Briea Student Care Assurance Program

The Next Institutional Category in U.S. Higher Education

A partner-ready institutional platform that operationalizes proactive student care and provides documented evidence of reasonable duty of care.

Why This Matters to Your Business

U.S. universities are facing unprecedented pressure to demonstrate proactive, measurable, and defensible student care.

They are not seeking:

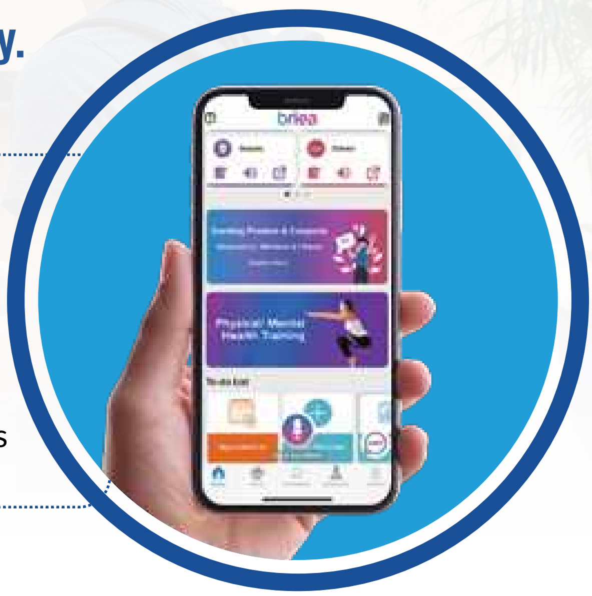
- Another standalone wellness app
- Another counseling vendor
- Another fragmented solution

They are seeking trusted partners who can help them address a new institutional requirement - one that sits at the intersection of governance, risk, retention, and reputation.

Briea enables you to own this emerging category.

Built for Partner-Led Distribution

- White-label or co-branded deployment
- API / module-based integration
- Revenue-share or reseller models
- Designed to extend existing campus platforms and services



THE MARKET PRESSURE: WHY UNIVERSITIES ARE ENTERING A NEW BUYING CYCLE

Student Wellbeing Has Become A Board-Level Risk Variable

Across The United States, Student Wellbeing Is No Longer Treated As A Student Affairs Issue. It Has Become An Institutional Risk Factor With Direct Implications For:

- Retention And Tuition Revenue
- Legal And Insurance Exposure
- Accreditation Outcomes
- Institutional Reputation And Trust

This Shift Is Driven By Four Well-Documented Forces

1. Population-Level Mental Health Demand

- **35–38% of U.S. college students** accessed mental health services in the last 12 months
  (Healthy Minds Study – University of Michigan)
- **More than 20% of students** report that emotional distress has negatively impacted their academic performance
  (American College Health Association – National College Health Assessment)
- Rates of anxiety, depression, and sleep disorders among 18–24-year-olds have more than **doubled since 2013**
  (CDC & NIH longitudinal surveillance data)

This is no longer a niche population. It is a systemic, population-wide condition

2. Structural Limits Of Counselling Centered Models

Despite increased investment and staffing:

- University counseling centers typically serve only 10–15% of the student population annually
- Median wait times for non-urgent care range from 7 to 21 days
  (Association for University and College Counseling Center Directors – AUCCCD Annual Survey)

These constraints are structural - not operational - and cannot be solved by hiring alone

3. Retention And Financial Exposure

Independent economic studies estimate:

- **$15,000–$25,000 per student per year in lost net revenue due to attrition**
  (Educational Policy Institute – College Attrition Cost Framework)

For A Mid-Size University (10,000 Students):

- 0.5% attrition = $750k–$1.25M annual loss
- 1.0% attrition = $1.5–$2.5M annual loss

Wellbeing-related attrition is often:

- Undocumented
- Misattributed
- Detected too late for intervention

4. Legal, Insurance, And Governance Pressure

- Higher-education insurers identify student mental-health incidents as a growing underwriting risk
  (Gallagher Higher Education Insurance Market Report)

Post-incident scrutiny increasingly focuses on:

- Whether proactive monitoring existed
- Whether engagement was continuous
- Whether escalation thresholds were defined
- Whether actions were documented

Intent is no longer sufficient. Evidence now defines defensibility.

The Institutional Gap

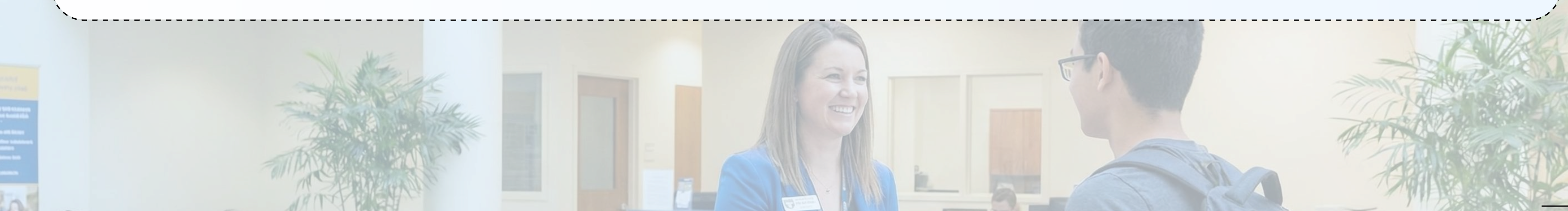
Universities Already Have:

- Counseling services
- Policies and statements
- Crisis protocols

They Lack

- Daily proactive engagement at scale
- Lifestyle-based early warning signals
- Anonymized population insight
- Documented evidence of reasonable duty of care

This gap is institutional - not clinical. And it is creating a new, fundable buying category.



THE SOLUTION ARCHITECTURE: WHY BRIEA DEFINES THE CATEGORY

Introducing A New Institutional Category: Student Care Assurance

Student Care Assurance is not therapy delivery. It is not counseling access. It is not a wellness app.

It is institutional infrastructure that enables universities to:

- Engage students proactively at population scale
- Address mental health through lifestyle and behavior
- Escalate proportionately and responsibly
- Preserve privacy and minimize liability
- Produce governance-ready evidence of care

Briea Was Built From The Ground Up For This Purpose

Why Mental Health Cannot Be Addressed In Isolation

Peer-reviewed research consistently shows strong correlations between mental health outcomes and daily lifestyle factors:

- Poor sleep is associated with significantly higher anxiety and depression *(CDC – Youth Risk Behavior Surveillance System)*
- Physical inactivity correlates with lower academic performance and emotional distress *(CDC & NIH)*
- Alcohol, smoking, vaping, and tobacco use increase anxiety, depressive symptoms, and cognitive impairment *(NIH – National Institute on Drug Abuse)*
- Poor diet and elevated BMI are associated with mood dysregulation and reduced executive function *(Harvard T.H. Chan School of Public Health)*

Briea's Holistic Student Care Architecture

1. Continuous, DIY-First Student Engagement

Briea engages students through proactive:

- Voice, WhatsApp, and App-based conversations
- Daily wellness nudges embedded into routine student behavior

Coverage includes:

- Nutrition and diet
- Fitness and physical activity
- Sleep hygiene
- BMI and metabolic risk
- Alcohol, smoking, vaping, and tobacco moderation
- Lifestyle disease and chronic risk prevention
- Stress, anxiety, mood, and emotional wellbeing

The DIY-first model:

- Reduces stigma
- Preserves human resources
- Enables population-scale adoption

3. Escalation Matrix Built For Institutional Governance

Briea uses a proportional, three-level escalation model:

1. **DIY AI Care (Default)** – majority of students
2. **Assisted Reinforcement** – repeated risk or disengagement
3. **Controlled Escalation** – only when thresholds are crossed

Identity is masked by default and revealed only when necessary, and only to authorized roles.

2. Evidence-Based Mental Wellbeing Monitoring

Briea integrates globally validated instruments widely accepted in U.S. academic and clinical contexts:

- **PSS-10** – Perceived Stress
- **GAD-7** – Anxiety
- **PHQ-9** – Depression
- **PSQI** – Sleep Quality
- **WHO-5** – Emotional Wellbeing

Results are:

- Interpreted instantly by AI
- Translated into guided actions
- Tracked longitudinally to identify deterioration or improvement

4. Privacy-First Institutional Oversight

At the leadership level:

- Dashboards are fully anonymized
- Trends shown by cohort, residence, and program
- Role-based access with audit trails
- Time-stamped outreach and escalation records

This aligns with FERPA principles and insurer expectations

Visibility without surveillance. Evidence without overexposure.

Why This Is Not Feasible As A "Feature"

Replicating Briea Requires:

- Conversational Voice AI At Scale
- Behavioral Science-Driven Habit Formation
- Holistic Wellness + Disease + Mental Health Logic
- Longitudinal Care Orchestration
- Privacy-By-Design Escalation Architecture
- Legal- And Board-Ready Reporting

This Is Multi-Year R&D, Not Incremental Product Work.
Partnering Is The Rational Choice.

Partner Economics, Scale & Call To Action

The Market At Scale

- ~4,000 Degree-Granting Institutions In The U.S. *(National Center For Education Statistics – NCES)*
- ~18 Million Enrolled College Students Annually *(NCES)*

Student Care Assurance Applies Across:

- Public And Private Universities
- Community Colleges
- Residential And Commuter Campuses

This Is A National, Repeatable Market.

Why Universities Will Pay And Renew

- Attrition Loss Per Student: $15k–$25k Annually. *(Educational Policy Institute)*
- Preventing 0.5% Attrition On A 10,000-Student Campus Preserves $750k–$1.25M Annually

Student Care Assurance Budgets Typically Represent A Fraction Of One Percent Of Tuition Revenue

This Makes Pricing Defensible, Renewals Sticky, And Expansion Natural.

Why This Is A Partner-Friendly Revenue Stream

- Board-Level Urgency
- CFO-Justified ROI
- GC-Approved Governance Language
- Multi-Year Contracts
- Low Churn
- Strong Cross-Sell And Upsell Potential

This Is Institutional Infrastructure, Not Transactional SaaS

Where Partners Monetize Immediately

Briea Integrates Naturally With:

- ERP / SIS / LMS Platforms
- Student Success And Retention Tools
- Campus Health, Insurance, And Wellness Services
- Managed Campus Services
- Higher-Ed Consulting And Advisory Practices

Partners Gain Differentiation Without Product Rebuild

Partnership Models

- White Label
- Co-Branded
- API / Module Integration
- Reseller Or Revenue Share
- Managed Services Overlay

Commercial Flexibility Is Intentional.

Call To Action

Student Care Assurance Will Become Standard Institutional Infrastructure.

The Question Is:

Who Will Own It In The U.S. Market?

Next Steps

- Identify 1 - 2 Shared University Clients
- Launch A 90-Day Partner-Led Pilot
- Produce A Joint Case Study
- Scale Across Your Higher-Ed Portfolio

Briea Student Care Assurance Program

Institutional Assurance. Partner-Led Growth.

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