Northstar Behavioral Health

Recommendations for Strategic Engagement and Pre-Care

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I: Introduction

Northstar Behavioral Health's Goals

- Engage with users early
- Speed up assessment phase
- Maintain engagement with clients
- Provide a digital space to build community

II: Project Goals

Pre-Care

- Increase Engagement
- Streamline the process
- Provide resources
- Keep user engaged

In-Care

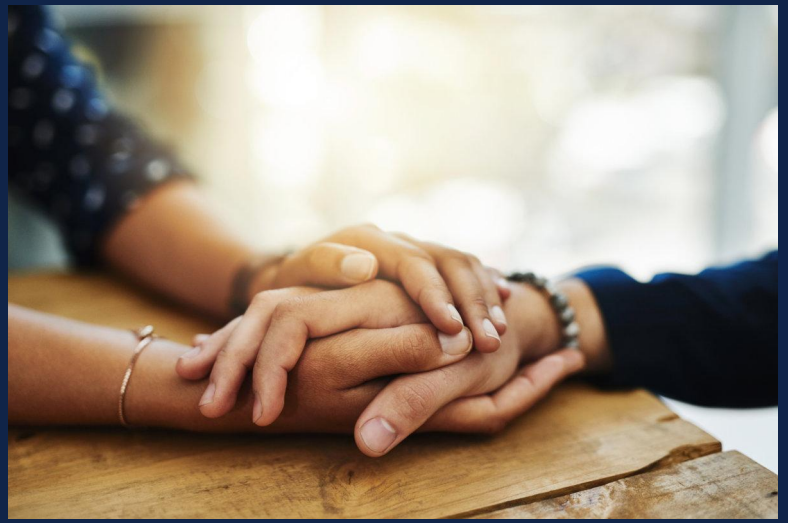
- Chat Function
- Live/Archived Classes
- Mindspace

III: Users

Primary Users

Those suffering from substance abuse

- Long-term dependence
- Relapsing
- Not sure if they have a problem

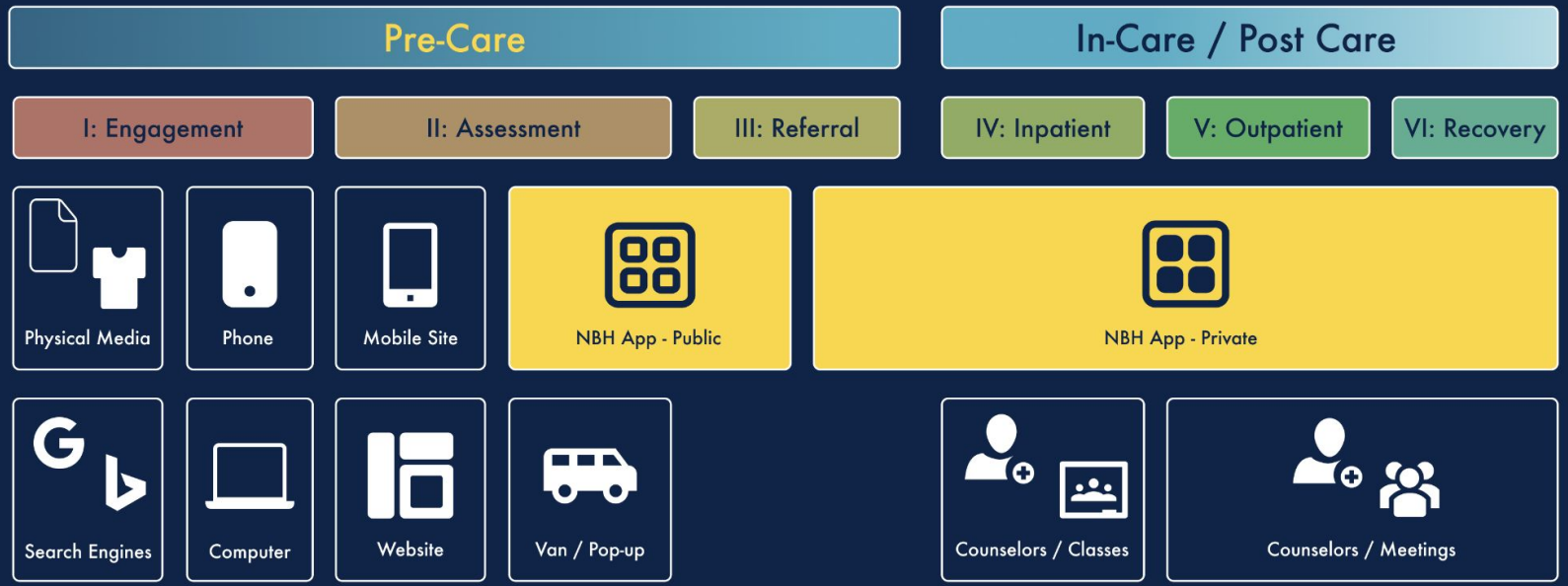


Secondary Users

Those affected by addiction crisis

- Friends and family
- Payors (insurance companies)
- NBH stakeholders

IV: Touchpoint Map



Northstar Behavioral Health

Joe and Kari's Journeys

V: Joe's Journey

I: Engagement

- Suffers from depression
- Spends most nights at the bar

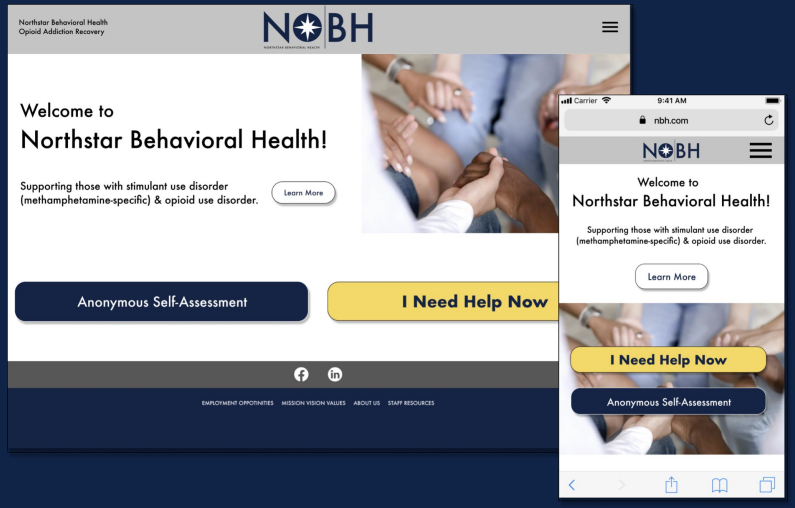
Coasters with the QR code

11"x17" Posters can also be hung in bathrooms, detox centers, gyms, etc

V: Joe's Journey

II: NBH Website

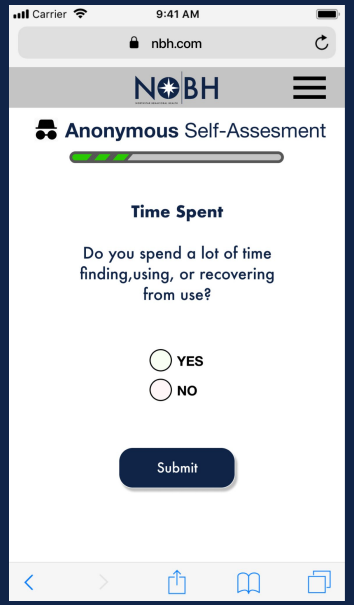
- Given immediate pre-care resources
- Can do Rule-25 or self-assessment
- Chooses to take a self-assessment

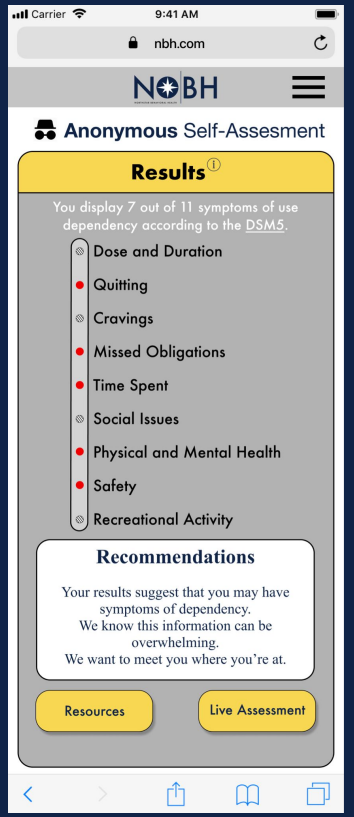


V: Joe's Journey

III: Self-Assessment

- Starts with general questions
- Becomes personalized
- Receives immediate results

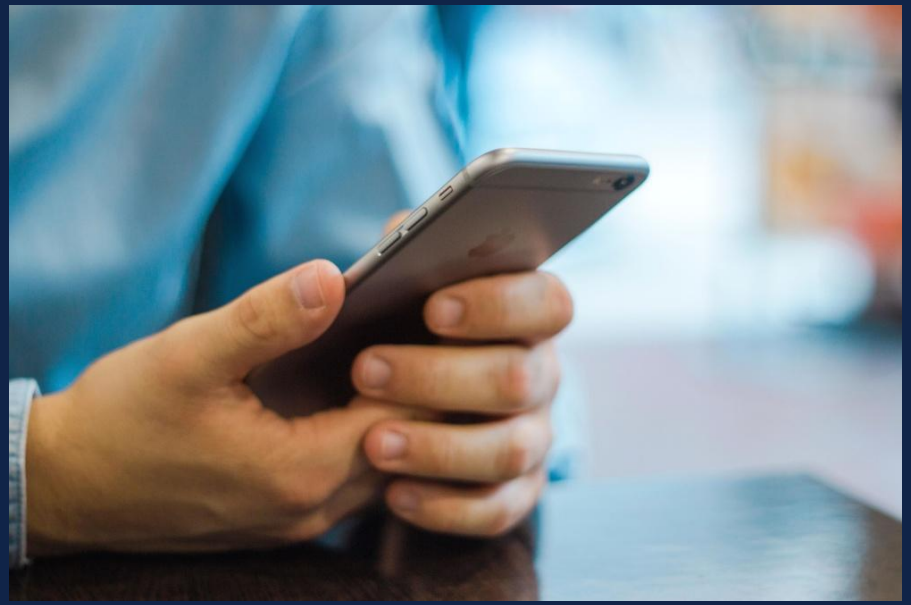




V: Joe's Journey

III: Recap

- Exposed to multiple touchpoints
- Made the choice to seek help
- Given immediate access to resources



VI: Kari's Journey

I: Kari's Story

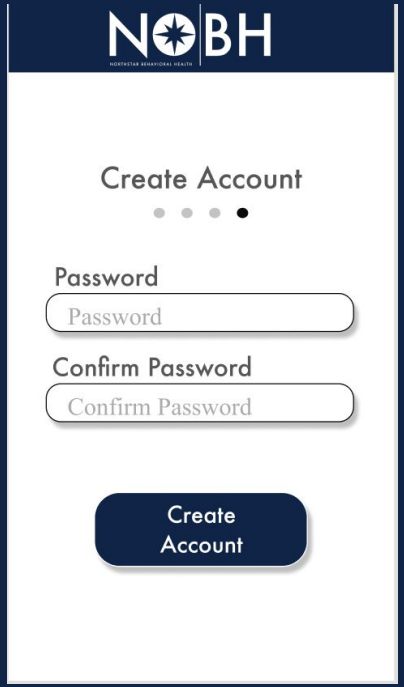
- Given opioids after back surgery
- Still taking them after healing
- Stress at work contributes to abuse

Plastic "AA" Style Chips to be given out to those in need

VI: Kari's Journey

II: NBH Website / Rule 25 Assessment

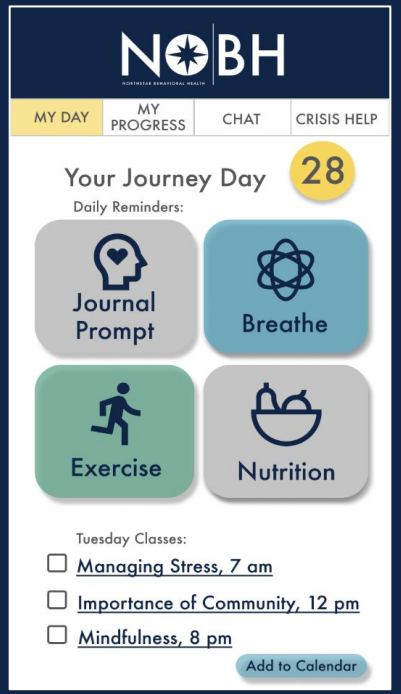
- Scans QR Code, lands on NBH website
- Decides to take a Rule-25 Assessment
- Intake form is simple and quick
- NBH responds right away
- Kari downloads the app after assessment

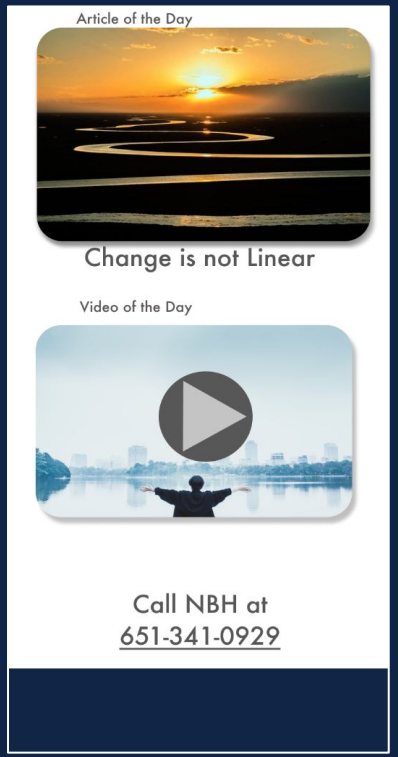


VI: Kari's Journey

III: Pre-Care App

- Access care resources
- Connect with counselors
- Prepare for in-patient care

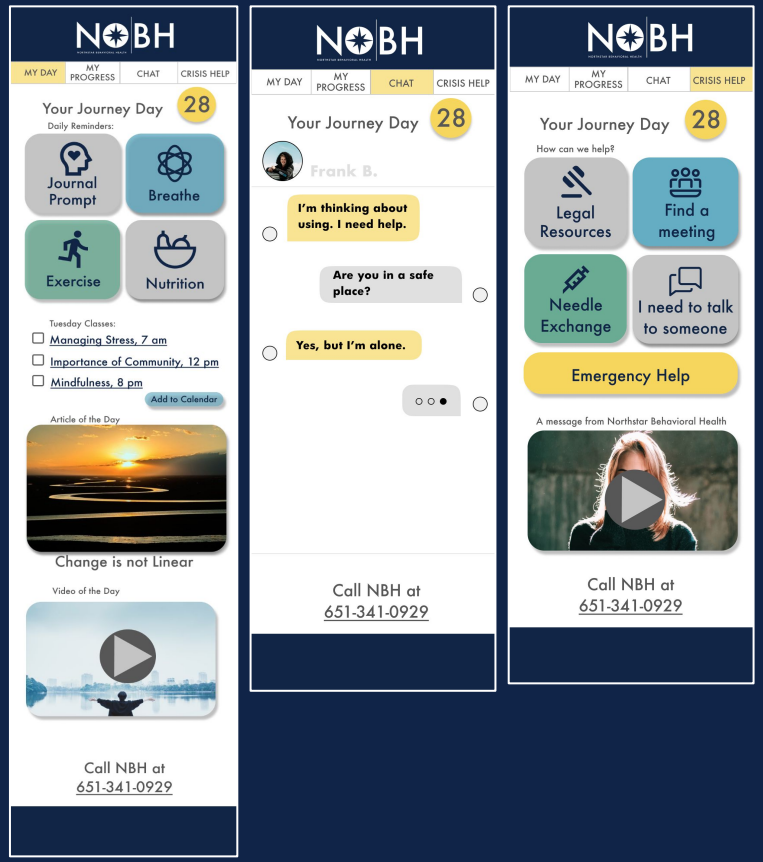




VI: Kari's Journey

IV: In-Patient App

- Daily physical and mental tasks
- Ability to schedule and watch live classes
- Live chat / crisis help



VI: Kari's Journey

V: Recap

- Engaged by a friend
- Made the choice to seek help
- Quickly able to get assessment
- Given extra resources during care
- Can pay it forward with chips

VII: Summary

Engagement

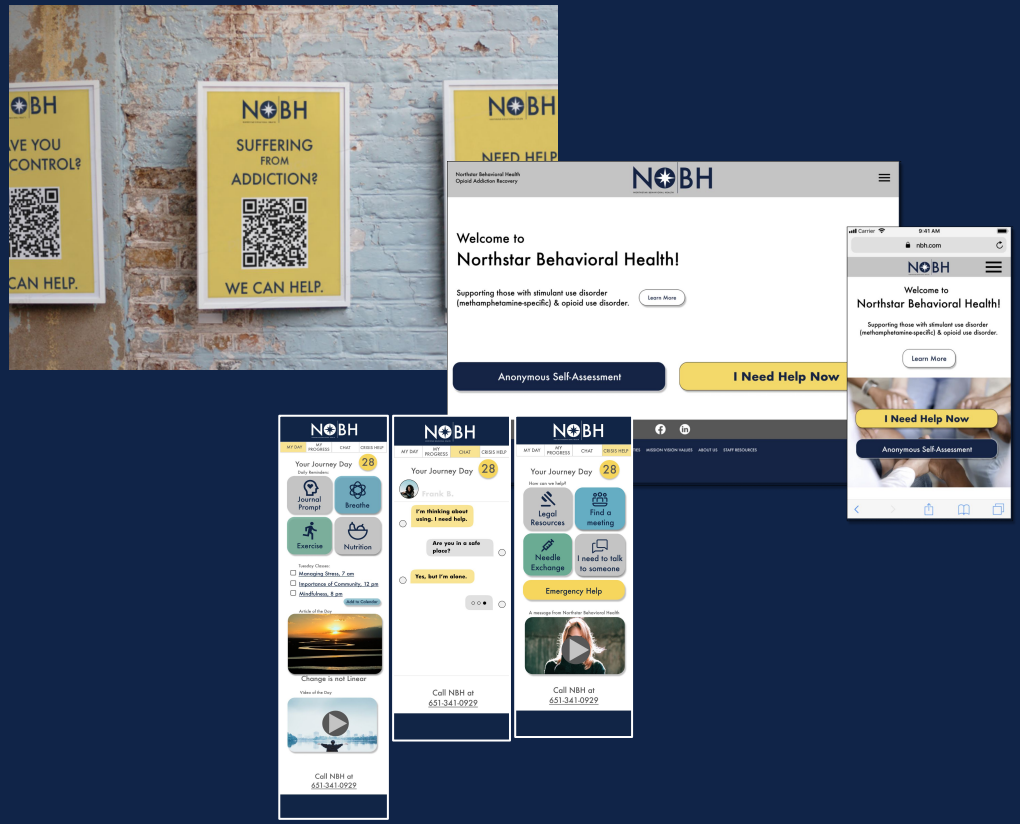
- Physical touchpoints
- QR Codes

Pre-Care

- Landing Page
- Pre-Care App

In-Care

- In-Care App



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Thank you!