

Accelerating Innovations into CarE – Validate Program (AICE-Validate)



DiveThru Method Care Validation

PROJECT FAST FACTS

RECIPIENT: DiveThru Inc.

AWARD: \$300,000

AWARD DATE: July 5, 2023

PROJECT DURATION: 18 months

THE PROBLEM

Individuals searching for mental health care solutions today are faced with several challenges: the heavy stigma of reaching out for mental health support, a cumbersome process to search for therapists and find a suitable match, and significant wait times before being able to see a therapist. Because the process of finding a therapist is time-consuming and energy-draining, clients might avoid doing it altogether, give up halfway through or settle for a therapist without being entirely satisfied with their match. Moreover, there are few options for support in between therapy sessions. Therapist-assigned homework often involves handing out a worksheet that the client may misplace, or the therapist searching for resources to email to the client later. There is usually no system for homework reminders or tracking, which may impact homework compliance.

THE SOLUTION

DiveThru is a hybrid end-to-end platform that connects today's generation with therapy, community and self-guided resources, both in-person at our tech-enabled therapy studios and virtually through our online platform. The core product offering includes therapy services (adult, child and youth, family and couples) provided by registered psychologists, registered clinical social workers and registered provisional psychologists. The secondary product offering includes community support (peer support groups, therapist-led workshops and events) and self-guided resources (therapist-created resources found within our platform). To deliver these offerings, DiveThru has developed an innovative online platform that eliminates pain points and significantly improves the client experience. These features focus on the client-therapist matching process, the booking and management of appointments, and the option for between-session care. Lastly, DiveThru focuses on reducing the pervasive mental health stigma that prevents many individuals from reaching out for support in the first place.

PROJECT OBJECTIVES

DiveThru intends to develop a measurement function to validate our platform's approach by collecting the feedback of at least 300 clients over a six-month period.

ABOUT THE AICE-VALIDATE PROGRAM

AICE-Validate is an opportunity for Alberta's health-tech innovators to accelerate commercialization of digital and data-enabled health technologies through the early validation phase. If you'd like to learn more, please check out [AICE Validate on the Alberta Innovates website](#).

Learn how

albertainnovates.ca