

Case 5: My Mind



Who?

My Mind was established in 2006 by Krystian Fikert. The company is registered charity.

What?

MyMind is a community based provider of mental health services. Their vision is that everyone in Ireland has easy and quick access to community based mental health services. My Mind observed that the public health system in Ireland was failing to provide mental health services among the low-income population, and that delays in treatment were causing minor mental health issues to become worse while clients waited to see mental health professionals.

Why?

The My Mind business model can reduce the cost to the Government in the long term. Social and personal health problems are prevented from getting worse. Clients get seen by experts faster. The MyMind Team speaks several languages and therefore reaches out to marginalised groups that may not be supported by the public sector health services or by most private practices.

How?

80% of the business's income is earned through professional fees. Profits made from fee-paying clients are used to subsidise clients who cannot afford full fees. Sometimes no fees are charged. The participation of the panel of more than

80 mental health professionals is vital to the success of My Mind. Initially these professionals volunteered their time for free, but now they are paid a rate much lower than what they would charge in private practice.

Where?

At present My Mind operates in two locations in Dublin, as well as Cork city in the South and Limerick city in the West. My Mind also offers a series of workshops on areas such as stress management and charges affordable rates for these workshops. Some elements of the service are also available online.

Conclusion

Krystian Fikert is an Ashoka Fellow and My Mind has been recognised a social franchise model that can be shared with others. And can offer an affordable and easily accessible mental health care service for all. Krystian is regularly asked to present his model to Ashoka Fellows from all over the world and is in conversation with like minded social entrepreneurs in the UK, Australia, Dubai and elsewhere about growing and sharing the business model internationally.

Web Links:

www.mymind.org

Ashoka Foundation
www.ashoka.org/en

Supporting Video:

My Mind Founder Krystian Fikert talks to Social Entrepreneurs Ireland (2013)
https://www.youtube.com/watch?v=YS6_78EKGzA