

MAN THERAPY.

2023 Impact Report

Help@Hand, Riverside University Health System

Riverside County, California

help @ hand™

CONNECTING PEOPLE WITH CARE



**Help@Hand California
Riverside University Health System
California Mental Health Services Authority**





Man Therapy Goals

**Shrink
Stigma**

**Increase
Help-seeking
Behavior**

**Reduce
depression
and suicidal
ideation**



Man Therapy is an evidence-based tool

Published results from a **4 year CDC-funded research study in the state of Michigan** by the University of Maryland-Baltimore found that after completing Man Therapy's mental health screening and experience:

The screenshot shows the Man Therapy website with a dark header containing navigation links: EXPLORE TOPICS, GET HELP, ABOUT, TAKE THE HEAD INSPECTION, and CRISIS SUPPORT. The main content area features a large orange badge that reads "EVIDENCE BASED THERAPY" and "CERTIFIED BY THE OFFICE OF RICH MAHOGANY". Below this is a section for "TAKE THE 18-PT HEAD INSPECTION" with a subtext "Pop the hood and answer 18 quick questions about your mental health." and a "TAKE THE INSPECTION" button. A video player shows a man in a suit sitting at a desk with a calculator. Below the video, text reads: "Let Dr. Rich Mahogany take a look between your ears and offer some insight into how depression, anger, substance abuse, and anxiety are impacting your life. In less than 5 minutes, you can delve into your own mind like never before and learn how to adapt to your unique strengths and challenges." At the bottom left, there are three icons: a flask for "SCIENTIFICALLY VALIDATED", a person with a slash for "ANONYMOUS", and a dollar sign with a slash for "FREE".

Men improved on measures of **depression** and **suicidal ideation**

Man Therapy improves rates of engaging in **formal help seeking**

Reduced overall days of poor mental health.
Improved perceived problem solving and treatment motivation.

Links to published research studies are available here: <https://mantherapy.org/about>



Man Therapy Impact Model

Man Therapy Campaign

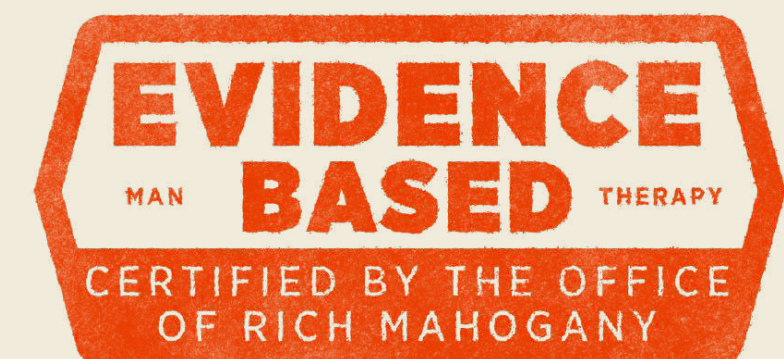
Drive community awareness, action and outreach with branded marketing assets

Man Therapy Website Experience + Head Inspection

Users take a mental health screening, access psychoeducational tools, connect with national and local resources, and navigate to care

Website Impact Data Measurement

Confidential, aggregate user engagement data at the state and community level



2023 Riverside County, CA Communications & Impact Plan





Riverside County Media Strategy, Tactics, and Timing

All tactics targeted to Riverside County ONLY focusing primarily on working age men.

Awareness

Stigma busting impressions, priming action

Radio:

Launched: February 20

Signage & Billboards:

Installed: March 9

Upgraded: October 1

Sunline Bus Ads:

Installed: April 10

Partner Network:

Printed Collateral + Swag

Consideration

Priming action, generate an action response

Paid Social

Launched: March 3

Key metrics: targeted
impression

Conversion

Get men to complete mental health assessments

Google Adwords

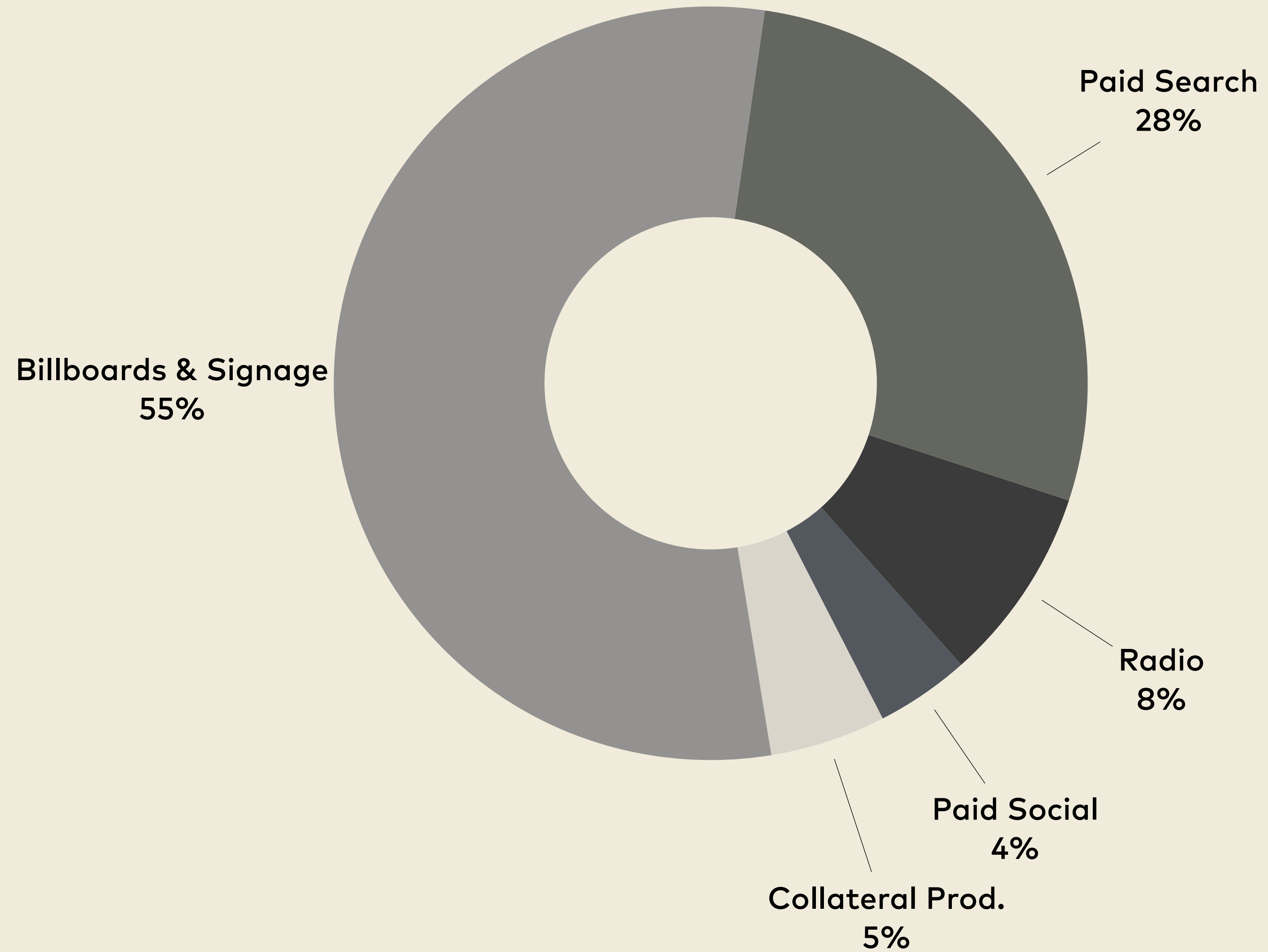
Launched: January 9th

Upgraded: October 1

Key metrics: clicks, website
engagement, Head Inspection
Completion



Media Allocation



Messaging & Creative Highlights





**GET SOME
WORK GLOVES
FOR YOUR FEELINGS.**



mantherapy.org

Therapy. The way a man does it.

LAMAR

A mustache is not a place to hide your emotions.

Riverside University HEALTH SYSTEM Behavioral Health

help@hand RIVERSIDE

mantherapy.org

LAMAR

GIVE YOURSELF PERMISSION TO
SPEAK FREELY.

Riverside University HEALTH SYSTEM Behavioral Health

help@hand RIVERSIDE

mantherapy.org
Therapy. The way a man does it.

LAMAR

You can't fix your mental health with duct tape.

Riverside University HEALTH SYSTEM Behavioral Health

help@hand RIVERSIDE

mantherapy.org

LAMAR

Un bigote no es un lugar para ocultar tus emociones.

Riverside University HEALTH SYSTEM Behavioral Health

help@hand RIVERSIDE

mantherapy.org

LAMAR



Sunline Bus Board





Radio Spots + Digital Display

Relaxation Tapes:

Sadness, depression...believe it or not, men feel these things, too. That's why there's mantherapy.org—a place where men can deal with life's issues using tools like manly relaxation tapes. I recommend Great American Football Tackles. [SFX of hard-hitting tackles.] V8 Engines. [SFX of muscle car engines revving.] And my personal favorite, Bowling Strikes. [SFX of a bowling strike.]

Mantherapy.org. Therapy, the way a man does it.

Brought to you by our friends at Riverside University Health System Behavioral Health, Help@Hand Program

Aro-MAN-therapy

Sometimes men feel angry, or overwhelmed. So at mantherapy.org, men can deal with life's issues using tools like AroMANtherapy. Dim the lights, make yourself comfortable, and heat up some essential oils—like the ones that emanate from a skillet of sizzling bacon. [SFX of sizzling bacon.] Now, take a deep breath.

[Dr. Mahogany audibly inhales, then let's out a long, relaxing breath.]

Mantherapy.org. Therapy, the way a man does it.

Brought to you by our friends at Riverside University Health System Behavioral Health, Help@Hand Program



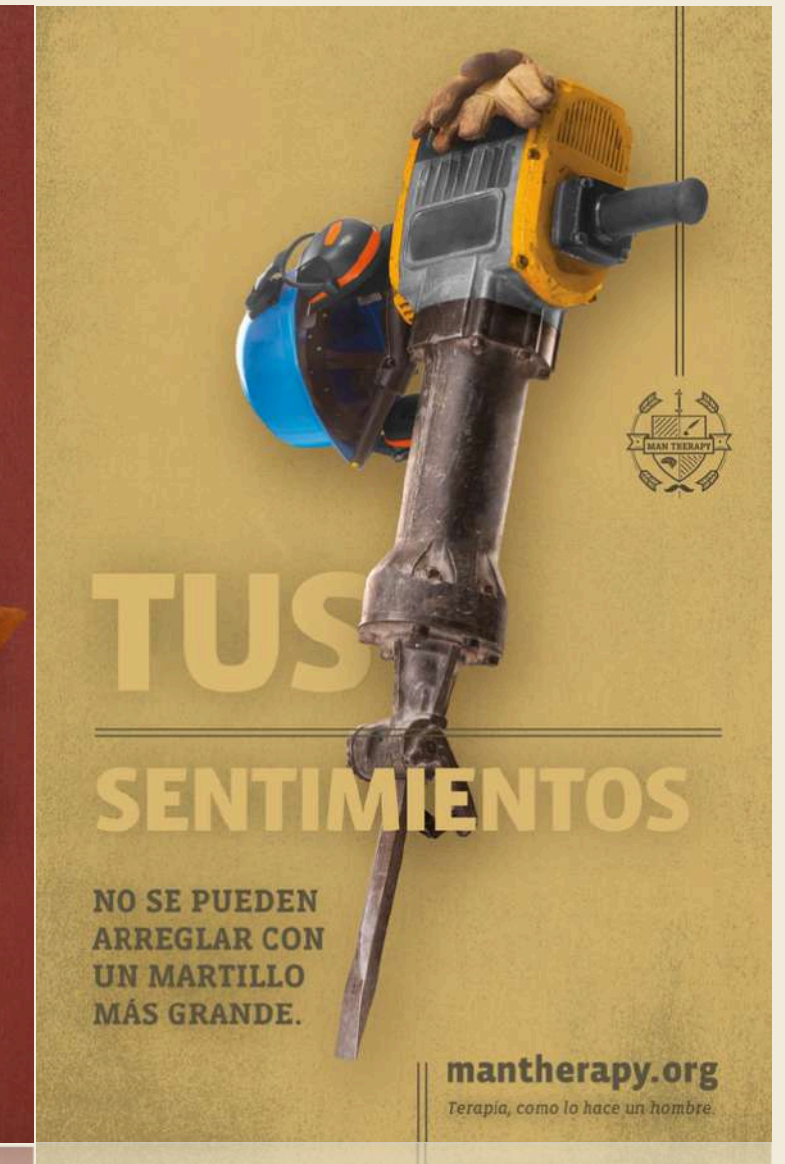


Collateral + Swag



Business Cards

Posters



T-shirts + Stickers



Koozies



Paid Social

Man Therapy Sponsored · 🌟

Even the manliest men struggle with life's issues. Take the 20-point head inspection to get your brain box running tip-top. Brought to you by our friends at RUHS-BH Help@Hand.

ON-DOWN THERAPY

MEDITATION

Whether pausing to listen as your bacon sizzles before breakfast, or studying the holes in your skivvies while on the john, taking a minute to meditate can help you reduce stress, control your thoughts, and bring peace to your mind.

Worst case, it's an excuse for a quick power nap.

mantherapy.org
Take the Head Inspection [Learn more](#)
Man Therapy is a place w...

Like Comment Share

Man Therapy Sponsored · 🌟

Even the manliest men struggle with life's issues. Take the 20-point head inspection to get your brain box running tip-top. Brought to you by our friends at RUHS-BH Help@Hand.

SOMETIMES YOU'VE GOT TO CLEAN YOUR

MENTAL GUTTERS

mantherapy.org
Take the Head Inspection [Learn more](#)
Man Therapy is a place w...

Like Comment Share

Man Therapy Sponsored · 🌟

Even the manliest men struggle with life's issues. Take the 20-point head inspection to get your brain box running tip-top. [...See more](#)

SOMETIMES

LIFE GETS TOUGHER

THAN OLD BEEF JERKY

mantherapy.org
Take the Head Inspection [Learn more](#)
Man Therapy is a place w...

Like Comment Share

Man Therapy Sponsored · 🌟

Keep your mind top of mind. Take the 20-point head inspection and make sure you're not about to drop the ball. Brought to you by our friends at RUHS-BH Help@Hand.

IF THE DOGHOUSE IS NOW YOUR REGULAR HOUSE.

MAN THERAPY

mantherapy.org
Take the Head Inspection [Learn more](#)
Man Therapy is a place w...

Like Comment Share

Man Therapy Sponsored · 🌟

Keep your mind top of mind. Take the 20-point head inspection and make sure you're not about to drop the ball. Brought to you by our friends at RUHS-BH Help@Hand.

MAN THERAPY




WHEN YOUR GRILL'S FULL AND YOU'RE LOW ON PROPANE.

mantherapy.org
Take the Head Inspection [Learn more](#)
Man Therapy is a place w...

Like Comment Share





Paid Search

am i depressed? ×   

[Images](#) [Videos](#) [News](#) [Shopping](#) [Books](#) [Maps](#) [Flights](#) [Finance](#)

About 2,140,000,000 results (0.40 seconds)

 **Man Therapy**
<https://mantherapy.org> 

Man Therapy® | Men's Mental Health Resources

Man Therapy gives men the tools and resources they need to deal with the tough situations life sends their way. Visit today to learn more and get started.

About Man Therapy
A Researched-Backed Tool that Reduces Suicide Risk. Man ...

Worried about someone?
We can all struggle at times and just need some help to work ...

Men's Mental Health Resources
Man Therapy is a place where men can come to be men. So ...

[More results from mantherapy.org »](#)

2023 Impact Performance

January 2023 - February 2024



2023 Riverside County Key Highlights





Help@Hand California / Riverside University

6X'ed

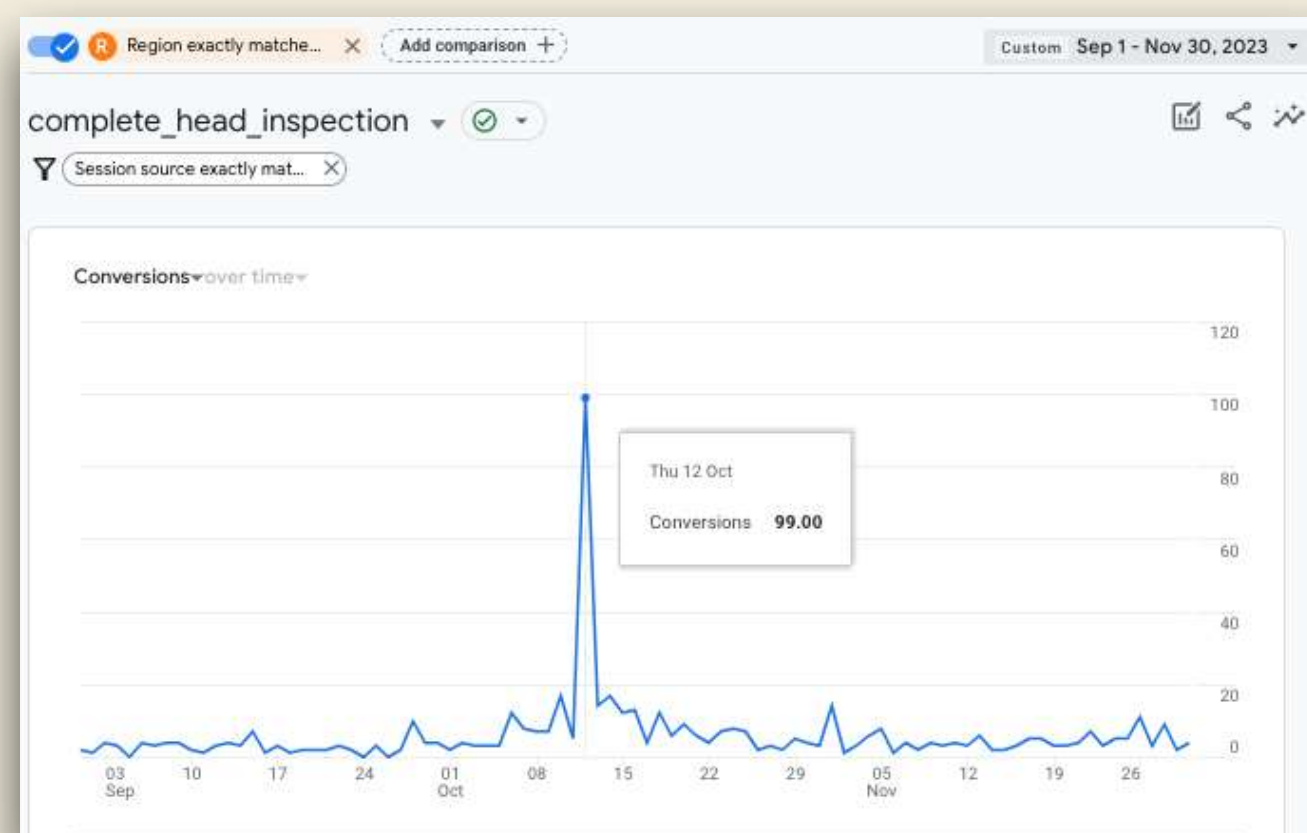
State Head Inspections in Riverside County alone

21/22 California HI	1,719
23/24 Riverside HI	12,753
23/24 California HI	26,691

Nov 21 - Dec 22 vs. Jan 23 - Feb 24

Event + Swag + QR code

99 Head Inspections Completed at one in-person event.



Powerful Testimony

First-hand, life altering Man Therapy experience was shared directly with an in-person team.



RIVERSIDE COUNTY, CALIFORNIA

Key Performance metrics: 2021/2022 v. 2023/2024

Nov 2021 - Dec 2022 versus. Jan 2023 - Feb 2024





Riverside County / Paid Social Campaign Results

Working age men within Riverside County who saw or engaged with Man Therapy on Facebook or Instagram

January 2023 – February 2024

3,342,034

Impressions

15,209

User Clicks

11,307

Total Users

202

Completed Head
Inspections

Impressions are the key performance metric for this tactic to drive awareness among working aged men in Riverside County





Riverside County / Paid Search Keyword Campaign Results

Users within Riverside County who searched on Google for mental health keywords and clicked on Man Therapy
January - February 2024

422k

Impressions

65,164

User Clicks

15.43%

Click Thru Rate

Almost 5x

the national healthcare
benchmark

National Average Click Thru Rate
Benchmark: **3.17%**

National Healthcare Average Click
Thru Rate Benchmark: **3.27%**

49,178

Total Users

19,254

Completed Head
Inspections

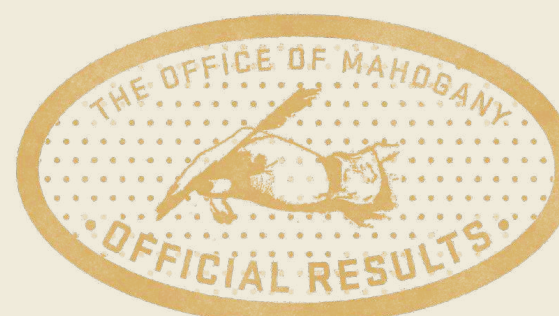
\$1.52

Cost per Click

42%

Lower than the
national benchmark

The average cost-per-click for the
health and medical industry is in
the mid-range at **\$2.62** per click





Riverside County

ManTherapy.org Users & Head Inspections Completed

of Riverside County users that visited ManTherapy.org and Completed Head Inspections



Google Analytics geographically modeled data: represents a significant sample of users in Riverside County but **not fully representative** due to data privacy, user settings, and IP accuracy

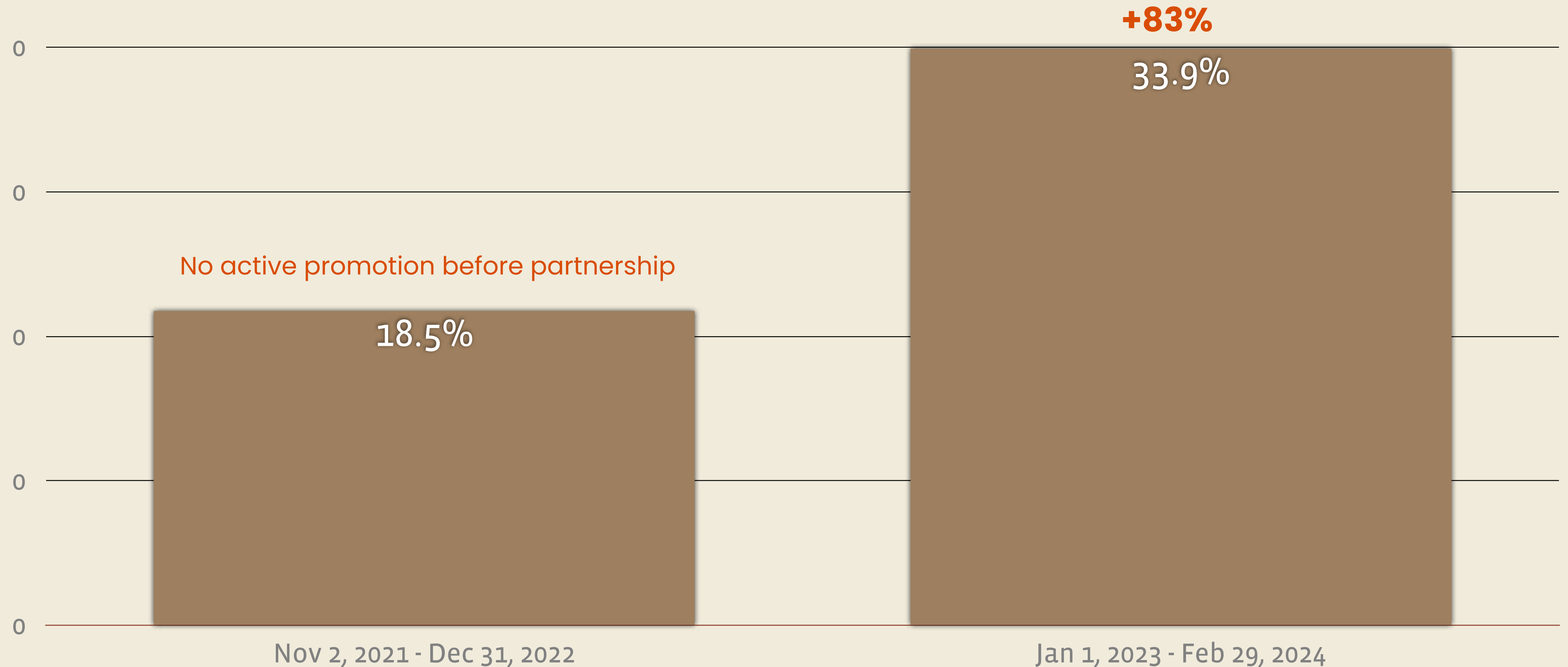


Riverside County

Head Inspections Conversion Rate

Percentage of users visiting [ManTherapy.org](https://www.ManTherapy.org) that complete the mental health assessment

■ Head Inspection Completion Rate per user



Google Analytics geographically modeled data: represents a significant sample of users in Riverside County but **not fully representative** due to data privacy, user settings, and IP accuracy

STATE OF CALIFORNIA

Impact beyond Riverside County

Communications plan and media **delivered in Riverside County ONLY**

Key Performance metrics: 2021/2022 v. 2023/2024

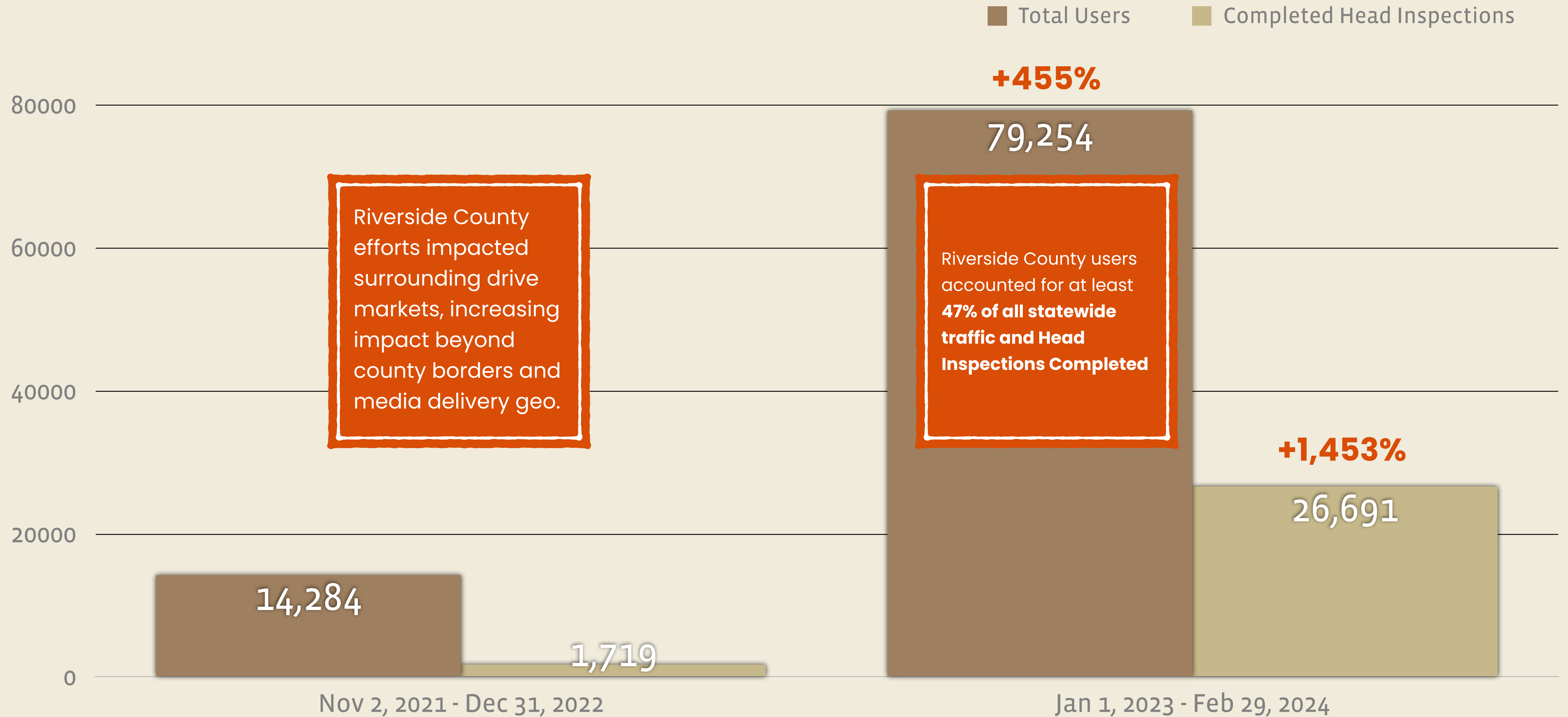
Nov 2021 - Dec 2022 versus. Jan 2023 - Feb 2024

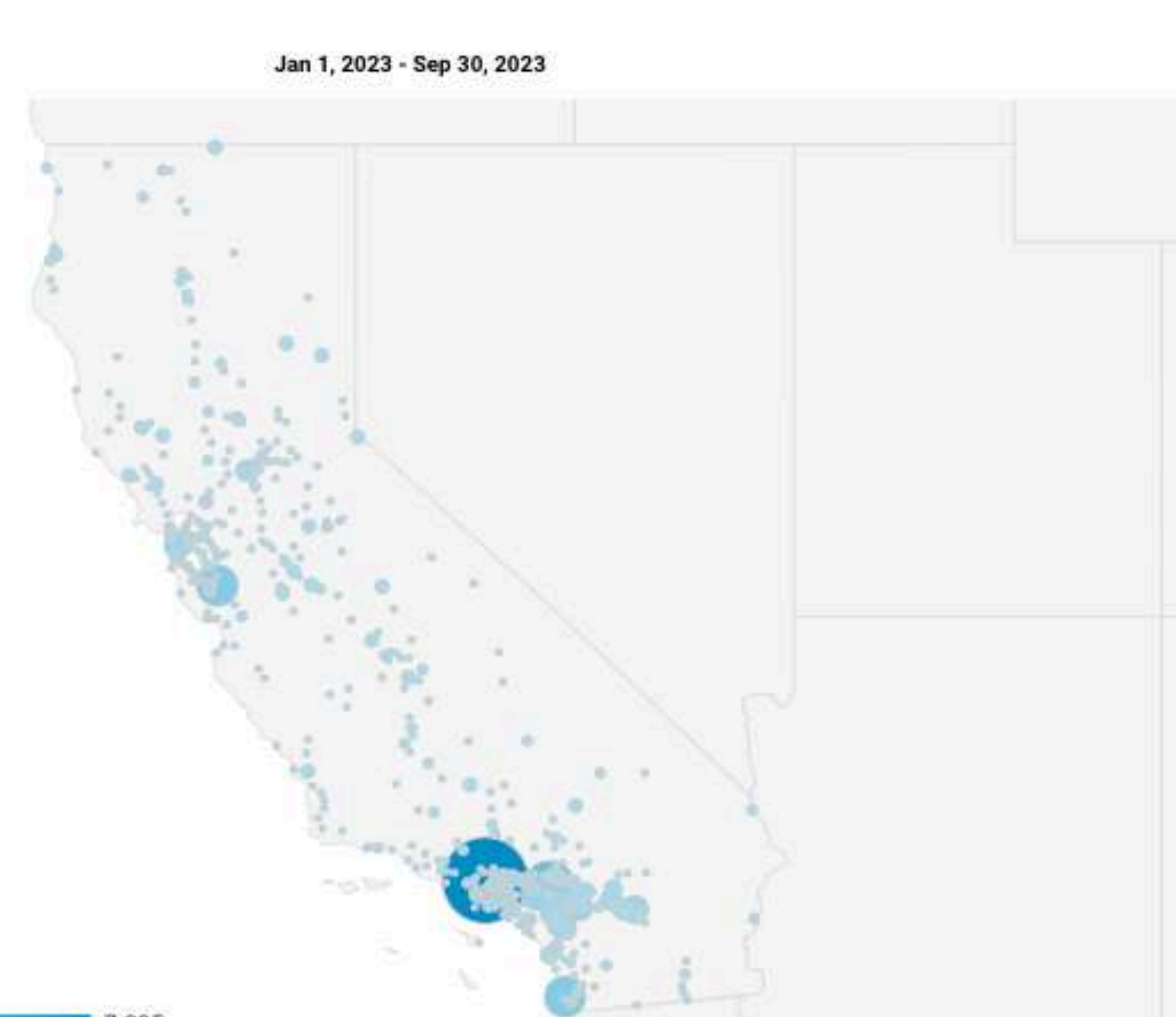
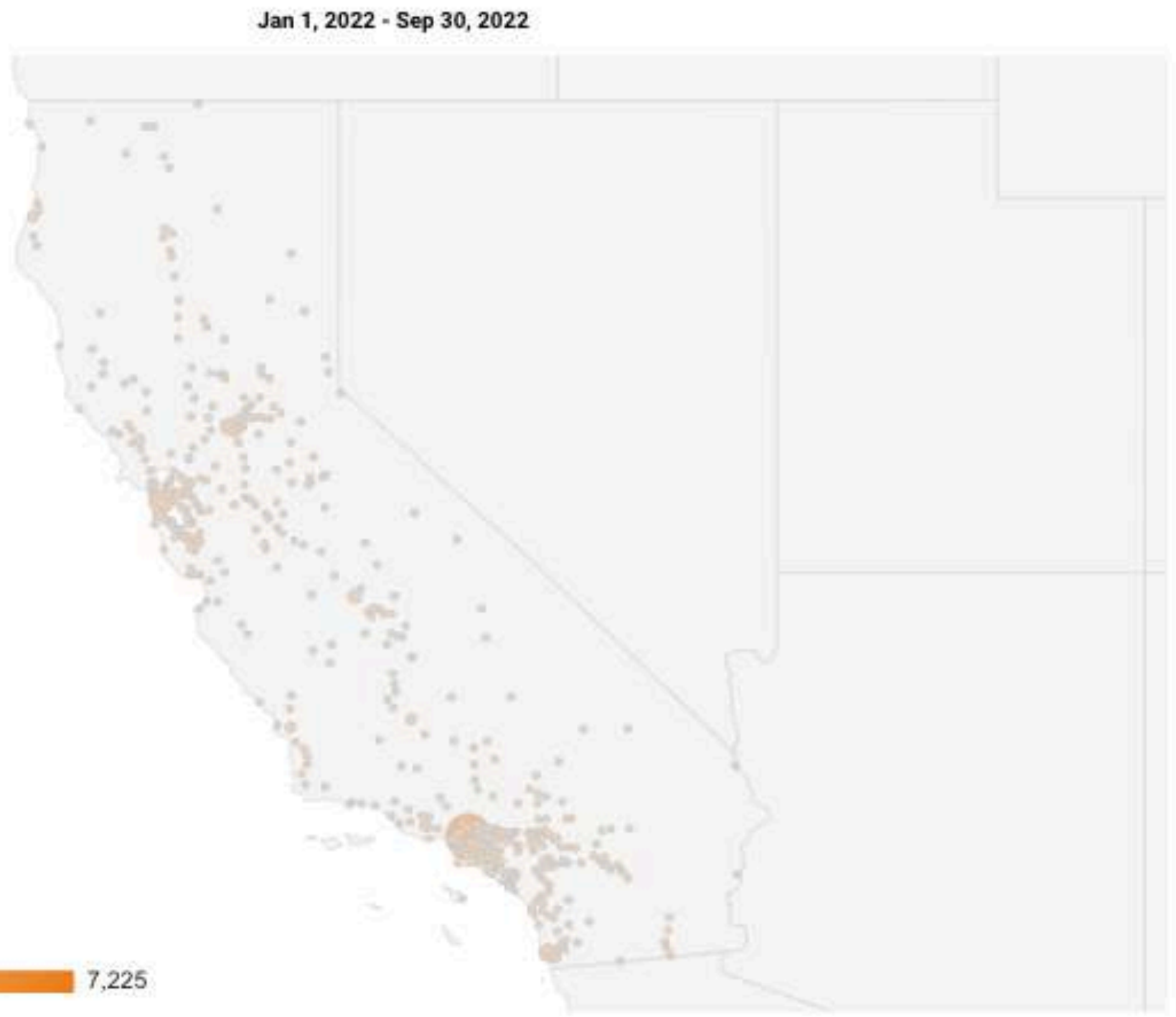




Total California ManTherapy.org Users & Sessions

of California users that visited ManTherapy.org and their number of sessions





Secondary dimension: Source / Medium

City
California
1. Los Angeles
Jan 1, 2023 - Sep 30, 2023
Jan 1, 2022 - Sep 30, 2022
% Change
2. Riverside
Jan 1, 2023 - Sep 30, 2023
Jan 1, 2022 - Sep 30, 2022
% Change

9 months after launch, Riverside's campaign made an impact far beyond its borders, despite all efforts occurring in-county.

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Complete Head Inspection (Goal 2 Conversion Rate)	Complete Head Inspection (Goal 2 Completions)	Complete Head Inspection (Goal 2 Value)
California	421.94% ▲ <small>33,143 vs 6,350</small>	442.58% ▲ <small>32,414 vs 5,974</small>	380.46% ▲ <small>38,230 vs 7,957</small>	178.61% ▼ <small>58.58% vs 21.03%</small>	46.27% ▼ <small>1.76 vs 3.28</small>	16.03% ▼ <small>00:01:37 vs 00:01:55</small>	94.18% ▲ <small>19.90% vs 10.25%</small>	880.67% ▲ <small>7,561 vs 771</small>	0.00% <small>\$0.00 vs \$0.00</small>
1. Los Angeles									
Jan 1, 2023 - Sep 30, 2023	3,324 (9.66%)	3,209 (9.90%)	3,570 (9.34%)	44.37%	1.92	00:01:57	36.78%	1,313 (17.37%)	\$0.00 (0.00%)
Jan 1, 2022 - Sep 30, 2022	273 (4.22%)	263 (4.40%)	296 (3.72%)	14.53%	3.74	00:02:05	33.11%	98 (12.71%)	\$0.00 (0.00%)
% Change	1,117.58%	1,120.15%	1,106.08%	205.43%	-48.56%	-6.25%	11.09%	1,239.80%	0.00%
2. Riverside									
Jan 1, 2023 - Sep 30, 2023	1,619 (4.70%)	1,597 (4.93%)	1,811 (4.74%)	39.15%	1.88	00:01:54	34.24%	620 (8.20%)	\$0.00 (0.00%)
Jan 1, 2022 - Sep 30, 2022	1 (0.02%)	1 (0.02%)	1 (0.01%)	0.00%	3.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	161,800.00%	159,600.00%	181,000.00%	∞%	-37.20%	11,305.30%	∞%	∞%	0.00%



Mental Health Resource Views & Crisis Actions

California analytics data: January 1, 2023 – September 30, 2023

127

Red Phone
Crisis Clicks

747%

year-over-year increase

2,249

Unique
Gentle Mental Health
Resources Viewed

21%

year-over-year increase

2,948

Unique
Mental Health
Resources Viewed

22%

year-over-year increase

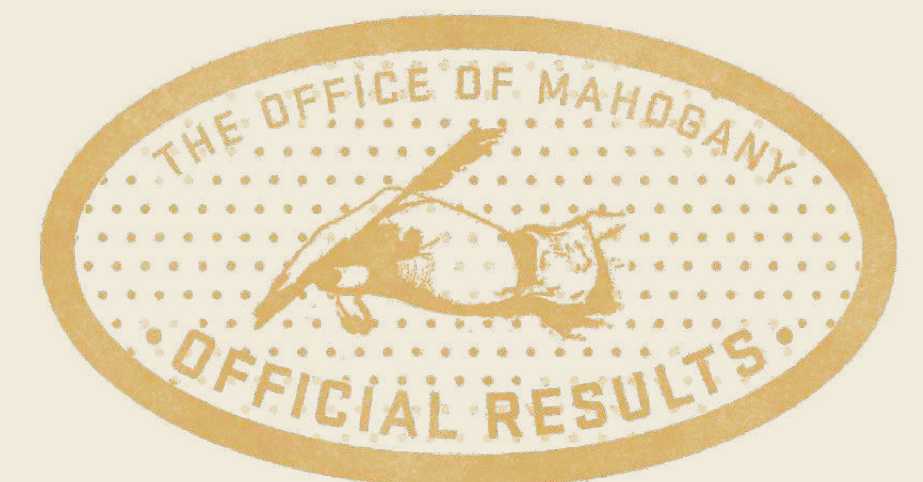
1,672

Unique
Testimonial Videos
Viewed

-24%

year-over-year decrease

31% of statewide Crisis clicks
were Riverside County Users





Thank you!

Thomas@gritdigitalhealth.com

Appendix

Paid Media Performance

Website Metrics





ManTherapy.org Riverside County Website Metrics

California analytics data: *January 1, 2023 – **September 30, 2023***

Riverside County



**County level dashboard metrics only available through September 30th: Google sunsetted Universal Analytics requiring a shift to their replacement platform, Google Analytics 4 which our geographic segmentation is currently incompatible with. The above represents a core sample of county-level data as available from Google through September 30th, 2023.



ManTherapy.org Riverside County Website Metrics

California analytics data: *January 1, 2023 – **September 30, 2023***

Western Region



***County level dashboard metrics only available through September 30th: Google sunsetted Universal Analytics requiring a shift to their replacement platform, Google Analytics 4 which our geographic segmentation is currently incompatible with. The above represents a core sample of county-level data as available from Google through September 30th, 2023.*



ManTherapy.org Riverside County Website Metrics

California analytics data: *January 1, 2023 – **September 30, 2023***

Mid-County Region



**County level dashboard metrics only available through September 30th: Google sunsetted Universal Analytics requiring a shift to their replacement platform, Google Analytics 4 which our geographic segmentation is currently incompatible with. The above represents a core sample of county-level data as available from Google through September 30th, 2023.



ManTherapy.org Riverside County Website Metrics

Riverside County analytics data: *January 1, 2023 – **September 30, 2023***

Desert Region

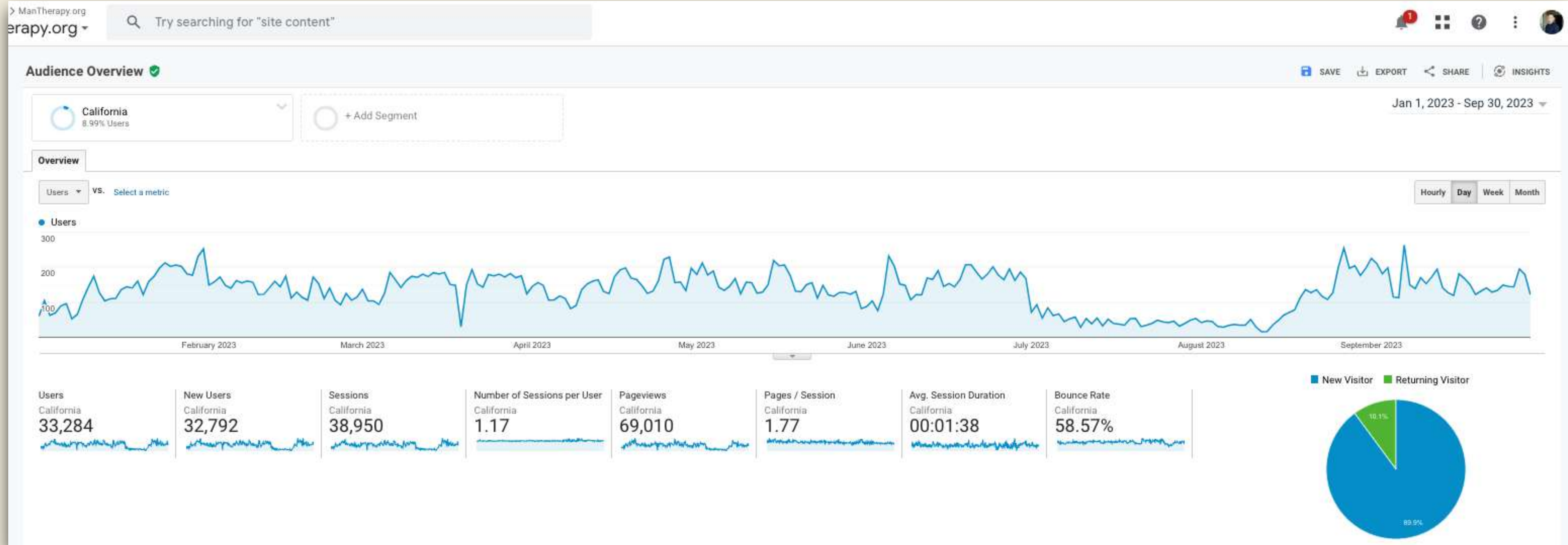


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ManTherapy.org California Website Metrics

California analytics data: January 1, 2023 – **September 30, 2023**

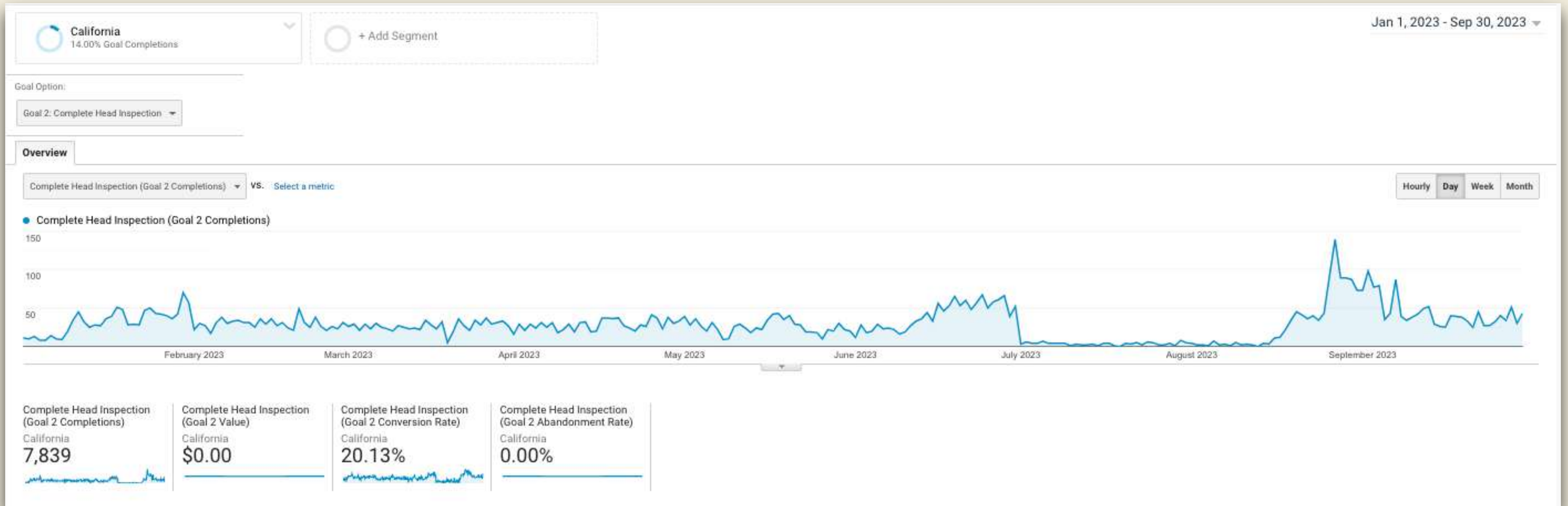




ManTherapy.org California Website Metrics

Head Inspections Completed

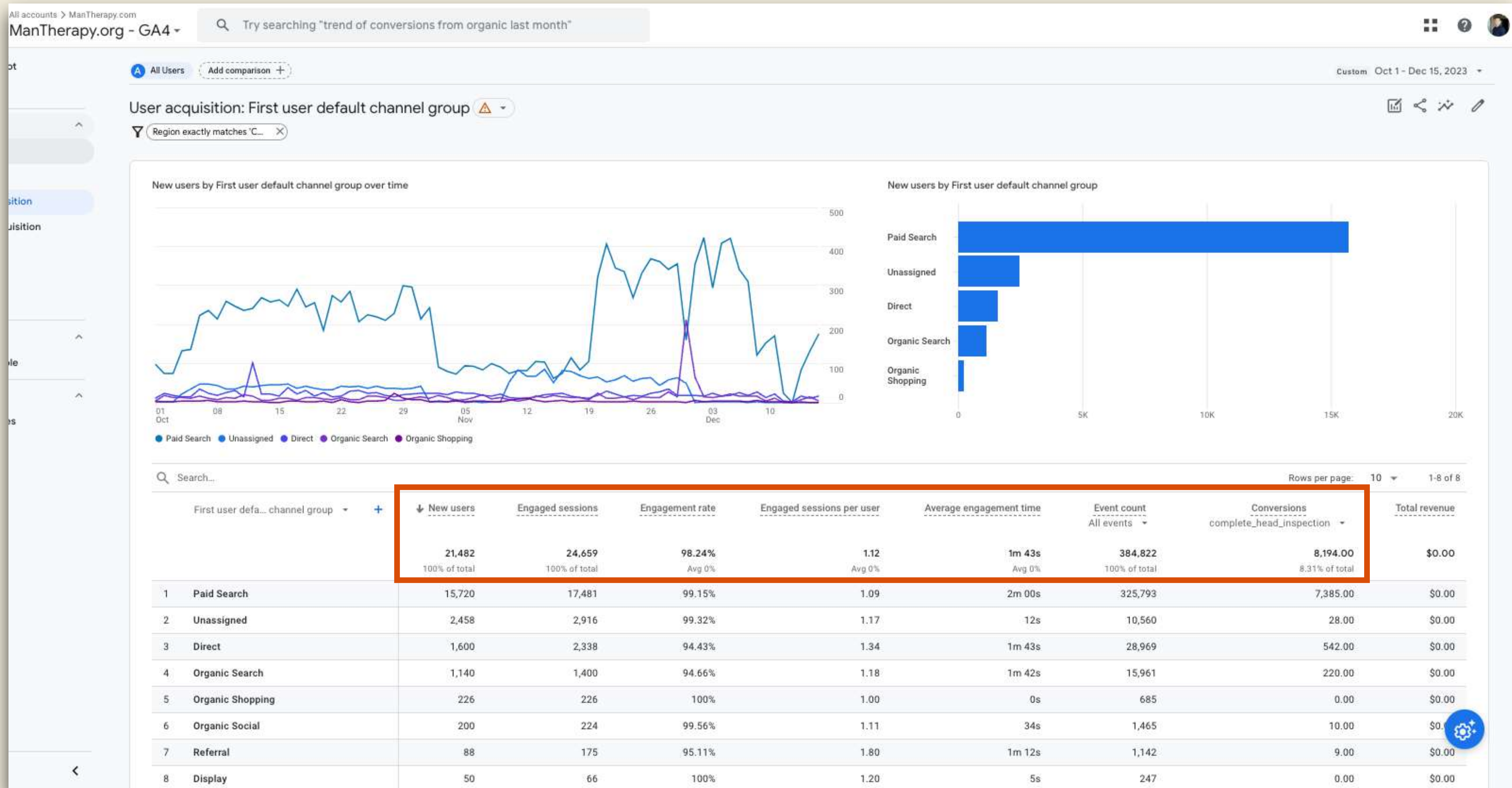
California analytics data: January 1, 2023 – **September 30, 2023**





ManTherapy.org California Website Metrics

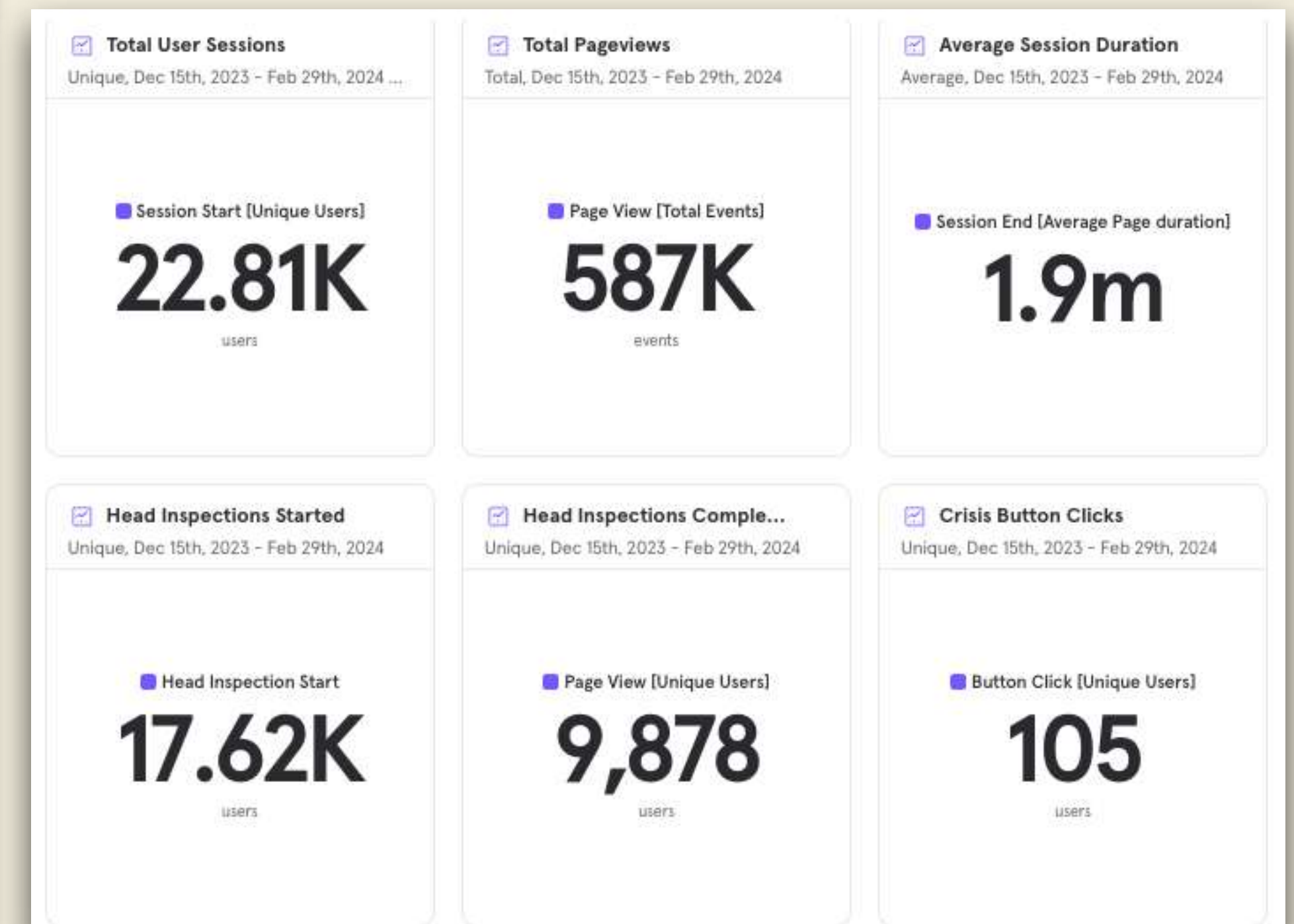
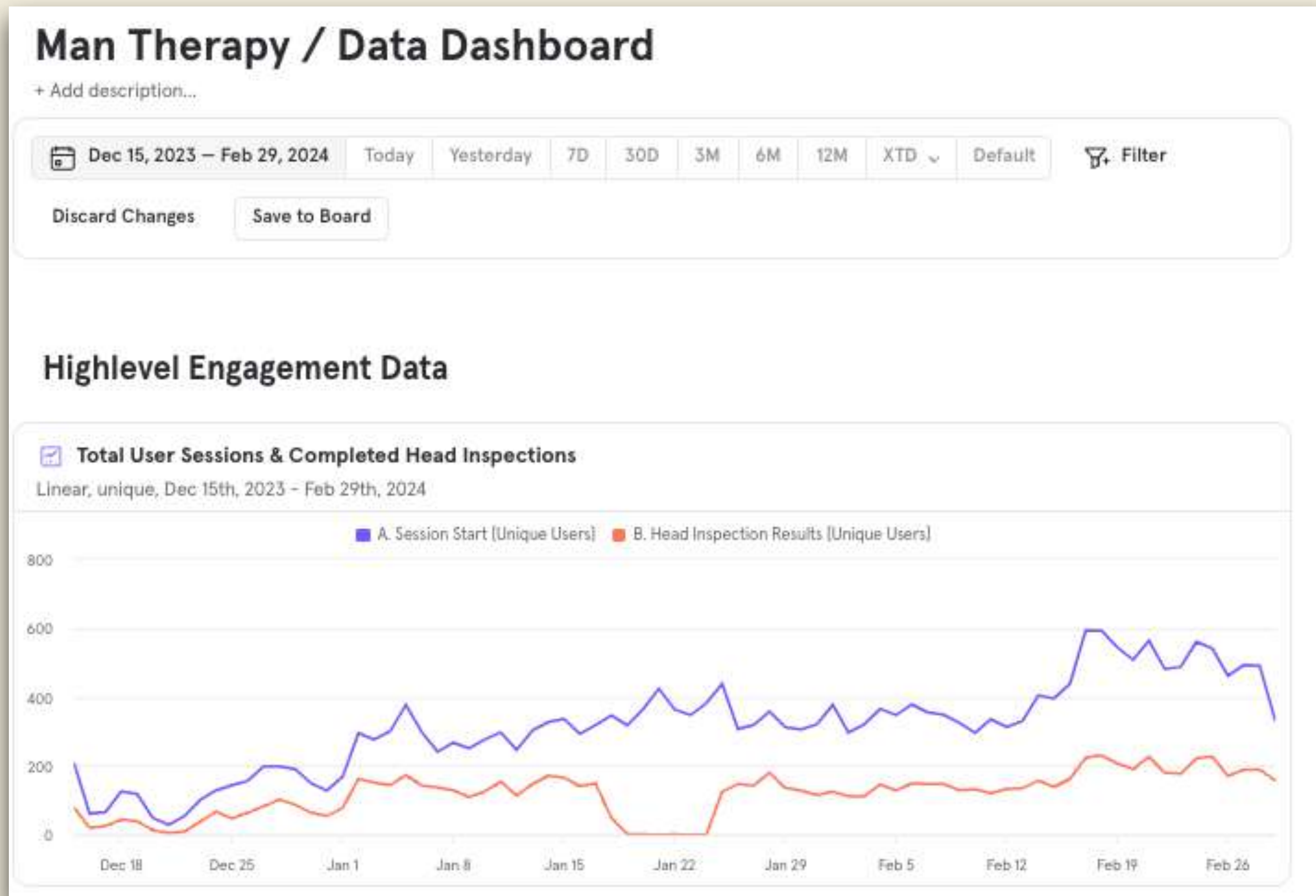
California Google Analytics 4 data: October 1, 2023 – December 15, 2023





ManTherapy.org California Website Metrics

California Mixpanel analytics data: December 15, 2023 – February 29, 2024





Paid Search / Google Adwords Performance

California analytics data: January 1, 2023 – February 29, 2024

	Impressions	Clicks	Cost Per Click	Click thru Rate	Users	Head Inspections Completed
January 2023	27,707	2,807	\$1.66	10.13%	2,043	674
February 2023	26,123	2,708	\$1.66	10.37%	1,924	658
March 2023	26,527	2,665	\$1.35	10.05%	1,808	591
April 2023	30,265	2,793	\$1.43	9.23%	1,958	666
May 2023	27,065	2,535	\$1.54	9.37%	1,872	597
June 2023	23,527	2,700	\$1.32	11.48%	2,379	1,077
July 2023	0	0	\$0.00	0.00%	0	0
August 2023	14,672	2,247	\$1.08	15.31%	1,766	860
September 2023	22,056	3,046	\$0.78	13.81%	2,414	1,239
October 2023	47,729	9,424	\$1.39	19.74%	6,888	3,434
November 2023	41,989	7,568	\$1.83	18.02%	5,424	2,579
December 2023	36,934	6,564	\$2.14	17.77%	4,689	2,280
January 2024	49,184	9,655	\$1.53	19.63%	7,730	3,378*
February 2024	48,539	10,452	\$1.43	21.53%	8,283	4,599
TOTAL	422,317	65,164	\$1.54	15.43%	49,178	19,254

*Missing Head Inspection Data for January 19–24: 6 days prior to gap averaged 152 completed head inspections per day (estimate 915 Complete Head Inspections during this time period)



Thank you!

Thomas@gritdigitalhealth.com