

## Product Information for ConnectedLE digital mental health and wellbeing education services

**Name of service provider:** ConnectedLE Pty Ltd

**Date of last service update:** 01/08/2024

**Date this form was completed:** 05/03/2024

### 1. Is this service for me?

#### 1.1 What health conditions does this service offer help with?

ConnectedLE is an accredited digital mental health and wellbeing education provider.

As outlined in the Terms of Use, the Website and eLearning courses are not intended to provide or be a substitute for professional medical advice, diagnosis or treatment. Visitors and Authorised Customers should seek the advice of an appropriately qualified healthcare professional before making decisions about their own circumstances. You should not disregard professional medical advice, or delay seeking it, because of any information contained on the Website or in the eLearning courses.

#### 1.2 Who is the service intended for?

Digital courses are designed for people and organisations who are seeking prevention and early intervention mental health and wellbeing training.

#### 1.3 What kind of assistance does the service offer?

ConnectedLE education service is delivered through an on-demand digital mental health and wellbeing learning management system (LMS) platform. The custom-built platform provides self-paced learning, with tailor-made courses on mental health and wellbeing, focused on prevention and early detection strategies, and delivered through video-based storytelling, from real people telling real stories.

The LMS platform is a one-stop shop of evidence-based digital resources available on-demand, including access to access to videos, latest research, Apps, practical tools, links to support lines, programs and support services.

Mental health and wellbeing education services are delivered through the **ABC Framework** to foster greater **Awareness** (A) of early signs of distress, **Build** knowledge and practical skills to support help-seeking and care conversations (B), and take action to **Connect** (C) people with information, support and services.

Support lines and crisis support services are listed on the website, at the beginning of courses and in the fact sheet resource library, where individuals are encouraged to contact support lines, and/or trusted person if they require assistance.

#### **1.4 How is the service delivered?**

Services are delivered online through the ConnectedLE Learning Management System (LMS). Workshops are also delivered by request.

#### **1.5 Are health professionals involved in delivering the service?**

ConnectedLE is an education provider, not a provider of clinical health services.

Content is delivered through video-based storytelling from people with lived experience, and complemented with health professionals and subject matter experts who provide evidence-based knowledge and education on the topic.

This is not clinical advice, and as outlined in item 1.1. You should not disregard professional medical advice, or delay seeking it, because of any information contained on the Website or in the eLearning courses.

#### **1.6 When is the service available?**

Courses can be accessed on-demand 24/7 anytime, anywhere as they are delivered online at a time that suits the learner – who we call Connectors.

#### **1.7 How much does the service cost? Is there any ongoing cost?**

Course costs can be found on the ConnectedLE website [here](#), or through your organisation if they have purchased through group pricing packages.

#### **1.8 How can I access the service?**

You can access the services through the ConnectedLE website [here](#).

#### **1.9 Can I access the service anonymously?**

Yes! You can access the service anonymously by registering for course access [here](#).

#### **1.10 Does the service allow my carer, family member or support person to work with me to use the service?**

Yes! You could work through the course with your carer, family member or support person.

## **2. Will I benefit if I use this service?**

## **2.1 Is there any independent scientific evidence of benefit from using the service?**

Evidence from aggregated data suggests courses are engaging with 99% recommending to others, and 78% doubling their confidence levels in mental health awareness, and starting and navigating conversations about mental wellbeing.

## **2.2 Is the service endorsed by a government or professional body?**

ConnectedLE courses have been delivered in local government settings, in state, private and not-for-profit sector, and through Commonwealth funded Primary Health Networks (PHNs).

ConnectedLE has been awarded accreditation to the ***National Safety and Quality Digital Mental Health (NSQDMH) Standards*** for three years (to May 2027). The company was assessed by The Institute for Healthy Communities Australia (IHCA) through rigorous certification process and achieved full compliance against the NSQDMH standards. A government agency called the [Australian Commission on Safety and Quality in Health Care](#) wrote the [Digital Mental Health Standards](#) to help people identify high quality digital mental health services. They worked with people who use digital mental health, mental health experts and industry to make sure that accredited services pay attention to the things that keep services safe. ConnectedLE accredited courses can be found on the [Commission's register of accredited service providers](#).

## **3. Could this service do me harm?**

### **3.1 Are there any precautions or safety warnings related to this service?**

ConnectedLE is a mental health and wellbeing education service, and has safety warnings at the beginning of each course, and crisis and support lines within the library of resources. ConnectedLE have also partnered with key organisations through the co-creation of courses to ensure content does not cause unintended harm. Connectors (our learners) can also skip over the videos if the individual finds them triggering.

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### **3.2 Has anyone reported concerns or adverse health events after using this service?**

There has been no reported concerns or adverse health events that ConnectedLE have been made aware of following the completion of training courses.

## **4. Should I trust this service?**

### **4.1 What is the business model for the service provider**

ConnectedLE is a Software and a Service (SaaS) business that delivers online digital mental health and wellbeing education, and occasional workshops by request.

Content has been carefully curated by expert educators, researchers, clinicians, and individuals with lived experience of mental health challenges. This is peer reviewed by subject matter experts (SMEs) for scientific rigour.

### **4.2 How does the service make money?**

ConnectedLE makes money predominately through the purchase of online courses (and occasional workshop) by individuals or from organisations making a group purchase.

## **5. Is the service easy to use? Will I keep using it?**

### **5.1 Is there any independent research on how easy it is to use this service?**

Yes, there is an independent evaluation from Griffith University that highlighted that the courses are user friendly, easy to navigate and engaging. Research also highlights that 99% of Connectors would recommend the course to others.

### **5.2 How much time will it take me to use this service as suggested?**

Courses vary in length from approximately 45 minutes to six hours.

### **5.3 How long will it take to get results from using this service?**

ConnectedLE is not a clinical health service, and therefore treatment results are not relevant. Connectors (our learners) do have access to their quiz and self-efficacy scale results, and can also download their reflections and Certificate of Completion electronically when they finish the course.

### **5.4 Were people with lived experience involved in developing the service?**

Yes! ConnectedLE is lived experience informed video-based education. A Lived Experience Advisory Friends (LEAF) group was established to support co-design and co-creation of courses. LEAF members were integral through every part of the education process including helping shape course design, learning objectives, creating interview questions, helping find and support lived experience participants. LEAF members, key organisations and subject matter experts were also involved in post-production, testing and evaluation to ensure the content reflects their experiences.

## 5.5 What do other users/connectors think of the service?

Research highlights that 99% of Connectors would recommend the course to others.

ConnectedLE have a 98% re-engagement rate with return customers, highlighting the value customers place on the courses.

Feedback highlights the courses are valued and distinct because they are:

- Anchored around real human stories (not dry theory)
- Focused on prevention and early intervention (not responding to illness)
- Tailored to specific settings, context and roles (not generic)

Connector (our learners) feedback also highlights benefits:

- Quality accredited education that can be completed in a fraction of the time, compared to other training
- Flexible, self-paced, ongoing practical skill development
- Timely access to resources in the LMS platform, enabling real-time support

## 5.6 Will this service link with other health services?

ConnectedLE is not a clinical service where referrals are made between services.

ConnectedLE mental health and wellbeing education courses have a built-in library of resources which includes information, supports and services that Connectors (our learners) may use to support care conversations and help-seeking behaviour. The purpose is to increase mental health literacy, empower people to have conversations and connect people to information, supports and services. The information in the resource library is based on latest evidence-based knowledge.

# 6. Who will have access to my personal data?

## 6.1 What information does the service collect about me?

ConnectedLE carries out its obligations in accordance with legislation under the under the Privacy Act 1988 (Cth) (Privacy Act). All information about Connectors (our learners) and Client organisations who make group purchases is be managed in accordance with the relevant privacy principles in terms of its use, disclosure, storage, transfer and security.

### *What Personally Identifiable Information is collected?*

Privacy is important to us and you can find [Privacy Policy](#) and [Terms of Use](#) on the ConnectedLE website. Connectors/Users/Visitors and Authorised Customers who participate

in ConnectedLE courses (LMS platform) can view these policies before consenting at the beginning of the course/s. This consent is voluntary, informed, current and specific, and the individual has the option to not continue and opt out. The types of personal information that we collect and hold about people and organisations depends on the nature of the engagement with us.

We may collect basic Connector/User profile information from all of our Visitors to the website. We collect the following additional information from our Authorised Customers/Connectors: the names, addresses, phone numbers, email addresses, postcode, date of birth, reflective questions, wellbeing assessment and feedback surveys (additional item/s depending on engagement) of Authorised Customers, the nature and size of the business, service or educational details.

### ***What organisations are collecting the information?***

If the course is purchased by an individual directly through the website, third-party service vendor (Stripe payment purchasing company) provide financial processing services for our Visitors/Connectors/Users and Authorised Customers. We do not control how third parties use such information, but we do ask them to disclose how they use personal information provided to them from Visitors and Authorised Customers.

### ***How does the Site use Personally Identifiable Information?***

We use Personally Identifiable Information to customise the website 'Site', and make appropriate service offerings. We may email Visitors and Authorised Customers about research or purchase opportunities on the Site or information related to the subject matter of the Site. We may also use Personally Identifiable Information to contact Visitors/Connectors/Users and Authorised Customers in response to specific inquiries, or to provide requested information.

We may collect and use your personal information if you:

- deal with us over the phone, via email, via social media or in person;
- call to enquire about a service;
- register to participate in eLearning course or training module;
- subscribe via e-newsletter (mail chimp), blogs, social media or direct contact;
- register to participate in workshops as a participant;
- participate in public or closed surveys, questionnaires or events;
- register for face-to-face or digital events (such as webinars) or;
- apply for a position with us either as an employee, volunteer or contractor.

We may also collect personal information for several other purposes. Some of those purposes include to:

- developing, administering, supporting and assessing ConnectedLE training programs, modules and courses;
- developing new ConnectedLE resources and training material;
- provide you with the information or resources you have requested from us;
- provide you with support and refer you to other support services (including emergency services and crisis lines) when you call;
- involve you in training courses, workshops, campaigns, case studies, research, testimonials, activities or other initiatives undertaken by ConnectedLE and organisations associated with ConnectedLE;
- promoting ConnectedLE courses and materials;
- receive and process your payment or billing information (through Stripe payment processing) for supply of our services;
- register you to assist us as a volunteer or ambassador;
- send you emails about our training courses, workshops, campaigns or activities (if you have consented to this);
- invite you to participate in surveys and provide feedback to us;
- aggregating and analysing data to discover application of new data insights for organisations, wellbeing programs, education and policy development process

Wherever possible, we collect personal information from you directly, rather than from another person or source, unless it is unreasonable or impractical to do so.

Research studies may require ethics approval from an Australian Human Research Ethics Committee, and this may impose additional obligations in relation to the collection of personal information.

ConnectedLE may also use wellbeing assessment and surveys to aggregate data for analysis to discover application of new data insights for wellbeing programs, education and policy development process. An anonymisation process removes all Connector (our learners) information that is identifiable or partially identifiable from the de-identified data (e.g. name, address, postcode, date of birth).

### ***Can Connectors (our learners) be identified by the data?***

Connectors (our learners) cannot be identified as strict procedure is applied to protect the data. A de-identification process is applied where each Connector (our learners) is assigned a Globally Unique Identifier; ensuring Connectors (our learners) cannot be tracked across

multiple extractions. Connector/User confidentiality is always strictly adhered to and respected in accordance with state and commonwealth privacy laws.

Internal access controls to deidentified data is restricted to individuals with a defined delegated responsibility.

Connectors (our learners) also have the option of dealing anonymously or by pseudonym (term or descriptor that is different to an individual's actual name) when registering for courses. This is personal option where an individual does not want personal information or identifiers known.

## **6.2 Who owns the data?**

ConnectedLE is the custodian of the data and carries out its obligations in accordance with legislation under the under the Privacy Act 1988 (Cth) (Privacy Act).

## **6.3 Who is that information shared with and why?**

ConnectedLE data in the LMS platform is de-identified and aggregated at organisation/cohort level for secondary use in visualisation and reporting purposes (outcomes of student performance of impact and effectiveness of training). No personal information is disclosed as part of this process and strict controls are in place in accordance with APPs. Only de-identified and aggregated data is shared for visualisation, reporting and quality improvement purposes.

## **6.4 Where is information about me stored?**

Personally Identifiable Information collected by ConnectedLE is securely stored and is not accessible to third parties or employees of ConnectedLE except for use as indicated above.

## **6.5 Can I easily share my information and results if I want to?**

ConnectedLE is not a clinical service provider and therefore no healthcare data is collected to display results, therefore this is not applicable. If you would like to share your personal results from course performance, that is your own personal decision.

## **6.6 Can I save the personal information I enter on my device without it being shared with the provider?**

ConnectedLE is not a clinical service provider and therefore no healthcare data is collected to display results, therefore no information is shared with other healthcare providers.



Connectors (our learners) do have 12 months access to courses and can continue to log-in to review course content, educational material and add to their reflections. Depending on nature of engagement, after 12-months the person (Connector) access controls are removed, and they can no longer access the course.

### **6.7 Can I review and/or delete data that has been collected about me?**

ConnectedLE provides Connectors, Visitors and Authorised Customers with a mechanism to delete/deactivate Personally Identifiable Information from the Site's database by contacting [info@connectedle.com](mailto:info@connectedle.com). However, because of backups and records of deletions, it may be impossible to delete a Visitor's entry without retaining some residual information. An individual who requests to have Personally Identifiable Information deactivated will have this information functionally deleted, and we will not use Personally Identifiable Information relating to that individual in any way moving forward.

### **6.8 Does the service have a data-sharing (privacy) policy?**

ConnectedLE does have a privacy policy available on the website, but does not have a data-sharing policy, as ConnectedLE is an education company and no clinical patient healthcare data is collected or shared.

### **6.9 What security measures are in place to protect my personal information?**

ConnectedLE employees are familiar with our privacy policy and practices. The Personally Identifiable Information of our Visitors and Authorised Customers is only accessible to a limited number of qualified employees who are given a password to gain access to the information. We audit our security systems and processes on a regular basis. While we take commercially reasonable measures to maintain a secure site, electronic communications and databases are subject to errors, tampering and break-ins, and we cannot guarantee or warrant that such events will not take place and we will not be liable to Visitors or Authorised Customers for any such occurrences.

Connectors, Visitors and Authorised Customers may contact ConnectedLE to update Personally Identifiable Information about them or to correct any inaccuracies by emailing us at [info@connectedle.com](mailto:info@connectedle.com)

You can also help to protect the privacy of your personal information by keeping passwords secret and by ensuring that you log out of the website and eLearning Course when you have

finished using it. In addition, if you become aware of any security breach, please let us know as soon as possible.

## **7. Who can I contact with questions or concerns about this service?**

### **7.1 How can I contact the service provider?**

You can contact the service provider by calling +61 416 032 307 or emailing [info@connectedle.com](mailto:info@connectedle.com)

### **7.2 Where can I go if I have concerns about this service?**

- For privacy/security issues contact the Office of the Australian Information Commissioner (OAIC) <https://www.oaic.gov.au/privacy/privacy-complaints/>
- For complaints against a health service contact your state or territory health complaints organisation <https://www.ahpra.gov.au/notifications/further-information/health-complaints-organisations.aspx>
- For complaints about misleading claims contact Australian Competition and Consumer Commission (ACCC) <https://www.accc.gov.au/consumers/problem-with-a-product-or-service-you-bought/contacting-a-business-to-fix-a-problem>