

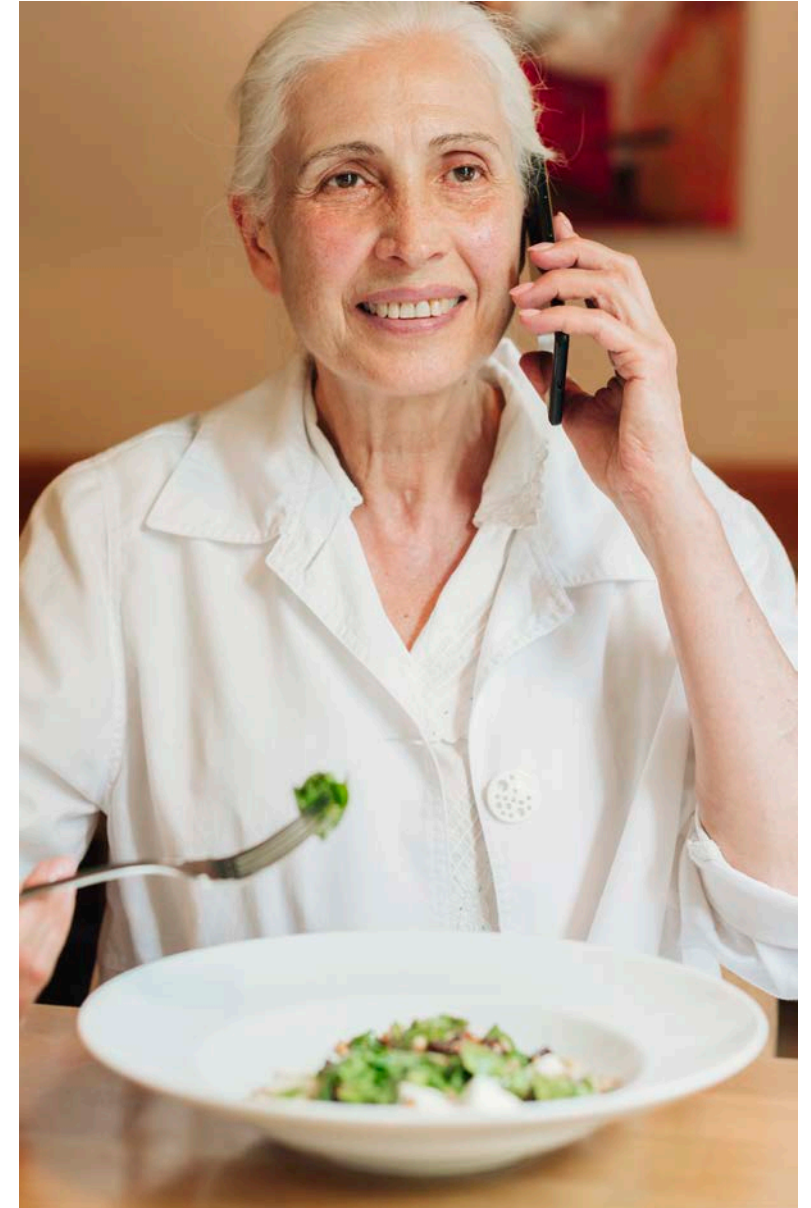
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# ERADICATING LONELINESS ON A LARGE SCALE



# AGENDA

- 👤 Loneliness Epidemic
- 👤 Attention Economy and the Cause of Mass Loneliness
- 👤 The Challenge of Maintaining Social Connection
- 👤 Eradicating Loneliness on a Large Scale



# EXECUTIVE SUMMARY

- ☹️ There is a Loneliness Epidemic. Its consequences are lethal to employees and costly to companies.
- ☹️ “We have never been more connected and we have never been more alone” – inhumane communication as the root cause.
- ☹️ Promoting social connection is the right way forward, but existing implementing options are still limited.
- ☹️ The Manussa Program offers decision-makers a tool to eradicate loneliness on a large scale, using human-friendly technology







# LONELINESS EPIDEMIC

Loneliness and Social Isolation Declared as Global Public Health Priorities



# Globally, there is an epidemic of loneliness and isolation

## Overall Loneliness

- Nearly a quarter (24%) of the global population felt “very” or “fairly” lonely
- Young adults (aged 19-29) reporting more loneliness than older adults (aged 65+)
- Approximately half of U.S. adults report experiencing loneliness, with some of the highest rates among young adults

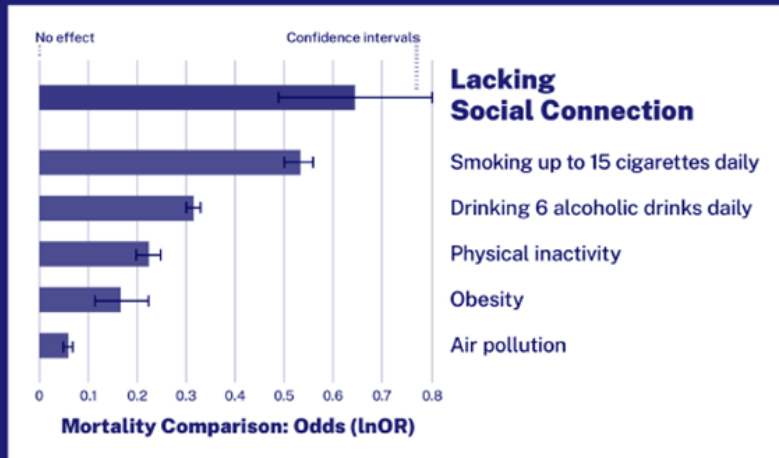
## Workplace Loneliness

- 62% of employed adults (>97mn) in the US consider themselves lonely
- Workplace loneliness is widespread
- It’s lonely at the top – and at the bottom
- Remote workers are more likely to be lonely

Source: Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General’s Advisory on the Healing Effects of Social Connection and Community, The Global State of Social Connections  
CIGNA, Loneliness and its impact on the American workplace  
CIGNA, The Business Case for Addressing Loneliness in the Workforce

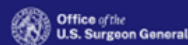
# ITS CONSEQUENCES ARE LETHAL TO EMPLOYEES...

**Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.**

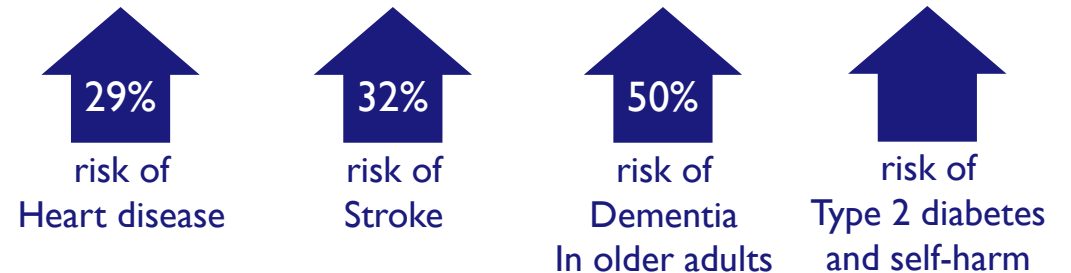


Comparison groups: Complex measures of social integration: high v. low; not smoking v. smoking < 15 cigarettes daily; alcohol abstinence v. drinking > 6 alcoholic drinks daily; physical activity v. inactivity; low BMI v. high BMI; low air pollution v. high air pollution.

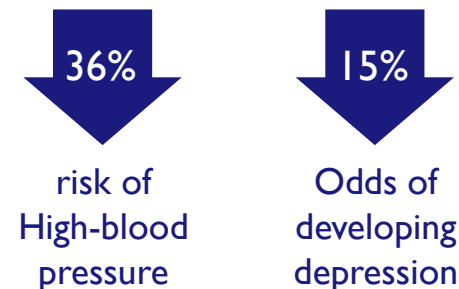
Source: Holt-Lunstad J, Robles TF, Sbarra DA. Advancing Social Connection as a Public Health Priority in the United States. *American Psychologist*. 2017;72(6):517-530. doi:10.1037/amp000103. This graph is a visual approximation.



**Lacking social connection is also associated with....**

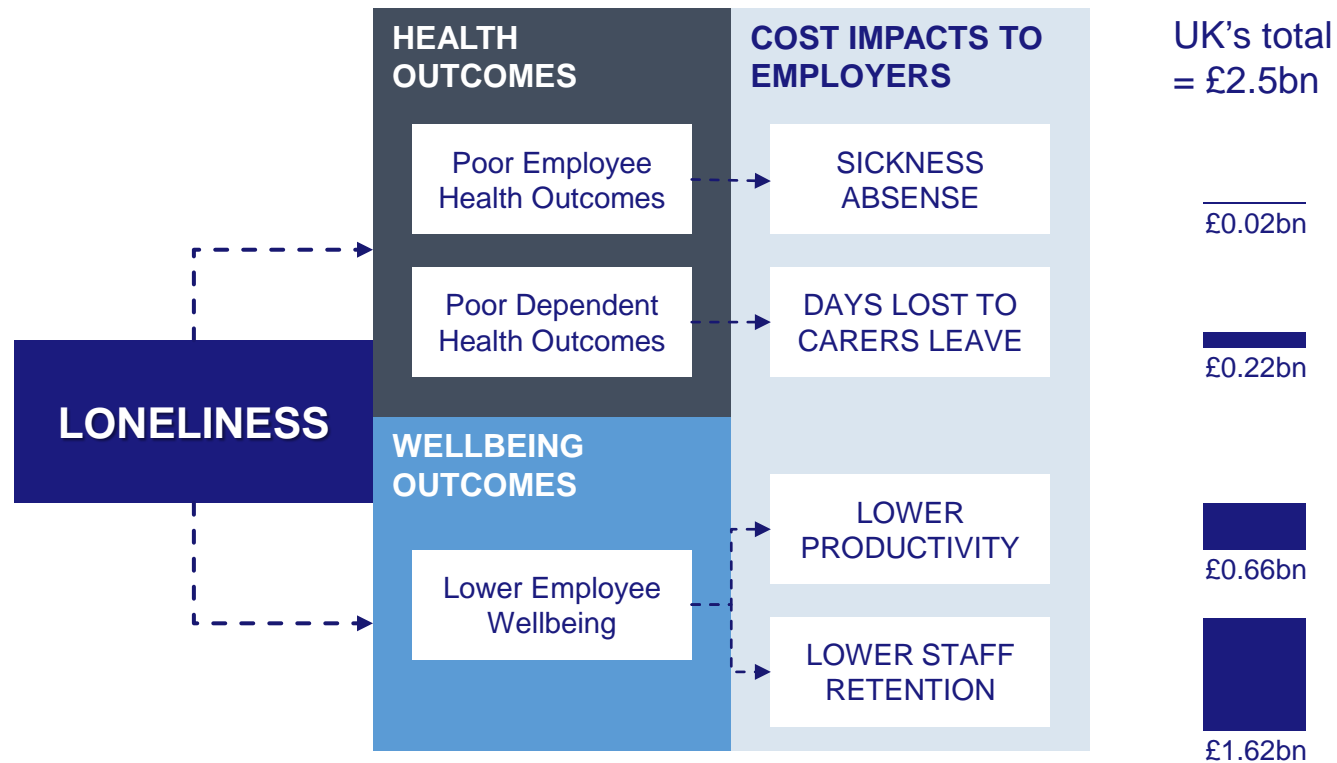


**...while better social connection is associated with....**



# ...AND COSTLY TO COMPANIES

## PERSON-CENTRED IMPACT FRAMEWORK



### In the US

Loneliness has an estimated annual cost to employers of over \$154B, accounting for approximately 5.7 additional days missed by lonely employees compared to those who are not lonely

Source: The Cost of Loneliness to UK Employers

CIGNA, The Business Case for Addressing Loneliness in the Workforce

Bowers A, Wu J, Lustig S, Nemecek D. Loneliness influences avoidable absenteeism and turnover intention reported by adult workers in the United States. Journal of Organizational Effectiveness: People and Performance

# ...IN MORE WAYS THAN JUST MONEY



Source: BetterUp Insights Report 2022





# THE CAUSE OF LONELINESS

Attention Economy and Inhumane Communication Technology

# WE HAVE NEVER BEEN MORE CONNECTED AND WE HAVE NEVER BEEN MORE ALONE

Matt Haig, an English author





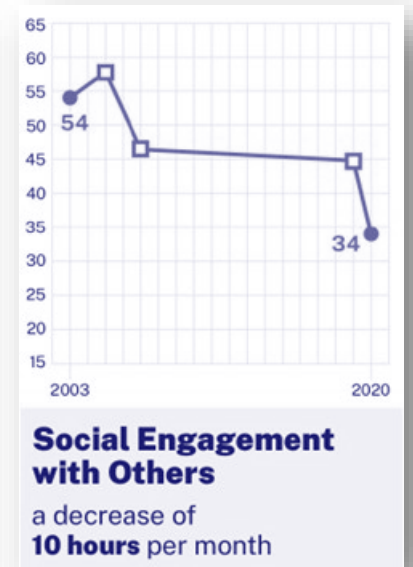
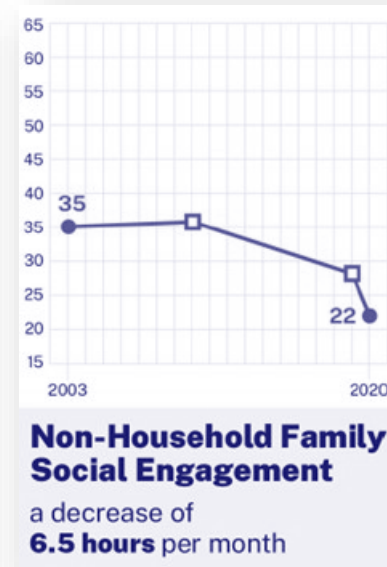
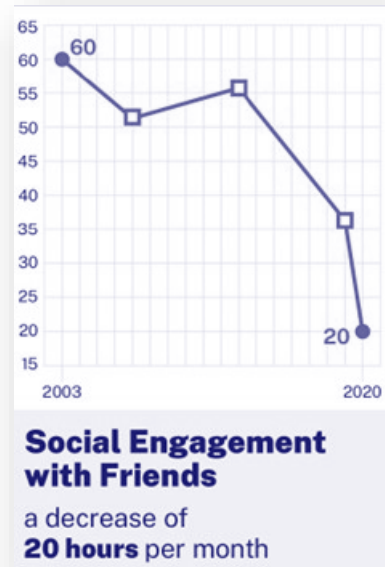
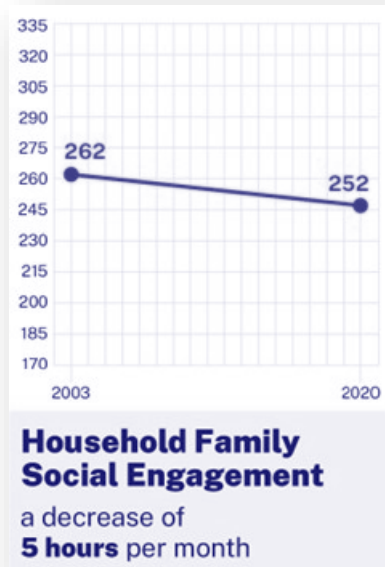


## LET ME SEE YOUR FACE

Interactions that occurred face-to-face or via VDO call were rated as much more satisfying and enjoyable\*

Note: (\*) A survey by Tatiana Vlahovic, referenced in the book "Friends" by Robin Dunbar

# BUT AT LEAST IN THE US, FACE-TO-FACE INTERACTIONS HAVE DROPPED SIGNIFICANTLY...

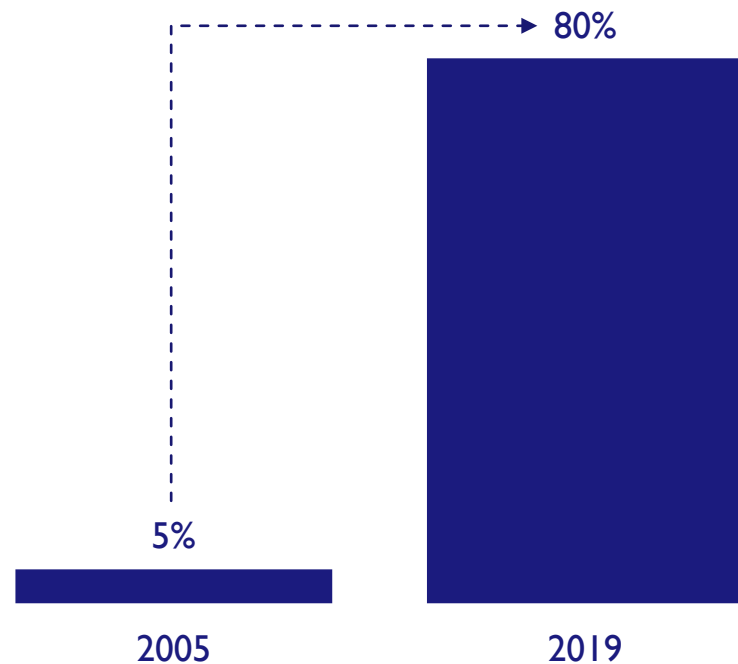


Source: Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community

# ...WITH MORE TIME SPENT IN THE DIGITAL WORLD

## SOCIAL MEDIA USAGE

% of US adults who reported using social media



Source: Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community

Americans spend an average of 6 hours per day on digital media

1 in 3 US adults report that they are online "almost constantly"

% of teens who say they are online "almost constantly" has doubled since 2015

More than half of teens reporting that it would be hard to give up social media



# THE GOOD AND THE BAD OF COMMUNICATION TECHNOLOGY



- + Provides opportunities to stay in touch with friends and family
- + Offers other routes for social participation for those with disabilities
- + Creates opportunities to find community

- Displaces in-person engagement
- Monopolizes our attention
- Reduces the quality of our interactions
- Diminishes our self-esteem

Source: Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community

# THE SOCIAL MEDIA PAIN

In a US-based study, participants who reported using social media for more than 2 hours per day had about double the odds of reporting increased perceptions of social isolation compared to those who used less than 30 minutes per day.

Source: Primack BA, Shensa A, Sidani JE, et al. Social Media Use and Perceived Social Isolation Among Young Adults in the U.S. Am J Prev Med. 2017;53(1):1-8.

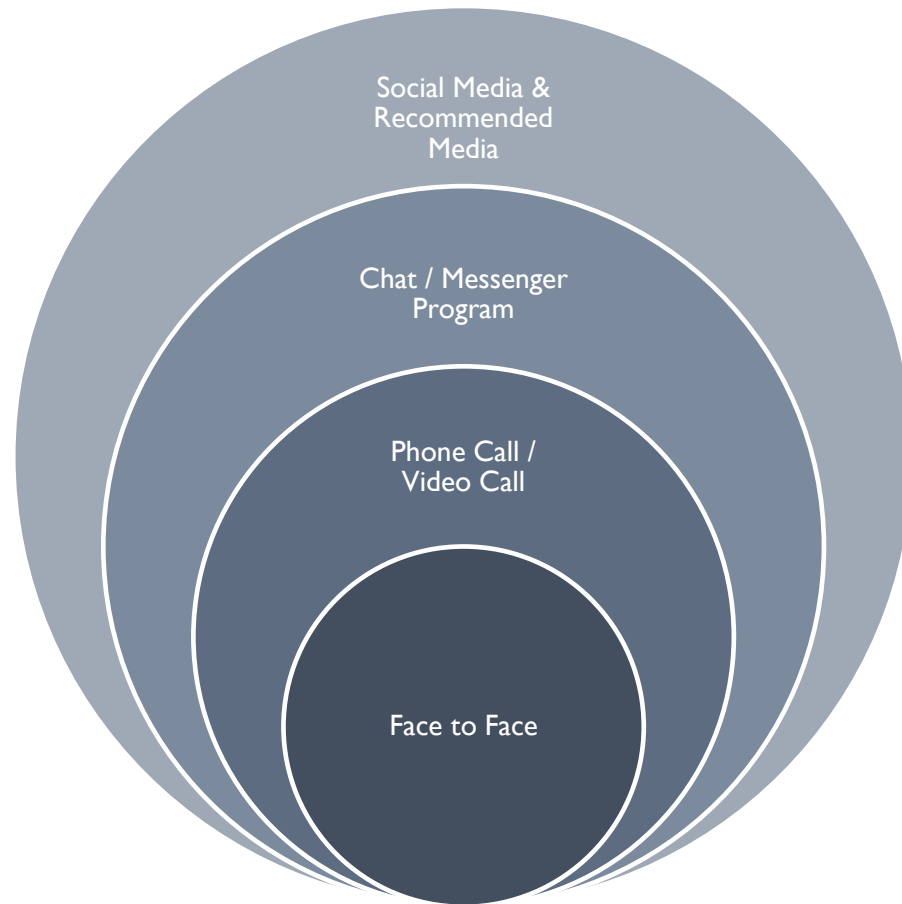




# THE CHALLENGE OF MAINTAINING SOCIAL CONNECTION

Exploring Our Limited Options

# EXPLORING OUR CURRENT COMMUNICATION OPTIONS



## Key Characteristics

- Born to get your attention and time
- One-to-many communication
- Most popular mode of communication among younger gen.
- Born from business needs of quick and short communication
- Little effort / almost a default mode
- One-on-one
- More effort
- Now, used only in urgent matters
- One-on-one or Group
- Most natural way of human communication
- Most effort

## Impacts on Relationships

- Changed from friends to followers
- Width over Depth
- Cut out emotional part of communication (even with Emojis)
- Sometimes creates misunderstandings
- More personal
- Emotional communication through vocal tone and facial expression
- Most personal
- Emotional communication through vocal tone and facial expression
- Depth over Width

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# SOME PAIN POINTS IN MAINTAINING CONNECTION

## **Losing touch**

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*"I lost touch with many good colleagues over the years"*

## **Small talk**

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*"I used to discuss football and other hobbies with colleagues, but now it's all about work over Zoom."*

## **Awkward phone call**

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*"These days, it's awkward to call someone just to say hi"*

## **Appointment pain**

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*"Making an appointment with fellow executives is challenging, but it's much easier if you run into them regularly."*





# THE MANUSSA PROGRAM

Eradicating Loneliness on a Large Scale



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# OVERCOME THE MENTAL BLOCK

- Maintaining relationships is necessary but not URGENT
- Calling for non-urgent matters can sometimes lead to awkward conversations
- Our technology can help people overcome their mental block by automatically making a matching call (a Bump Call)



# OUR TECHNOLOGY'S PROMISE: BUMP INTO YOUR FRIENDS A LITTLE MORE OFTEN



## Key Characteristics

- One-on-one
- Video /Voice
- Little effort through nudging
- Exclusive, no stranger

## Impacts on Relationships

- More personal
- Emotional communication through vocal tone and facial expression

## What is a Bump Call?

A Bump Call is a call-matching system in which our server initiates a call, and participants can decide whether to accept it.

It's a safe and exclusive method, with no stranger involved.

# THE BACKEND SETTING ALLOWS FOR POSITIVE NUDGING AND QUICK SCALING OF SUCCESSFUL PROGRAMS



## Spontaneous

- System-generated “Bump Call”
- No “Caller ID” when ringing
- Participants decide on the spot

## Anywhere

- Matching only the time availability
- Fit well with remote workers

## Non-distracting

- Set the maximum time of each Bump Call
- Set break time after each Bump Call

## Familiarity

- Group people who already know each other
- Focus on maintaining existing relationships

## Consistency

- Focus on the frequency
- Consistency over Intensity

## Scalable

- Quick expansion of successful programs





## Company's FIKA

- FIKA or Coffee break
- Twice a day
- 10:15 – 10:30, 15:15-15:30
- Each Bump Call capped at 5 mins
- Auto Bump On and Off
- Random and auto-generated
- Suitable for hybrid and multi-site workplaces
- Number of participants: 25-150



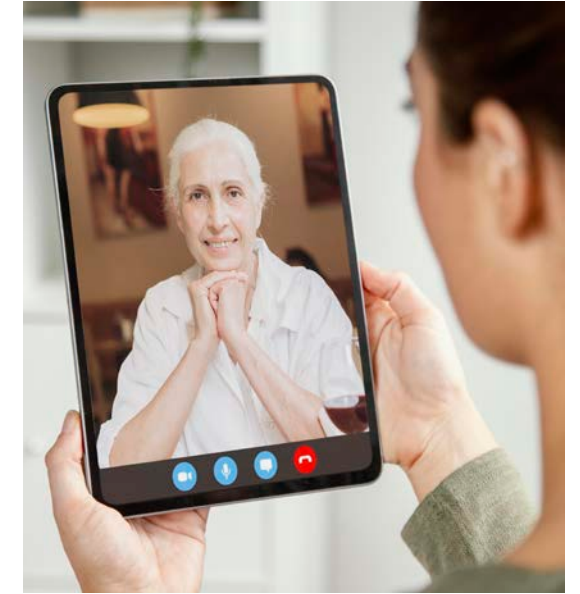
## Executive Focus

- Executives vs Non-executives
- Executives on one side, Non-executives on the other side
- Participants can only Bump Call with those on the opposite side
- Manual or Auto Bump On and Off
- Random and auto-generated
- Suitable for large hybrid and multi-site workplaces
- Number of participants: 25-200



## Remote Care

- Remote workers focus
- Can be combined with Company's FIKA
- Each Bump Call capped at 5 mins
- Auto Bump On and Off
- Random and auto-generated
- Suitable for hybrid and multi-site workplaces
- Number of participants: 25-150



## Gramma Center

- Gramma vs other family members
- Gramma on one side
- Other family members on the other side
- Manual or Auto Bump On and Off
- Random and auto-generated
- Suitable for elderly care
- Number of participants: 10-30



# THE PROGRAM STARTS WITH A SITUATION ANALYSIS AND IMPLEMENTATION OF UP TO 5 PILOT PROGRAMS



## Key Questions

- To what extent do the employees feel isolated?
- How well is the organization aware of this issue?
- Who are the target groups?
- Who should they be interacting with more often?
- How often and in what setting?
- What are the goals and key measurements for the pilot programs?
- How successful are the pilot programs?

## Actions

- Conduct a detailed survey using online questionnaires
- Perform a cross-analysis of the results
- Identify target groups
- Design programs using Bump Call application
- Identify measurable goals
- Implement the programs
- Collect and analyse the results

## Deliverables

- Summary of a situation analysis
- Up to 5 pilot programs ready to be implemented
- Results of the implemented pilot programs

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# THANK YOU

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