



## SilverCloud

The leading digital mental health platform

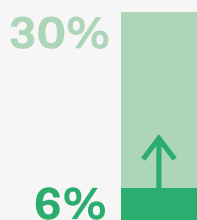
# How University of Virginia increased access to student mental health services without increasing cost



### CHALLENGE

#### Meeting the Rising Demand for Mental Health Services

When the University of Virginia and Psychological Services team began pursuing a digital mental health solution, they were serving 10% of the campus population, however demand for services exceeded available resources.



TRADITIONAL ROUTES TO THERAPY CANNOT COPE WITH INCREASED DEMAND

Nationwide, universities report a 30% increase, despite only 6% increases in student enrollment. Many colleges are forced to increase number of counseling staff.<sup>3</sup>

#### Demand Does Not Represent Need

**60%** of students with diagnosable mental health conditions don't seek help<sup>1</sup>

**#1** stigma is the number one reason students do not seek help<sup>2</sup>

### SOLUTION

The UVA team was looking for 3 key elements in a digital mental health solution. SilverCloud's solution met all these needs.



1. Proven Outcomes



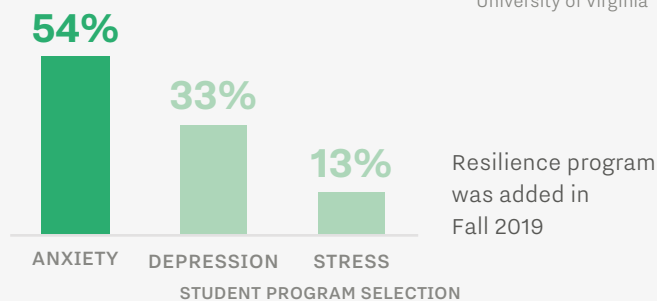
2. Increasing Accessibility



3. Scalable Solution

"SilverCloud's focus on research helped us feel confident that this was a product we could trust to have good results."

- Nicole Ruzek, Director of Counseling and Psychological Services  
University of Virginia



### RESULTS

#### Enrollment

**3%** of the university population enrolled in the 2018-2019 academic year.

**50%** were referred from counseling - either diverting mild-to-moderate cases from the waitlist or reducing the number of sessions required.

**50%** signed up independently - increasing the number of students that the Counseling Center reached by 24%.

#### Outcomes

**56%** of responders reported Improvement or Significant Improvement on GAD7.\*

**91%** of responders responded "Agree" or "Strongly Agree" to the statement "The program is supporting me to make progress toward my goals."

\*Improvement = reduction of <5 points. Significant improvement = reduction of >5 points.

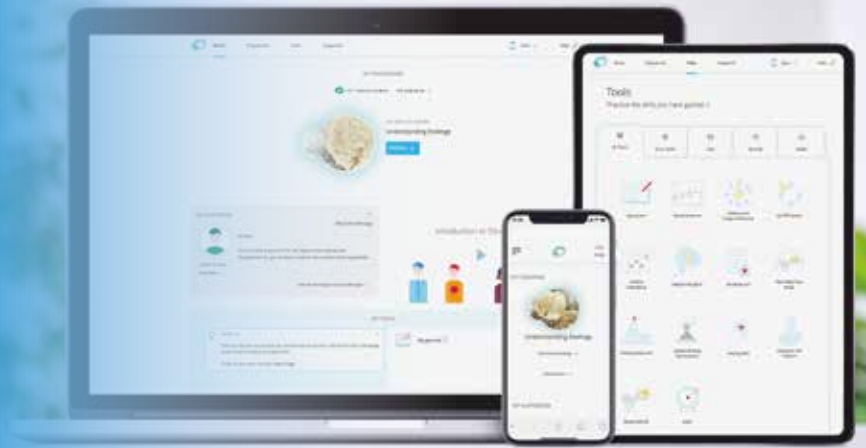
1. [http://www.jedcampus.org/wp-content/uploads/2018/01/HiEd\\_WP\\_020717\\_StudentRetentionWP.pdf](http://www.jedcampus.org/wp-content/uploads/2018/01/HiEd_WP_020717_StudentRetentionWP.pdf)

2. [https://www.nami.org/About-NAMI/Publications-Reports/Survey-Reports/College-Students-Speak\\_A-Survey-Report-on-Mental-H.pdf](https://www.nami.org/About-NAMI/Publications-Reports/Survey-Reports/College-Students-Speak_A-Survey-Report-on-Mental-H.pdf)

3. [https://sites.psu.edu/ccmh/files/2018/02/2017\\_CCMH\\_Report-1r4m88x.pdf](https://sites.psu.edu/ccmh/files/2018/02/2017_CCMH_Report-1r4m88x.pdf)

"SilverCloud is helping our organization provide services to a larger number of students. It is also supplementing existing treatments, helping counselors to work more effectively and efficiently."

– Nicole Ruzek, Director of Counseling and Psychological Services at the University of Virginia



## REAL WORLD OUTCOMES<sup>1</sup>

**60%** SHOWED SIGNIFICANT REDUCTION IN DEPRESSION SCORES

**56%** SHOWED SIGNIFICANT REDUCTION IN ANXIETY SCORES

SYMPTOM REDUCTIONS WERE MAINTAINED AT **3-MONTH** FOLLOW-UP



RESILIENCE



STRESS



INSOMNIA



ALCOHOL MISUSE



BODY IMAGE



DEPRESSION AND ANXIETY

## Over 100 other customers in Higher Education, including:



SilverCloud is the world's leading digital mental health company. Our college and university programs enable increased access to clinically validated mental health care, improving outcomes at scale while reducing cost.

1. Palacios JE, Richards D, Palmer R, Coudray C, Hofmann SG, Palmieri PA, Frazier P. Supported Internet-Delivered Cognitive Behavioral Therapy Programs for Depression, Anxiety, and Stress in University Students: Open, Non-Randomised Trial of Acceptability, Effectiveness, and Satisfaction, JMIR Ment Health 2018;5(4):e11467