

Digital Tools to Address Trauma and PTSD

Presented by:



Today's Presenters



Dr. Julia Hoffman

VP of Behavioral Health Strategy



Rebecca Newman

Director of Commercial Partnerships



Dr. Julia Hoffman



VP of Behavioral
Health Strategy



- Leads Behavioral Health strategy at Livongo, a company empowering people with chronic conditions to live better and healthier lives
- Former National Director of Mobile Health for Mental Health and Suicide Prevention at the U.S. Department of Veterans Affairs, the largest integrated healthcare system in the country
- Has led the creation, evaluation, and broad international dissemination of more than 40 technology-based behavioral health tools
- Served as a consultant and advisor to many behavioral health companies
- Licensed clinical psychologist
- Completed a Psy.D. in Clinical Psychology at the PGSP-Stanford Psy.D. Consortium and a fellowship at Yale University School of Medicine

Rebecca Newman



Director of
Commercial
Partnerships



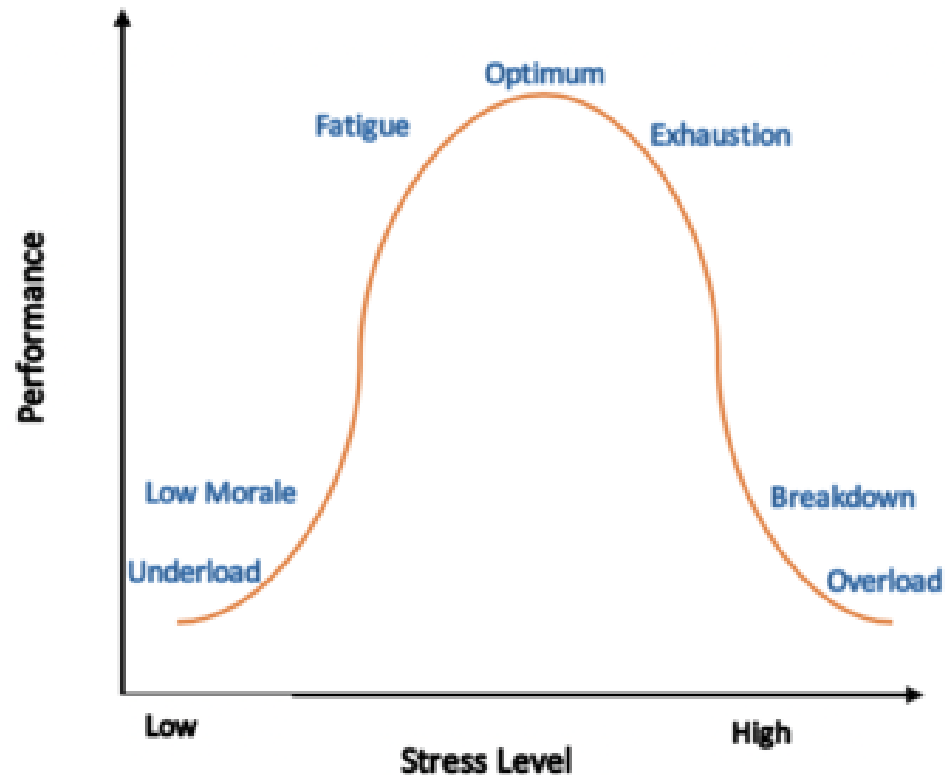
- 20+ years of operational leadership experience including the development and delivery of IT systems and strategic alliance programs across multiple industries
- Instrumental in building myStrength over the past 9 years and helped steward the merger with Livongo
- Experience in the for-profit distance education industry and the telecommunications space, driving strategic initiatives including the development and delivery of customer retention systems, business intelligence and reporting systems and the system migration of more than 1M customers in support of a corporate merger
- Holds a Master's degree from the University of Denver and a Bachelor's degree from SUNY College at Fredonia

Objectives

- 1** Understand the nature and treatment of psychological trauma in the US population
- 2** Describe the specific affordances of technology-based interventions for posttraumatic stress disorder
- 3** Introduce the new Moving Beyond Trauma program on Livongo for Behavioral Health by myStrength

Eustress

Not all stress is bad.



Stress Reactions

Survival mode: shutting down all inessential systems.

FIGHT



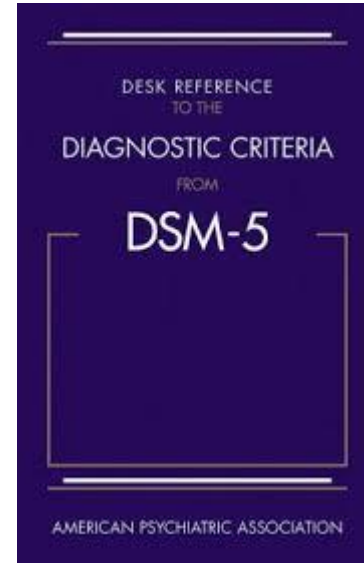
FREEZE



FLIGHT



Posttraumatic Stress Disorder



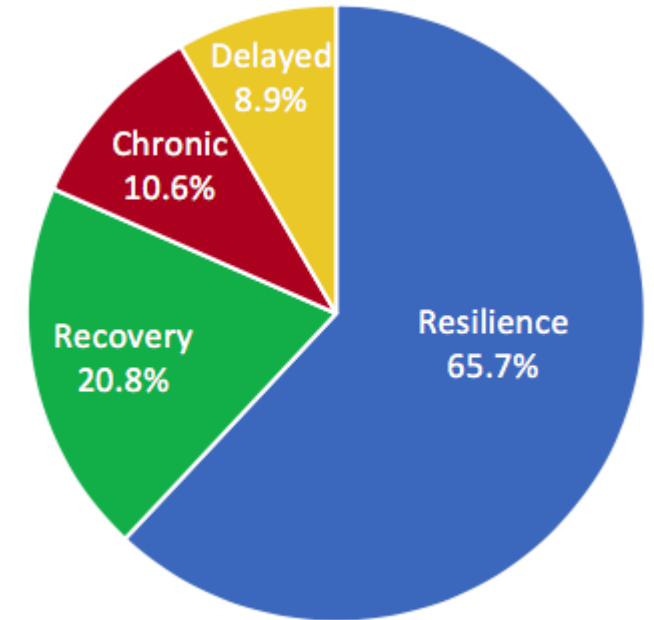
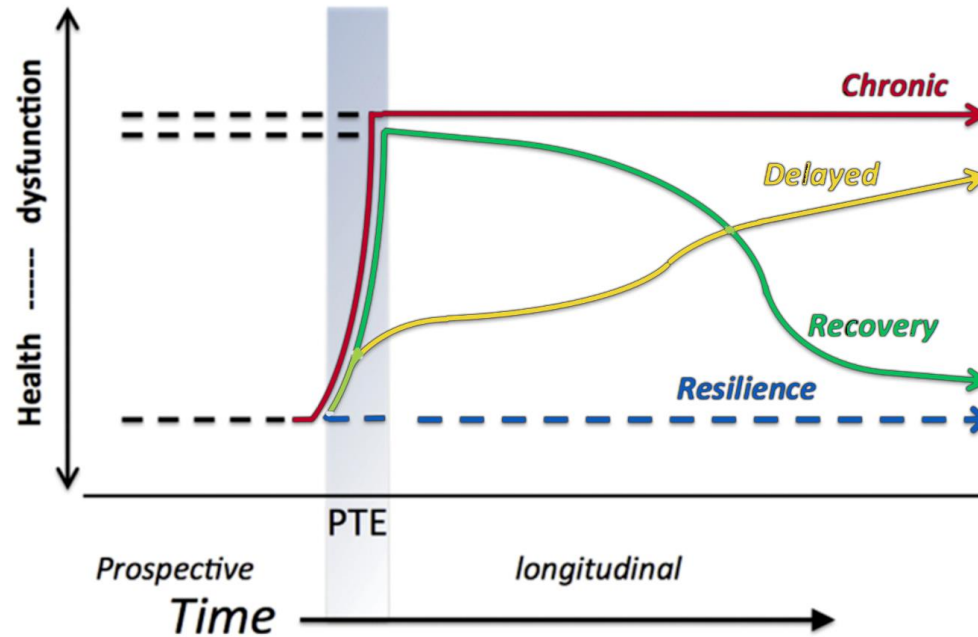
*Trauma- & Stressor-Related Disorder
[Previously: Anxiety Disorder]*

- A STRESSOR
- B INTRUSIONS
- C AVOIDANCE
- D NEGATIVITY
- E REACTIVITY
- F DURATION
- G SIGNIFICANCE
- H EXCLUSION

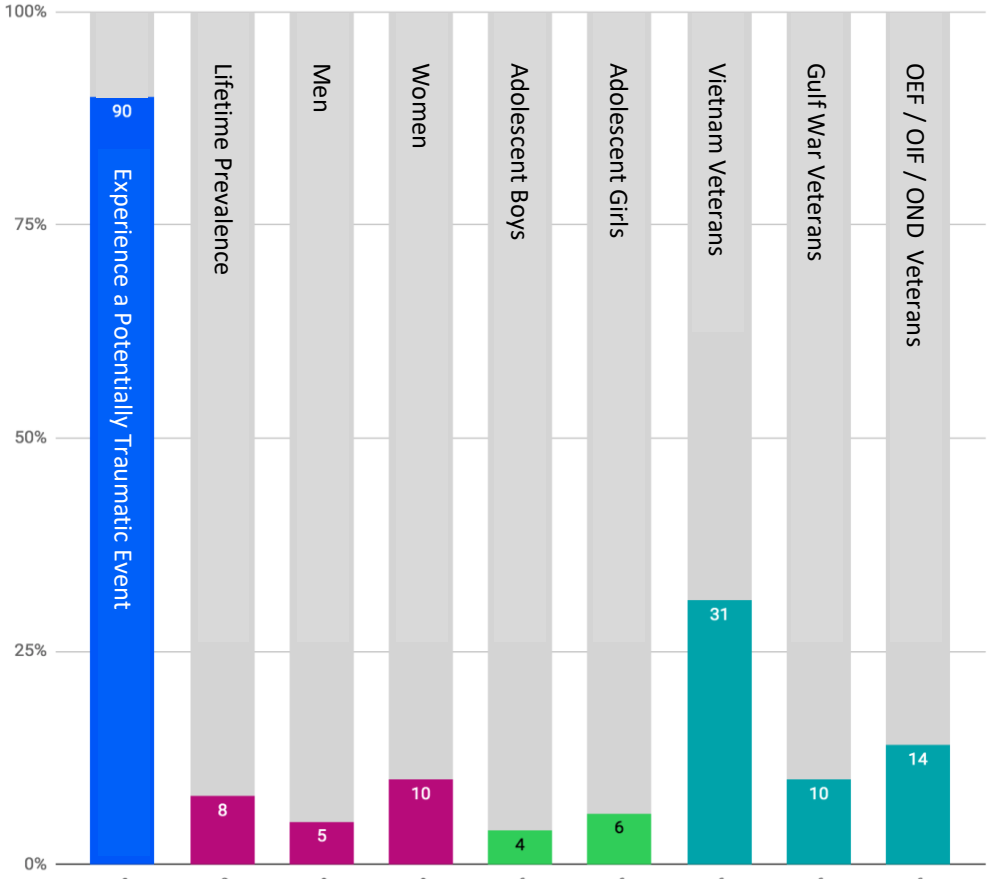
Posttraumatic Stress Disorder

90%

American adults have experienced a potentially traumatic event



Why Posttraumatic Stress Disorder?



INCREASED ACUITY AND COMPLEXITY

2X
risk of suicidal ideation and attempts

80%
with co-occurring BH diagnoses

30-50% depression
46% substance use d/o
10-15% other anxiety d/o

INCREASE IN HEALTHCARE COSTS

\$19k
people on Medicaid

\$10k
people w/ private insurance

4-9%
higher than people with depression



PTSD-Specific Digital Affordances



Eliminate
STIGMA



Limit
AVOIDANCE



Circumscribed
FOCUS



Skill
GENERALIZATION



Introducing: Trauma and PTSD



Tailored to Individual Needs

Trauma Type

Language and examples are modified to speak to distinct communities, including veterans and survivors of sexual assault.

- Acute and out of the blue trauma (e.g. car accident)
- Loss with long-standing effects (e.g. natural disaster)
- Personal assault (e.g. sexual assault)
- Deployment-related / military
- and more

Evidence-Based Approaches

Evidence-based building blocks crafted into a personalized path

- Cognitive Processing Therapy (CPT)
- Prolonged Exposure Therapy
- Stress Inoculation Therapy
- Dialectical Behavioral Therapy (DBT)
- Mindfulness

Severity and Recency

Supports people who have recently experienced trauma but may not develop PTSD, offering proven coping skills and guidance on treatment options only where appropriate.

Program Goals



NORMALIZATION

Trauma can happen to anyone. Your experience and your reaction are normal.



INSTILLING HOPE

Trauma is treatable. You are going to get past this with thoughtful choices and time.



EDUCATION

Understanding the disorder and available treatments is critical to unraveling it.



SUCCESSFUL COPING

Practice tools that can be used in challenging moments. Personalize your toolbox.

Stories of Hope

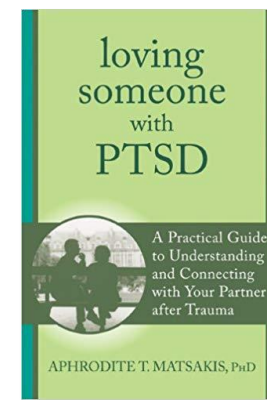
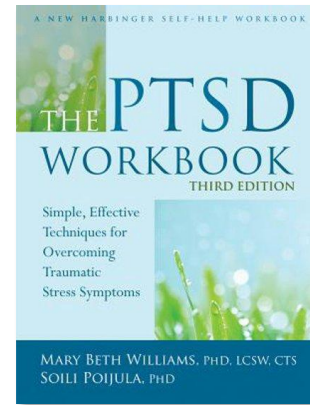
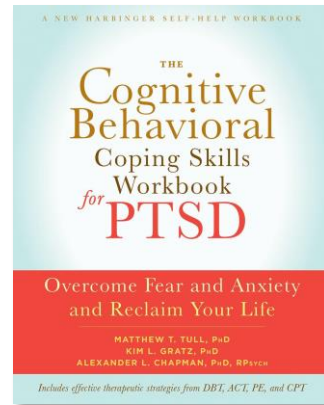
Original video content featuring 12 trauma survivors sharing their stories of hope. They have been there before, and have seen a their lives improve for the better.

The videos provide hope and encouragement, normalize the symptoms of PTSD and model effective coping skills.



Foundational Resources

New Harbinger Publications



Digital Resources Previously Developed by Subject Matter Expert Julia Hoffman, Psy.D



PTSD Coach
U.S. Department of Veteran Affairs, National Center for PTSD



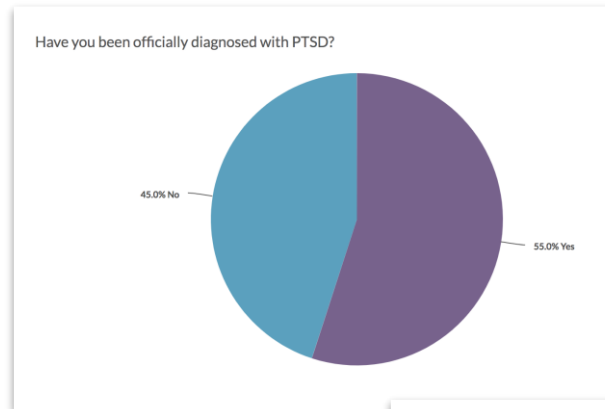
Trauma Recovery Coach
Palo Alto Veterans Institute for Research



Consumer Panel

17 people with various types of experience with traumatic events, and varying degrees of severity and stage of recovery.

PTSD diagnosis:



Trauma types:



Diversity:

Ethnicity	Percentage	Count
African-American	17.6%	3
Latinx	5.9%	1
Asian-American	5.9%	1
Caucasian	58.8%	10
Native American	5.9%	1
Other - Write In (click to view)	5.9%	1

Program Outline

Understanding Trauma

- A Normal Reaction to an Abnormal Event
- Do I have PTSD?
- A Way Through

Managing the Shame, Fear and Anger of PTSD

- The Flight, Fight, Freeze Response
- In-the-Moment Coping
- Shame, Forgiveness and Compassion

Avoidance: The Hallmark of PTSD

- Approach, Don't Avoid
- Isolation and PTSD
- Managing Triggers
- Substance Use and PTSD
- Reckless, Risk-Taking and Destructive Behaviors

Helpful Thinking

- Feeling Safe in an Unpredictable World
- Challenging Your Thoughts

Connecting With Others

- Trauma's Impact On Relationships
- Getting Support

Living Your Values

- Figuring Out Your Values
- Problem Solving
- Planning Positive Activities

Additional Resources

- Managing Acute Stress
- Co-occurring Problems
- Building a Healthy Life
- Stories of Hope



Questions for our Experts?



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