

Strongest Families Institute, a not for profit company, leverages research, technology and highly-skilled staff who deliver evidence-based programs to children and families dealing with mild to moderate mental health and other issues impacting health and well-being.

OUR OPPORTUNITY: CLOSING THE GAP SO HELP IS ACCESSIBLE TO ALL

WHY WE EXIST

To provide families timely access to quality services, when and where they need it. Accessing mental health help is not easy. Strongest Families Institute (SFI) exists to change that. Our innovative, proven distance education services offer families flexibility to receive timely care. We remove barriers that others can't. We are open when others are not.

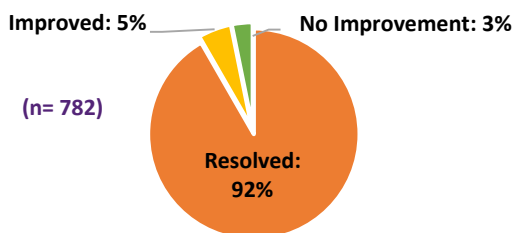
WHERE WE CAME FROM

The SFI programs were tested and proven in trials at the IWK Health Centre in Halifax, Nova Scotia. Families receive skill-based information (handbooks or online), skill-demonstration media and weekly telephone coaching. The psychologically informed programs include:

- Parenting the Active Child (3-12 year olds with disruptive behaviour problems)
- Chase Worries Away (6-17 year olds with anxiety problems)
- Dry Nights Ahead (5-12 year olds with nighttime bedwetting)

Dedicated to consistent outcome measurement and reporting, results are very strong.

Child/Youth BCFPI Outcome Success 2014



Stats & Facts:

- Helped more than 10,000 families**
- Quick ramp-up to reduce existing waitlists**
- Strong impact on child:**
 - Outcome success resolving main issues (89%)
 - Academic progress
 - Bullying and victimization issues
- Strong impact on parental stress/mood**
- Less than 10% attrition**
- High customer satisfaction**
- Cost effective (1/3 cost of conventional services)**

Results show that our eHealth system of care is accepted, effective and families stick with it. Completion of our evidence-based programs will lead to a happier, healthier life for children and their families now and into the future; a sound investment of resource funding.

WHAT OUR FAMILIES SAY

"We've regained our child through this program. The phone made it easy to talk openly, and we quickly began to think of our coach as a friend." – Parent of seven year old (anxiety program)

"The program was amazing and changed my life for the better"- 14 year old (anxiety program)

"I learned so many techniques of dealing with problems and it gave me a new outlook on being a parent."—Parent of five year old (behaviour program)

OUR GROWTH: "KEEPING FAMILIES AT THE CENTER OF CARE"

WHERE WE ARE GOING

We will continue to expand our program base, helping families across Canada and around the world. Our conviction that neither time nor distance are a barrier will guide how we deliver our services to those in need. We will continue our evolution and growth from a successful research project to an innovative, integral part of the healthcare delivery model.

HOW WE WILL GET THERE:

Technology will continue to play a significant role in our business model. Our sophisticated content management system, IRIS, offers the greatest flexibility in provision of care and our ability to rethink health care delivery. Our skilled and highly trained coaches are able to record progress and access this information, anytime, anywhere to work with families to solve problems. More importantly, our success is based on results. Our model has been researched, tested and proven to deliver extraordinary results with dropout rates that are a fraction of clinic-based programs. We now just need to share our story.

OUR SUCCESSES

- Recognized for Innovation in 2013, Drs. Patricia Lingley-Pottie, President & COO and Patrick McGrath, CEO, received the Ernest C. Manning Principal Encana Award.
- In 2012 the Mental Health Commission of Canada Awarded the National Mental Health Award in Social Innovation to Strongest Families Institute.
- In 2012 Progress Magazine awarded Strongest Families Institute the Innovation in Practice: Health Award for achieving excellence in sustainable innovation practices.

WHAT OUR PARTNERS SAY

"Strongest Families has provided a mainstay of parent education and support for the families in my practice since its inception." – Dr. Heather Rose, IWK Health Center

"Strongest Families is used in primary health in Finland and is revolutionizing early treatment of preschool children at highest risk for later adversities." – Dr. Andre Sourander, University of Turku

"A significant strength of the Strongest Families program is the fact that they are evidence based. Over the last five years, outcomes have proven to be strong."—Julie MacDonald, Cape Breton Regional Health Authority



www.strongestfamilies.com

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