ERADICATING LONELINESS ON A LARGE SCALE

EXECUTIVE SUMMARY

Key Concepts

- **Loneliness Epidemic:** The program emphasizes the severity of the loneliness epidemic impacting both individual health and organizational productivity. Young adults and remote workers are particularly vulnerable to experiencing loneliness in both personal and professional environments.

- **Health and Economic Impact:** Loneliness is correlated with substantial health risks, including increased chances of heart disease, stroke, and dementia. Economically, organizations face costs due to absenteeism, lower productivity, and higher turnover driven by loneliness among employees.

- **Technology's Role:** The Manussa Program identifies a key challenge in digital communication technology, often exacerbating loneliness despite increased connectivity. The solution focuses on fostering genuine interactions rather than superficial digital engagement.

Manussa's Solution: Bump Calls and Positive Nudging

- **Bump Call Technology:** This innovative solution offers spontaneous call-matching systems to overcome social interaction barriers. These calls help rekindle personal interactions, leveraging existing relationships while minimizing the effort needed to maintain them. The approach encourages familiar interactions, aiming for consistent communication that integrates smoothly into the daily routine.

- **Program Flexibility:** Various tailored programs like 'Company's FIKA' and 'Remote Care' support different configurations, providing structured workplace interaction opportunities. These formats ensure the program can be adapted across various workplace settings, promoting collaboration and connectivity.

- **Implementation Framework:** The program begins with a thorough situational analysis to assess the existing levels of employee isolation. Through pilot programs, the Manussa Program then seeks to apply its Bump Call technology in targeted ways, measuring the success and adaptability for broader application.

AGENDA

- Loneliness Epidemic

- Attention Economy and the Cause of Mass Loneliness

- The Challenge of Maintaining Social Connection

- Eradicating Loneliness on a Large Scale
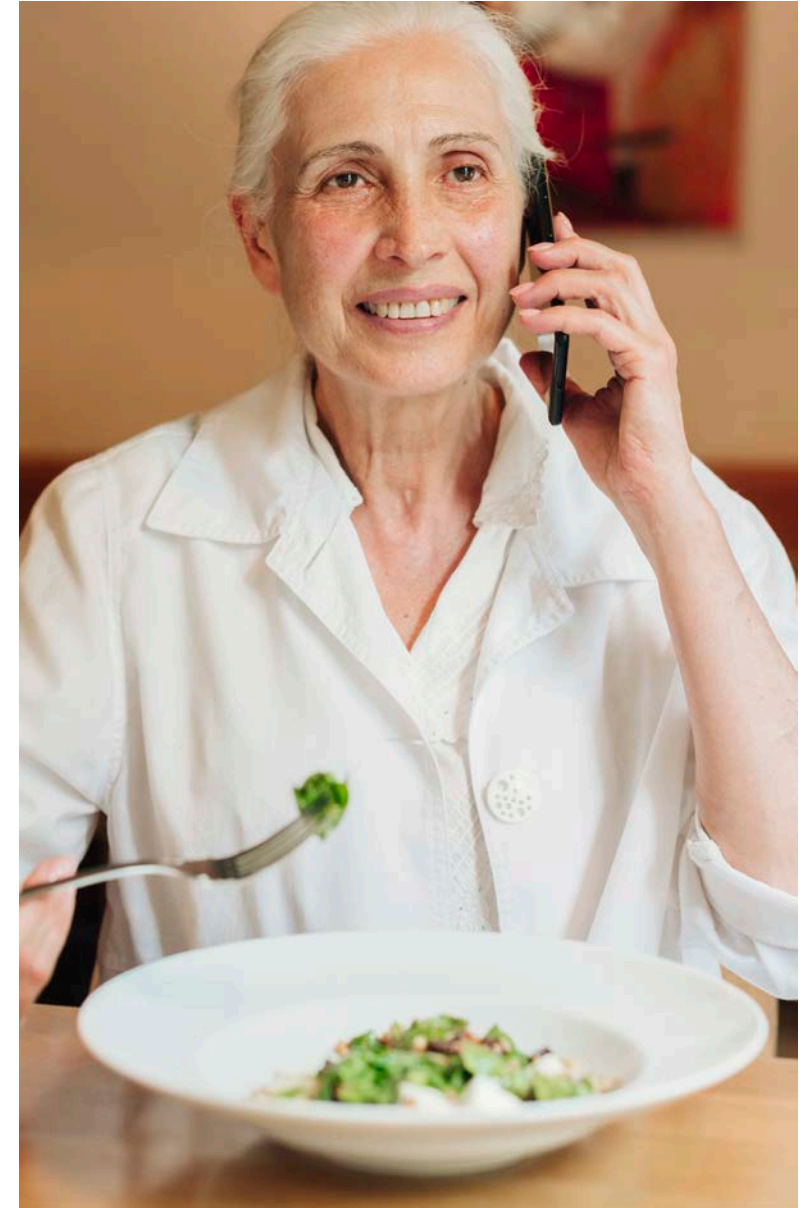
LONELINESS EPIDEMIC

Loneliness and Social Isolation Declared as Global Public Health Priorities

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LONELINESS ERADICATING PROGRAM

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.

No effect   Confidence intervals

Lacking Social Connection

Smoking up to 15 cigarettes daily

Drinking 6 alcoholic drinks daily

Physical inactivity
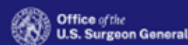
Obesity

Air pollution

0   0.1   0.2   0.3   0.4   0.5   0.6   0.7   0.8

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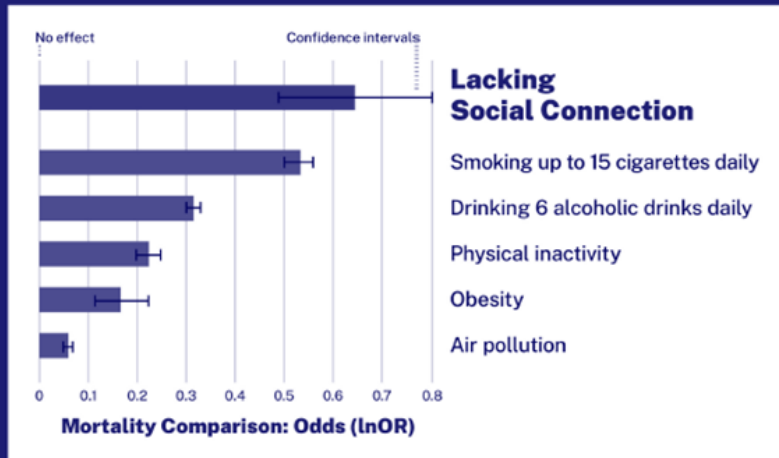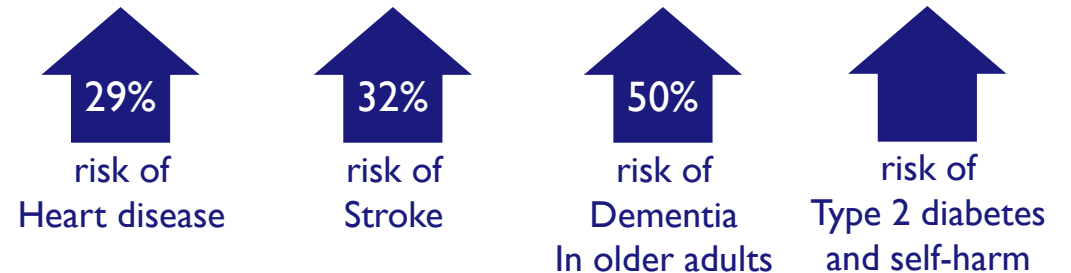
Comparison groups: Complex measures of social integration: high v. low; not smoking v. smoking < 15 cigarettes daily; alcohol abstinence v. drinking > 6 alcoholic drinks daily; physical activity v. inactivity; low BMI v. high BMI; low air pollution v. high air pollution.

Source: Holt-Lunstad J, Robles TF, Sbarra DA. Advancing Social Connection as a Public Health Priority in the United States. *American Psychology.* 2017;72(6):517-530. doi:10.1037/amp0000103. This graph is a visual approximation.

Office *of the* **U.S. Surgeon General**

Lacking social connection is also associated with….

29% risk of Heart disease

32% risk of Stroke

50% risk of Dementia In older adults

risk of Type 2 diabetes and self-harm

…while better social connection is associated with….

36% risk of High-blood pressure

15% Odds of developing depression
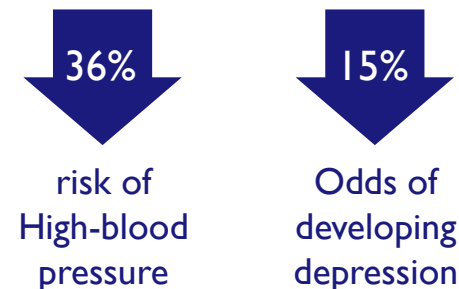
...AND COSTLY TO COMPANIES

PERSON-CENTRED IMPACT FRAMEWORK

	HEALTH OUTCOMES	COST IMPACTS TO EMPLOYERS	UK's total = £2.5bn
	Poor Employee Health Outcomes	SICKNESS ABSENSE	£0.02bn
LONELINESS	Poor Dependent Health Outcomes	DAYS LOST TO CARERS LEAVE	£0.22bn
	WELLBEING OUTCOMES	LOWER PRODUCTIVITY	£0.66bn
	Lower Employee Wellbeing	LOWER STAFF RETENTION	£1.62bn
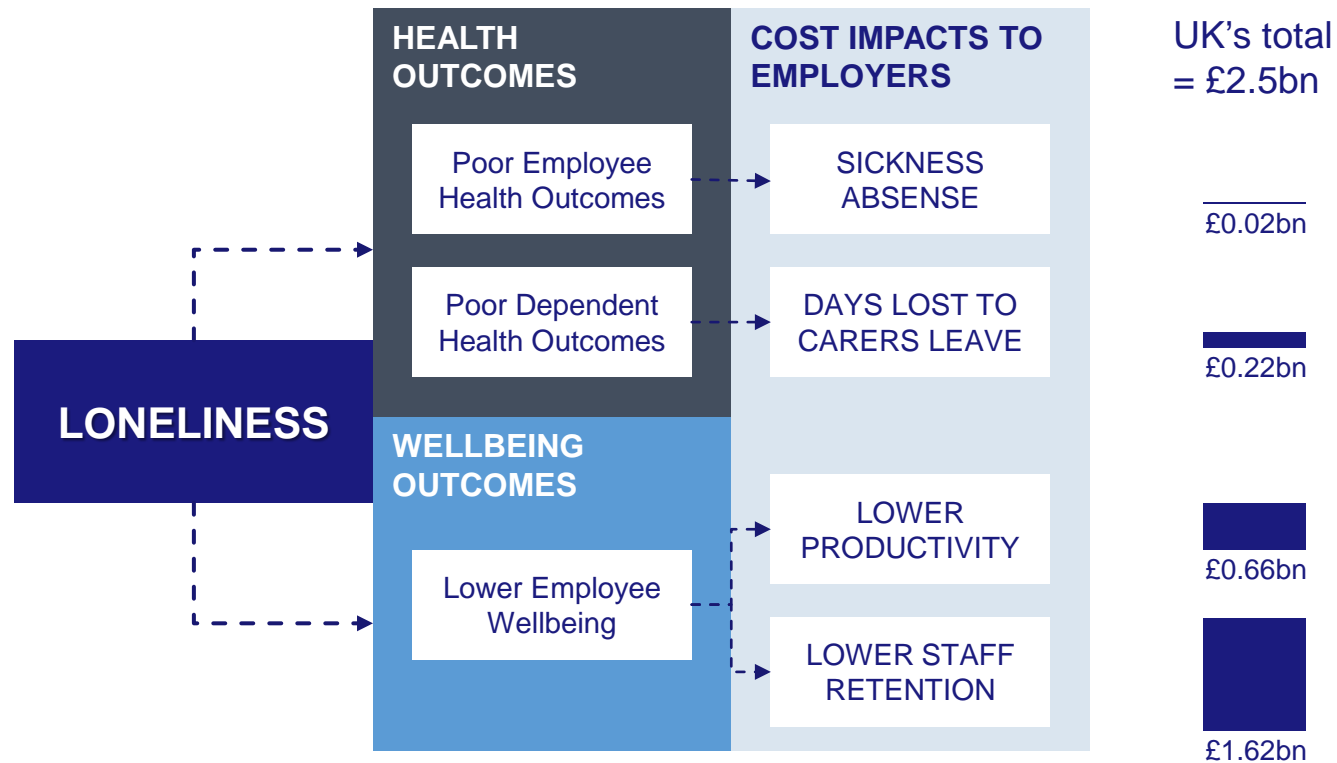
In the US
Loneliness has an estimated annual cost to employers of over $154B, accounting for approximately 5.7 additional days missed by lonely employees compared to those who are not lonely

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

Decrease Engagement

Higher rate of turnover

Lagging Performance

Limited opportunity for upskilling

Less and lower quality collaboration

IMPACT OF LONELINESS IN THE WORKPALCE

Source: BetterUp Insights Report 2022

THE CAUSE OF LONELINESS

Attention Economy and Inhumane Communication Technology

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WE HAVE NEVER BEEN MORE CONNECTED AND WE HAVE NEVER BEEN MORE ALONE
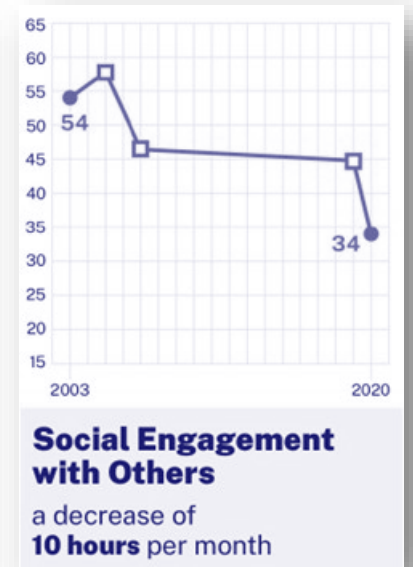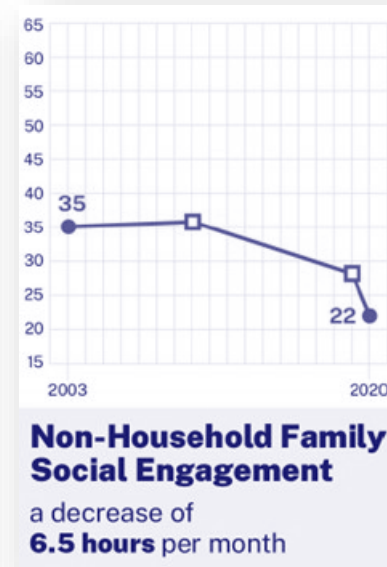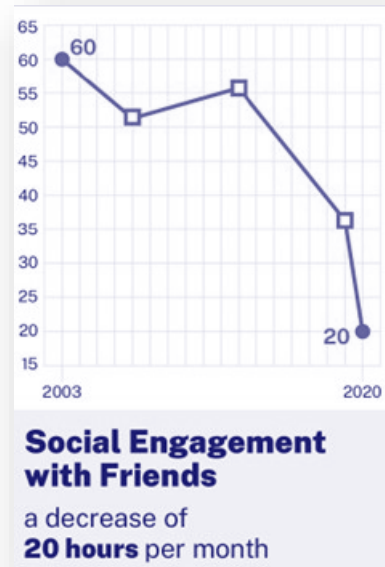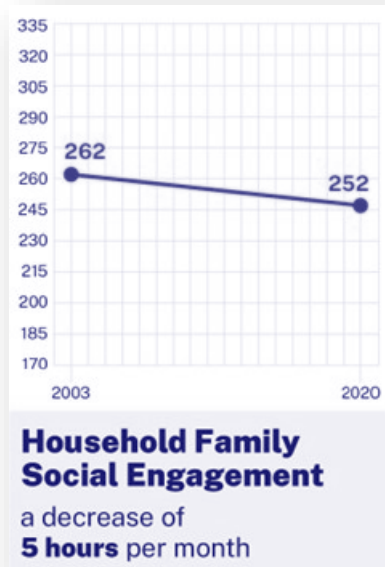
Matt Haig, an English author

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…

Household Family Social Engagement
a decrease of
5 hours per month

Companionship
a decrease of
14 hours per month
Companionship refers to shared leisure for the sake of enjoyment and intrinsic satisfaction

Social Engagement with Friends
a decrease of
20 hours per month

Non-Household Family Social Engagement
a decrease of
6.5 hours per month

Social Engagement with Others
a decrease of
10 hours per month

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

80%

5%

2005

2019

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

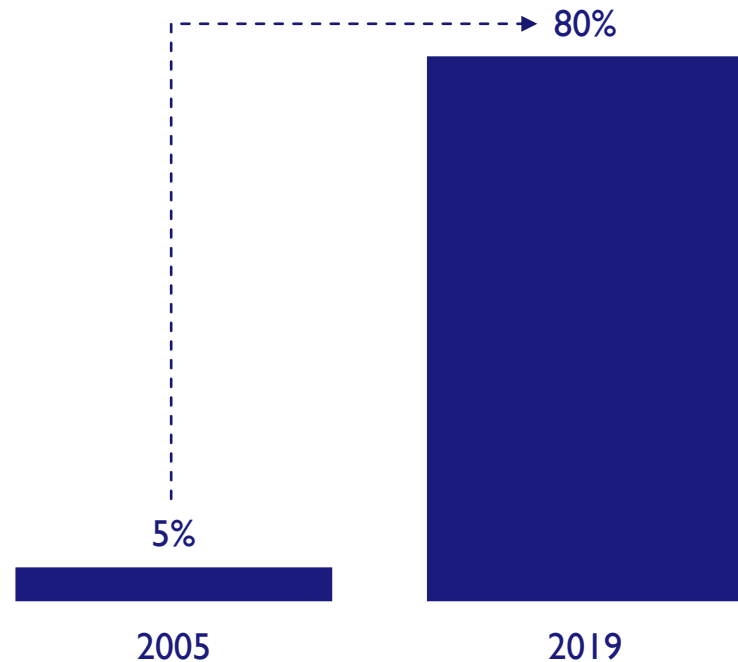**More than half of teens reporting that it would be hard to give up social media**

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

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 <u>double the odds</u> 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.
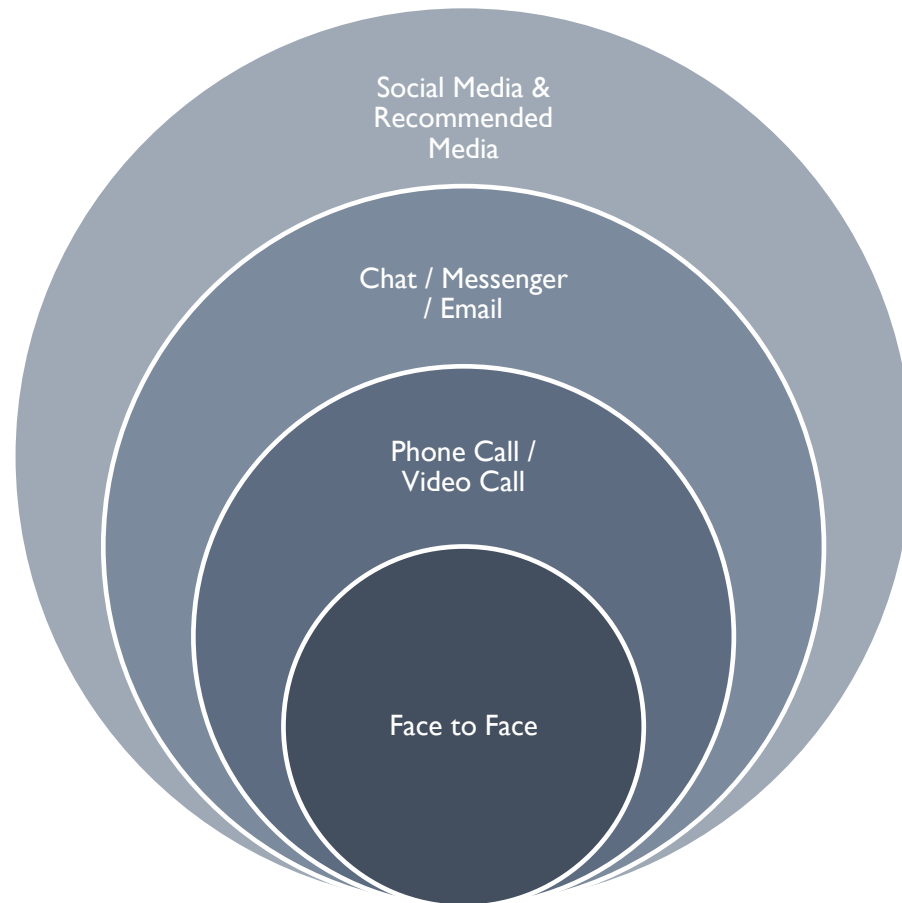
THE CHALLENGE OF MAINTAINING SOCIAL CONNECTION

Exploring Our Limited Options

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OUR DOMINANT COMMUNICATION OPTIONS ARE NOT DESIGNED TO PROMOTE DEEPER RELATIONSHIPS

Social Media & Recommended Media

Chat / Messenger / Email

Phone Call / Video Call

Face to Face

Key Characteristics

- Mainly text-based
- Born to get your attention and time
- One-to-many communication
- Most popular among younger gen.

- Text-based
- 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

SOME PAIN POINTS IN MAINTAINING CONNECTION

Losing touch

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

Small talk

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

Awkward phone call

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

Appointment pain

"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

BYPASS 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 bypass mental blocks by automatically making a matching call (a Bump Call) with their friends

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

Bump Call

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
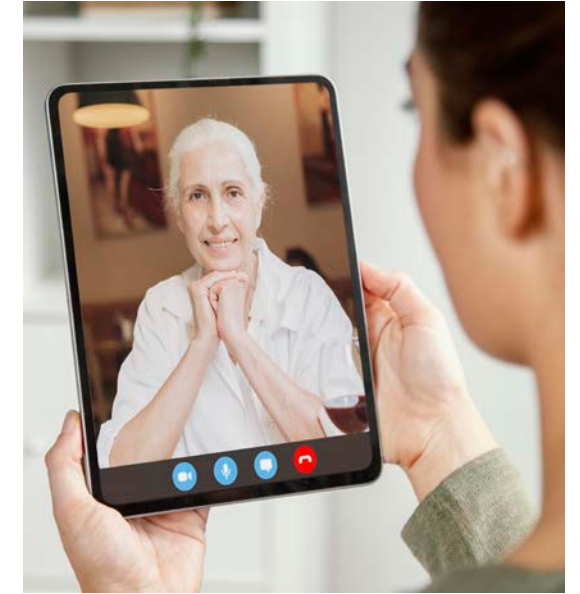- Number of participants: 25-150

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

Analyse the situation → **Design** Pilot programs → **Implement** Pilot programs → Organization **Rollout**

	Analyse the situation	Design Pilot programs	Implement 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	• 30-day pilot programs ready to be implemented	• Results of the implemented pilot programs

THANK YOU

Jake Khongkhaprasertsin

Jake@manussa.org

Manussa.org