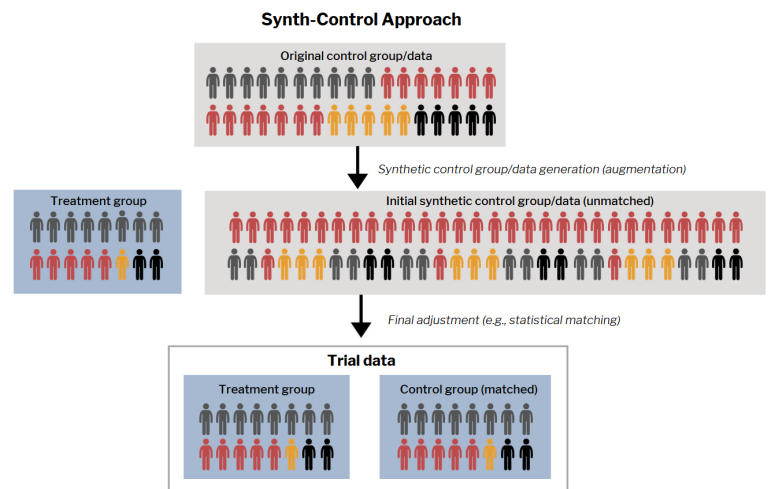


Counseling Outcomes-6 Infosheet

Synth-Control is a line of data science products by Workreach Lab based on an approach that learns the complex statistical relationships in an original set of data, enabling the generation of new realistic samples of individual-level synthetic data at different volumes while preserving the full quality and performance of the original set.

Synthetic Control Group Data by Workreach Lab

The Synth-Control approach provides high volumes of representative synthetic pretest-posttest data for control group generation, simplifying data procurement and allowing for the rapid progression of impact studies. Data can be used immediately with no further data collection required assuming treatment group data have already been collected with similar measures. First used for policy and population health studies, the synthetic control approach is now a cutting edge approach being adapted for use in clinical research(1).



Counseling Outcomes-6 (CO-6) Synthetic Control Data

CO-6 is a Synth-Control data science product designed specifically for the employee assistance, workplace counseling, and mental health services industry interested in rapidly and cost-effectively evaluating psychological and workplace outcomes using pretest-posttest quasi-experimental control group methodology. Results are of greater scientific validity and credibility than nonexperimental approaches.



CO-6 generates individual-level baseline and 6-month follow-up data of a working population not accessing any counseling services. With the data, a synthetic control group identical to the treatment group is built, allowing for the comparison of outcomes and estimation of causal impacts (including PHQ depression, GAD anxiety, HPQ work performance, AUDIT-C, WOS, and other measures).

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(1) Thorlund, K., et al. (2020). "Synthetic and External Controls in Clinical Trials—A Primer for Researchers." *Clinical Epidemiology* 12: 457.