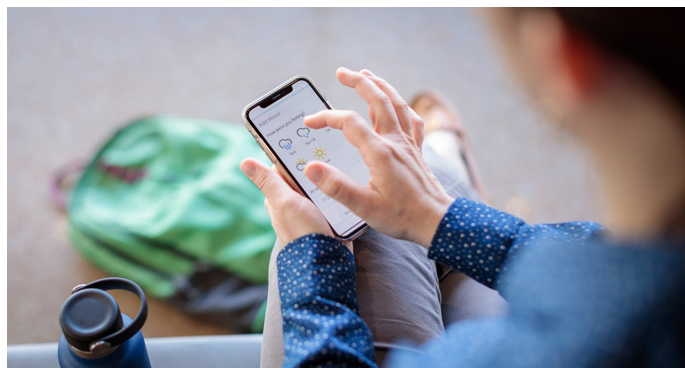
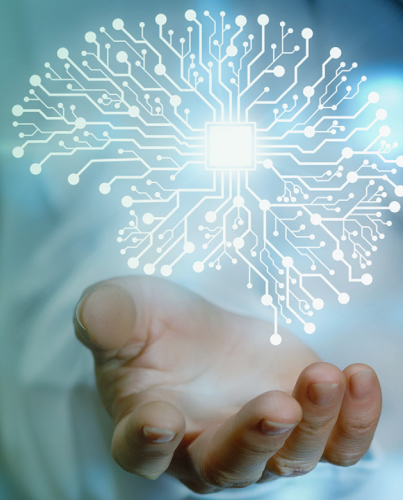


# Collaboration for Mental Healthcare

Pioneering AI Research to Transform Personalized Mental Healthcare



Microsoft and SilverCloud Health have entered a research collaboration that combines Microsoft's advanced artificial intelligence (AI) technology with SilverCloud Health's expertise in developing online clinical mental health interventions, to improve the delivery of personalized mental healthcare that responds to each patient's unique situation, including early interventions, to optimize clinical outcomes and improve the patient experience.

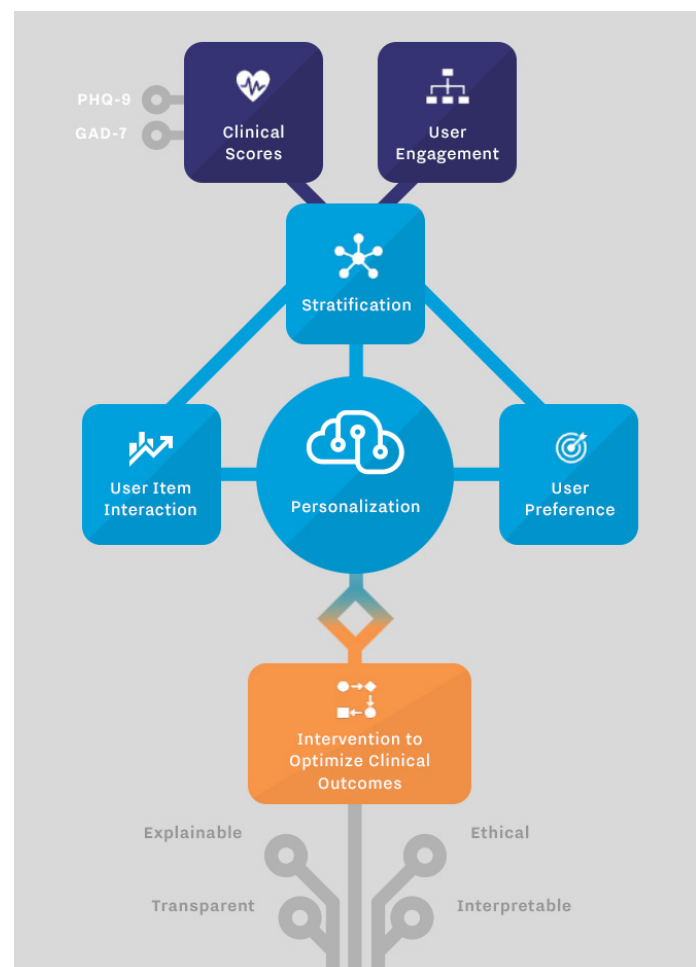
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**SilverCloud Health is one of the very few digital mental health platforms that has been deployed at scale in routine clinical care, and currently has the largest real-world patient user base of its kind. The aim of this project is very much aligned to our ambition to empower healthcare workers and patients through access to effective, intelligent technologies.”**

— Christopher Bishop  
Lab Director, Microsoft Research



With machine learning as the backbone, Microsoft and SilverCloud are accelerating the development of the optimum care model to maximize digital therapeutic effects that will help clinicians and supporters make better treatment decisions, making digital care delivery more personalized, more effective and more scalable.



**Personalization & optimization with AI will enable SilverCloud's digital therapeutic platform to improve the care experience, patient engagement and clinical outcomes.**

## SilverCloud Health is the most widely used, online-supported, CBT-based platform



**>1 M**

Hours of Therapy  
Delivered



**>4 M**

Anonymized Clinical  
Interactions



**>65 M**

Lives Covered  
Globally



UP TO

**65%+**

Clinically Significant  
Improvement

## Science-Driven Research for Improved Patient Experience

By analyzing longitudinal patterns of user engagement and interaction with SilverCloud's mental health platform, distinct patient or user subtypes can be identified and used to predict which patients will respond best to SilverCloud's iCBT interventions.

## AI Framework for Personalized Care, Strong Patient Engagement and Improved Outcomes



### STRATIFY

Understand patient sub-types that respond best to treatment + interventions



### PERSONALIZE

Tailor content and delivery to achieve optimal therapy outcomes for individual patients



### PREDICT

Identify which patients are more likely to drop out for earlier intervention, or different programs



### INTERVENE

Intervene in timely fashion to ensure earlier intervention and improved outcomes



### IMPROVE

Identify successful patterns in supporter behavior in relation to patient sub-type to improve therapy effectiveness

SilverCloud Health is committed to addressing important ethical issues involved in the creation of a system of best-practice care in terms of patient data protection, transparency and security. Microsoft and SilverCloud Health adhere to strict privacy policies for all data used in the AI research.

## Leading the Way in Personalized Care

Microsoft's and SilverCloud Health's research collaboration marks the beginning of an important evolution in digital health and personalized care. The collaborative effort is likely to impact how new care technology is developed and delivered that results in better treatments, better patient experience and better outcomes.



**SilverCloud**  
Digital Mental Health Platform



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