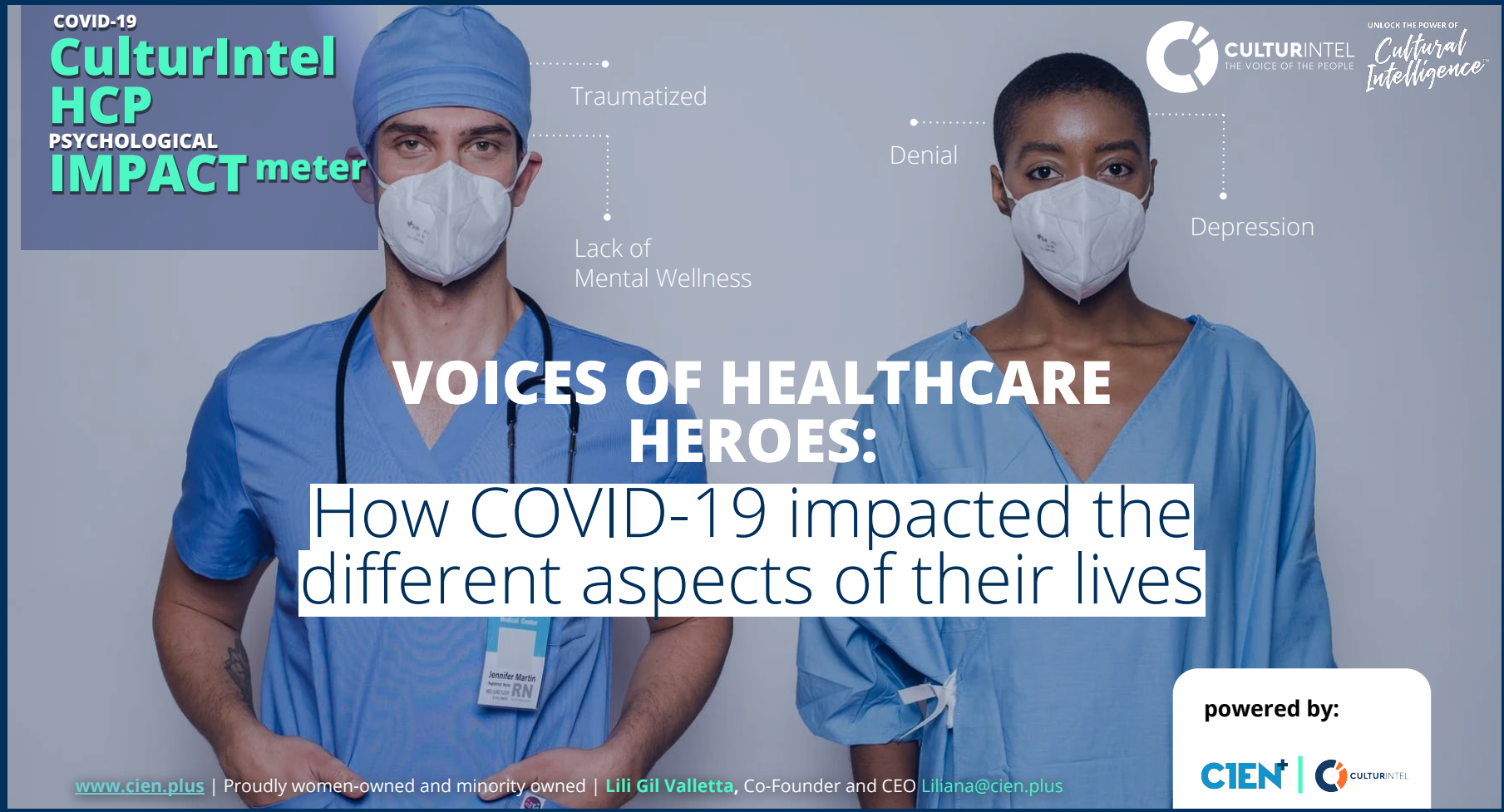
COVID-19

CulturIntel HCP PSYCHOLOGICAL IMPACT meter

CULTURINTEL
THE VOICE OF THE PEOPLE

UNLOCK THE POWER OF *Cultural Intelligence*™

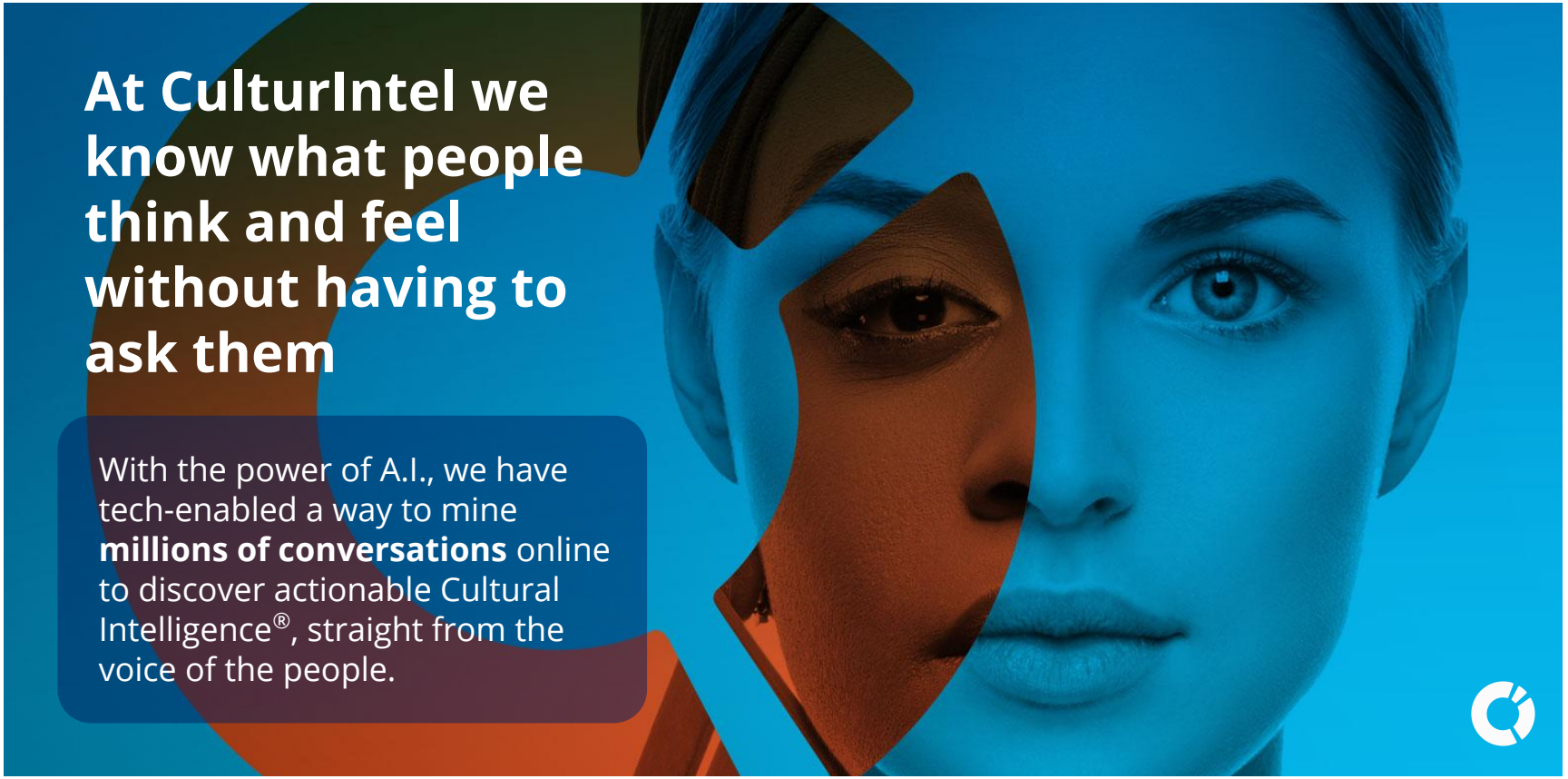


VOICES OF HEALTHCARE HEROES:

How COVID-19 impacted the different aspects of their lives

powered by: CIEN+ | CULTURINTEL

www.cien.plus | Proudly women-owned and minority owned | **Lili Gil Valletta,** Co-Founder and CEO Liliana@cien.plus



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WHAT WE ALREADY KNEW:

DURING THE PANDEMIC HCPs REPORT NOT GETTING ENOUGH EMOTIONAL SUPPORT, FEELING STRESSED OUT AND STRETCHED TOO THIN

93%
of healthcare workers were experiencing **STRESS**

76%
of HCPs reported **EXHAUSTION AND BURNOUT**

77%
of healthcare workers reported **FRUSTRATION**

39%
of healthcare workers said that they did not feel like they had adequate emotional support

WHAT OUR ANALYSIS REVEALS:

NOT ALL HCP WORKERS ARE EXPERIENCING THE SAME IMPACT. THROUGH OUR ANALYSIS WE ARE ABLE TO UNDERSTAND EACH OF THEIR SPECIFIC NEEDS BETTER, TO BE ABLE TO HELP THEM GET THROUGH THIS CRISIS.

1 out of 3
healthcare workers acknowledge that they suffer from **DEPRESSION**

Physicians are experiencing **ANGER**
1.8x more
than the overall population

Nurses discuss having a **LACK OF MENTAL WELLNESS**
1.2x more
than the overall population

Overall HCPs are
1.6x more
TRAUMATIZED
than the overall population

Sources: Review of reports on healthcare workers between Jan to end of October 2020 - MHA Screening (mhascreening.org) from June 1-September 1, 2020. The majority (76 percent) of respondents were young adults ages 18-44.

SEE MORE IN THE
POWER BI DASHBOARD

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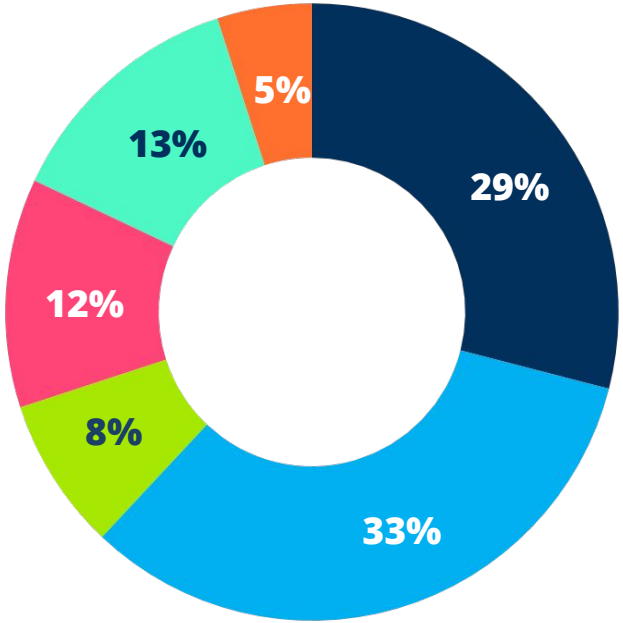
62% of the conversations are taking place in topical sites and message boards

- Topical Sites
- Message Boards
- Social Networks
- Content Sharing
- Blogs
- Comments



N= 48.4M

digital discussions available for mining in the US

Overall Healthcare Professionals 7.8M
Physicians 789.4K
Nurses 834.3K
HCP Support 589.4K
EMT 667.4K

allnurses

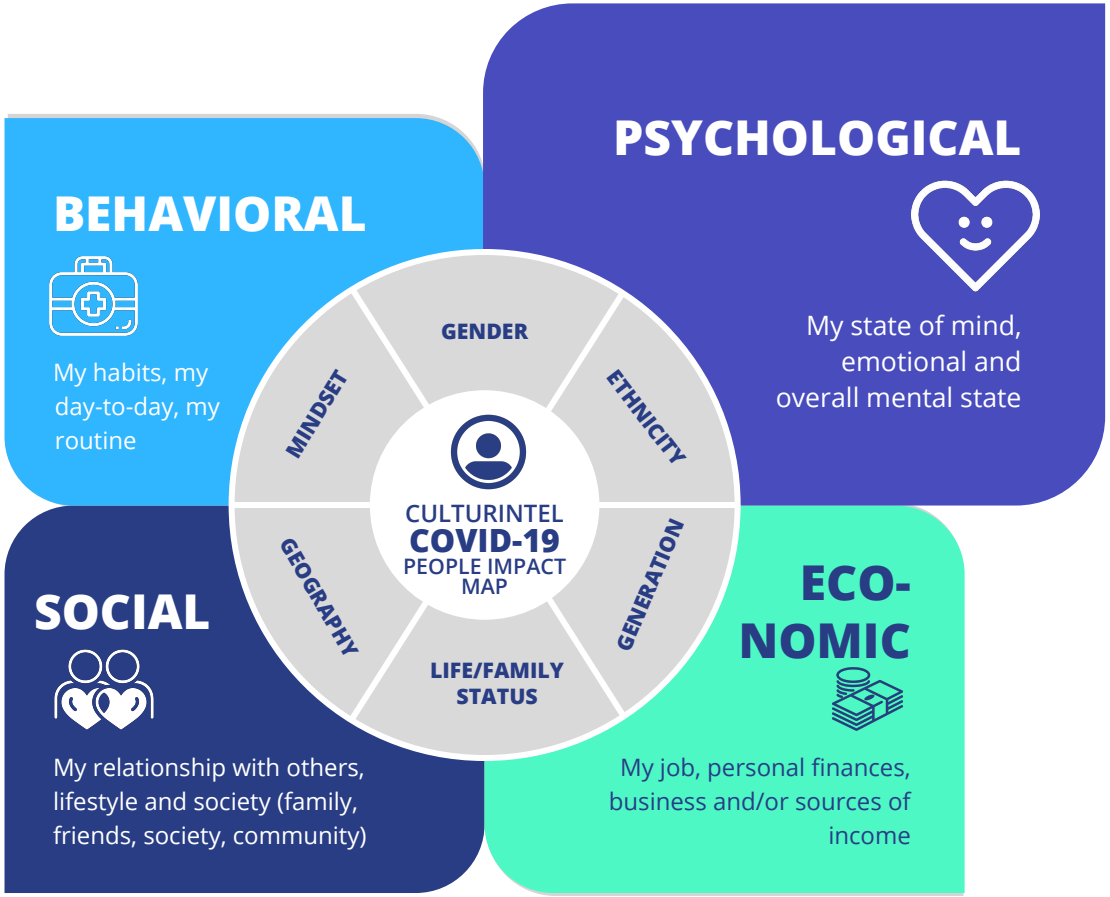
HCP Forum

Medscape

MAYO CLINIC

MESSAGE BOARDS
Forums where people post messages.

TOPICAL SITES
Sites that relate to a specific topic.



Understanding

HOW

COVID-19

IS IMPACTING HCP's ATTITUDES, PERCEPTIONS, MINDSET IN EVERY ASPECT OF THEIR LIVES.

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PSYCHOLOGICAL

My state of mind, emotional and overall mental state

- **GEOGRAPHY**
  United States
- **SEGMENTS**
  Overall Population
  Overall HCPs
  Physicians
  Nurses
  HCP Support
  EMT

HCP's MENTAL HEALTH IS AT RISK

They believe that

67%

of their impact from COVID-19 is **Psychological** & Behavioral.

42%

of HCPs have a **Traumatic** mindset about the state of their mental health.

HCPs express that COVID-19 has impacted their psychological state

2.5x more

than their economic state.

WHEN THEY DISCUSS THEIR PSYCHOLOGICAL IMPACT, THEY TALK ABOUT 3 TOPICS:

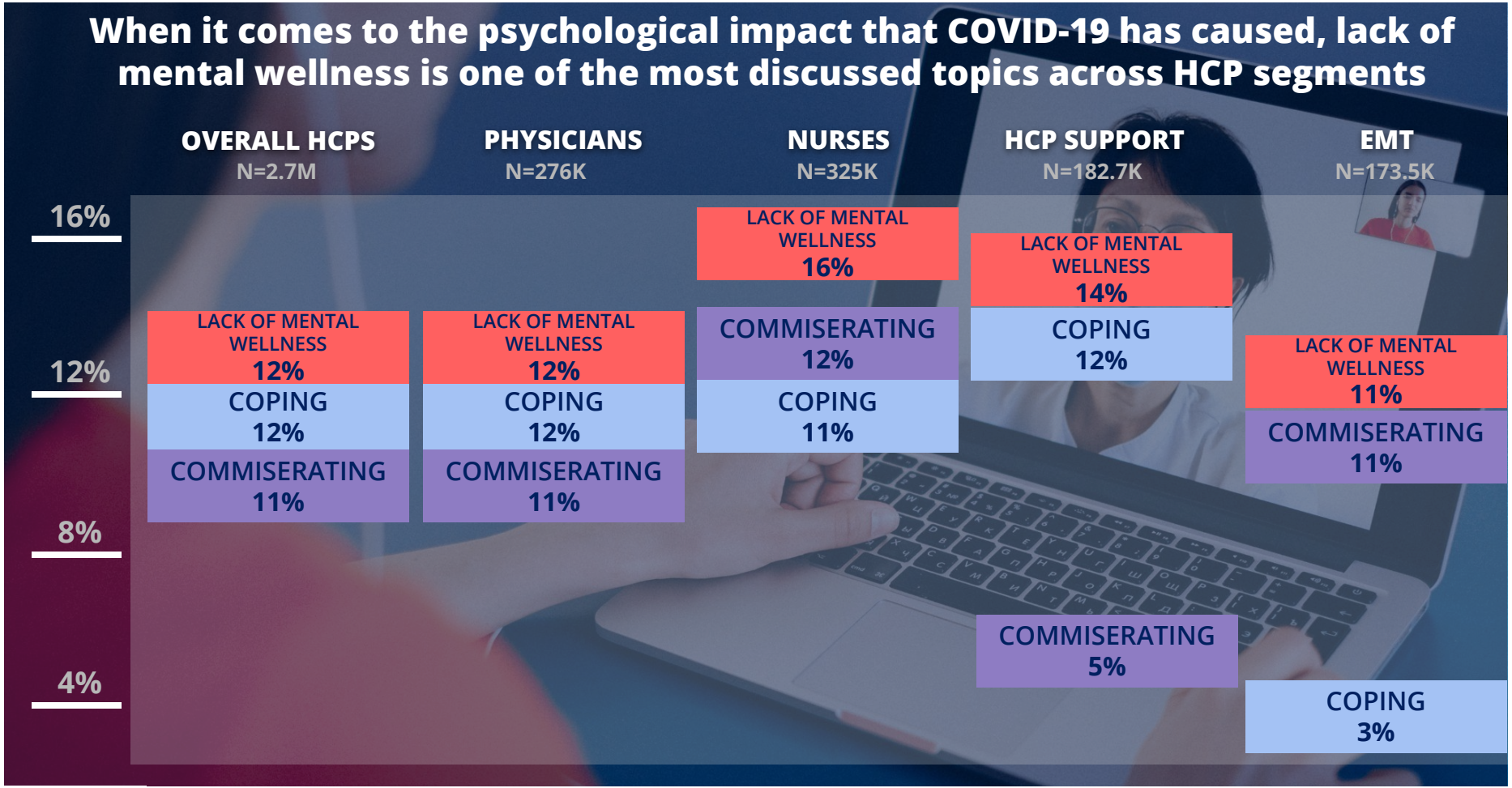
COPING
The way I try to deal with the situation

COMMISERATING
Empathizing with the pain of the people who have been affected

LACK OF MENTAL WELLNESS
How this situation has affected my mental health balance

My state of mind, emotional and overall mental state

When it comes to the psychological impact that COVID-19 has caused, lack of mental wellness is one of the most discussed topics across HCP segments



Topics associated to the COVID-19 psychological impact

OVERALL HCP's

mindsets towards their psychological state

To view or talk about the worst possible outcome of an action or event.

Traumatized **42%**

The tendency to view or represent things as they really are.

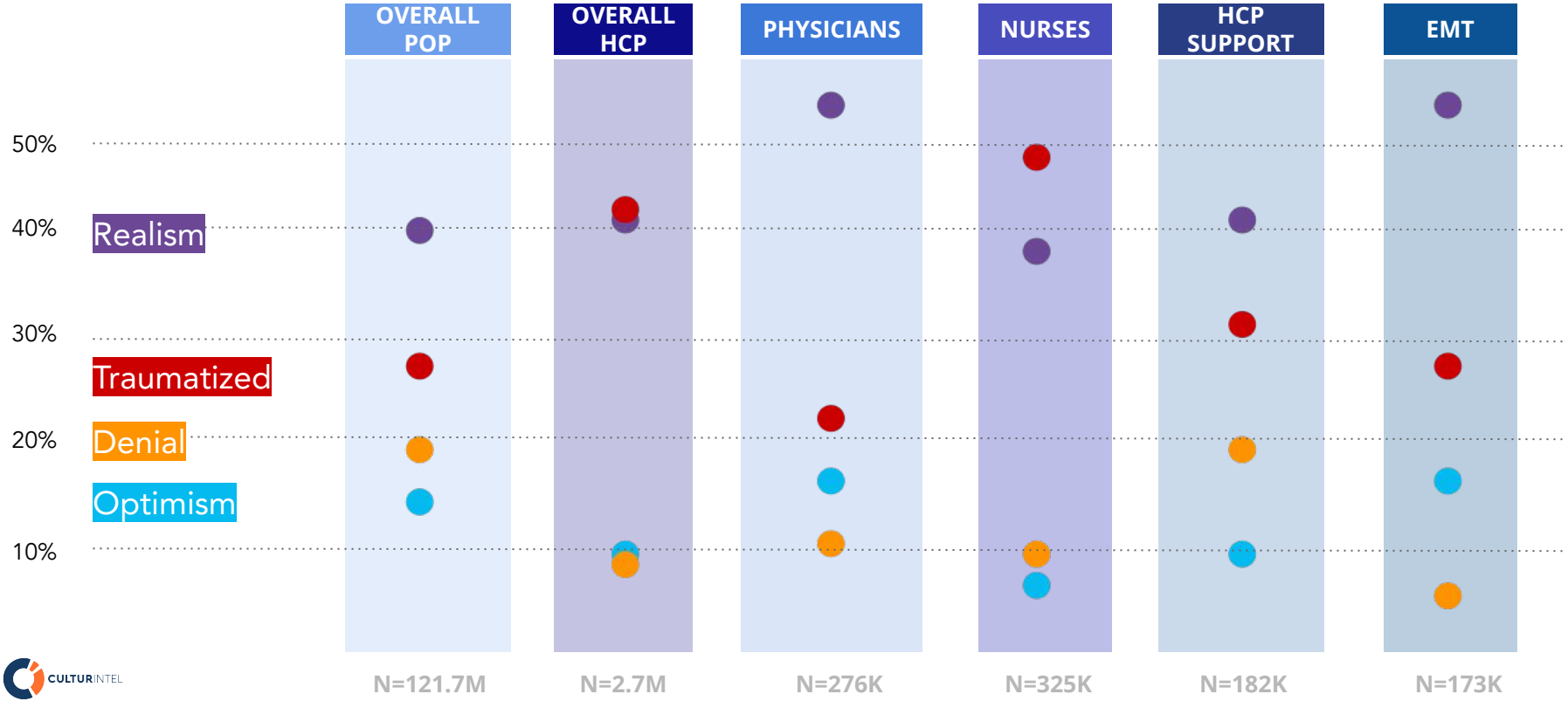
Realism **41%**

Denial **8%** **The refusal to recognize or acknowledge.**

Optimism **9%**

Tendency to look on the more favorable side of events or conditions and to expect the most favorable outcome.

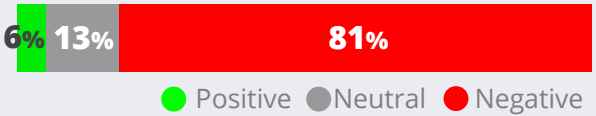
THE MAJORITY OF HCPs ARE REALISTIC YET TRAUMATIZED ABOUT THEIR MENTAL STATE, WHILE DENIAL & OPTIMISM CONTRIBUTE LESS TO THEIR OVERALL PSYCHOLOGICAL MINDSET



Discussions happening across the US

N= 16.9M

PSYCHOLOGICAL IMPACT
SENTIMENT



"I am scared. COVID-19 affects me every day because I'm afraid of bringing this home to my son."

8 out of 10
feel **NEGATIVE** about their current psychological state.

FEELING
2.1X MORE ANXIOUS
than healthcare workers

THEIR MENTAL WELLNESS
has been deeply affected and their discussions show an interest in restoring mental balance.

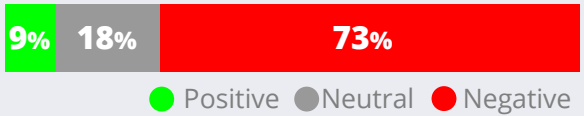
TOP NEGATIVE DRIVERS ANXIETY | DEPRESSION | LOSS/GRIEF

Realism
TOP MINDSET

Discussions happening across the US

N= 2.7M

PSYCHOLOGICAL IMPACT
SENTIMENT



"Anxiety, depression, distress, and sleeping problems… I've experienced them all."

73%
of HCPs currently feel **NEGATIVELY** about their psychological state.

THEY FEEL
1.2x
MORE DEPRESSED
&
1.5x
MORE GRIEF
than the overall population.

REQUIRING
MENTAL WELLNESS & COPING SUPPORT

TOP NEGATIVE DRIVERS DEPRESSION | ANXIETY | LOSS/GRIEF

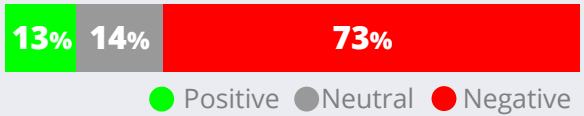
Traumatized
TOP MINDSET

Discussions happening across the US

MEET *DAWJD*

N= 276K

PSYCHOLOGICAL IMPACT
SENTIMENT



"There is this internal conflict between protecting yourself, but also having to go out there and save lives. My fear is getting sick and not being there for my family."

73%
feel a **NEGATIVE** impact on their psychological state.

1.8x more ANGER
vs the overall population. Fueled by the effects of the pandemic.

REQUIRING MENTAL WELLNESS & COPING SUPPORT

TOP NEGATIVE DRIVERS DEPRESSION ANXIETY ANGER

Realism
TOP MINDSET

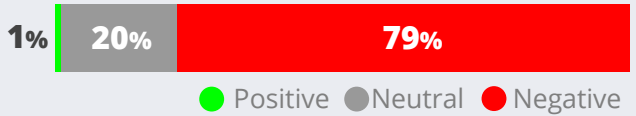
Discussions happening across the US

MEET *KAZMA*

HCP SUPPORT

N= 183K

PSYCHOLOGICAL IMPACT
SENTIMENT



"We are exhausted, not only from the impact of the pandemic itself, but also in terms of coping day to day."

8 out of 10
feel **NEGATIVELY** about their current psychological state.

THEY FEEL ANXIETY 1.5x MORE
than the overall HCPs and more than any other HCP segment.

THEY NEED TO RESTORE THEIR MENTAL WELLNESS
to mitigate the external pressures that are affecting their mental health.

TOP NEGATIVE DRIVERS DEPRESSION | ANXIETY | LOSS/GRIEF

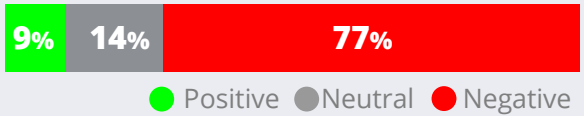
Realism
TOP MINDSET

Discussions happening across the US

MEET *DEBBJE*

N= 325K

PSYCHOLOGICAL IMPACT
SENTIMENT



"Nurses at the frontlines have really borne a very substantial emotional burden in this pandemic that has really, I think, pushed us beyond our capacity to cope in many situations."

7 out of 10
Nurses feel **NEGATIVE** on a psychological level

1.5X
MORE DEPRESSED
than the overall population

THEY REQUIRE IMMEDIATE MENTAL WELLNESS SUPPORT
as they discuss this specific topic, **1.2x more** than the overall population

TOP NEGATIVE DRIVERS DEPRESSION | ANXIETY | LOSS/GRIEF

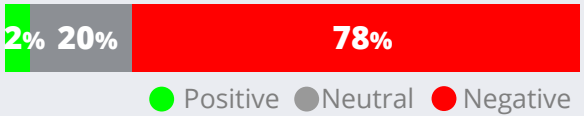
Traumatized
TOP MINDSET

Discussions happening across the US

MEET *AASPO*

N= 174K

PSYCHOLOGICAL IMPACT
SENTIMENT



"What we are experiencing is akin to domestic combat."

78%
feel a **NEGATIVE** psychological impact

ANXIOUS AND AFFECTED BY LOSSES
1.8x more
than the overall population

REQUIRING SUPPORT TO DEAL WITH THE HUMAN SUFFERING THEY HAVE WITNESSED

TOP NEGATIVE DRIVERS ANXIETY | LOSS/GRIEF | DEPRESSION

Realism
TOP MINDSET

A GLIMPSE OF HOPE

Despite the strong impact that the COVID-19 situation has had on healthcare workers' lives, from a psychological perspective there are still lights of hope that make them positive.

- For overall healthcare workers, their **purpose** of saving lives and **making an impact** are reasons for them to remain positive. (2.8x more than the overall population).
- Also, the **camaraderie within their community** has been another factor that has given them hope and positivity. (1.3x more than the overall population).
- Physicians are a little more positive towards the situation, compared to all other HCP segments . (1.4x more than Overall HCP)

1

COVID-19's psychological impact has awakened healthcare workers' most vulnerable side

At the core of this internal impact, we are seeing the angles in which HCPs are affected on the most significant aspects of their lives. Showing their more vulnerable side during this global health crisis, they are discussing the devastation the pandemic is having on their personal and professional lives.

2

Being grounded by reality, yet inevitably traumatized about their mental health state

Due to the nature of their jobs, as HCPs continue to deal with the casualties of the pandemic, they become more realistic about the overall impact it produces. However, as we have mentioned, this extreme situation is awaking even the most vulnerable side of HCPs, leaving many with a sense of lost hope and feeling traumatized when they think about their mental health.

3

Their struggle with mental stability is becoming a public health crisis

Many HCPs are currently suffering from depression and anxiety, made worse by the combination of the other COVID-19 impacts. These feelings of pain and stress are deepening the agony in which HCPs can navigate the pandemic.

4

A salute to healthcare workers resilience

Healthcare workers' lives have changed. They have had to face many challenges to move forward, but for many it has been far too overwhelming. Increasing grief, anxiety, and depression has left many hopeless. However, all not is lost. The purpose of making an impact and the strong relationships they have established within their community are the reasons that keep them fighting and help them see the positive side.

Appendix

CULTURINTEL

What we do:

WE HARVEST AND TURN OPEN-SOURCE DIGITAL DISCUSSIONS INTO ACTIONABLE INSIGHTS INFORMED BY THE DIGITAL

VOICE OF THE PEOPLE

CulturIntel's proprietary algorithm uses AI, NLP, machine learning and big data tools to harvest and turn all available open-source digital discussions (everywhere they happen beyond social media) into actionable insights and decision journeys across segments, globally.

How do we do it?

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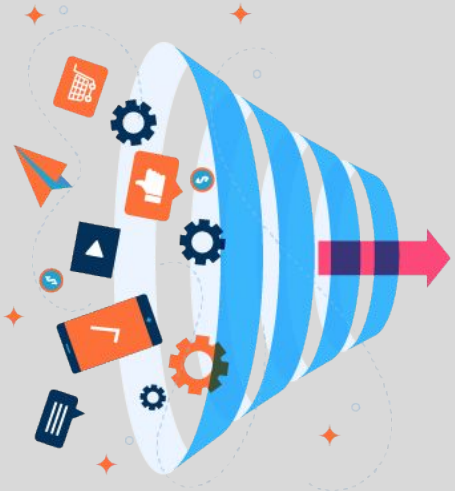
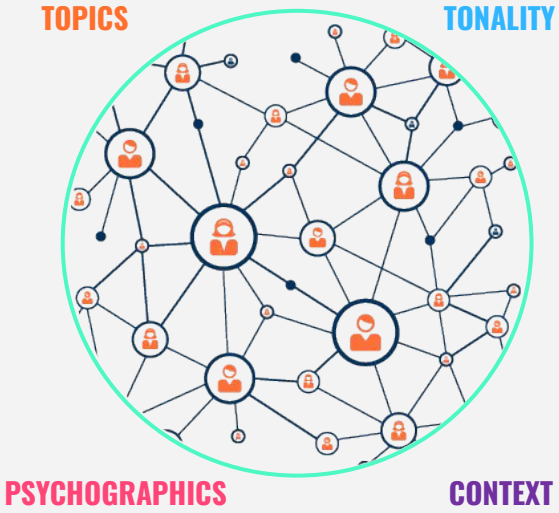
THE VOICE OF THE PEOPLE

Harvest all available open-source digital discussions everywhere they happen



Cluster, segment and discover patterns in topics, sentiment and behaviors



Visualize, map and report

Cultural intelligence®

across segments and geographies globally

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PUBLISHED AND VALIDATED AS AN INNOVATOR

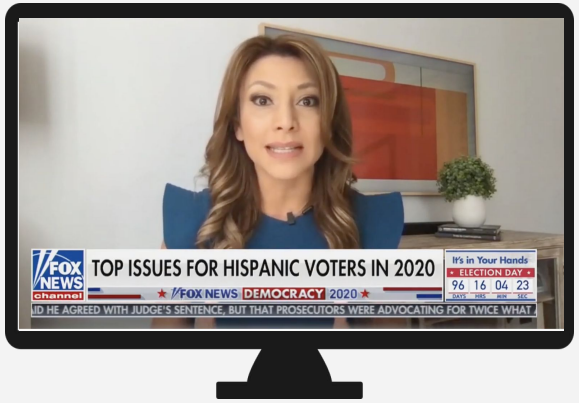
CULTURINTEL
THE VOICE OF THE PEOPLE

Learning from social media: utilizing advanced data extraction techniques to understand barriers to breast cancer...

Digital conversations about suicide among teenagers and adults with epilepsy: A big-data, machine learning analysis

Epilepsia

> **[Until using CulturIntel] ...we have never had a method of hearing what people are saying in a way that is completely unsolicited, completely spontaneous, completely without any interviewer or researcher bias.**
>
> HARVARD UNIVERSITY



Dispelling polls and bringing the power of inclusive data to mainstream news

Contrary to polls and based on over 1 million Hispanic data points, reported 37% positive affinity for Trump in June prior to the November, 2016 elections. Appearing almost weekly to report new findings about today's socio-political issues and sentiment by segments.

CITY HEALTH SENTIMETER™

What the digital discussions of people in Jersey City / Moscow / Austin / Mumbai reveal about their relationship to wellness and living healthy

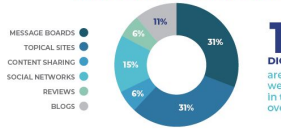
OUR OPPORTUNITY

Tap into the digital voice of the citizens

In collaboration with CulturIntel, leverage the power of technology and AI to analyze people's digital discussions about health to measure sentiment and factors impacting healthy living around the world.

PEOPLE ACTIVELY ENGAGE DIGITALLY TO DISCUSS WELLNESS AND HEALTHY LIVING IN THEIR CITIES, PRIMARILY ACROSS MESSAGE BOARDS AND TOPICAL SITES

WHERE ARE CITIZENS DISCUSSING HEALTH ONLINE?



184K
DIGITAL DISCUSSIONS
are happening about wellness healthy living in the context of Austin, over 12-months

WORLD ECONOMIC FORUM

Davos 2020
GLOBAL CITY HEALTH SENTIMETER

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