SilverCloud
Digital Mental Health Platform

Health Systems Playbook

Reshaping The Healthcare Continuum With Digital Mental Health Pathways

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Part 1:
The Need to Scale Mental Health Services

Barriers to Mental Health Care

Accessing clinically effective cognitive behavioral therapy in traditional care settings to help with depression, anxiety, stress and other mental health disorders is difficult even in "normal" times. The global pandemic has only exacerbated these challenges. There are multiple reasons why people with mental health disorders don't seek treatment, even with demand for services higher than ever. The most significant barriers to care include stigmas and negative connotations around mental illness, along with a lack of access to local providers. Digital mental health services that are outcomes-based and clinically-validated can break down these barriers and scale effective care to people who need it, reducing their symptoms and helping them lead happier, healthier lives.

Health systems, because of the way they engage with populations in need, have a unique opportunity to incorporate digital mental health into critical care pathways and deliver timely, on-demand and clinically-appropriate care to patients and their employees. But implementing internet-based cognitive behavioral therapy requires careful consideration and planning, with special attention paid to the unique care requirements of a health system's population.

iCBT – The Mental Health Care of the Future

Internet-based cognitive behavioral therapy (iCBT) offers an effective means to solving access and provider issues that are inherent in the U.S. healthcare system. In January 2021, the Banbury Forum for Digital Mental Health Treatment published a paper in the American Psychiatric Association's Psychiatric Services journal[1] affirming that digital mental health treatments have consistently proven to be effective interventions. More than 100 randomized controlled trials demonstrate the effectiveness of digital mental health treatments in helping to improve the efficiency of mental health services and extend treatment to many of the millions of people experiencing a diagnosable mental health condition, but don't receive care.

Health systems must evaluate critical care pathways to determine the most appropriate uses for iCBT solutions and ensure access to treatment for everyone.

For many health systems, those care paths include:

- **Patients waiting to receive face-to-face behavioral health services**
- **Patients already receiving behavioral health services**
- **Patients needing follow-up care who have received inpatient or outpatient treatment**

iCBT is most effective when health systems deliver treatment services across the entire mental and behavioral health spectrum of acuity. These include wellbeing support for coping with emotional health challenges such as insomnia, stress, resilience and COVID-19; mental health support such as depression and anxiety; support for children and adolescents for challenges with depression and anxiety; and services to address patients living with comorbidities – e.g. patients with a mental health disorder who also live with a long term chronic condition such as diabetes, chronic pain, multiple sclerosis, or rheumatoid arthritis.

iCBT IS MOST EFFECTIVE WHEN HEALTH SYSTEMS DELIVER TREATMENT SERVICES ACROSS THE ENTIRE MENTAL AND BEHAVIORAL HEALTH SPECTRUM OF ACUITY

[1]Psychiatryonline.org: "Banbury Forum Consensus Statement on the Path Forward for Digital Mental Health Treatment," January 2021

Part 2:
The Path to Implementation

Once health systems have identified care pathways and the types of treatment needed, the next step is implementing digital mental health services. Health systems must carefully plan, assess and evaluate processes and patient outcomes to gain broad acceptance and engagement of their iCBT platform.

Successful iCBT implementation involves 5 steps:

Step 1:
Identify the Key Challenges

Unaddressed mental health and behavioral issues are worsening along with a growing population. Patients experience varying symptoms of these problems and conditions every day. With the ever-increasing demand and the shortage of providers, these patients face considerable access and care barriers. Furthermore, traditional mental and behavioral healthcare offerings are not specialty-specific or robust enough to fully meet the needs of a diverse and underserved patient population. If services provided do not meet evidence-based standards with proven clinical outcomes, patients may not improve or recover from their mental health issues.

Amid the ongoing mental health crisis, providers are struggling to meet the demand. Provider and healthcare staff burnout concerns are increasing due to heavier caseloads, rising concerns about patient's wellbeing, and lack of work life balance adding to their own personal emotional stress from the pandemic.

According to American Journal of Critical Care[2],

NURSES HAD A

62%

HIGHER LIKELIHOOD OF MAKING A MEDICAL ERROR IF THEY HAD DEPRESSION SYMPTOMS AND

58%

HIGHER LIKELIHOOD OF MAKING A MEDICAL ERROR IF THEY HAD ANXIETY SYMPTOMS

Additionally, the study finds a relationship between a nurse's mental and physical health and their perception of support from their employer.

Patient and provider challenges can have significant impact a health system's bottom line. For many out-of-network patients and uninsured patients, mental healthcare services are costly. The financial barrier may prevent patients from seeking the care they need resulting in missed treatment opportunities.

[2] AACNJournals.org: "Critical Care Nurses' Physical and Mental Health, Worksite Wellness Support, and Medical Errors," May 2021

On the other hand, Patients with affordable health insurance seeking mental health care, are being turned away or experience long waitlists due to high demand. Digital mental health platforms can help providers meet these demands by supporting more patients virtually at less than the cost of traditional face-to-face therapy, lowering the cost of care across the populations they manage. While health systems lower the total cost of care, they can increase billing and reimbursement opportunities.

The downstream effects of providers and health-care staff struggling with burnout, depression, anxiety and stress symptoms, can contribute to the prevalence of costly medical errors and financial loss. A study by Health Affairs[3] states that a medical error in the United States costs $11,366 on average split amongst payors and hospitals, plus adversely impacting patients.

THE ESTIMATED ANNUAL COST OF MEASURABLE MEDICAL ERRORS HARMING PATIENTS WAS

$17.1 BILLION

Fortunately, an easily scalable evidence-based solution can alleviate the burden on clinical staff, while offering a clinically effective resource for patients who are struggling with mental health symptoms or are at-risk for developing these conditions. Hybrid care delivery models are the new normal, and more health systems are adopting digital innovations that allow for some patient care, when appropriate, to be transitioned so health systems can focus on patients that need critical care.

HEALTH SYSTEMS CAN ALSO LEVERAGE ON-DEMAND DIGITAL MENTAL HEALTH TOOLS ACROSS THEIR FRONTLINE WORKERS AND LARGER EMPLOYEE POPULATION FOR A HEALTHIER, HAPPIER AND MORE PRODUCTIVE WORKFORCE.

LEARN HOW ST. LUKE'S UNIVERSITY HEALTH NET WORK ACHIEVED

17 TIMES

THEIR ROI, AS WELL AS CLINICALLY-SIGNIFICANT IMPROVEMENTS IN EMPLOYEE MENTAL HEALTH

Read Case Study

[3] Healthaffairs.org: "The $17.1 Billion Problem: The Annual Cost Of Measurable Medical Errors," April 2011

Part 2:
The Path to Implementation

Step 2:
Evaluate the Existing Technology Infrastructure

When deciding on a digital mental health platform, health systems should consider their existing infrastructure, including their electronic health record and case management systems, and their interoperability. A digital mental health platform should be able to seamlessly integrate with a health system's EHR, to enable clinicians to access a patient's mental health journey as well as refer other patients to join the program. The digital mental health platform should be responsive and adaptive to a health system's technology infrastructure. It should also be ideally industry certified, including HIPPA compliance, SOC2 + HITRUST Certification, ISO 27001 certification, which governs information security, and ISO 13485 certified, which governs quality management of medical devices.

The use of telehealth such as live-video conferencing, remote patient monitoring and mobile health have become important tools during the pandemic and the foreseeable future providing faster care delivery, ease of use and high satisfaction. Incorporating these digital tools as well, create a more robust and complete virtual healthcare strategy. Uniting people and technology will help reduce the strain on healthcare systems, maximize care delivery and drive better outcomes.

UNITING PEOPLE AND TECHNOLOGY WILL HELP REDUCE THE STRAIN ON HEALTHCARE SYSTEMS, MAXIMIZE CARE DELIVERY AND DRIVE BETTER OUTCOMES

Part 2:
The Path to Implementation

Step 3:
Implement an Effective Workflow

Primary care providers are overburdened with patients and many are treating an aging population with more comorbidities. Additionally, the behavioral health system is taxed, with not enough providers to meet patients' needs.

Health systems can use primary care settings as a way to drive more patients into digital health programs, which can relieve the stress on the overall system. An effective iCBT workflow starts with identifying patient needs, so that health systems can connect them with appropriate interventions. The Improving Access to Psychological Therapies (IAPT) of the National Health System (NHS) in the UK[4] is an example of a stepped-care model. Patients are allocated to different treatments depending on the acuity of the symptoms they present with. This helps to increase efficiencies and gives patients access to a range of evidence-based treatments. Patients should be able to self-refer to obtain services, or get a referral via a health professional – e.g. a registered nurse or physician.

Patients should be surveyed using the Patient Health Questionnaire and General Anxiety Disorder (PHQ-9 and GAD-7) to determine their symptom acuity. Once patients are enrolled in the iCBT platform, they should be able to choose to either have a coached experience, where a therapist guides them to the appropriate therapies, or to have a self-guided experience, where they can access tools, exercises and other content on their device, on their own schedule. The iCBT platform should make it seamless for patients to access additional modules to help with other symptoms.

Therapists should regularly review patients' progress and determine if there are clinically significant improvements in symptoms over time. A key part of effective workflows is having the digital mental health platform fully integrated with a health system's electronic health system. This enables the entire team of clinicians – PCP, nurses and specialists, to have accurate information on a patient's mental health progress and to treat that patient more holistically.

A KEY PART OF EFFECTIVE WORKFLOWS IS HAVING THE DIGITAL MENTAL HEALTH PLATFORM FULLY INTEGRATED WITH A HEALTH SYSTEM'S ELECTRONIC HEALTH SYSTEM

[4]NHS.uk "Adult Improving Access to Psychological Therapies programme."

Part 2:
The Path to Implementation

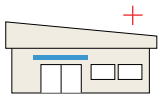
Step 4: Managing Coding and Reimbursement

Health systems should be aware that the Centers for Medicare and Medicaid Services (CMS) and payers have different policies for reimbursement for iCBT services. Certain services, such as the initial referral of a patient to digital mental health services, behavioral assessments and health risk assessments, patient coaching from a health coach, and the completion of an iCBT module, have codes available for providers to seek payer reimbursements. Health systems should review CMS and payer reimbursement policies and confirm the appropriate coding for the insurance they accept.

Below is a sample health system patient journey:

Step 5: The Roles and Responsibilities of the Clinical Care Team

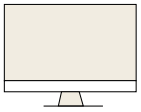
Digital mental health services can be fully integrated in both inpatient and outpatient care settings. Depending on a patient's physical and mental health status, they may engage with a team of clinicians, including physicians, nursing staff and specialists.



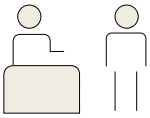
The patient visits their primary care physician for an annual checkup.

While in the waiting room, the patient fills in a PHQ-9 form, and the nurse asks the patient follow up questions about their mood.

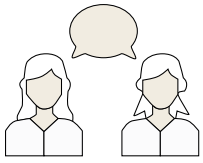
During the PCP visit, the PCP suggests that the patient get follow up support. The PCP can:



Prescribe or refer the patient to a digital mental health service through the EHR



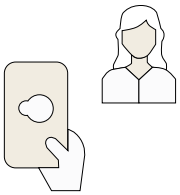
Refer the patient to a behavioral health consultant or in-house psychologist to review their options for treatment



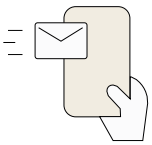
The PCP, digital mental health coach and other therapists should collaborate closely. If the patient has chronic, comorbid conditions – e.g. diabetes, chronic pain, anxiety, depression - they will oftenbe more engaged in digital mental health programs if they have an assigned coach.

People looking for help with resilience, stress and insomnia can often benefit from a self-guided approach to treatment.

The PCP has access to the patient's data directly through the EHR and can coordinate additional referrals or prescriptions as needed.



A licensed clinical therapist, acting as coach, reviews the patient's progress over the following weeks, giving them guidance and feedback.

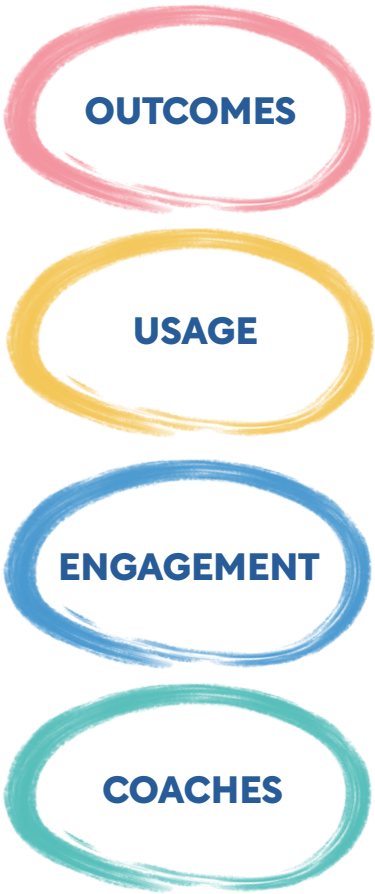


Following the PCP visit, the patient receives an email from the iCBT provider inviting them to set up an account.

Part 3:
Measuring Results and Scaling

Some iCBT programs offer rich analytical tools that allow health system clinicians to slice and dice data both at an individual patient level, and across patient populations.

Ideally, iCBT programs should offer analytics for:



Clinicians can determine whether individual patients are demonstrating clinically significant improvement in their symptoms over time and determine if changes in the patient's behavioral health therapy are needed.

Health systems can examine trends around how patients are signing up for mental health services to inform future campaigns to drive usage, including the messaging and targeting for certain patients.

Looking at how patients engage with the platform once they're signed up, health systems can determine if the current content is effective, and if new content tailored to specific challenges may be helpful.

Some iCBT programs offer data analytics on individual coaches, enabling health systems to determine if a coach is having an impact on patient engagement and outcomes.

Once health systems have successfully implemented an iCBT program, they can use analytical insights to better understand their patient population mental health needs over time and scale their digital tools across the continuum of health care. As an example, they can use digital technologies previously only used for mild to moderate mental health challenges for patients with more severe and complex mental health issues.

Additionally, giving patients access to independent, self-guided tools and programs, with minimal involvement from a clinician, allows health systems to reduce the burden on clinicians and the healthcare system overall, as well as deliver better, more personalized care to large segments of their patient population.

The Solution

SilverCloud is the leading provider of evidence-based behavioral and mental health solutions, delivered digitally and at scale. Supporting more than half a million users to date, SilverCloud brings a legacy of nearly two decades of direct clinical research together with easy to use technology to improve access and outcomes for patients. Designed to scale easily to large, diverse populations, SilverCloud gives health systems an innovative way to scale behavioral care options to meet demand, improve outcomes, and increase opportunities for reimbursement.

We partner with health systems to enable the offering of on-demand behavioral and mental health programs reducing wait times, alleviating the growing burden of mental health on clinical staff, and helping address the complex needs of co-morbid cases.

SilverCloud Health

Ready to partner with us?

Contact Us

Learn more: SilverCloudHealth.com/HealthSystems

SilverCloud Health Programs

Designed for real people, SilverCloud's on-demand digital mental health and wellbeing programs fit seamlessly into the lives of everyone and are accessible whenever and wherever they need support.

Mental Health Programs

Silvercloud's mental health programs help users betther understand their thoughts, feelings and behaviors and learn how to make positive changes proven to reduce symyoms and better manage their mental health and wellbeing.

ANXIETY ENG ESP
Standard Assesments
PHQ-9 & GAD-7

DEPRESSION ENG
Standard Assesments
PHQ-9 & GAD-7

ANXIETY & DEPRESSION ENG
Standard Assesments
PHQ-9 & GAD-7

INSOMNIA & SLEEP ENG
Standard Assesments
Bergen Insomnia Scale (BIS)

Chronic Condition Programs

Silvercloud's chronic condition programs help users betther understand their thoughts, feelings and behaviors within the context of a chronic condition, while learning positive lifestyle changes proven to improve physical health and wellbeing and related mental health symtoms.

CHRONIC PAIN ENG
Standard Assesments
PHQ-9 & GAD-7

DIABETES ENG ESP
Standard Assesments
None

Wellbeing Programs

Silvercloud's wellbeing programs help users learn tools and techniques to create small behavioral changes that allow them to better manage stressful situations, increase resilience, and reduce stress.

COVID-19 ENG
Standard Assesments
None

RESILIENCE ENG
Standard Assesments
Brief Resillience Scale(BRS)

CHRONIC PAIN ENG
Standard Assesments
Percieved Stress Scale (PSS-10)

ENG Available in English **ESP** Available in Spanish

- All Silvercloud programs are based in cognitive behavioral therapy (CBT).
- Additional Spanish programs coming soon.

SilverCloud
Digital Mental Health Platform

Vendor Worksheet

Company Information:

Want to get started on implementing digital mental health into your care pathways? Use this worksheet to help streamline your vendor conversations.

Company Name _____

Number of Employees _____

Number of Patients _____

Area of Interest:

- ☐ Mental Health
- ☐ Wellbeing
- ☐ Chronic Health
- ☐ Comorbidities
- ☐ Adolescents

Program Needs:

- ☐ Self-Guided
- ☐ Coached

Project Owner _____

Information Technology:

What EHR do you currently use or will use within the next year?

_____

List other health IT tools that you would like to integrate

_____

_____

Are you currently evaluating any digital health platforms?
If so, who?

_____

_____

Support:

Please select which of the following interest you:

- ☐ Staff Training and Support
- ☐ Patient Training and Support
- ☐ Data Analysis
- ☐ Marketing Support

Expand on your needs for support:

_____

_____

_____

_____

_____

Submit your information today

Get Started