



F*CK SUICIDE:

Transforming Patient Lives with Payor-Led Solutions

Summary

Suicide represents a pressing public health crisis in the United States, with profound economic and societal implications. Beyond the tragic loss of life, the economic burden is staggering, with estimates reaching billions annually in healthcare costs, lost productivity, and societal impacts. Despite these costs, effective interventions remain underutilized.

This paper evaluates the financial and social costs of suicide and presents evidence supporting the efficacy of Vita Health's innovative suicide prevention program, which leverages personalized care and evidence-based interventions to reduce suicide risk and improve mental health outcomes.

Who We Are: Vita Health's Origins And Mission

In 2019, a group of leading suicide prevention experts from major US universities met to discuss a devastating reality: suicide claims the lives of 132 Americans every day, with 1.6 million attempts annually. Traditional mental health treatments were failing to stop these preventable deaths, and the trajectory for US suicide rates was only worsening, surging by 37% between 2000 and 2018. By 2021, these experts had founded Vita Health with

a mission: to eliminate suicide deaths and improve mental health through clinically validated, accessible interventions. Our approach is deeply grounded in academic research, setting Vita apart as a leader in innovative care. These cutting-edge insights are paired with a commitment to saving lives, offering personalized, acute, and virtual behavioral health services that focus exclusively on suicide prevention.

“Every patient that we treat provides these unsolicited, heart-moving testimonials about how we have changed and saved their life. That is the fuel that brings our whole team to work every day.”
- Tracy Brubaker, COO

Recognizing that suicide predominantly impacts diverse populations, Vita Health has tailored its model to address the unique challenges faced by adolescents, college students, veterans, and adults experiencing suicidal thoughts or behaviors. These groups often face barriers to timely care, leaving them vulnerable to devastating outcomes. By offering targeted, accessible interventions, Vita Health is closing these gaps and delivering critical support where it is needed most.

CURRENT SUICIDE LANDSCAPE

Suicide remains a leading cause of death in the US, claiming the lives of 49,000 vulnerable people annually. This is the equivalent of one death every 11 minutes. For every life lost, an estimated 25 suicide attempts are made, with millions more thinking about or planning to take their lives. According to the Centers for Disease Control and Prevention (CDC), in 2022 alone:

- **13.2 million seriously thought about suicide**
- **3.8 million made a suicide plan**
- **1.6 million attempted suicide**

Despite current efforts, suicide rates have been increasing for over a decade and continue to rise.

High-Risk Groups for Suicide

While suicide doesn't discriminate, individuals aged 10 to 34 are particularly at risk of suicide, in fact, it is the second leading cause of death for this age group. College-aged students are even more vulnerable: 14% of students reported considering suicide in the past year alone, almost three times higher than the national average. Among young LGBTQ communities, the reality is even more tragic still, with 41% of LGBTQ youth having thought about ending their own lives.

Older adults also see some of the highest suicide rates due to factors such as loneliness and declining physical and cognitive health. Rates in 2022 were approximately double in the general US population. White men over the age of 85 are the highest-risk group of all, with rates peaking at almost 4x the general population. Tragically, older adults are more likely to use more lethal methods, with 1 in 4 suicide attempts ending in death, compared to 1 in 200 in youths.

Indirect Impacts of Suicide

Suicide doesn't just affect the individual. Suicide contagion, or the clustering of suicides within a social network, amplifies the crisis. Friends and colleagues of a suicide victim are twice as likely to experience depression and 1.8 times more likely to consider suicide themselves, with this phenomenon most prevalent among teens and young adults. In these groups, suicide clustering accounts for up to 5% of all suicides.

Healthcare systems are also indirectly impacted, with emergency departments managing over 500,000 visits annually for self-harm. Not only does this strain healthcare resources, but it also poses a substantial economic burden, costing the US an estimated total of \$510 billion annually in direct medical expenses and lost productivity.

Current Treatment and Inefficacy

Above economic costs and resource strains that result from the current hospitalization-as-a-treatment practices, there is another more concerning issue with this approach: hospital admission fails to provide clinical benefits. In fact, it worsens the issue. Hospitalization increases the risk of suicide by up to 400%, with the risk of death peaking immediately after being released from the hospital and remaining heightened for the three months following discharge.

Research indicates that individuals hospitalized for suicidal ideation or attempts face a high risk of death post-discharge.

The elevated risk of suicide following hospital release underscores the need for comprehensive follow-up care, with early outpatient interventions post-discharge known to lower suicide risk.

Yet to be effective, community follow-up must be immediate. One study found that 55% of suicides occurred within the week following discharge. Moreover, most individuals who die by suicide have no prior history of attempts. This means reactive hospitalization approaches and prevention strategies targeting only those with previous attempts overlook the majority of cases. Effective prevention must intervene before individuals reach a crisis point. Moreover, most current prevention efforts focus on broad mental health strategies, which may not address the acute needs of those at immediate risk.

To avoid the thousands of preventable deaths every year, we need more effective outpatient programs that address the unique needs of individuals in crisis before it is tragically too late.

Vita's Clinically Validated Model

Unlike traditional interventions, Vita Health offers convenient, compassionate, and proactive care that saves lives. Our clinically validated model combines teletherapy and psychiatry to meet patients where they are, literally and figuratively.

Vita Health's innovative approach is the ONLY proven model to reduce suicide attempts and deaths, providing lifesaving care to those in need.

Brief Cognitive Behavioral Therapy (B-CBT) is the core of our approach, which focuses on cognitive restructuring and emotional regulation to reduce suicide risk. Delivered through 12 online video sessions, our telehealth services are convenient and accessible.

This offers patients a viable alternative to hospitalization, while arming them with the tools to manage suicide crises and build a foundation for sustained recovery.

Vita Health's diverse team of licensed clinicians specializes in suicide intervention and the treatment of co-occurring mental health challenges, including depression, anxiety, trauma, PTSD, and identity-related stressors. With 41% of clinicians identifying as BIPOC and 22% as members of the LGBTQIA+ community, our team reflects the diverse populations we serve. This cultural competence ensures patients receive care that is sensitive, personalized, and aligned with their experiences, contributing to better patient outcomes and more lives saved.



Efficacy And Outcomes Of Vita's Interventions

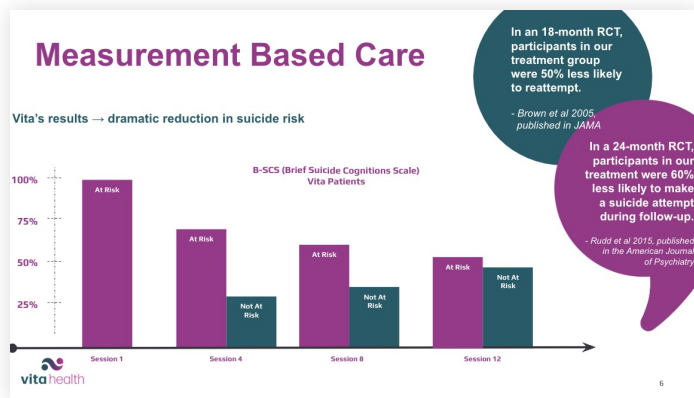
As the only clinically validated suicide prevention model, Vita Health's interventions demonstrated remarkable outcomes:

- **60% reduction in suicide attempts**
- **80% reduction in deaths by suicide**
- **Suicide risk levels dropping to no risk in many cases**

B-CBT, the core of our suicide program, has repeatedly been shown to lower suicide risk. For every 100 patients treated, B-CBT prevents around **25 times more attempts** and **6.4 times more suicide deaths** compared to treatment as usual (TAU). Clinical trials published in JAMA and the American Journal of Psychiatry also found that participants in the Suicide specific cognitive therapy groups were 50% to 60% less likely to reattempt suicide compared to those receiving TAU.

Efficacy And Outcomes Of Vita's Interventions (cont.)

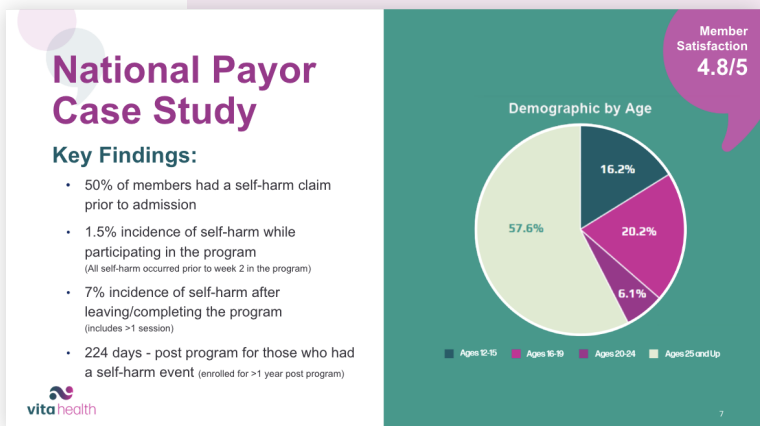
Vita Health's program builds on this evidence, with patients often transitioning from high risk of suicide to virtually no risk by the 12th session of our B-CBT intervention.



Results from a national payor case study further validate the efficacy of our program. Half of the members had a self-harm claim before admission. Only 7% of those who entered the program had another attempt. These results are particularly compelling when compared to traditional approaches. Studies tracking individuals hospitalized after suicide attempts found that 37% reattempted suicide, and 6.7% eventually died by suicide over five years.

Furthermore, the case study highlights the diverse demographics of our users. Adolescents and young adults, a high-risk suicide group, made up a significant portion of participants. Vita Health's ability to engage and reduce risk in this population demonstrates its transformative impact.

Vita Health's intervention is up to 80% more effective at preventing suicide deaths than TAU.



Benefits to Patients

Vita Health's interventions are more than just life-saving. They redefine the patient experience by addressing critical barriers to care and ensuring accessible, compassionate, and effective support.

Fast Care from Home:

Traditional care models involve long waits and geographic restraints. Our platform allows patients to access care remotely within two business days, no matter where they live. This is especially vital for the 122 million Americans living in areas underserved by mental health professionals.

Breaking Down Stigma:

Stigma remains a significant barrier to mental health care. Our model reduces the perceived stigma of attending in-person appointments and lowers the stress that can accompany traditional therapy, making it easier for patients to seek support and stay engaged with their treatment plans.

No Disruptions to Routines:

Patients can connect with licensed clinicians from their homes, ensuring our care doesn't disrupt education, work, or family life. While convenient, continuing with routines additionally provides a sense of purpose and reduces hopelessness, a predictor of suicidality.

Avoids Hospitalization:

Vita Health's proactive, evidence-based model minimizes the need for hospitalization by intervening early and equipping patients with the tools to manage crises. This helps avoid the disruptions and isolation that often accompany inpatient treatment and the high-risk window post-discharge.

Cost Savings

By focusing on early intervention and outpatient care, Vita Health significantly lowers the need for inpatient services, intensive care programs (ICP), and partial hospitalization programs (PHP), which provide limited evidence-based value but come with steep costs. This translates to significant cost savings of approximately:

- **\$23,000 per patient***
*when adjusted for inflation
- **Wider societal and economic savings relating to losses in family income, life years, and work productivity.**

Additionally, our comprehensive reporting enables payors to see the tangible impact of their investment through metrics such as reduced hospitalization rates, fewer ER visits, and improved patient outcomes. These insights help payers optimize spending on mental health services, ensuring they invest in interventions that deliver both clinical and financial results. This data-driven approach ensures payors receive a scalable, cost-effective solution with proven outcomes, setting a new benchmark for mental health care ROI.

Suicide Costs More Than \$13bn

annually in medical expenses; with an increase in excess of 5400% within the past decade



Only virtual provider group specializing in child and adult suicide intervention and care

- Superior care - 12 week program with proprietary companion app



Better Patient Experience

- Appointments within 2 business days
- Positive impact on HEDIS scores
- Decreased ED Boarding with ability to accept members directly from emergency room



Reduced Costs/ROI

- Decreased inpatient spend
- Decreased use of high cost services that provide little evidence based value (IOP/PHP)
- Decreased medical costs associated with attempts
- Vita's *estimated ROI* in cost of care savings due to decreased self-harm events for members receiving our suicide interventions is over \$23,000 per patient.



THE ONLY CLINICALLY VALIDATED SOLUTION FOR SUICIDE RISK REDUCTION, VITA HEALTH OFFERS PAYORS PIONEERED, PROPRIETARY TREATMENT AND TRAINING FOR COMPETITIVE ADVANTAGE IN THE MARKET AND POSITIVE OUTCOMES FOR PATIENTS

Payor-Vita Partnership

Vita Health's partnership model helps payors address the national suicide crisis, while delivering exceptional value to members and optimizing healthcare spending. At its core, the partnership is built on the shared vision of ending preventable suicide deaths in the US.

Vita Health works hand-in-hand with payors to create a future where every life is safeguarded through proactive, accessible interventions.

Seamless integration is key to the partnership's success. Vita provides comprehensive support, training, and ongoing account management, ensuring programs are launched with minimal disruption. Simplified billing processes further reduce administrative burdens, allowing payors to focus on their core priorities: expanding access to life-saving mental health care, optimizing behavioral and overall healthcare spending, and delivering measurable results for members.

With Vita's robust system for tracking and optimizing outcomes, this has never been easier to manage. Comprehensive reporting offers payors actionable insights into program performance, including reductions in

suicide attempts, hospitalizations, and overall costs. Using this data to continuously refine and improve interventions, Vita Health ensures that payors can confidently deliver impactful care to their members while meeting regulatory and organizational benchmarks. These insights also highlight the emotional, financial, and societal value of reducing suicide.

With a proven ability to lower the financial, emotional, and human cost of suicide, Vita Health offers payors a scalable, results-driven solution that transforms healthcare delivery and helps ensure brighter futures for at-risk individuals and the communities they call home.

Suicide prevention is both a moral and economic imperative. The comprehensive approach of Vita Health aligns with the best evidence available, providing a scalable solution to one of the most pressing public health challenges in the US. Continued investment in and adoption of such programs can save lives, alleviate economic burdens, and foster healthier communities.

