

Mental health support for college students

A data-driven analysis of how students enrolled in a large University have utilized and benefited from Talkspace virtual mental health support



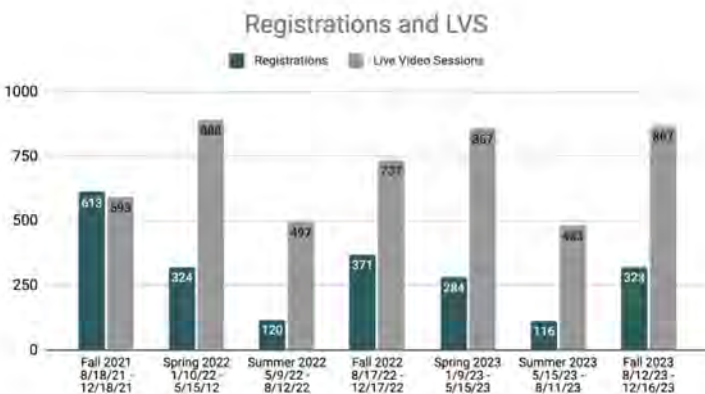
When a large public University in the Midwest launched a partnership with Talkspace in August 2021 the school was motivated by a desire to make mental health support accessible to any student who needed it, quickly and conveniently. University leaders including those in their counseling center wanted a way to offer this support to all students, including those who couldn't or wouldn't visit the counseling center in person.

They chose to partner with Talkspace because the service would be available to students year-round, from anywhere, so it could reach students who are online only, out of state, or unable or unwilling to come to a brick-and-mortar counseling center for mental health services. Because students can send messages to Talkspace therapists any time, day or night, the service provides a level of accessibility beyond what on-campus resources could. This case study looks at the results, including how students are utilizing Talkspace, which conditions and needs they seek help with, and student outcomes and satisfaction with their Talkspace therapists.

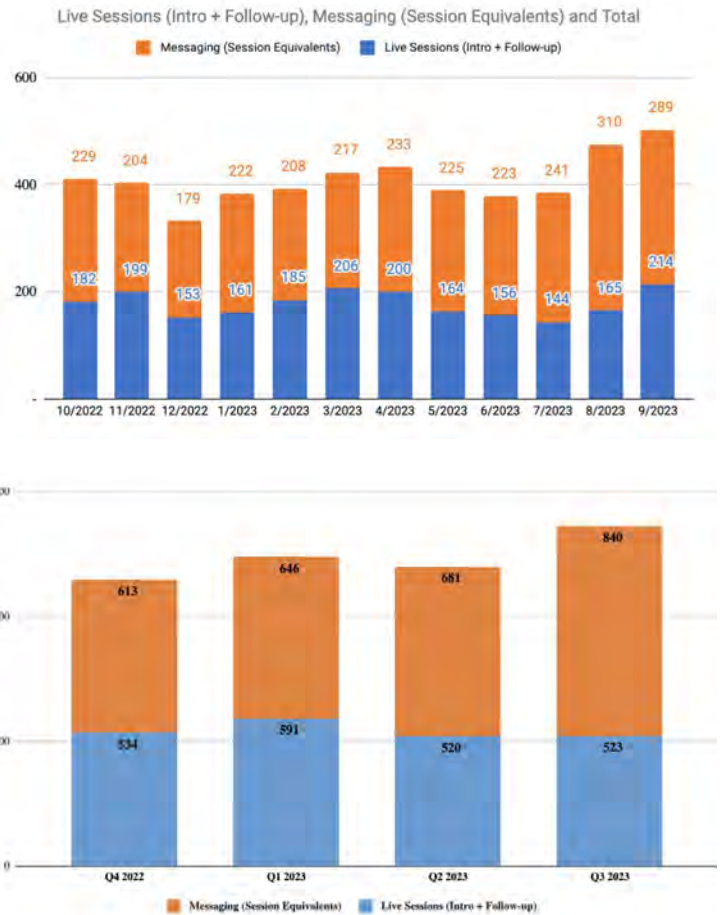
Talkspace meets a student's need for convenient therapy accessible any time, anywhere.

More than 2,200 students (~7.5% of the student body) have registered for mental health care through Talkspace. As of January 4, 2024, students have completed 5,380 30-minute live video therapy sessions, and have sent an average of 2,880 messages per month to their Talkspace therapists. On average the students complete 232 sessions via async messaging in addition to the 177 average live sessions completed each month. An asynchronous messaging session is equivalent to approximately 1,200 words exchanged between a therapist and a student.

Registrations and live video sessions (LVS) by semester



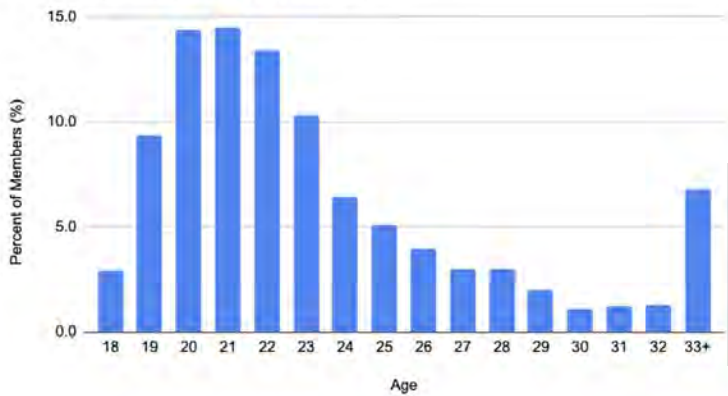
Live therapy sessions and messaging equivalent to a live session, 2022-2023



Talkspace services are most utilized by students ages 20-22, and they book the most live video sessions during the academic year. However, students enrolled in this University continue to receive care from their Talkspace therapists during summer vacations and breaks, when they may not have access to the campus counseling center. For example, in July 2022, students participated in more than 165 live video sessions, or 5.5 live sessions per day.

Age distribution of Talkspace members at WVU

Percent of Members (%) vs. Age



Live therapy sessions by month



The students are paired with therapists almost immediately.

At the core of the Talkspace mission is connecting people with mental health care quickly, without making them jump through hoops or endure long waits. When a student is ready and willing to seek out help, it's crucial that they receive it right away, and Talkspace achieves this. When students of this University register for Talkspace, they are quickly paired with a therapist and can begin sending messages to their therapist immediately once matched.

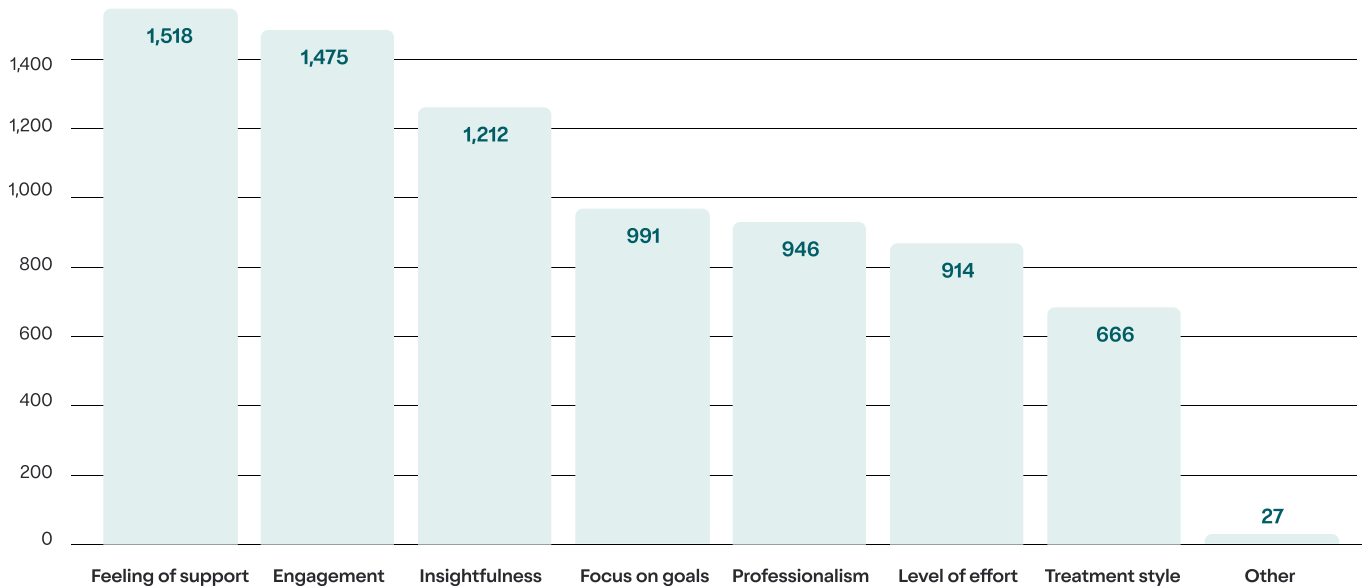
1 hour Average wait time between student registration and therapist match

1.9 days Median time to a student booking their first live session

Students report high satisfaction with their Talkspace therapists.

In more than 3000 surveys completed by the students, Talkspace providers received an average rating of 4.8 out of 5. 85% of students rated their providers 5 out of 5. They praised their providers for being supportive, engaged, and insightful. Students' affinity for their providers is important, because forming that therapeutic alliance results in better adherence to care and symptom improvement.

Most common provider praise given by students



Check-in satisfaction reasons

In their reviews of Talkspace therapy, the students share that their therapists have helped them navigate challenges including injuries and accidents, and give them strategies for reframing their thinking and developing healthy behaviors:

“Danielle was amazing with questions and listening! She was very kind and helped me see a lot differently with the issues I had been through.”

“Erika is amazing! She has truly helped me to make the proper steps toward improving myself and helping to fix my overall well-being.”

“Anthony is always super engaged and goes above and beyond to make me feel heard. Along with holding myself accountable and viewing the bigger picture!”

“I wasn't sure how much I would like this service, but after a couple of sessions I think that Holly has really helped me. She is very understanding and really tries to help in any way she can. I was in a car accident and she was looking up ways that I could easily get to class. It's that kind of above and beyond care that really makes Holly a wonderful therapist. Even though we don't see each other in person I truly feel like she cares.”

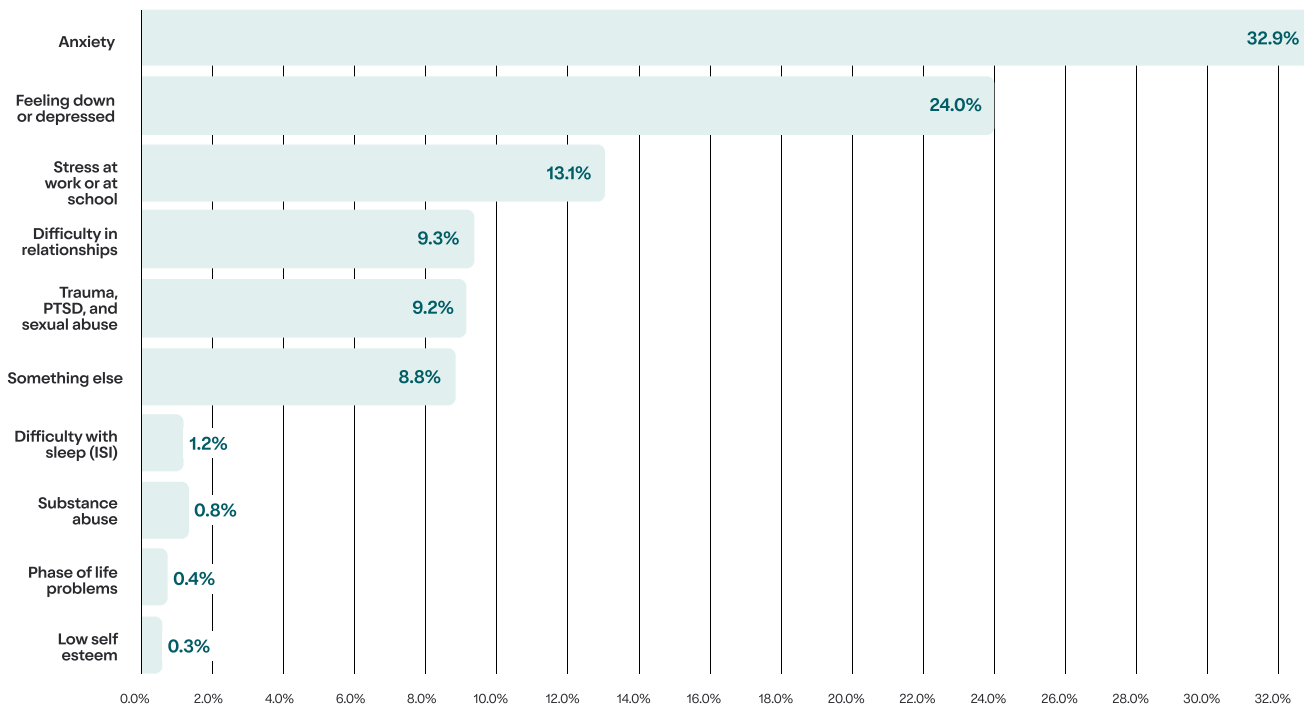
“Ishual was very helpful when I experienced an unexpected loss in the family.”

“Michelle is a great therapist, most of the time I am confused and I just run to her to help me.”

Talkspace therapy results in significant symptom improvement for most common student conditions.

When the students registered for Talkspace, their most common presenting problems were anxiety, depression, and stress. After using Talkspace, 75% of students showed significant reductions in symptoms. This approachable care made the difference in improving mental health conditions that, when untreated, can prevent students from fulfilling their academic and personal potential.

Students' most common presenting problems



Registration proportion

A partnership with Talkspace proves to be a highly valuable way to support student mental health.

The leaders of this University, their counseling center and Talkspace have partnered to normalize mental health conversations on campus. Through a presence at campus school events including New Student Week, and content created specifically for the Greek, LGBTQ+ and Honors students communities, they have promoted the availability of mental health support through the partnership. The counseling center promoted the partnership in campus newsletter, and referred specific students to the program if they deemed them appropriate candidates for virtual care. In addition to ongoing mental health education and student support, by partnering with Talkspace, the University has rapid access to a responsive solution should an emergency or critical incident happen on campus. Talkspace's Critical Incident Response Team (CIRT) is always on call and ready to respond to a wide range of critical incidents that may result in serious psychological harm, with additional oncampus consultation and support for students. The goal is to facilitate return to regular function as quickly as possible. Depending on the nature of the crisis event the CIRT responses may be on-site, virtual, hybrid, or consultation support. Talkspace CIRT team is composed of Master's-level (or above) licensed clinicians with certification in Psychological First Aid (PFA) or an equivalent. The CIRT providers approach all interactions with an understanding of trauma's potential impact and the need for sensitivity, compassion, and respect



Reach out [here](#) to learn how Talkspace can help your student population.