

behavioral health  innovation



**Jay Ostrowski, MA, LPC-S, NCC, DCC, ACS, CTCP**  
CEO, Behavioral Health Innovation  
CEO, Adaptive Telehealth

**Patients are often...**

**Discouraged**

**Forgetful**

**Lonely**

**Uninformed**

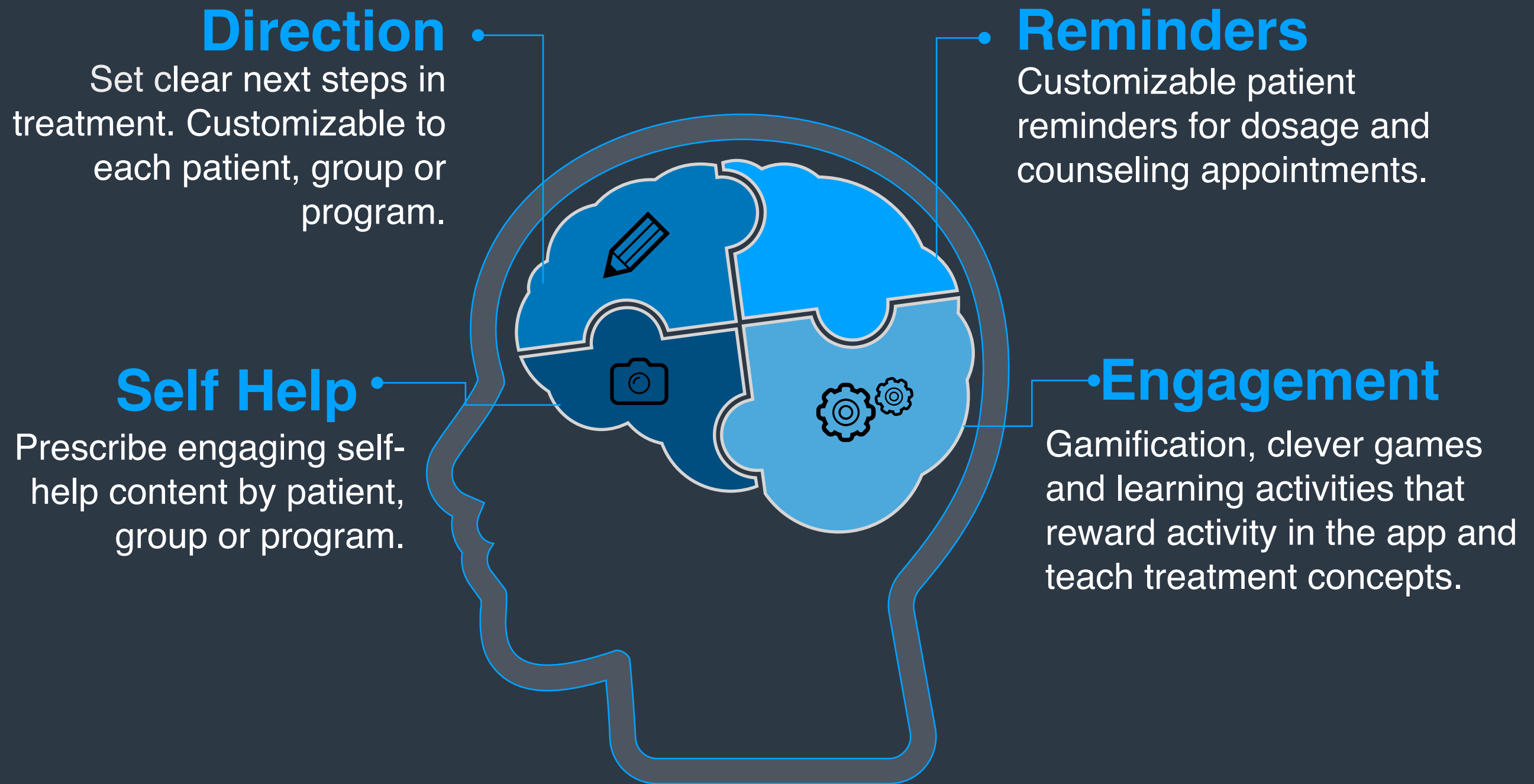
# Challenges

**Patients face many challenges that can be overcome with technology**

**Solutions need to meet these needs**

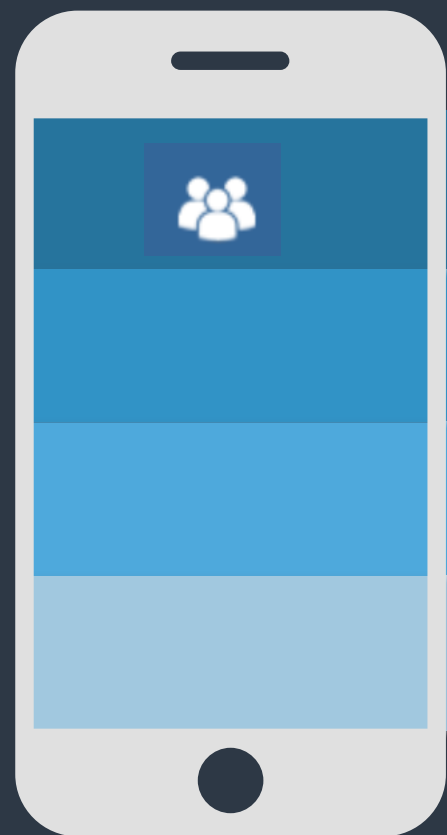
# Multiple Approaches

Because one size does not fit all.



# Approach

**Retain patients at the appropriate level of treatment.**



**Patient Engagement**

**Treatment Adherence**

**Communication**

**Access to...**

**Strategy:**

## **Engagement**

Engaged patients are more likely to stay in treatment long enough to get better, follow treatment recommendations, change habits and stay clean

# Multi-Use, HIPAA-Secure Apps



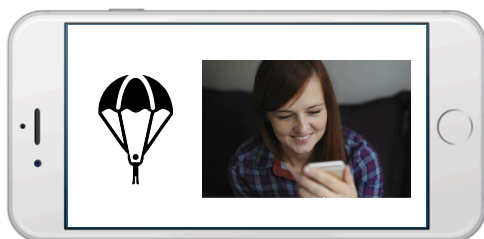
**Video**



**Text Based**



**cCBT**



**Apps**

Dashboard interface for a multi-use, HIPAA-secure app. The interface includes a sidebar menu with options: Dashboard, Messaging, Scheduling, Notepad, Video on Demand, Clients, Client Accounting, Referrals, Community, and Documents. The main content area displays a calendar view for Thursday, February 25th, with a table of events and a list of clients.

**INVITATIONS** | CREATE CLIENT FILE | CREATE NOTE | ADD EVENT

**INVITE CLIENT**  
**INVITE TO COMMUNITY**  
**VIDEO ON DEMAND**

**THU 25 FEB**

08:00 AM 1 hour	09:00 AM 1 hour	10:00 AM 15 minutes	10:15 AM 30 minutes	11:45 AM 1 hour
<a href="#">Joey Tribbiani</a>	<a href="#">Donald Duck</a>	<a href="#">Bruce Wayne</a>	<a href="#">Charles M Burns</a>	<a href="#">Lana Del</a>
In-Person	In-Person	In-Person	In-Person	In-Person

Search for client, work...

**SETTINGS**

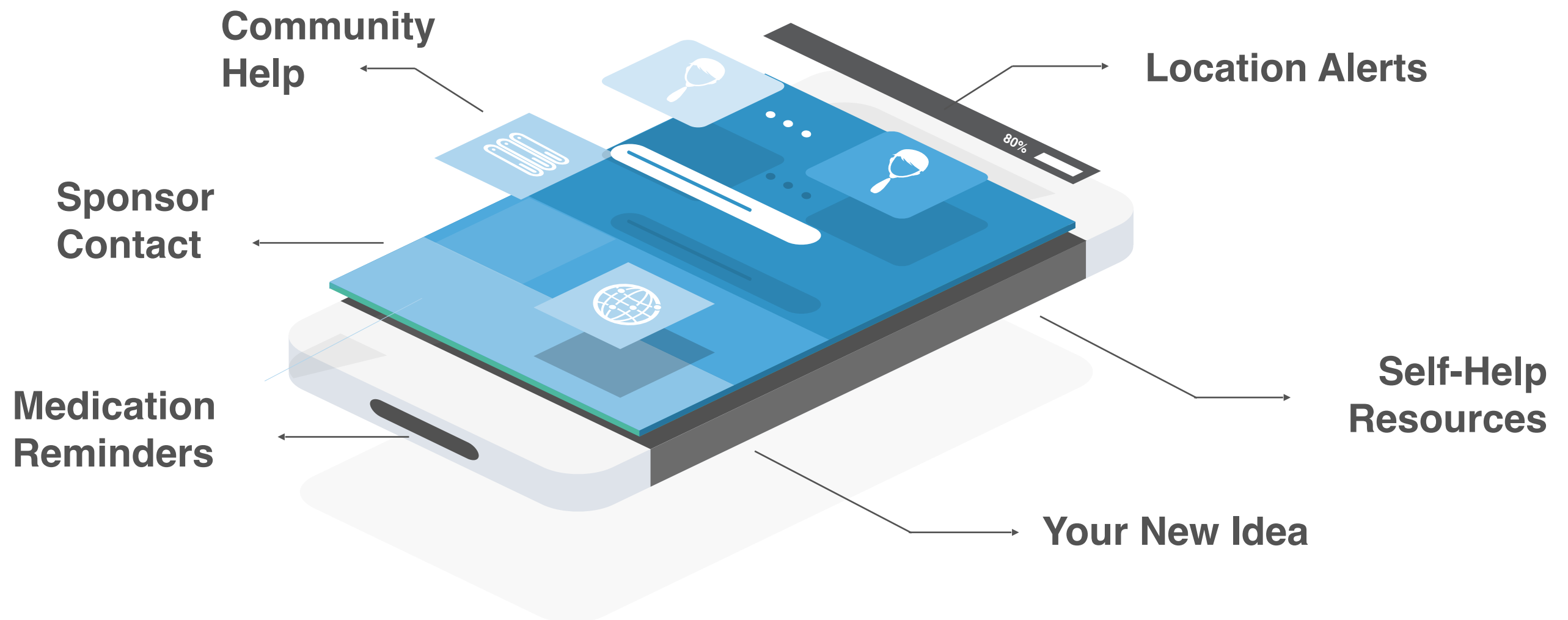
LAST NAME	LAST LOGIN	STATUS	GROUPS
Client	12/09/2015 04:35 AM	Registered	-
Test	12/24/2015 08:14 AM	Yes	Contacted By Client
Barry	No activity yet	Registered	-
Milton	02/25/2016 08:45 AM	Yes	Active
Smith	03/20/2016 09:40 AM	[Choose status]	Morning Meditation, Adolescent Group

PREVIOUS 1 2 3 4 NEXT

[Disclaimer](#) | [Terms of Use](#)

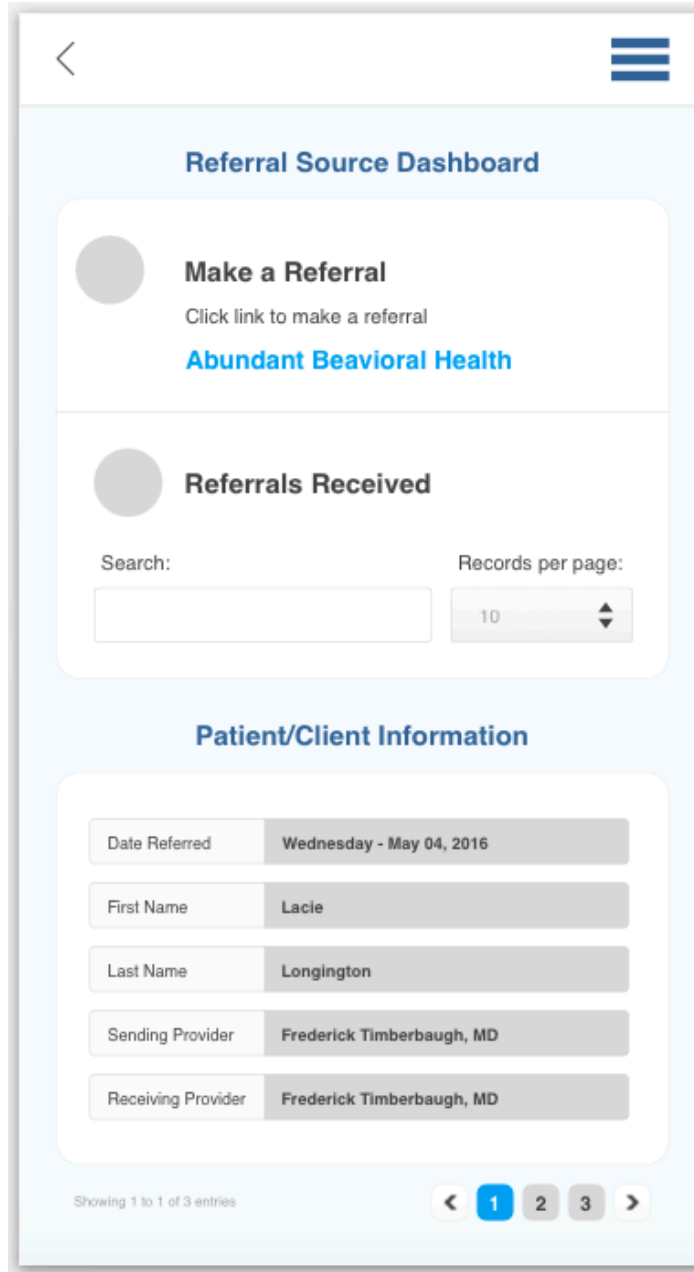
This application is not for emergency services. If you are having an emergency, please contact your local hospital.

# Use/Make HIPAA - Secure Apps



# Finding Treatment and Referral Process

## Referral Process

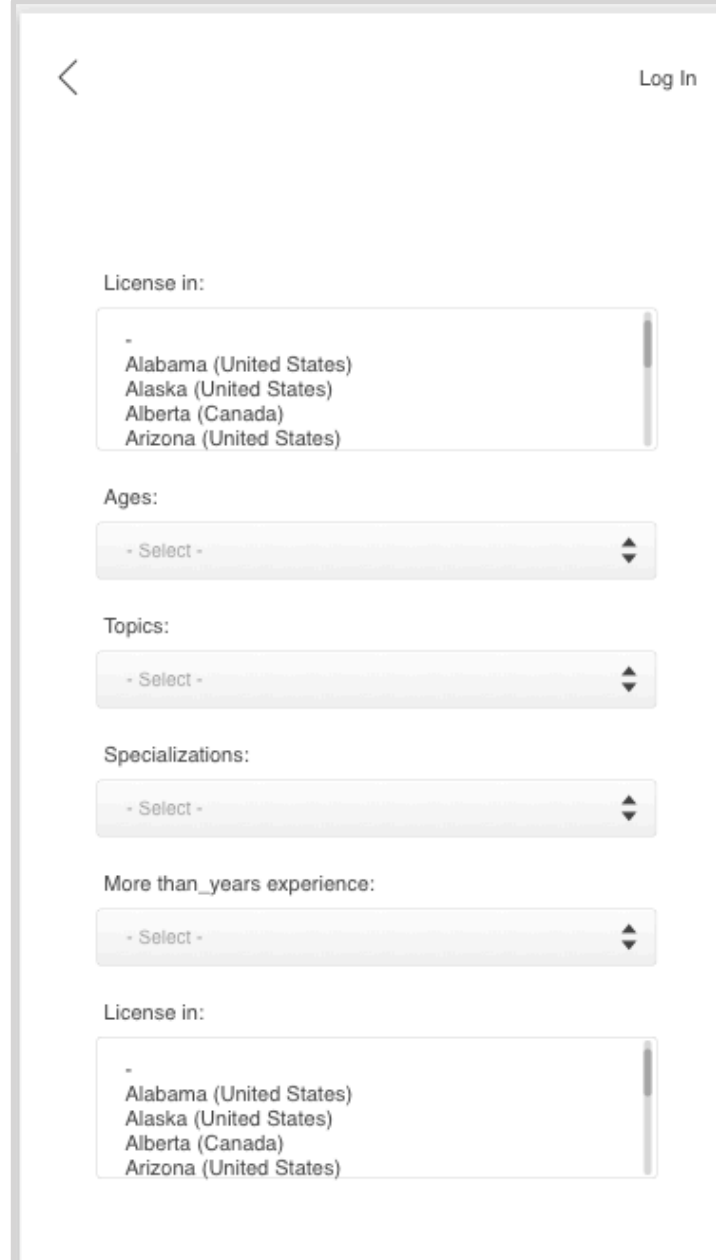


The interface shows a 'Referral Source Dashboard' with a 'Make a Referral' button and a 'Referrals Received' section. The 'Referrals Received' section includes a search bar and a 'Records per page' dropdown set to 10. Below this is a 'Patient/Client Information' section with a table of referral details.

Patient/Client Information	
Date Referred	Wednesday - May 04, 2016
First Name	Lacie
Last Name	Longington
Sending Provider	Frederick Timberbaugh, MD
Receiving Provider	Frederick Timberbaugh, MD

Showing 1 to 1 of 3 entries

## National Directory



The interface features a 'Log In' button and several filter sections: 'License in:', 'Ages:', 'Topics:', 'Specializations:', and 'More than \_years experience:'. Each filter section has a dropdown menu. The 'License in:' section is expanded, showing a list of states and countries.

License in:

- Alabama (United States)
- Alaska (United States)
- Alberta (Canada)
- Arizona (United States)

Ages:

Topics:

Specializations:

More than \_years experience:

License in:

- Alabama (United States)
- Alaska (United States)
- Alberta (Canada)
- Arizona (United States)

## Travel Dosage Location Finder



The interface shows a 'Log Out' button and a 'Find Clinics' search bar. Below the search bar is a map of the New York City area with red pins indicating clinic locations. The map includes labels for various locations like Danbury, Bridgeport, Stamford, New York, Edison, Princeton, Trenton, Brick, Toms River, Egg Harbor Township, Atlantic City, and Camden City.

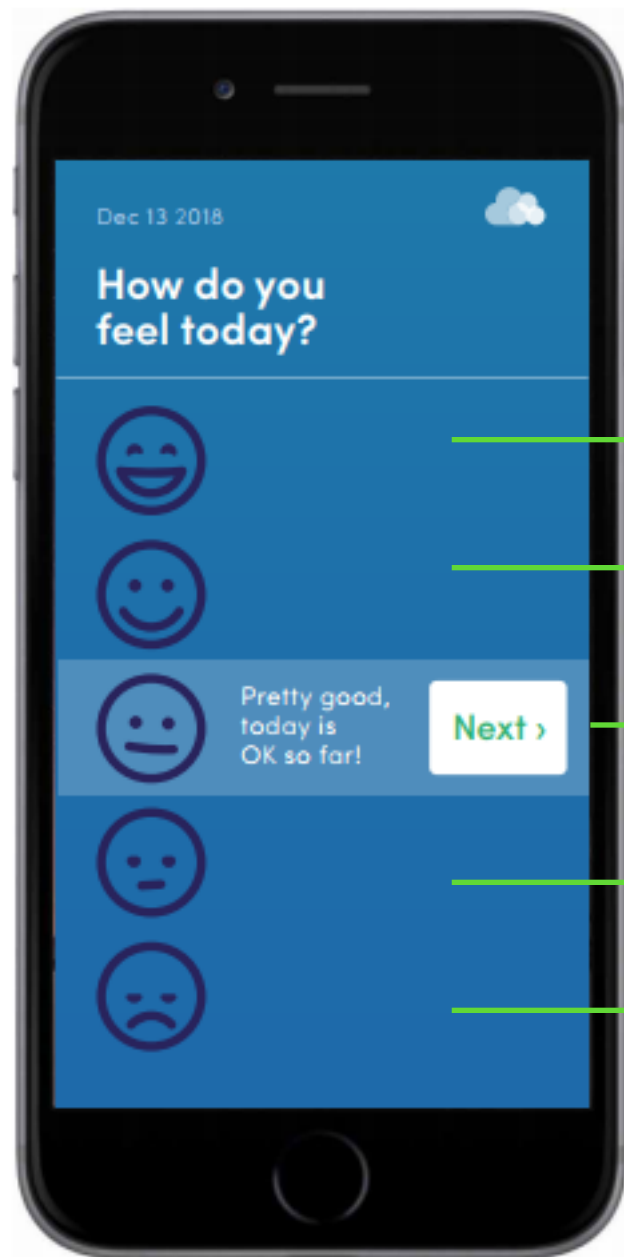
Find Clinics

Near my location

Google



# Patient Evaluation and Triage

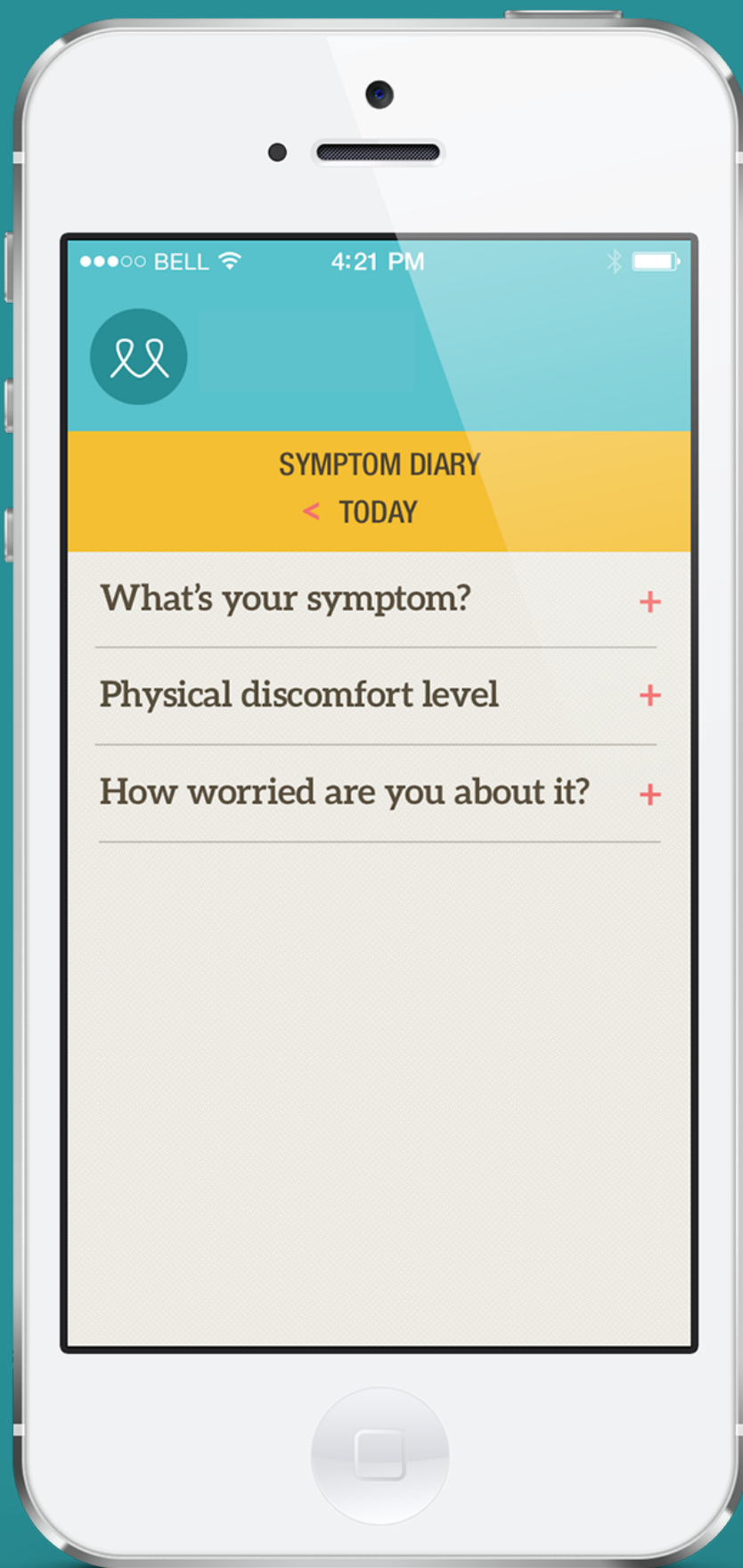


## High level overview

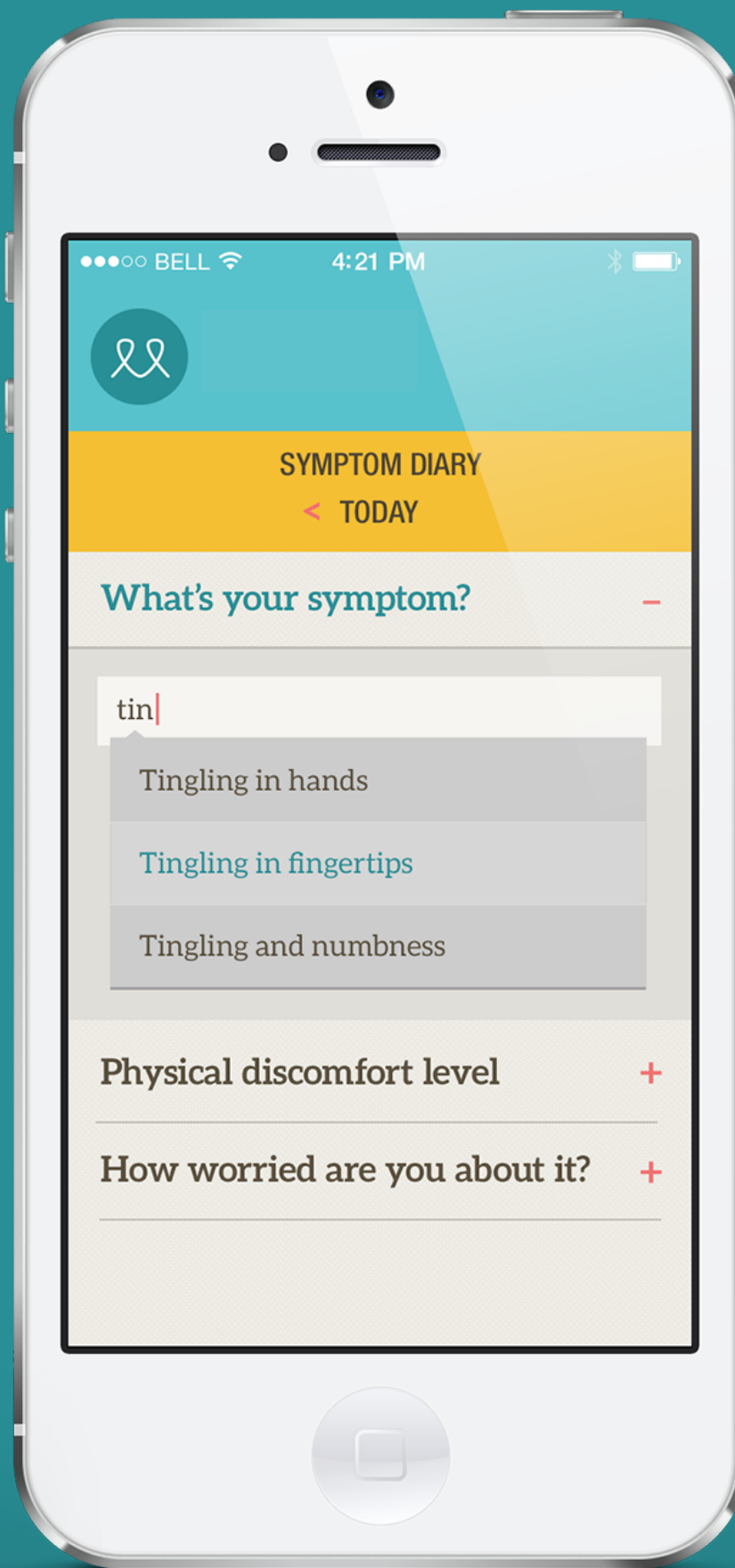
Response 1	Response 2	Response 3
Congrats! Direct to content	Content	
Ask about improvement areas	Assessment	Ask self-help or more assessment
Assessment	Live help	Assess-live or self help
Assessment	Live help	Live help
Assessment	Live help	Live help



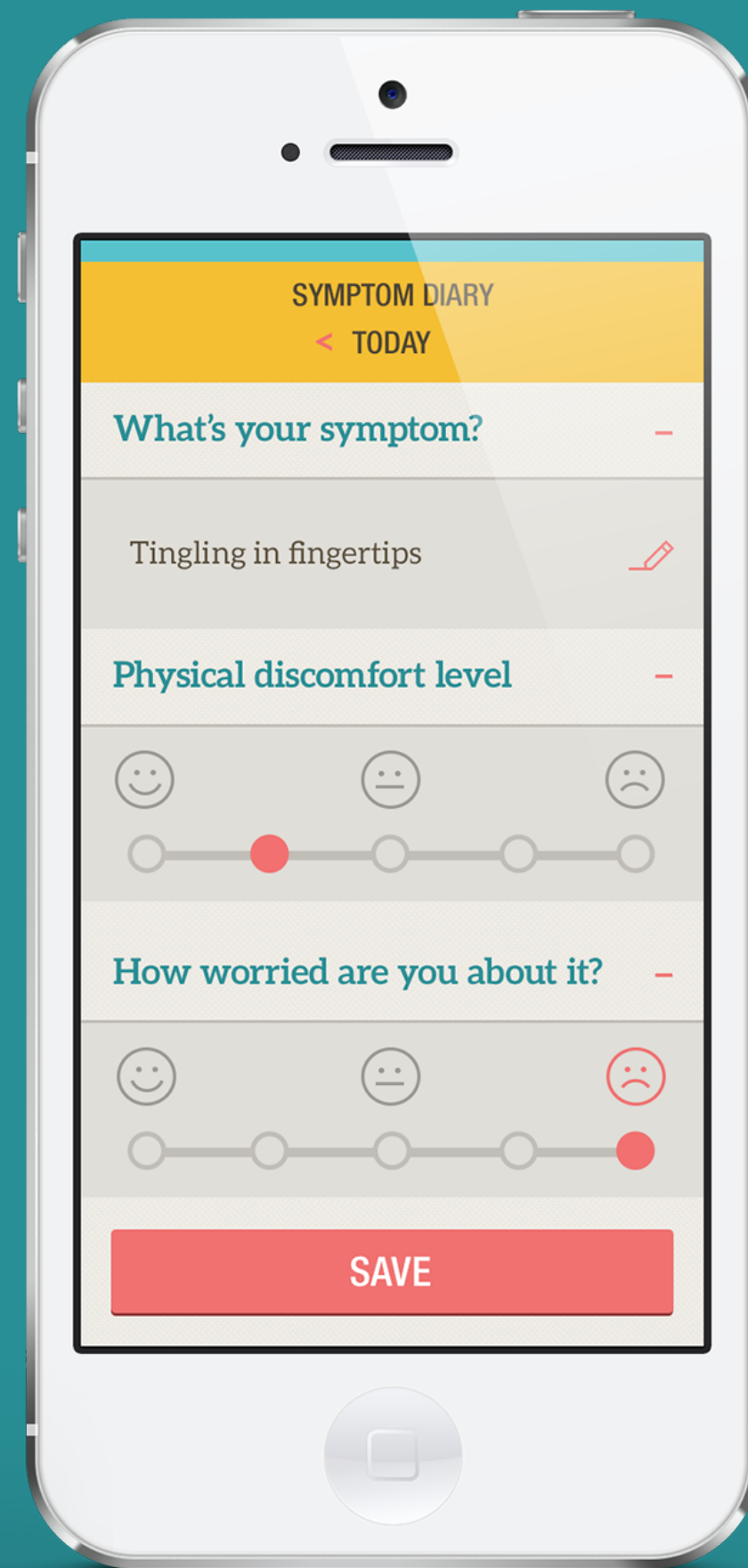
1



2



3



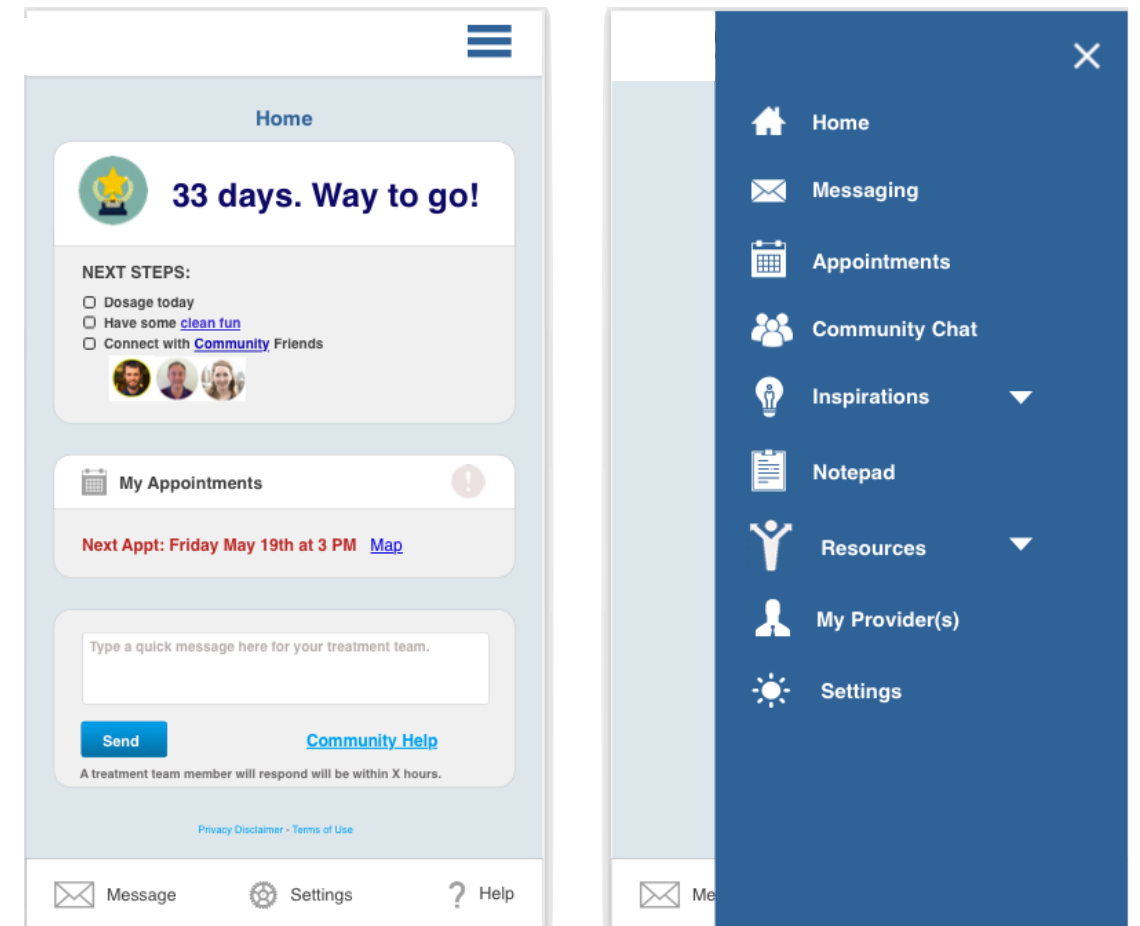
# Gamification

**Research on mixed mediums shows positive results<sup>1</sup>.**

**Mix practical activities and fun learning exercises.**

## Gamification

1. Easy Fun - inspires exploration and role play
2. Hard Fun - challenging - feeling of accomplishment
3. People Fun - Build social bonds
4. Serious Fun - Purposeful play/learning



1. Exploring blended group interventions for depression: Randomised controlled feasibility study of a blended computer- and multimedia-supported psychoeducational group intervention for adults with depressive symptoms. Raphael Schuster, Isabella Leitner, Per Carlbring, Anton-Rupert Laireiter. Internet Interventions, Vol. 8, p63–71. Published online: April 13, 2017

<http://www.xeodesign.com/assets/images/4k2f.jpg>

# Patient Support App


Encouragement

Direction

Appointments

Connection

Home




33 days. Way to go!


NEXT STEPS:

☐ Dosage today

☐ Have some [clean fun](#)

☐ Connect with [Community](#) Friends



 My Appointments

Next Appt: Friday May 19th at 3 PM

[Map](#)


Type a quick message here for your treatment team.


Send


[Community Help](#)


A treatment team member will respond will be within X hours.


[Privacy Disclaimer](#) - [Terms of Use](#)


 Message


 Settings


 Help





 Home


 Messaging


 Appointments


 Community Chat

 Inspirations

 Notepad

 Resources

 My Provider(s)

 Settings

# Efficiency of Multiple Layers

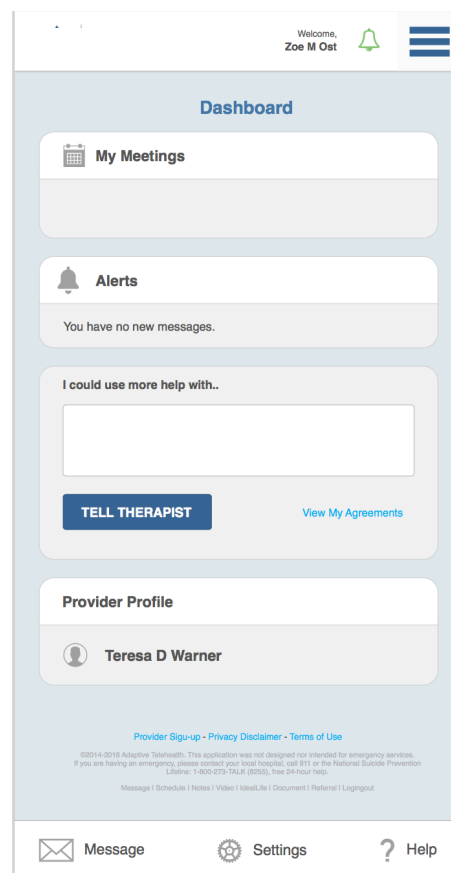
**Forums  
& Content**

+

**Video, Payments  
Reimbursements**

+

**EHR & Automated  
Clinical Workflows**



+



+

**Treatment  
Teams**

**EHR  
Interoperability**

**Management  
Reporting**

**Medicare  
Billing**

**White  
Labeled**

**Custom  
Surveys**





behavioral health  **innovation**



# Thank you.

**Jay Ostrowski, MA, LPC-S, NCC, DCC, ACS, CTCP**  
CEO, Behavioral Health Innovation  
CEO, Adaptive Telehealth