

PLEASE STAND BY
The Webcast Will Start Soon

Level Therapy Builds Mental Fitness

Vidyo.io Case Study



July 27, 2017



Level Therapy Builds Mental Fitness

Vidyo.io Case Study



July 27, 2017



Level Therapy

Dan Miller

CEO

[@DanMillerSF](#)

Coley Williams

CMO, Co Founder

[@coleywill](#)



Vidyo®

The background image shows a hand holding a smartphone over a wooden desk. In the background, there is a laptop on the left and some bottles on the right. The entire image has a blue overlay.

level therapy

Mobile therapy sessions from anywhere

Our Mission

To empower every
person on Earth by
democratizing mental fitness

Founding Team



Dan Miller
CEO

Exp. SurveyMonkey, Salesforce.



Coley Williams
CMO

Exp. Licensed Therapist.

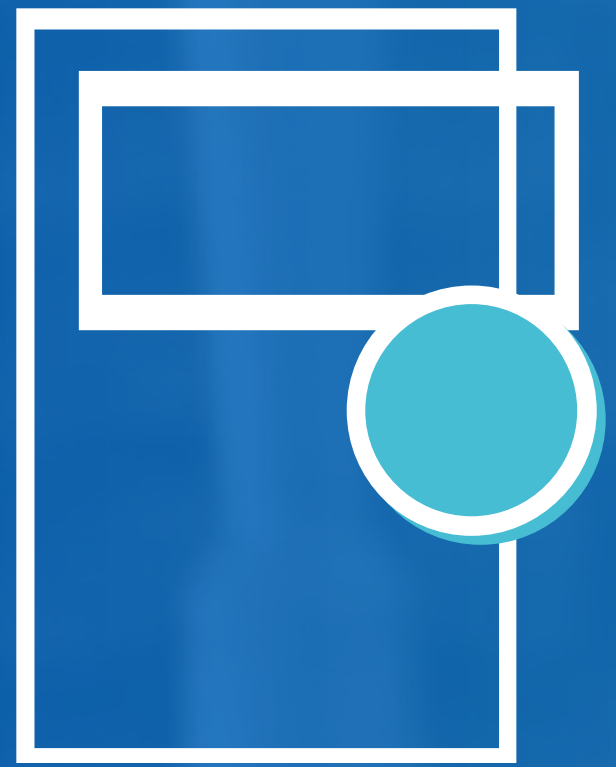
The Problem

The State of Mental Health

Mental Illness Is An Expensive Problem That Impacts Millions Of People



Every year, 43.7 million American adults are diagnosed with a mental health disorder¹ 60% never seek treatment



Serious mental illness costs America \$193.2B in lost earnings every year.²

Top reasons people don't seek treatment.

1. Stigma
2. Access
3. Cost

¹ NAMI General Mental Health Facts, 2015.

² American Journal of Psychiatry and U.S. Surgeon General's Report, 1999.

The Hurdles

What We Needed

We Knew The Existing User Experience Was Off-putting



A User Friendly Mobile App



HIPAA Compliant Video Platform



Fully Encrypted Data



Ability to Accept Various Insurance Plans



**Licensed Clinicians
Accurately Matched to
User Needs**

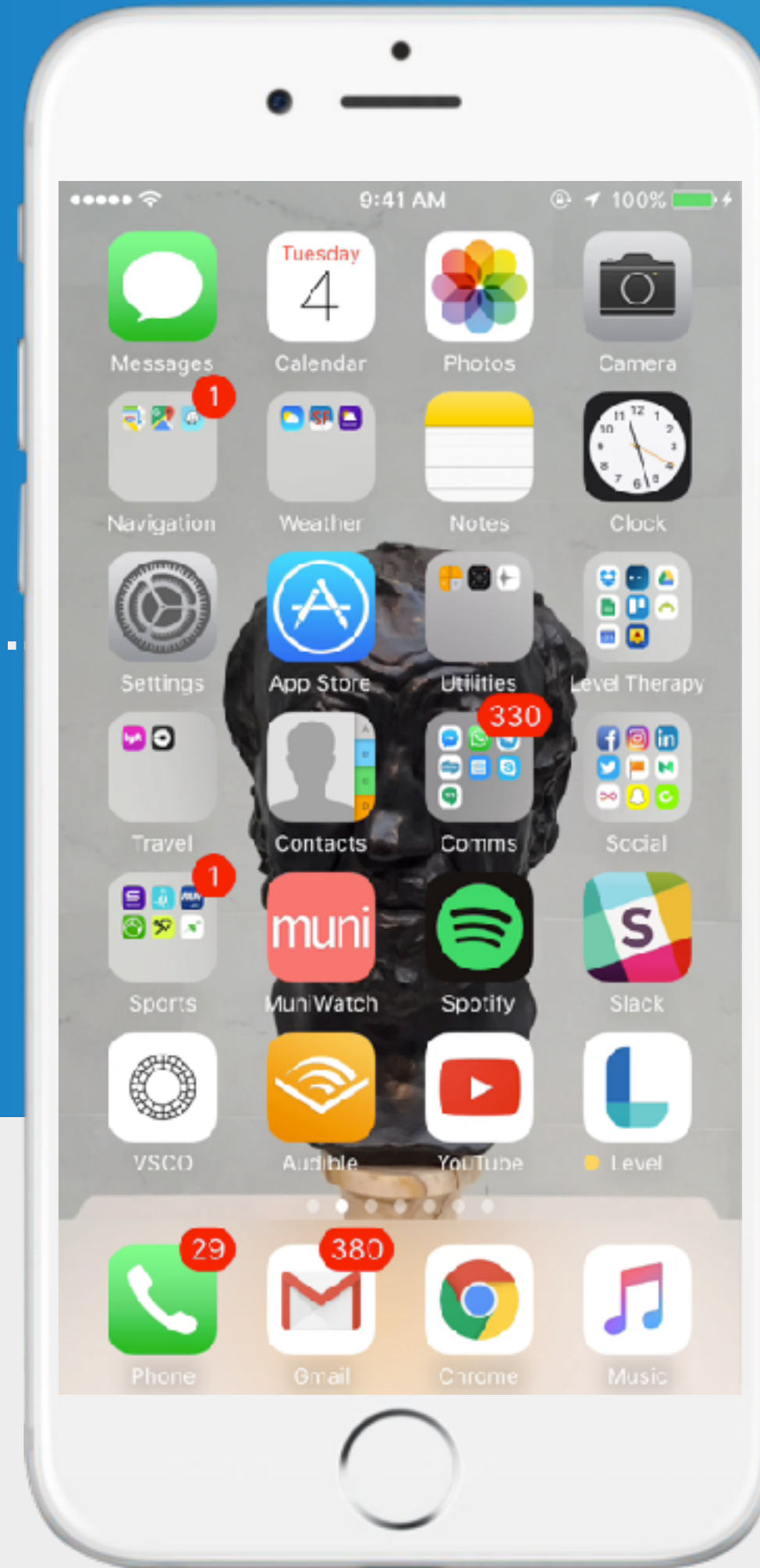


**Self-Paced Action-Oriented
Programs**

What We've Built



matching algorithm



Patients now have secure mobile video access to our licensed therapists



HIPAA compliant video platform

How Level Therapy Stacks Up

	Level Therapy	Lantern	TalkSpace	7 Cups of Tea	Doctor on Demand	<u>ginger.io</u>
Mobile App	✓	✓	✓	✓	✓	✓
Licensed Clinicians	✓		✓		✓	
Video Platform	✓		✓		✓	
Matching Algorithm	✓	✓	✓	✓		
Group Practice	✓				✓	
Accepts Insurance	✓					
Self-Paced Programs	✓	✓		✓		

**We're
Raising!**

bitly.com/levelsraise

level therapy





Enterprise Grade Video Chat API Platform

Ben Pinkerton, Director Product Marketing

Twitter: @BennyPinkerton

July 27, 2017



Embedded Video Chat Platform



Vidyo.io is a video API Video Communication Platform as a Service (CPaaS) that allows developers to embed highly reliable multiparty video chat in any application

Real-Time Communication Network



Focus on building a great app, not on managing video infrastructure



Automatic Firewall Traversal

Globally Distributed POPs

Multiparty Video Calling

Geographic Redundancy

Vidyo Unique Technology



Vidyo Routing Core

- Low Cost & Delay
- Massive Scalability
- Highly Reliable Infrastructure
- Global Footprint



Dynamic Network Optimization

- Error Resilience
- Bandwidth efficiency through cascading
- Optimized video streams for any device
- Exceptional quality over low bandwidth



Endpoint Support

- Optimized for Mobile
- Multi-Codec Support
- WebRTC
- Continuum of devices

Vidyo.io SDK Optimized for Mobile

- **Mobile Optimized Codecs**
 - Codecs tuned for mobile chipsets
- **Dynamic Network Adaptation**
 - Automatically adapt video to wireless network performance
- **Error Resilience**
 - Keep clear image despite packet loss
- **Resource Management**
 - Balance quality, CPU, resolution, and bandwidth
- **Broad Platform Support**
 - ARM, ARM64, x86



Decrease Time to Market

Vidyo.io SDKs Simplify Cross Platform Development



Browser

- Simple API
- Firewall Traversal
- Multiparty
- Device Management
- Plug-in for IE, Safari



Mobile

- Mobile optimized codecs
- Wireless network adaptation
- Resource management



Desktop

- Desktop optimized codecs
- Quality ranges up to 4K
- Scalable resource optimization



Vidyo.io: Security for Telehealth



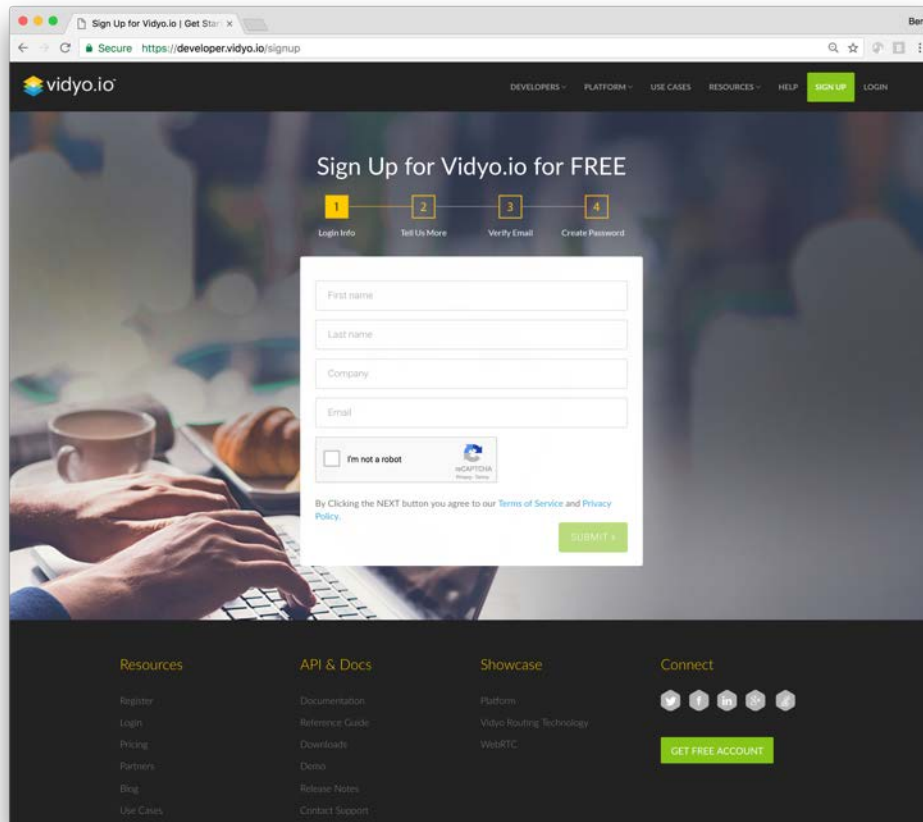
AES 256-bit
Encryption

No Stored PHI

Supports HIPAA
Compliance

Get Started Easy with Vidyo.io

No Risk Development

A screenshot of the Vidyo.io sign-up page. The browser address bar shows 'https://developer.vidyo.io/signup'. The page has a dark header with the Vidyo.io logo and navigation links: DEVELOPERS, PLATFORM, USE CASES, RESOURCES, HELP, SIGN UP, and LOGIN. The main content area features a 'Sign Up for Vidyo.io for FREE' heading and a four-step progress bar: 1. Login Info, 2. Tell Us More, 3. Verify Email, and 4. Create Password. Below the progress bar is a sign-up form with fields for First name, Last name, Company, and Email. There is a checkbox for 'I'm not a robot' with a reCAPTCHA logo. Below the form, it says 'By Clicking the NEXT button you agree to our Terms of Service and Privacy Policy.' and a green 'NEXT' button. The footer contains sections for Resources (Register, Login, Pricing, Partners, Blog, Use Cases), API & Docs (Documentation, Reference Guide, Downloads, Demos, Release Notes, Contact Support), Showcase (Platform, Vidyo Routing Technology, WebRTC), and Connect (social media icons and a 'GET FREE ACCOUNT' button).

- No credit card needed
- 4000 mins included with new user signup
- Test drive APIs instantly
- Enables developer to move from ideation through development phases

Upcoming Webinar

Vidyo.io Getting Started Webinar Series: Using Composited or Custom Layouts

August 10 @ 2:00pm ET (11:00am PT)

Presented by:

Sachin Hegde, Developer Evangelist

Sign up:

<https://www.bigmarker.com/io-vidyo/custom-layouts>



Thank You

Level Therapy

<https://www.trylevel.com/>

[@trylevel](#)

Vidyo.io

<https://vidyo.io>

[@Vidyo_io](#)

