



NMConnect Monthly Utilization Report Application Performance -- October 2024



Call Center Referrals to NMConnect	Cumulative	YTD 2024	Q3 2024	Oct 2024	Sep 2024
Crisis Line Referrals	3,040	1,764	505	204	204
Warmline Referrals	502	162	38	5	10
Total Referrals to app from call center	3,542	1,926	534	209	214

NMConnect App: New User Acquisition	Cumulative	SFY25	YTD 2024	Q4 2024	Oct 2024
New Downloads – iOS (Apple)	9,269	571	1,240	154	154
New Downloads – Android	4,823	402	912	112	112
TOTAL Downloads	14,092	973	2,152	266	266

Overview of Daily Active NMConnect App Users

494

Oct 1 - Oct 31
Overall uniques from Oct 1 - Oct 31.

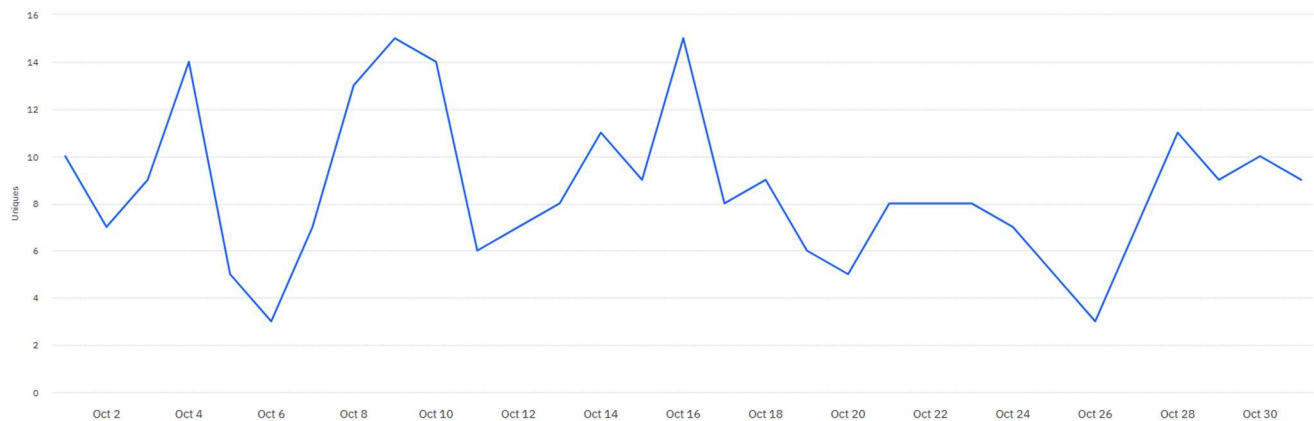


Overview of New NMConnect App Users

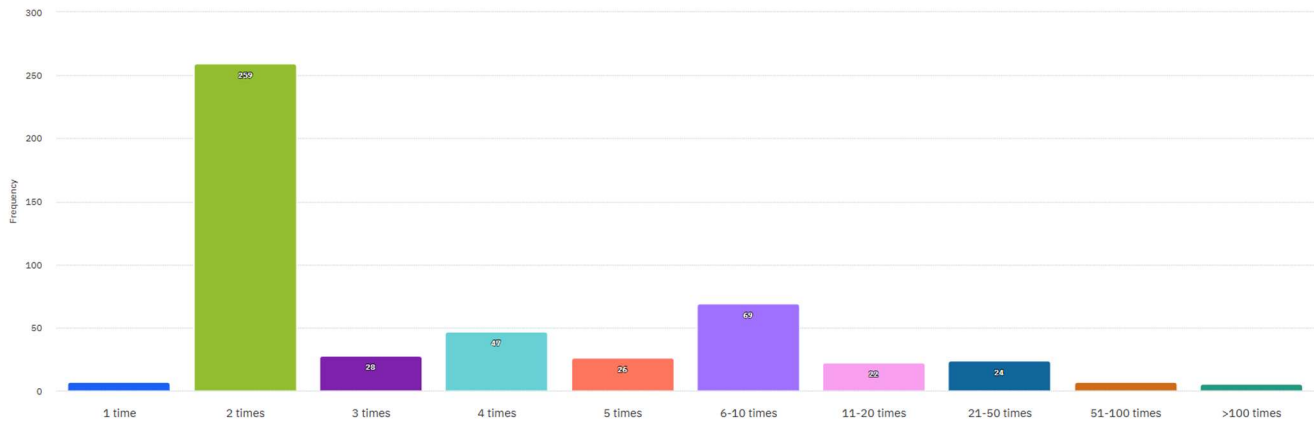
9

▼ 10.0% (Security completed 10/1)

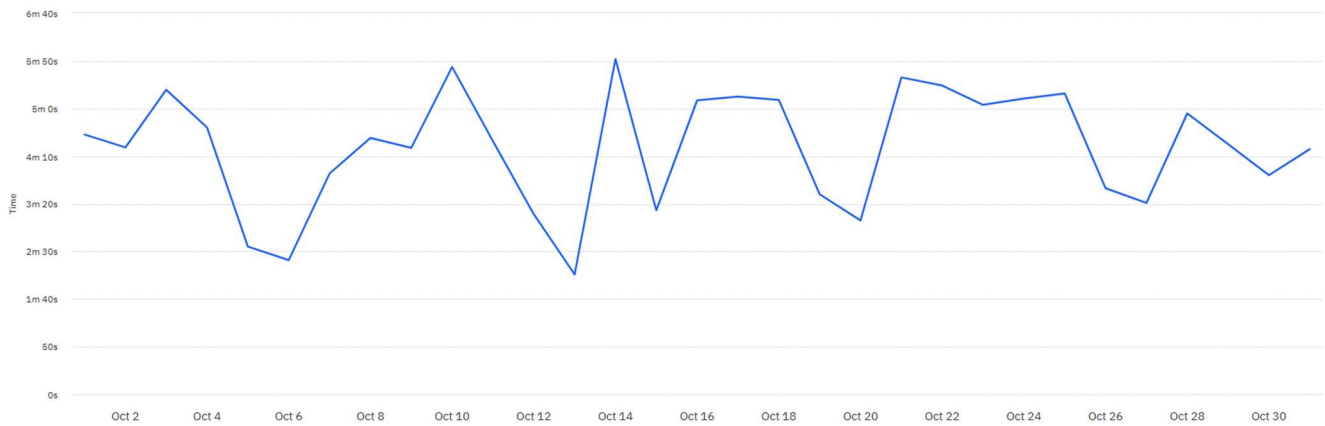
Oct 31 from Oct 1
Current uniques are trending downwards by 10.0% since Oct 1.



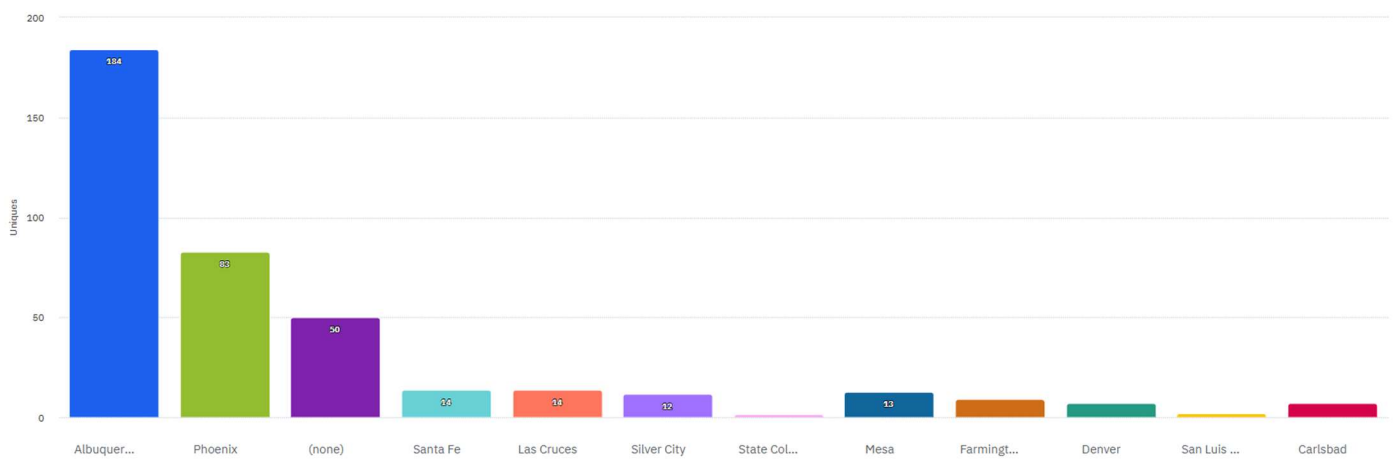
Engagement: How Often Users Are Performing An Event On NMConnect App



Average Session Length: How Long Users Are Active On NMConnect App (Average : 4 minutes 18 seconds)



User Traffic: Where NMConnect App Users Are From



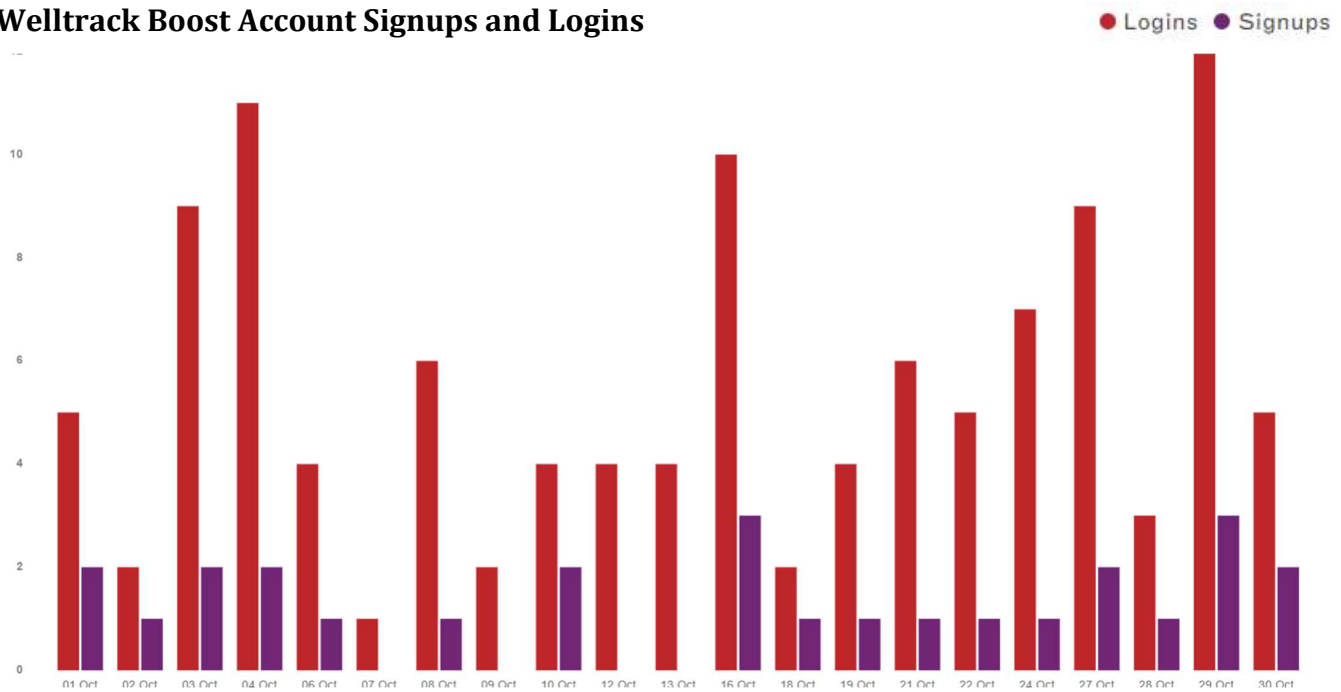
NMConnect App User Activations – Clicks to Engage with Support Lines	SFY25	YTD2024	Q3 2024	Oct 2024	Sep 2024
Activation – Call Crisis and Access Line	17	59	17	6	3
Activation – Call Peer-to-Peer Warmline	20	73	20	4	5
Activation – Text Peer-to-Peer Text Line	14	38	14	2	2
Activation – Text with 988	19	56	19	5	4

Activation – Chat with 988	12	55	12	2	3
Activation – Call 911	0	0	0	0	0
TOTAL Activations	80	334	82	19	17
NMConnect App Resource Content Activity	SFY25	YTD2024	Q3 2024	Oct 2024	Sept 2024
Covid-19 Info	2	14	2	1	1
Mental Health Resource Directories	130	378	136	38	32
NM 5-Actions Program	10	25	10	1	3
Registered for a Welltrack Boost account	206	526	206	42	52
Resilience Video Series	9	30	9	1	1
Substance Use and Harm Reduction	28	84	28	2	7
Suicide Prevention	19	59	19	7	6
Wellness and Self Help Guides	39	141	39	12	9
TOTAL App Resource Usage	443	1,267	443	105	111

Welltrack Boost Application Performance : Total Users (All Time): 1,219

Welltrack Boost : General Stats	Cumulative	YTD 2024	Q3 2024	Oct 2024	Sept 2024
Welltrack Boost New User Signups	1,107	413	147	27	40
Returning Welltrack Boost Users	2,257	214	146	37	60
Welltrack Boost Logins	14,872	2,976	892	130	255

Welltrack Boost Account Signups and Logins

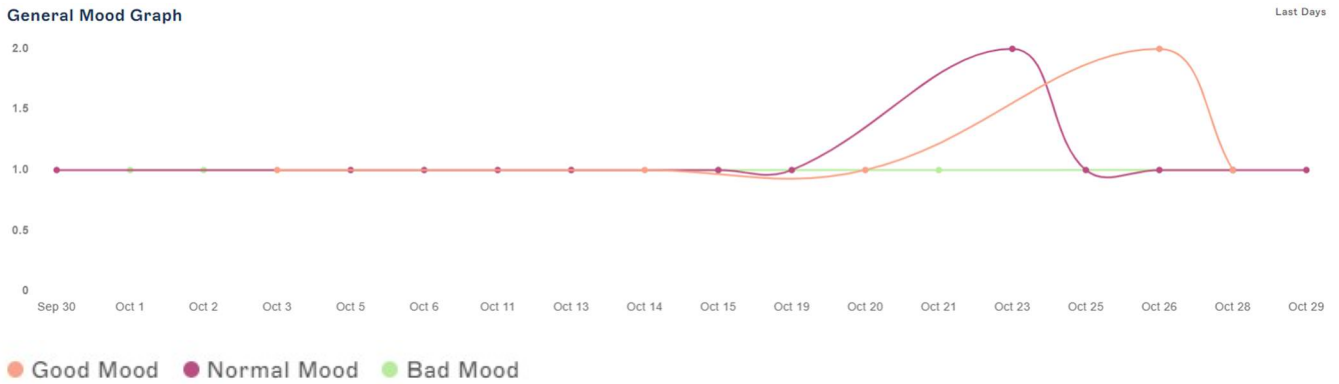


Welltrack Boost : Mood Checker	Cumulative	YTD 2024	Q3 2024	Oct 2024	Sept 2024
Mood Checker: Users	772	244	93	18	25
Mood Checker: Alerts	944	190	75	9	22
Mood Checker: Users that completed course	4,537	828	257	25	82

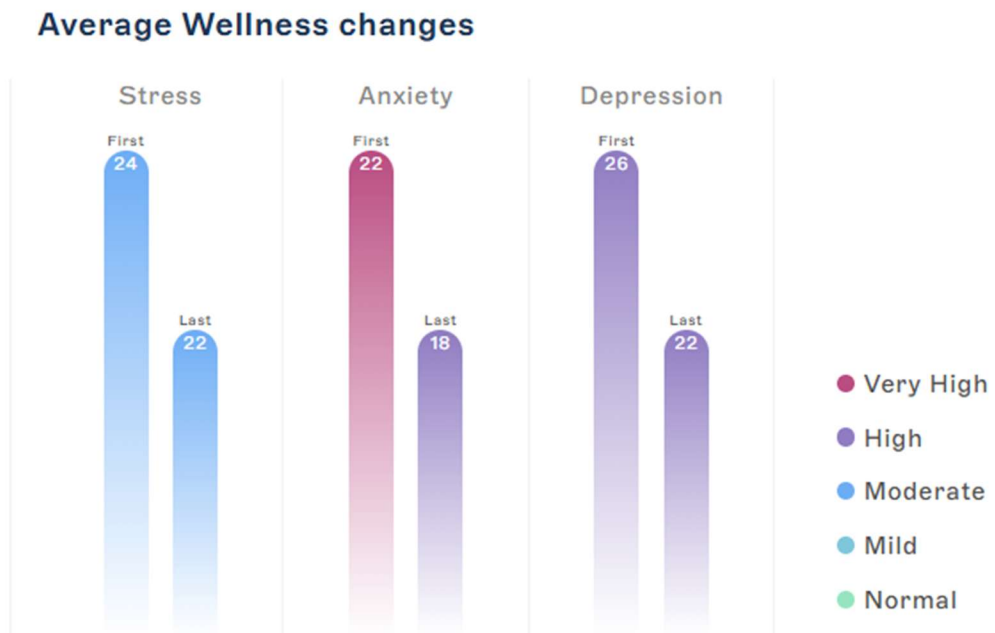
Welltrack Boost : Courses and Tools	Cumulative	YTD 2024	Q3 2024	Oct 2024	Sept 2024
Welltrack Boost Assessment	2,529	392	50	6	18
Viewed Depression Course	<i>Data in this area is under review</i>				
Viewed Anxiety Course					
Fun Achievement Submitted	32	5	5	1	0

Thought Diary Submitted	188	44	17	2	1
Activity Scheduler Submitted	740	39	11	2	3

General Mood Graph of Welltrack Boost Users



Average Wellness Change of Welltrack Boost Users



NMConnect App Public Ratings	Rating	Total Reviews	Comments
iOS (Apple)	4.6	60	No new comments
Android (Google)	4.1	40	No new comments
TOTAL Ratings/Reviews (All Time)	4.35	100	