



CASE STUDY

Increasing Behavioral Healthcare Options



A New Solution

Serving more than 2 million people—a Multi-State BCBS Plan identified the need to increase member access to quality behavioral health care. Making these services accessible within the privacy and comfort of one's home or chosen location became a priority for the organization.



“

Our customers are in all 50 states. They often lacked access to behavioral health therapists and psychiatrists through their health plan. In rural areas, there sometimes wasn't any care available. Talkspace offered providers on a platform that we were able to scale quickly and get our customers the care they needed when they needed it.”

— Strategic Programs Director, BCBS

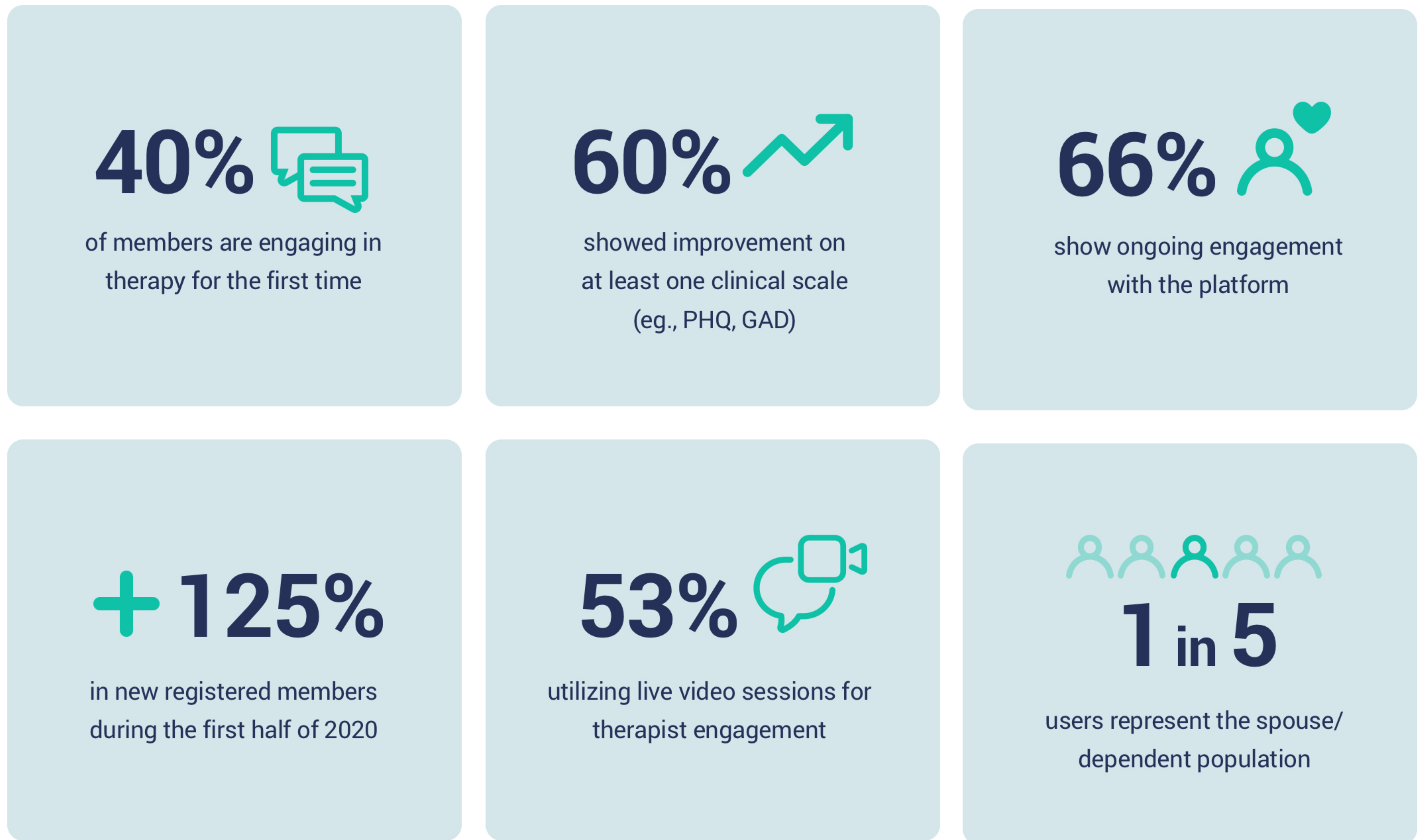
JOINING THE NETWORK

Talkspace launched its services with this partner in April 2019, offering members psychotherapy services through live video sessions and asynchronous messaging. Psychiatric services were also made available through live video sessions only. From a HIPAA-compliant app, members could connect with their provider from any location, take assessments and surveys, complete exercises, and understand their progress over time. Talkspace providers measure and track patient outcomes using a series of industry-standard, condition-specific clinical surveys that are embedded within the user experience.

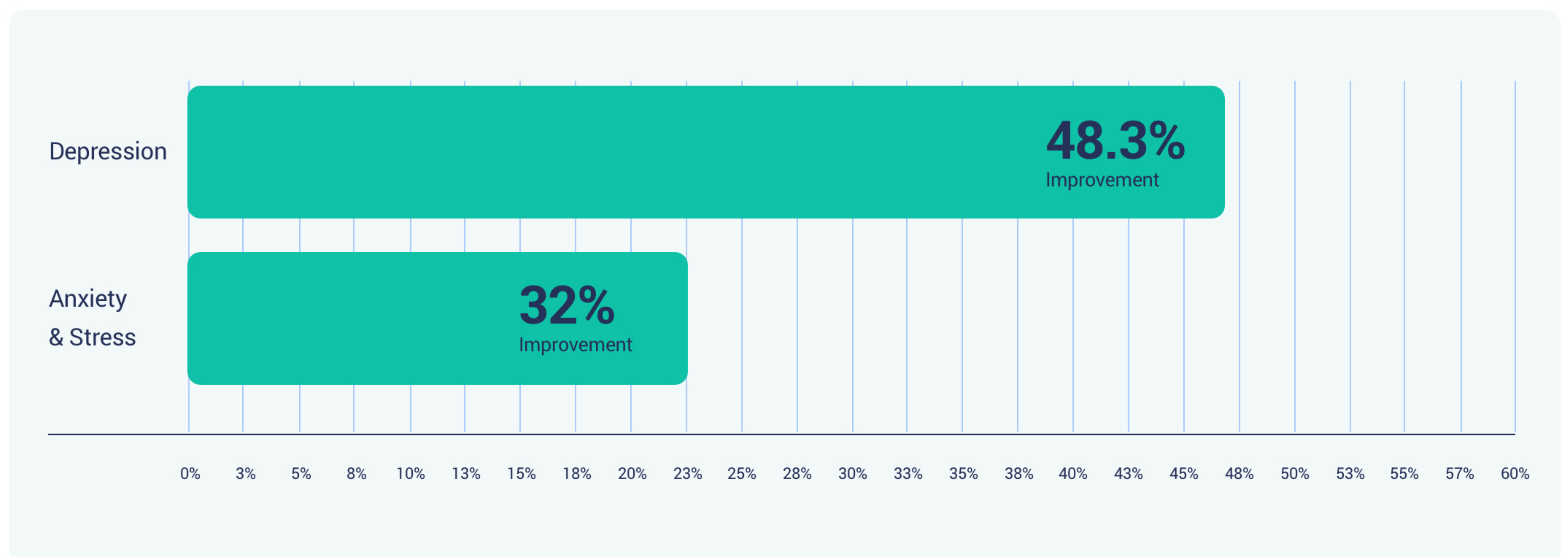
Through this behavioral health benefits plan, Talkspace became available to all covered lives, including spouses and dependents aged 13+, who now account for 20% of all registered users. To get started, members simply verified their plan eligibility and benefits in real-time via a custom landing page. Session payment was collected through the Talkspace app following the same copay or coinsurance (after deductible) rates that would apply to in-person behavioral health visits.

INCREASING ACCESS TO CARE

Talkspace's experienced providers and various modalities—text, audio and video messaging, plus live video—proved to be convenient and engaging for members.



Top Clinical Improvement Areas



Overall, the top areas of improvement are in depression and anxiety/stress symptoms.

Source: Aggregated clinical scales results; 04/2019-09/2020.

MEMBER AND STAKEHOLDER ENGAGEMENT

To build member awareness for mental health care support, teams partnered together at the beginning of our relationship to build an annual communications plan, featuring multi-channel campaigns across member touch points. This included features on the member portal and “Find a Doctor” page, member support line training, direct marketing (email, SMS), social media content, interviews, and events.

The annual communications plan also included a focus on internal stakeholders and employer groups. Training and educational materials were provided to account and clinical intake representatives.

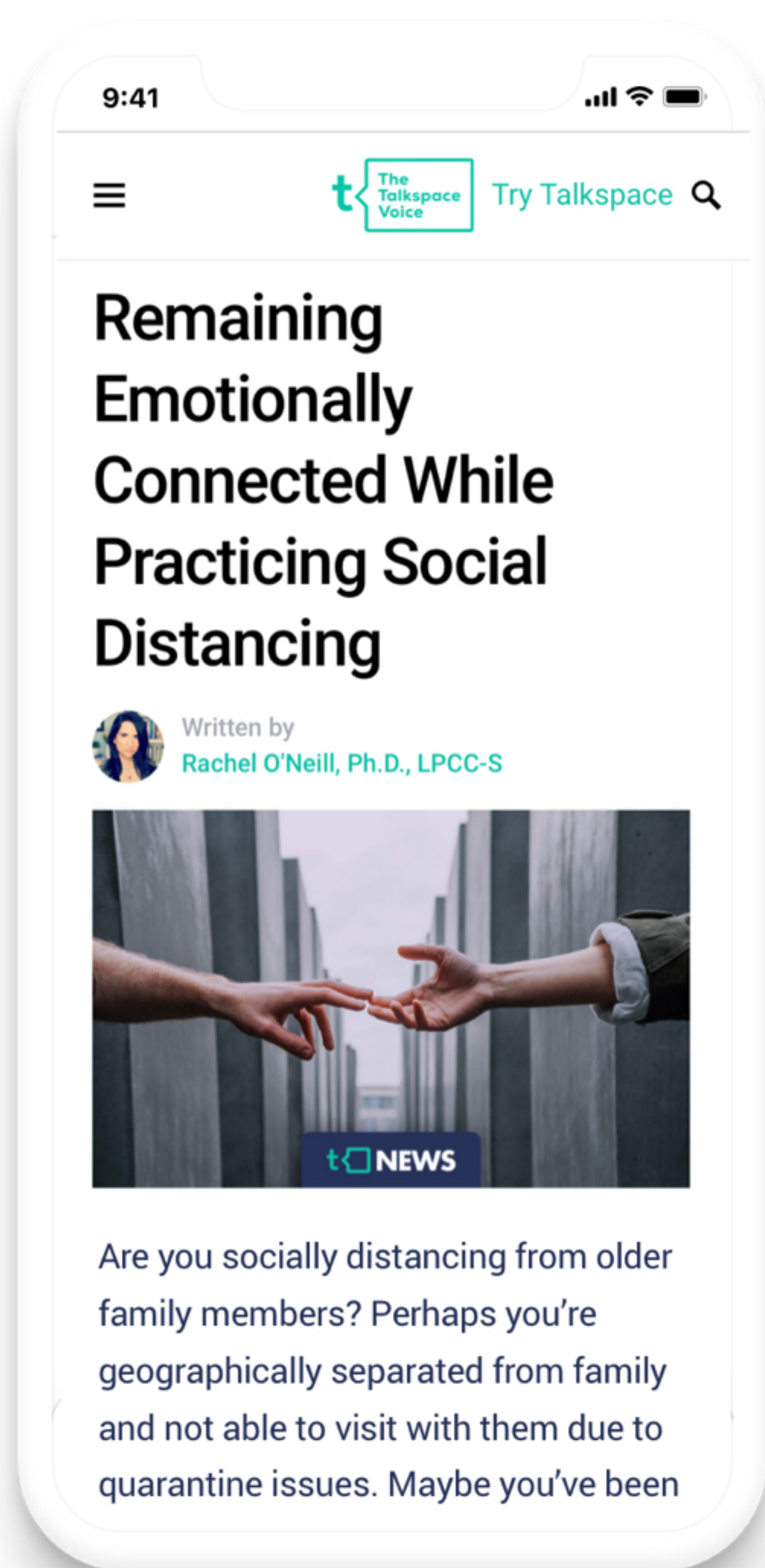


Talkspace therapists and clinical leadership have been available for a number of events. Recently, a live panel session was curated in partnership with therapists to discuss technology’s role in increasing access to care—with a focus on women in the workplace. Additionally, Talkspace’s Customer Success team has partnered with BCBS in conversations with key enterprise-level clients to strategize around ongoing wellness communications and programs that support benefit utilization.

“

Our partnership with Talkspace has allowed our members to find quality behavioral health care easily and effectively, allowing members to find the right care in hours instead of days.”

— Healthcare Solutions Manager, BCBS



RESPONDING TO CORONAVIRUS

With many losing access to in-person office care throughout the pandemic, steps were taken to proactively inform members of Talkspace's readily-available clinical network and resources. Educational content was developed in collaboration with Talkspace's clinical experts—including interviews with Talkspace therapists on topics like mindfulness and caring for one's mental health during social distancing. Additionally, Talkspace hosted both client and employee webinars to address topics like working from home and stress management.

The health plan's digital platforms were also updated to provide enhanced visibility to members during such challenging times. During the first half of 2020, member registrations increased **125%**.

“

Our partnership with Talkspace has enabled us to respond to our members behavioral health needs quickly during these challenging times. Talkspace maintained quick response times with high quality services, ensuring our members received the care they needed when they needed it the most.”

— BCBS Healthcare Solutions Manager

IN MEMBERS' WORDS | Client feedback from Talkspace's Satisfaction Survey (© 2020):

“

After in-person therapy didn't fit with my schedule, I apprehensively decided to try this platform. It's really helped me work through the program while still maintaining my normal day-to-day schedule. Really great alternative for those who cannot see someone in person!”

“

This is my first step in working on myself. I was nervous about talking to a professional, but my therapist makes me feel completely comfortable and unafraid. This app is amazing! I'm now on track to be the best version of myself.”

talkspace