

SINGULA 1 INSTITUTE

Dear Singula Community,

Although it has been a tough year for all of us, weathering through the rough times not only allows us to appreciate the good times, but also teaches us how to bring people together for support and growth. Over the past year, through the support from the Singula Community, we have made great strides in our work towards building [Singula's Learning Health System](#). I'd like to share with you our work that we accomplished this winter!

Big News & Announcements

Another Major Gift: Ms. Seema Boesky has provided Singula Institute with another gift of \$100,000. As our lead donor and Philanthropic Advisor, we are gracious and humbled by Seema's commitment and belief in Singula's work!

A Growing Roster: Our team continues to grow in size, experience, and talent. We welcome **Dr. Arvind Govindarajan** to our Board of Directors. Dr. Govindarajan is an *MIT-trained* Neuroscientist, who is currently a partner at *McKinsey & Company*. Please see his impressive bio here on our [team page](#)!

We have also brought in a collection of new interns and said farewell to older ones. We bid farewell to **Ms. Diana Sieh**, who was with us from May until October of 2020, and **Mr. Neel Vallurupalli** who spent a couple of months with us through the

winter. Diana graduated from **UPENN** this December and will be working for **Northwell Health System** at **LIJ Hospital** this spring. Neel will be studying for his MCAT while tackling his junior year at **UPENN**.

We welcome our excellent team of new interns from **UPENN**, **Ms. Aarushi Parikh**, **Ms. Shirley Li**, **Ms. Camila Bonchristiano** and **Ms. Amanda Yao**. Aarushi is working on increasing our social media presence, Shirley is working on our written communications such as blog posts and website content, Amanda is working on assisting with our healthcare business strategy, and Camila is working on assisting us in our data analytic strategy and research projects.

Our Brand Strategy and Visual Identity Teams: After careful vetting and a competitive interview process, we have selected two organizations who will work with us on an important and necessary building block for our greater marketing campaign. We welcome [Tronvig](#) and [Great Believer](#) who will work with us on our Brand Strategy and Visual Identity. Over the next several weeks, through a set of workshops that will be guided and overseen by Tronvig, our in-house marketing duo, **Desmond Dodd** and **Angela Stelle** will facilitate Tronvig's process of building a Brand Pyramid- which will serve as our marketing framework. Our group of Board members, Advisors, and Supporters have volunteered their time to participate in these workshops. We will then work with Great Believer for our design creation.

Our Mental Health & Non-Profit Entrepreneurship Workshop: On February 13th, we had a virtual retreat and workshop that focused on the differences between mental health and mental illness, and non-profit entrepreneurship. For the first part, Dr. Lener provided an overview of the breadth and depth of mental health as a means of understanding how Singula Institute fits into the 'big picture' of mental health in society. For the second part, we had **Mr. Kuo Tong** (Singula Advisor) and **Dr. Melissa Wu** ([CEO, Seeding Labs](#)) as our guest panelists who spoke about building a healthcare organization and the journey of an early non-profit start-up organization.

Fundraising & Development

Our recruitment process of building Singula's Board of Directors has been successful and will allow us to form a more structured organization. Governance

policies are in place and officer posts will be instituted in May 2021. In addition to Board Development, we have dedicated time and resources to cultivating **Singula Institute's** current network of supporters.

Marketing & Communications

With the help from our **Marketing & Communications Committee** we have honed our messages and recalibrated our materials. We continue to put out the word in different online media venues, such as our **Psychology Today** [blog post](#). We are in the midst of creating a visual model of patient profiles that will help to convey to our audiences about how our methodology will set us apart from the status quo.

Social Impact Community

In addition to our online media presence, we have made great strides in developing Singula's **Social Impact Community** and promoting Dr. Marc Lener as the spokesperson of **Singula Institute**. On January 7th, **Dr. Marc Lener** gave an invited Grand Rounds talk for the [Geriatric Medicine Department at Montefiore Medical Center](#). Read [our article](#) that summarizes the themes that were discussed.

The Clinic

With the help from our **Healthcare Business Strategy Committee** we continue to create and form our business structure that will allow growth and reach to our community. We have been working closely with the **Ballard Spahr** Team on developing the legal relationship between the non-profit organization and the clinic and the way in which the data and the data process is protected. This work has allowed us to visualize a model for **Singula's Learning Mental Health Clinic 1.0** that we will implement in the near future. **Stay tuned!!!**

Clinical Research Projects

Our **Clinical Research Team** is currently working on projects that will bring Singula Institute into the academic realm and increase our public presence. We have submitted our article entitled, ***"Towards a Learning Mental Health System to Facilitate Precision Treatment for Major Depressive Disorder"*** to a Psychiatry journal that is now under peer review. We were incredibly excited to get this paper ready for publication! Our **Clinical Research Committee**, led by **Drs. Marc**

Lener, Zhi Deng, and Shiwen Yuan, with aid from our interns **Tanya Verghese, Anirudh Bikmal, and Camila Bonchristiano**, are in the midst of a final analytic step of a research project that examines biological, psychological, and social themes within current academic research on treatments for Depression. We have also begun another analysis that will look at a core symptom of depression called "*Negative Affect*" that is shared amongst several other mental health conditions. These analyses will be an important basis for our future clinical and research goals for our clinic.

Mental Health & Society

We will continue to keep you posted on articles of interest to ***Singula Institute*** via **Facebook, LinkedIn, and Instagram**. These articles are reviewed, filtered, and provided commentary by our Singula Institute clinicians and highlight some of the issues that Singula Institute will tackle through our clinical research!

You can begin to pledge your support for Singula vision of transforming Mental Health by liking us on [Facebook](#), following us on [Instagram](#), [Psychology Today](#), [Medium](#), and [LinkedIn](#) and sharing our [page](#) with your friends and colleagues.

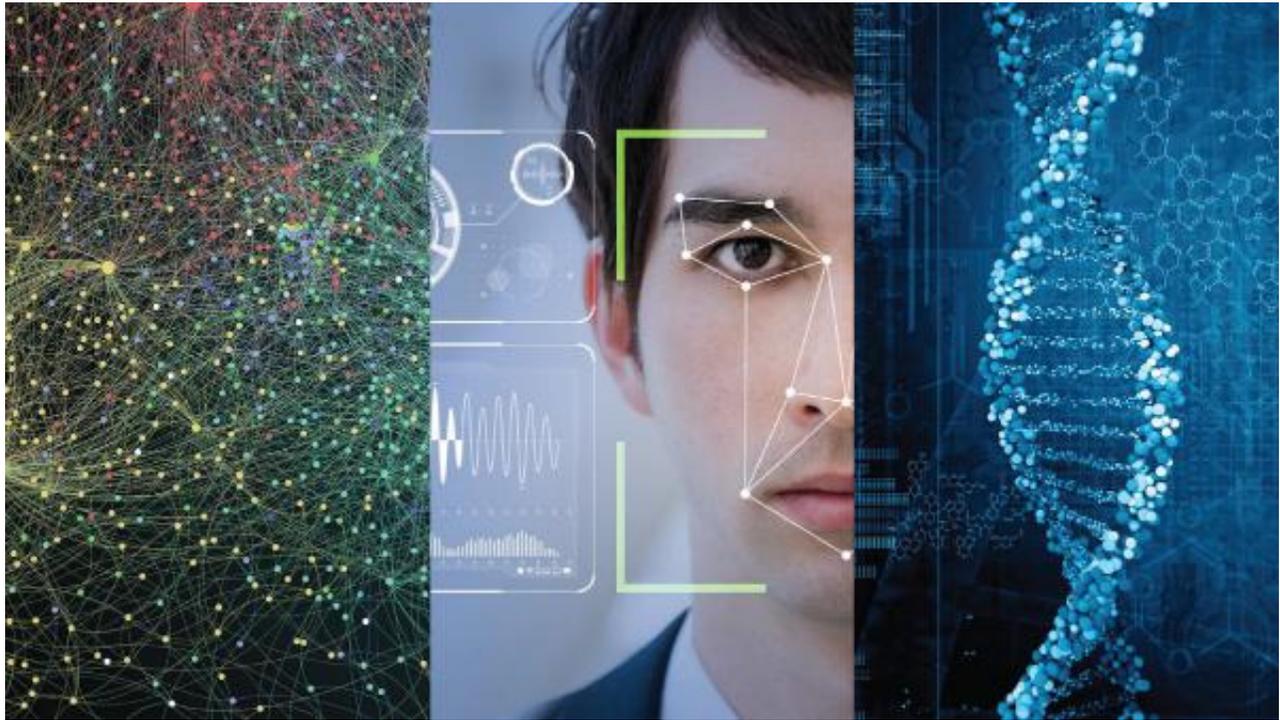
Closing Message from Founder & CEO

As we '*spring ahead*' to the next season and next chapter together, I wanted to thank everyone who has committed their time, talent, and treasure to improving mental health in this country. We are setting the groundwork for serving those who continue to struggle with anxiety and depression.

Please contact me with any questions about this information or about giving to Singula. You may also contact Patricia Donini, Singula's Philanthropy and Business Development Advisor, at patricia.donini@singulainstitute.org, for more information about supporting Singula. Or you may visit our online giving page to make a gift at <https://secure.givelively.org/donate/singula-institute>

Sincerely,

-Dr. Marc Lener & The Singula Team



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