



SilverCloud

Case Study



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**Luke Raymond,
Manager of Behavioral
Health Services at OSF
HealthCare**

Provider OSF HealthCare uses digital behavioral health programs to serve large and varied demographic market

Overview

OSF HealthCare in Peoria, Illinois is an integrated health system consisting of 13 acute care facilities and two colleges of nursing. The array of health services provided by OSF HealthCare and its affiliates also include approximately 42 hospital-based outpatient facilities, approximately 108 physician office practices in 79 separate locations, six home health agencies and five hospice programs. They serve a variety of demographic markets, from mid-size cities to very rural areas across a broad range of ages and ethnicities. OSF:

- Employs nearly 700 physicians in various specialties and more than 300 advanced practitioners
- Owns an extensive network of home health services known as OSF Home Care Services
- Owns OSF Saint Francis, Inc., composed of healthcare related businesses
- Operates the OSF HealthCare Foundation, the philanthropic arm of OSF HealthCare
- Serves approximately 800,000 patients in Peoria and surrounding areas



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Challenges

Luke Raymond, Manager of Behavioral Health Services at OSF HealthCare, said they did not have extensive behavioral health services in all of their facility areas. In addition, they were having issues providing access for patients and urgently needed to address these challenges.

"We are a big healthcare system spread over a large geographical area so transportation and travel to appointments becomes problematic," he said. "In addition, there is a significant provider shortage."



Outside of the larger population centers like Peoria, OSF serves a rural population. They have a hub and spoke model in which satellite locations are based in smaller communities. It is at these satellite locations where patients are given physician referrals.

"We have a high rate of readmission among inpatient psych cases," Raymond said. "We have high acuity patients across our system based on PHQ9 and GAD7 data."

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OSF needed a digital solution to address the following:

- Reduce wait time to access behavioral health
- Reduce hospital readmissions
- Reduce ED and ambulatory office visits for behavioral health issues
- Improve PHQ-9 and GAD-7 scores
- Provide an easily accessible solution for patients throughout the large region they serve
- An online cognitive behavioral therapy solution could immediately address these challenges and provide support



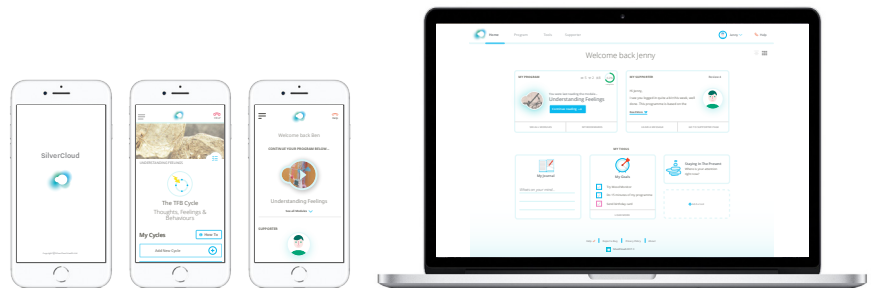
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The Solution

OSF was searching for a product that offered specific features that would serve their patient population, including:

- Integrated support
- Clinically validated empirical evidence for efficacy through white papers
- A flexible design that would assign different care paths based on patient presentation
- A variety of different modules i.e. depression, anxiety, stress, with hope for future add-ons i.e. substance abuse

“We have also been provided with robust implementation and post-launch support and optimization by the customer success team at SilverCloud.”



SilverCloud offers all of these features and more. OSF launched open enrollment mid-2018, at which time any person within the region over the age of 18 had the opportunity to sign-up whether or not they were an OSF patient.

Raymond said what set SilverCloud apart from its competitors was the integrated supporter feature and clinical validation. SilverCloud's vast clinical research made them feel confident the programs could address their patients' behavioral health needs. In addition, they felt that the validated cognitive behavioral tools that are integrated throughout the modules would be effective, as well as helping to alleviate pain points that prevent patients from accessing behavioral health services.

“We have also been provided with robust implementation and post-launch support and optimization by the customer success team at SilverCloud,” he added.

OSF was eager to begin implementing online support programs, since digital health is playing a key role in helping organizations like theirs serve vast regions and larger populations. In fact, they launched SilverCloud at the same time as Behavioral Health Navigation Link.



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Key Features

OSF launched the program using SilverCloud's supported option for patients. With the supported option providers can:

- Assign modules as an adjunct to traditional behavioral therapy
- Follow up post-discharge and when patient is in a work queue awaiting treatment

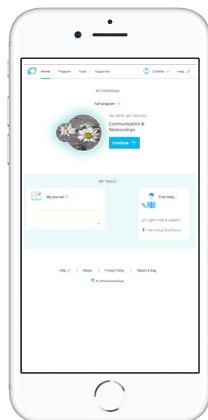
"We wanted our behavioral navigators to be able to support and guide patients through the continuum of care and refer into community resources when appropriate," he said. "We have a 'No Wrong Door' philosophy about access to care and wanted our patients to become integrated into our system easily if this was the entry 'door' at which they presented."

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OSF patients can discover SilverCloud through behavioral health navigators who introduce them to the platform, or through their PCPs or specialist referrals.

To promote SilverCloud to both patients and local residents, OSF partnered with their strategic marketing department to develop extensive marketing materials in the form of digital, print, TV and radio ads. They also had success with Facebook Ads.

OSF provides the unsupported Space from Stress Module for its employees as well as patients and community. They began this as a pilot program with its 65 marketing and communications staff before rolling it out to all employees.





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The Results

The result was an increase in people seeking behavioral healthcare who otherwise might not have sought treatment.

“The ability to enroll patients immediately and identify a need rather than having them call or schedule an appointment, breaks down one of the major barriers to access,” Raymond said. “With SilverCloud, we can reach patients we otherwise would not have been able to reach before.”

The program’s tools are similar to what patients would receive in a face-to-face therapy session. The most popular SilverCloud programs for OSF’s users are the Space from Depression and Anxiety programs.

“We are excited to offer this service to our communities as a no cost behavioral health support tool,” Raymond said.

People using the program can experience significant clinical benefits with regard to improving their conditions, he added.

With SilverCloud, OSF:

- Provides access to mental health services to patients and the entire community
- Breaks down barriers to access for people living in rural areas, those lacking transportation and people concerned about stigma
- Offers clinically validated cognitive behavioral therapy tools free of charge
- Enables the public to access mental health care on their own time, at their convenience
- Helps to ensure the lack of mental health specialists is not a barrier to treatment for people who need cognitive behavioral therapy

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