Revolutionizing Population Health Management With Online Cognitive Behavioral Therapy

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Questions?

- If you were given a responsibility for a population of people tomorrow:
  - How would keep them healthy
  - What would be your approach
  - What would your workforce plan be
  - What interventions would you use
  - Can you get there through traditional health care
  - What role would technology play?
Making the Case for a Public Health Population Health Approach
Current Challenges in our Disease Management System

We’re spending twice as much as any other country on health care, but our life span is 50th
  – Poor outcomes
  – Unsustainable costs
  – Life expectancy decreasing
  – Volume based
Examining Our Current Paradigm:

THE BLACK BOX
Why do we need a public health approach?

- Efficiency
- Effectiveness
- Reach
Factors that Influence Health Status

HEALTH CARE
- Smoking: 10%
- Obesity: 19%
- Stress: 20%
- Nutrition: 51%

ENVIRONMENT

HUMAN BIOLOGY

LIFESTYLE
- Smoking
- Obesity
- Stress
- Nutrition
- Blood Pressure
- Alcohol
- Drug Use

Arthur C. Evans Jr.
Public Health Approach to Population Health

EFFECTIVE TREATMENT & SYSTEMS + COMMUNITY HEALTH STRATEGIES
**GOAL:** long-term recovery for adults and resilience for children/adolescents

- Retention
- Engagement
- Evidence-Based Practices

- Trauma
- Transitions
Seven Conceptual Shifts Of A Public Health Approach
Healing individuals is good; healing communities is better.
A collaboration with the City of Philadelphia Mural Arts Program that works closely with communities to uplift public art as an expression of community resilience and a vehicle of personal and community healing.
Coming Together...
“When the community starts getting together around this process, other good things start happening too.”

Betsy – Porch Light Participant
2. MOVING UPSTREAM

Prevention & Early Intervention are more efficient than treatment.
Community Response Teams
3. BROADER RANGE OF RESPONSES

There are many ways to intervene to improve health status.
There are many ways to intervene.
Psychotherapy & Psychopharmacology

Broad Set of Strategies

- Since 2012, 792 persons have moved into permanent supportive housing
  - Over 350 of these persons came from MH residential, primarily congregate care settings
  - Remainder were experiencing homelessness
- 94% remain in their housing and doing well
Health is more than the absence of symptoms.
Symptom Focus ➔ Recovery/Resilience
5. BEYOND THE TREATMENT BLACK BOX

Effective behavioral health interventions can happen anywhere
Office-Based ➔ Variety of Settings
Empowering individuals is an important strategy for improving community health.
Promoting Peer Culture, Leadership, and Support

2002
1st PRO-ACT Recovery Walk
150 People
Promoting Peer Culture, Leadership, and Support

2014 PRO-ACT Recovery Walk

Over 23,000 People
“It provided me with the confidence to extend a warm hand to anyone who needs assistance.”
7. Whole Population

People without Diagnoses have Behavioral Health needs
Severe Mental Illness
Diagnosable Mental Disorder
Everyone Else

$100 BILLION
Our Current Treatment System
How do we efficiently and effectively reach large populations and what is the role of technology?
Help Yourself, Help Others®

Mental Health First Aid >>
Learn to identify, understand, and respond to signs of behavioral health challenges or crises.

Behavioral Health Screening >>
If you feel sad, anxious or stressed, this screening tool can help you decide if you need further help.

Calendar >>
Find awareness events, screenings or trainings, post your own event to the calendar, or request event support from DBHIDS.

Blog >>
Thoughts and updates from Dr. Arthur C. Evans, Jr., Commissioner of DBHIDS and staff.

The Philadelphia Department of Behavioral Health and Intellectual disAbility Services (DBHIDS) offers these tools and resources for everyone seeking to support and improve the mental health and well-being of themselves or those they care about.

Wellness Corner Coming Fall 2015!
What is Healthy Minds Philly?

- **Our public health / health promotion public campaign**
- **Goals**
  - Increase public awareness, reduce stigma and promote inclusion, and improve knowledge and skills around behavioral health symptoms
  - Increase access to resources, from self-care to peer and professional supports, and promote early intervention
  - Provide a variety of non-treatment resources and services that can link people to treatment if needed, with a focus on early intervention, health promotion and overall wellness
Growth of Screenings Since 2012

- Over 8,000 Screenings Have Occurred
- Total Cumulative Online Screenings: 5,391
- Total Cumulative In-Person Screenings: 2,000+
- Number of Trained Community Partners: Over 50 and growing
Who are we reaching?

- Majority are people who have never accessed behavioral health care
- People all over Philadelphia
- Largely 18-35 year olds and females
- Majority of people who screen positive indicate plans for follow-up care
Growth of Website

- Now over 30,000 visits
- 2013: 1,425
- 2014: 15,199
- 2015: 15,000 in first 6 months of year
Mental Health Kiosk

VOTED "PHILADELPHIA'S BEST GYM"
- THE PHILADELPHIA INQUIRER
Large Positive Media and Public Interest

Clinic in Philly supermarket offers first in-store mental health screening in U.S.
Beating the Blues™:
A new online self-help tool to fight stress, depression & anxiety

- 8 week web based course, 50 minute sessions
- CBT program focused on helping individuals change the way they think to feel better and stay better
- Can be done anytime / anywhere with web access
- Self-directed model
- Doesn’t require a diagnosis, can help everyone
- Could be used stand alone or in collaboration with other treatment
Pilot of Beating the Blues

- Launched in 2013
- No cost web tool
- Promoted in-person and online
- In partnership with:
Pilot of Beating the Blues

- Focused on Medicaid population
- Offered in traditional self-directed model
- Phone and email support through peers part of program
Later added a peer led in-person group model

Promoted in-person at community events, online, and for targeted populations
More Media Interest!
Pilot Outcomes

- Improvements seen with individuals completing 4 or more sessions
  - 73% reported a reduction in anxiety
  - 74% reported a reduction in depression
Participant Feedback

- It’s taught me to think about how I’ve been thinking.
- I’m genuinely surprised at how much I’m already using what I’ve learned.
- There’s no doubt its helped me in my marriage and my job.
Lessons Learned & Next Steps

- Broad interest but many people do not complete full program, engagement is an issue
- Computer literacy and access issues
- Alternative models may be needed in some populations
- A peer-led group model is possible with BtB
- Needs to be fully integrated in our public health campaign
7 Essential Shifts for a Public Health Approach
CALL TO ACTION – Where are we headed?

- Given the impact of behavioral health conditions the field must begin using a public health frame.
- A public health frame gives us the opportunity to improve overall *population health*, while simultaneously allowing us to administer more efficient healthcare systems.
- These are doable and effective strategies, technology is clearly one tool we need to use.
Thank You

Connect with us!

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