

MHSA Innovation Help@Hand Project



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Agenda



Project Overview



Lessons Learned



Technology Pilot & Implementation



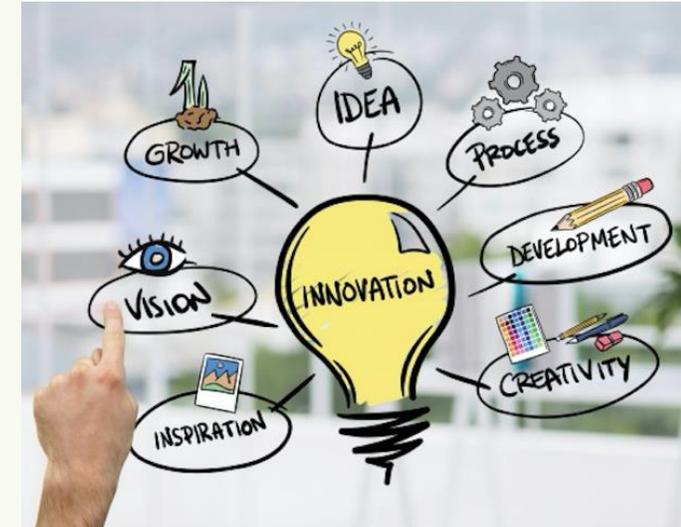
Project Activities



Peer Activities

MHSA INN Component

- 5% of MHSA funds
- Designed to evaluate new or changed practices
- Must be approved by MHSOAC
- Time-limited, up to a maximum of five years
- Focus on learning
- Intended to transform the behavioral health system



“Innovation is about transforming the system. You are trying to climb and move that mountain at the same time.”

~ Brian Sala, MHSOAC Deputy Director

Help@Hand INN Project

Innovative Component

Integrate technology-based mental health applications (“apps”) into the public behavioral health system

Primary Purpose

Increase access to mental health services

Innovative Category

Introduce a new practice or approach to the overall mental health system, including, but not limited to, prevention and early intervention



Collaborative Learning Goals

- Detect and acknowledge mental health symptoms
- Reduce stigma associated with mental illness by promoting mental wellness
- Increase access to the appropriate level of support and care
- Increase purpose, belonging and social connectedness of individuals served
- Analyze and collect data to improve mental health needs assessment and service delivery

Help@Hand Core Components

Technology



- 24/7 Peer Chat
- Therapy Avatar
- Customized Wellness Coach

Marketing



- Promotional activities
- Engagement strategies

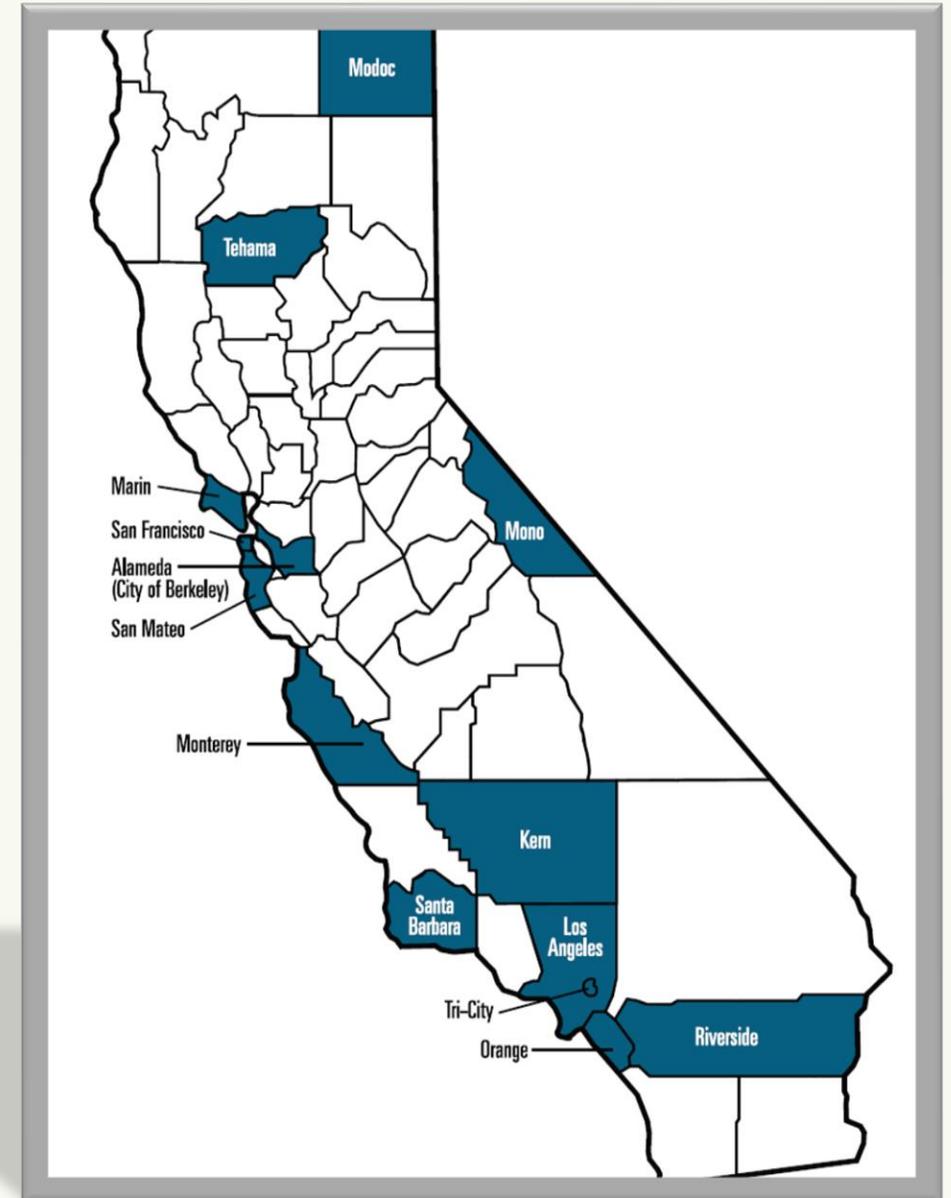
Evaluation



- Data collection
- Analysis

Participating Counties

- This project includes 12 Counties and 2 Cities:
 - City of Berkeley
 - Kern County
 - Los Angeles County
 - Marin County
 - Modoc County
 - Mono County
 - Monterey County
 - Orange County
 - Riverside County
 - San Francisco County
 - San Mateo County
 - Santa Barbara County
 - Tehama County
 - Tri-City County
- Collectively these counties represent nearly one-half of the population in CA
- California Mental Health Services Authority (CalMHSA) serves as fiscal intermediary and contracting agent

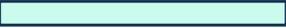


Defining Success

The success of this project is measured beyond just implementing technology, but rather by the effectiveness of collaboration.



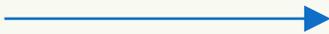
Overview of Help@Hand Project Activities



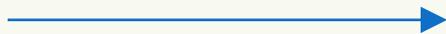
Project Infrastructure Development



Digital Literacy and Mental Health Literacy Videos & Curriculum



Begin Preliminary Evaluation



2018

April:
OC H@H
Started

July:
7 Cups Soft
Launch

2019

May:
OC H@H
Mindstrong
Pilot

May:
Collaborative
Peer Summit

2020

March-Dec:
Responding
to COVID-19

Aug:
Rapid COVID-19
Response
Mindfulness
Apps webpage

2021

Summer:
Multiple
Outreach Events

May:
OC H@H Digital
Support Website
Launch

Oct:
OC H@H
Mindstrong
Expansion

2022

Continuation of
OC H@H
Mindstrong
Expansion

Continuation of OC H@H
Website Development &
Outreach

2023

**OC H@H
End Date**

Help@Hand Lessons Learned



Cross-County Collaboration

ISSUE:

Project infrastructure, governance and planning take time to establish between multiple counties

There was no playbook for how counties should and could come together with a uniform set of processes and steps for all to follow.

FUTURE STRATEGIES:

Include at least one year of infrastructure and collaborative planning activities in future INN proposals to align processes (i.e., contracting, governance, project roadmap, etc.)

Start projects with only a few counties to establish the foundation before additional counties are onboarded

Work with the OAC to establish a general guideline for County collaborative projects, including necessary steps, procedures and governance structure



Technology Integration

ISSUE: Integrating technology involves more than making an app available to consumers

- Integration requires an understanding of the app and its intended use
- Taking an existing product and attempting to tailor or customize it to meet counties specific needs can be costly, ineffective and inefficient
- Clinical apps require a planned and methodical approach to planning and launch

ISSUE: Technology is agile and ever changing. Changes in technology can happen within hours, days or weeks and can impact the entire process and workflow

- Working with technology requires flexibility and ability to adapt and respond to changes rapidly
- Any changes involve a re-evaluation of all documentation, trainings and workflows to remain consistent with the current state of the app

ISSUE: Ongoing internal and external communication is critical

- Schedule multiple weekly calls with each workstream to maintain communication between project partners to ensure alignment
- Schedule quarterly project updates, even if there are no changes, to ensure community is involved



Risk Management

Issue: Appropriate contingency planning for critical issues must be in place prior to launch

- When introducing new technology to the system, plan for the extended security vetting so that the project and vendor can still be productive in other areas of the project while vetting is going on

Issue: Substantive changes may have to go through security and or compliance review, which may delay launch or pause implementation

- Socialize project partners to County process and timeline



Definition of Terms

Issue: The same term may have different meanings

- Key terms must be discussed early on to make sure all parties are operating from the same definition and understanding
- Re-evaluate terms regularly to make sure the group remains aligned

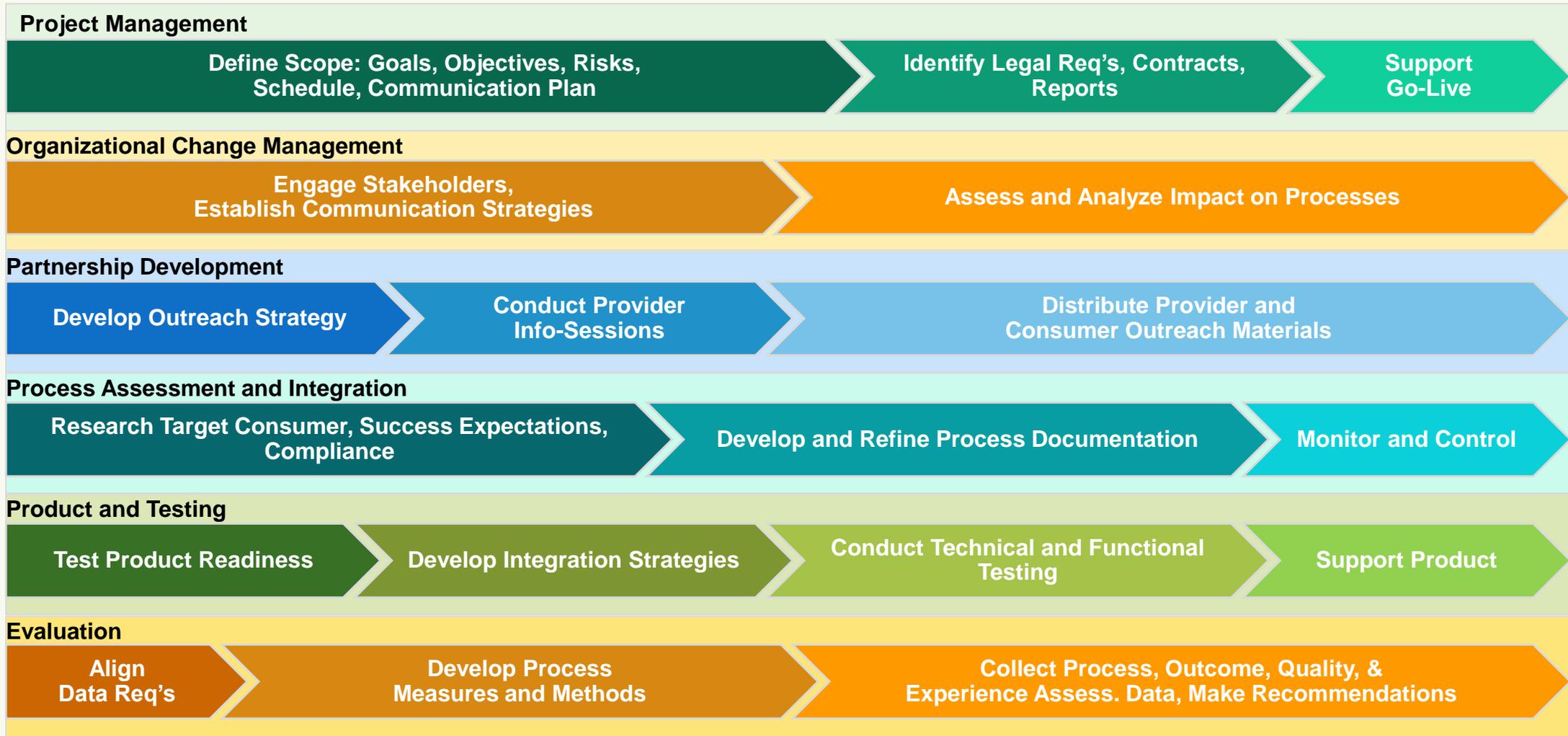
A **peer** is someone who is like you in age, status, life experiences, etc.

A **Peer** is someone with lived experience *specifically* in mental illness and recovery



Planning & Coordination

Issue: There were multiple tasks that needed to be done simultaneously, which required a lot of staff, resources, capacity and planning



Project Support

To the extent possible, maintain a consistent team so that historical knowledge is maintained for greater efficiency and implementation

Building a digital system of care requires a team of subject matter experts

Involve all relevant HCA departments and experts early on



OCHCA	Leadership	H@H Peers	IT	County Counsel	Compliance
OCHCA	PIO	PEACe	Purchasing	AQIS	
Partners	Cambria Solutions	Charitable Ventures	Pilot Site	Mindstrong	

Peer Involvement



OC's implementation expanded the traditional role of peers from service delivery to program development

- Continue to engage Peers in material development, feedback and problem-solving
- Continue to expand Peer roles as drivers of program planning, development and implementation

COVID-19 Impact

COVID-19 stay-at-home order derailed intended launch plans



Required flexibility and problem-solving to revise launch plans for rapid COVID response



Technology: Pilot & Implementation



mindstrong



The logo consists of a stylized, white, geometric icon resembling a brain or a cube with internal lines, positioned to the left of the text.

mindstrong

Referral & Eligibility



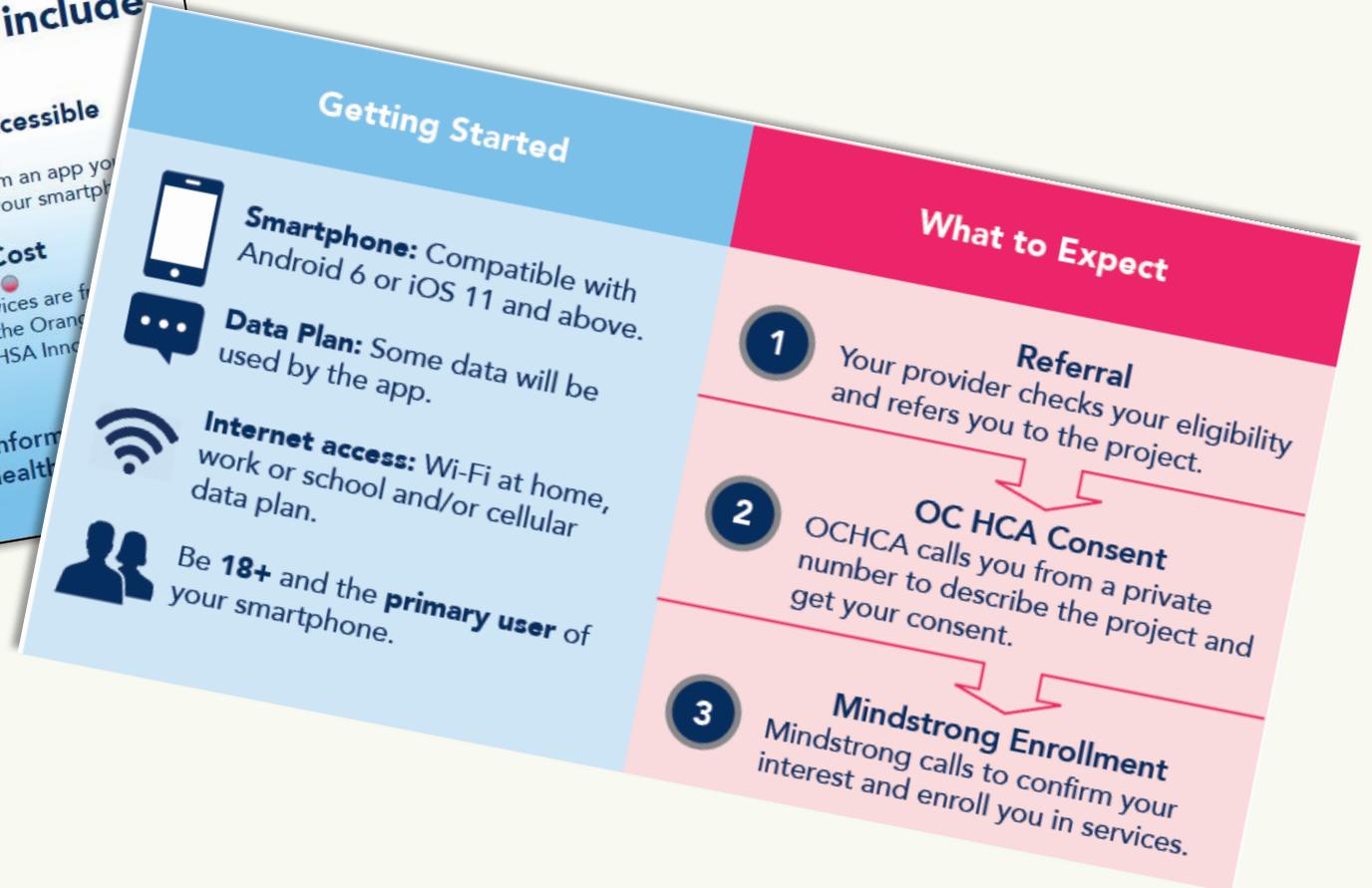
mindstrong

With the Mindstrong app, it's easy to connect whenever, wherever you need. Features include:

- 24/7 Mental Health Support**
Schedule text- or phone-based therapy sessions. Access crisis support anytime, day or night.
- Safe and Secure**
Connect with your Mindstrong Care Team through the safe, secure, HIPAA-compliant app.
- Easily Accessible**
Easy to use from an app you download on your smartphone.
- No Cost**
Mindstrong services are free of charge thanks to the Orange County Health Care Authority (OCHCA) Help@Hand MHSI Innovation project.

For more information, visit [www.mindstrongapp.com](#) or call 1-800-453-4534.

Version 2.8.21



Getting Started

- Smartphone:** Compatible with Android 6 or iOS 11 and above.
- Data Plan:** Some data will be used by the app.
- Internet access:** Wi-Fi at home, work or school and/or cellular data plan.
- Be **18+** and the **primary user** of your smartphone.

What to Expect

- Referral**
Your provider checks your eligibility and refers you to the project.
- OC HCA Consent**
OCHCA calls you from a private number to describe the project and get your consent.
- Mindstrong Enrollment**
Mindstrong calls to confirm your interest and enroll you in services.

Outreach Materials

Why use Mindstrong?

With the Mindstrong app, it's easy for consumers to connect to a clinician whenever, wherever they need it. Eligible* members will receive:

- Telehealth Therapy & 24/7 Support.** Schedule text- or phone-based therapy sessions. Access crisis support anytime, day or night.
- Easy Accessibility.** Easy to use from an app downloaded on an iOS/Android smartphone.
- Safe and Secure Experience.** Connect with a Mindstrong Care Team via telephone or in-app texts sent through the safe, secure and HIPAA-compliant Mindstrong app.
- No Cost.** Mindstrong services are free during the Orange County Help@Hand Innovation project. (Mobile provider's standard rates for any voice or data overages still apply.)

* Mindstrong works alongside UCI Health. The consumer must be referred by their UCI provider to be eligible. If they are no longer a consumer with UCI Health, they will no longer be eligible to receive Mindstrong services.



What information is collected?

The Mindstrong app only uses the patterns and timing of touches on the smartphone. It **does not** measure, record or access any personal information, such as:

- What is typed or texted
-
-
-
-
-
-
-

What is Mindstrong?

Mindstrong provides access to scheduled telehealth therapy sessions, as well as 24/7 behavioral health crisis support through the Mindstrong app on a smartphone. This support is provided by the Mindstrong Care Team.

The Mindstrong Research Team has created ways to measure brain health, such as memory, attention, and mood, based on the consumer's touch and interaction with the smartphone without recording any sensitive data. The Mindstrong Care Team may use this information to better support the consumer's care.

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Is the service secure?

Mindstrong and its providers follow HIPAA and other health privacy laws to protect your personal information.

What is Mindstrong?

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The Mindstrong Research Team has created ways to measure your brain health, such as your memory, attention and mood, based on how you touch and interact with your smartphone without recording any sensitive data. The Mindstrong Care Team may use this information to better support your care.

What information is collected?

The Mindstrong app only uses the patterns and timing of your touches on your smartphone. It **does not** measure, record or access any personal information, such as:

- What you type or text
- Which apps you use
- Who you talk to
- Your location
- Logins and Passwords
- Browser activity

How do I enroll?

- ✓ **Referral:** Talk to your provider about your interest and eligibility.
- ✓ **Smartphone:** Compatible with Android 6 or iOS 11 and above.
- ✓ **Unlimited Data Plan:** Some data will be used by the app. Without an unlimited data plan, your mobile provider's standard data rates, and any overage rates, still apply and are your responsibility.
- ✓ **Internet access:** Wi-Fi at home, work or school and/or cellular data plan.
- ✓ Be the **primary user** of your smartphone device.

What should I expect?

Step 1: Initial Contact – Consent Form
Review and provide consent to enroll in Mindstrong services through the Help@Hand* project.

Step 2: Second Contact – Enrollment & Permissions
Connect with the Mindstrong Team to answer questions about your physical and behavioral health history.

Provide Mindstrong permission to share information with your UCI provider so your Mindstrong Care Team and UCI can coordinate and provide high quality care.

*Help@Hand is a time-limited Orange County Innovation Project funded by the Mental Health Services Act. The project and free access to Mindstrong services will end April 26, 2023.



Is my information secure?

Mindstrong complies with all California and Federal privacy laws (such as HIPAA). The Mindstrong Care Team follows the same laws as any other health care provider and protects your personal health information.

"Mindstrong."
-Louisiana Mindstrong User

Mental health services that are safe, secure and easily accessible.





HCA Informed Consent

- HCA's Informed consent is a necessary and required step before a referral is sent to Mindstrong
- OC Help@Hand Peers call referred consumers and review each section of the document:
 - Mindstrong Telehealth Services
 - Care Coordination
 - Mindstrong App: Biomarkers
 - Behavioral Health Crisis
 - Data Collection
 - Privacy
 - Security
 - Participation
 - Cost to Participate
- This process takes about 15-30 minutes, and the consumer's decision to consent or decline is documented
- The consent document was converted into videos and HCA is currently working to automate the process



Informed Consent Example – Privacy

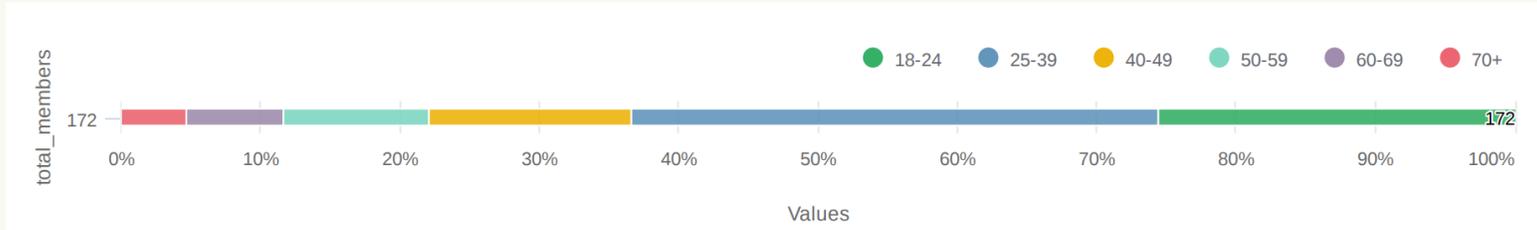
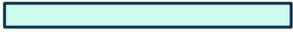
Written Document

“The Mindstrong Care Team follows the same privacy laws as other clinicians and protects my personal information and protected health information, My information will not be shared unless I give my permission, or it is required or permitted by law. In an emergency, Mindstrong may share my information with my local provider(s), crisis services and/or emergency contacts to help keep me and others safe. I can refer to the *Privacy Practices* contained in the “Account” tab of the Mindstrong app for more detailed information. I can find Mindstrong’s HIPAA Notice of Privacy Practices at <https://mindstronghealth.com/hipaa-notice-of-privacy-practice/>”

Video

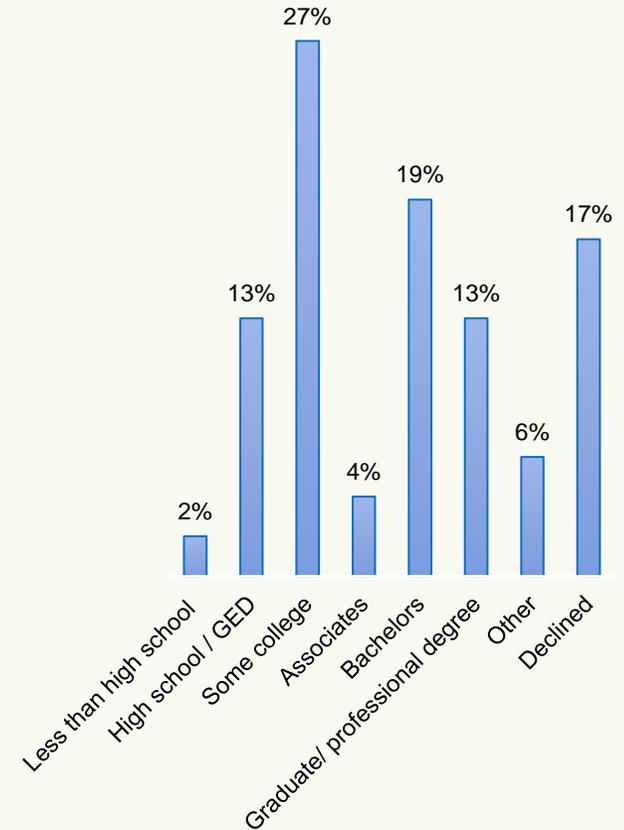


Referral & Enrollment Demographics

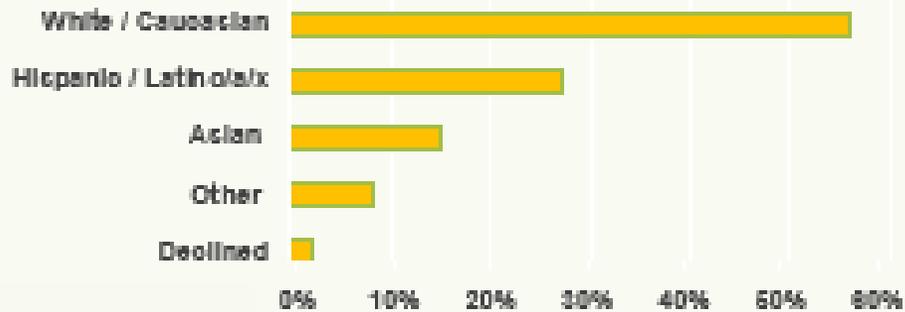


Age

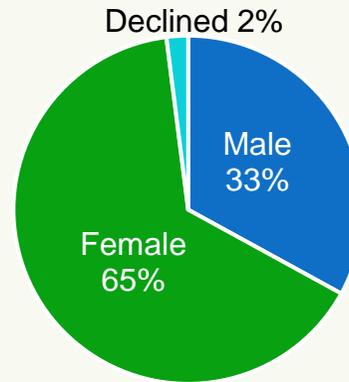
Education Level



Ethnic Background



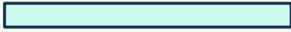
Gender



Project Activities



Help@Hand Rapid COVID-19 Response



Smartphone apps focused on emotional well-being can provide valuable support for people looking for ways to manage stress and anxiety during these challenging times.

Take a look at the roundup of support apps and click on a logo for a brief summary of an app's features. While the products included here represent a small fraction of what is available in the marketplace, they were identified because they offer free content that does not expire and have been independently reviewed on One Mind's [PsyberGuide](#).¹

Please be advised that many of these apps offer subscriptions for paid content. HCA is not responsible for any fees or expenses incurred by usage of these apps or any paid content. The apps are not intended to replace services provided by a mental health practitioner.

¹ With the exception of COVID Coach, which was developed by the National Center for PTSD in response to COVID-19.

MINDFULNESS & MEDITATION APPS



INSIGHT
Peace in our Timer



Breathe, Think, Do
with Sesame



STOP, BREATHE
& THINK KIDS



my life
Stop. Breathe. Think.



COVID Coach

Click on the icons to learn more.

Community Outreach Events

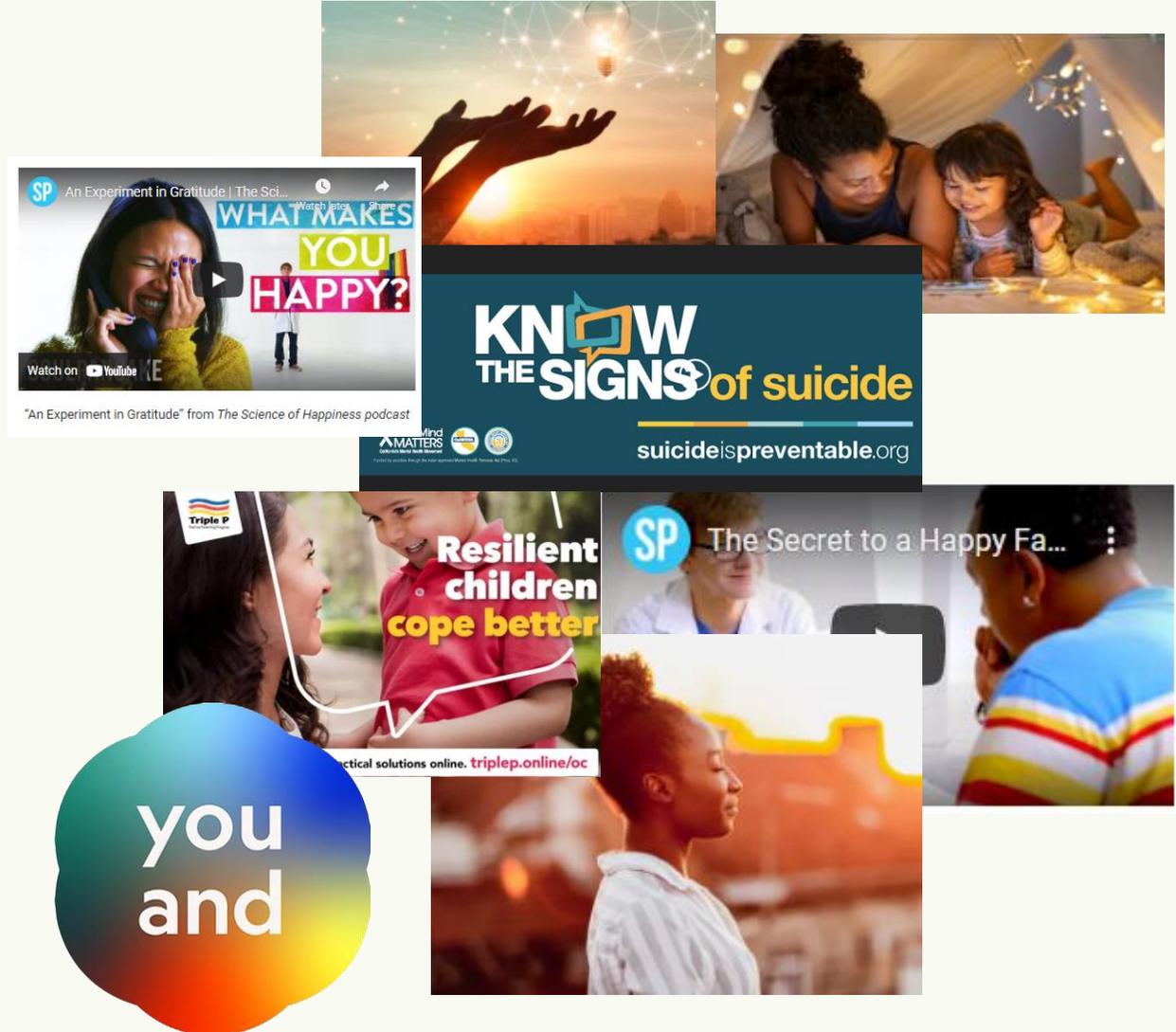
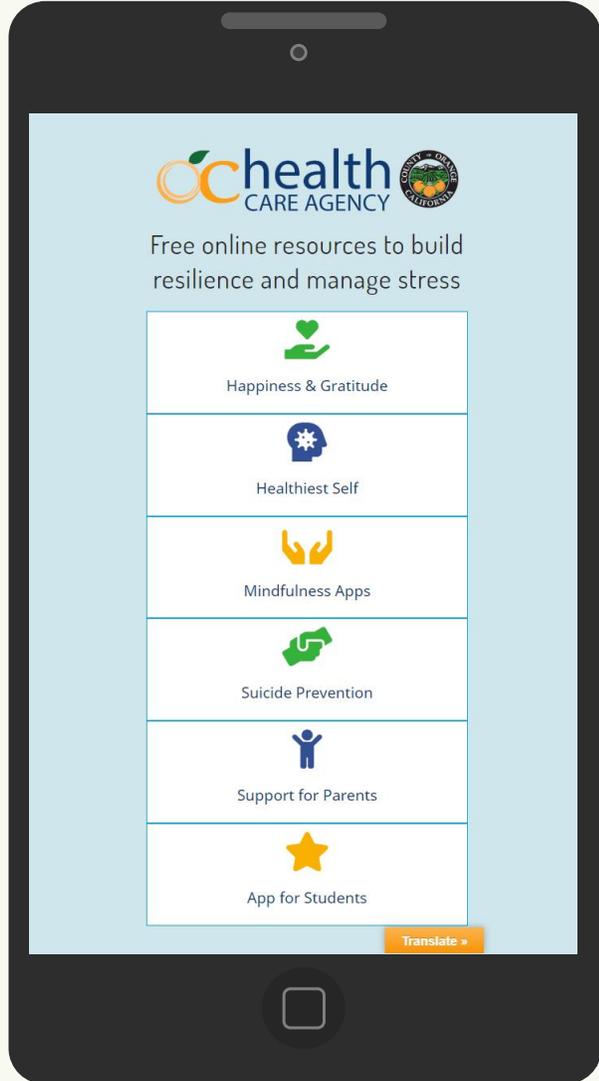
- HCA collaborated with Angels Baseball for a campaign in support of Mental Health Awareness month
- HCA Staff attended two games in May and June reaching more than 30,000 attendees, and promoted the website to approximately 1,700 participants at the Angels 5k in August
- The Help@Hand website was shared with the community through a QR code on the Rally Monkey tag and other promotional materials



HelpatHandCA.org/OC



OC Help@Hand Digital Support Website



Click on the icons to learn more.

Peer Activities



Collaborative Peer Summit

Early H@H efforts revealed differing understandings among collaborative members regarding the experience and requirements for those who served in the “Peer” role versus those who were community/constituent peers (“P vs. p”)

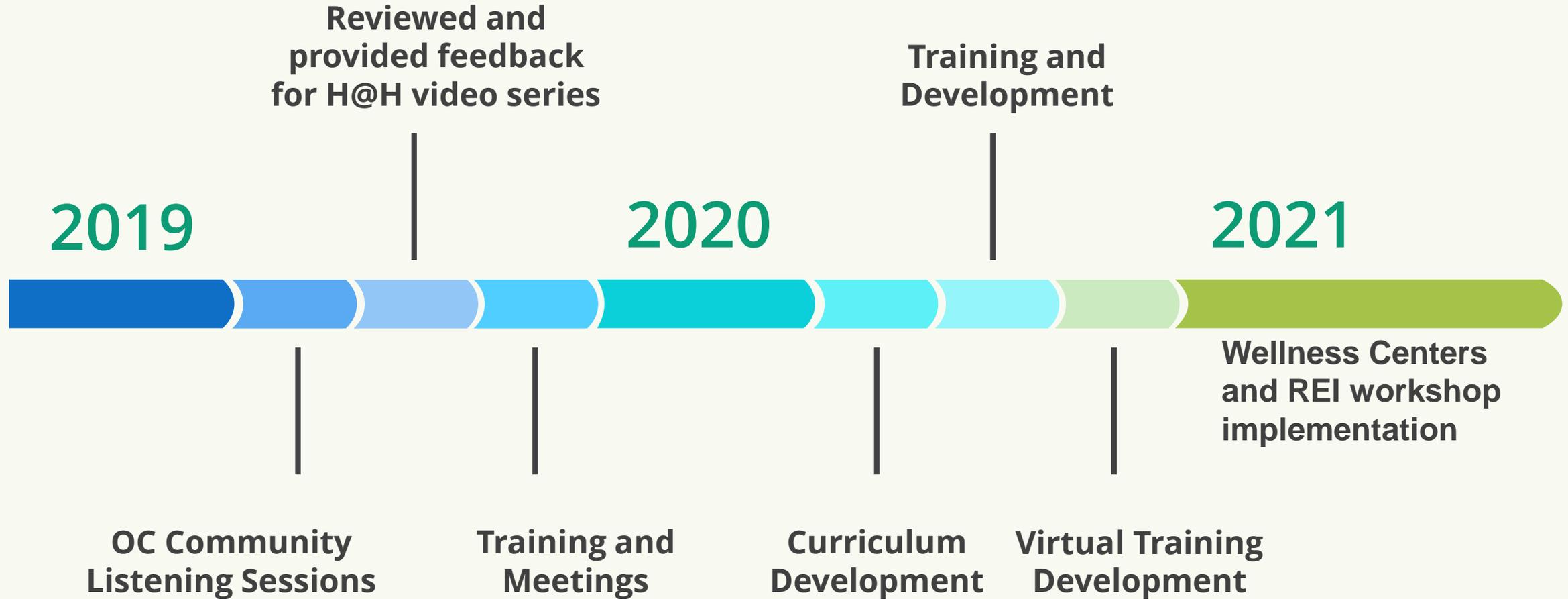


Peer

A person who publicly self-identifies with having a personal lived experience of a mental health/co-occurring issue accompanied by the experience of recovery and is trained to use that experience to support the people we serve.

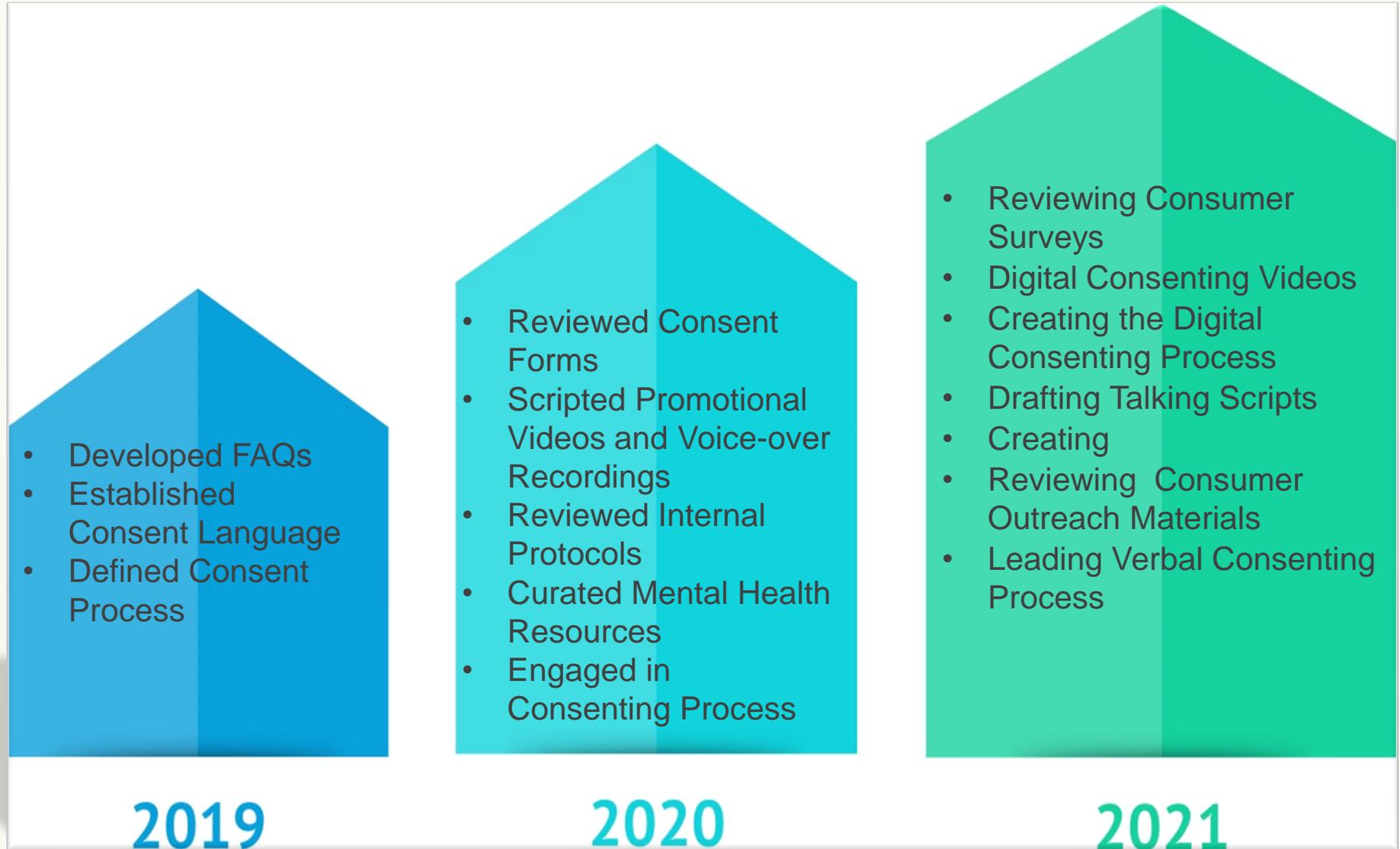


Digital Mental Health Literacy (DMHL)



OC Technology Implementation Support

Peers were involved in reviewing and providing feedback on various materials related to MS implementation and supported key parts of implementation.



Summary

Help@Hand has taught us some valuable lessons that we can apply in future cross-county collaborations and/or OC technology-based projects

As we wrapped up the first year of Mindstrong implementation we created a foundation for expanding to larger sites, like community colleges, where we can engage and support thousands of students

In addition to integration technology into our public behavioral health system, Help@Hand gave us the opportunity to integrate into our community through local events and activities that drive interest in the project website and resources

Peer Specialists continue to expand their roles, responsibilities and contributions to our behavioral health system of care and its programs



Q & A

Thank You