



## Recommendations for Strategic Engagement and Pre-Care

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## 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



### Primary Users

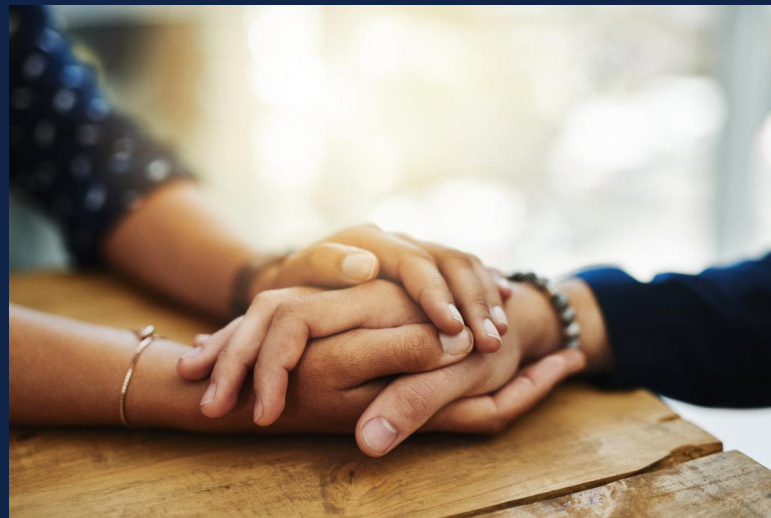
Those suffering from substance abuse

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

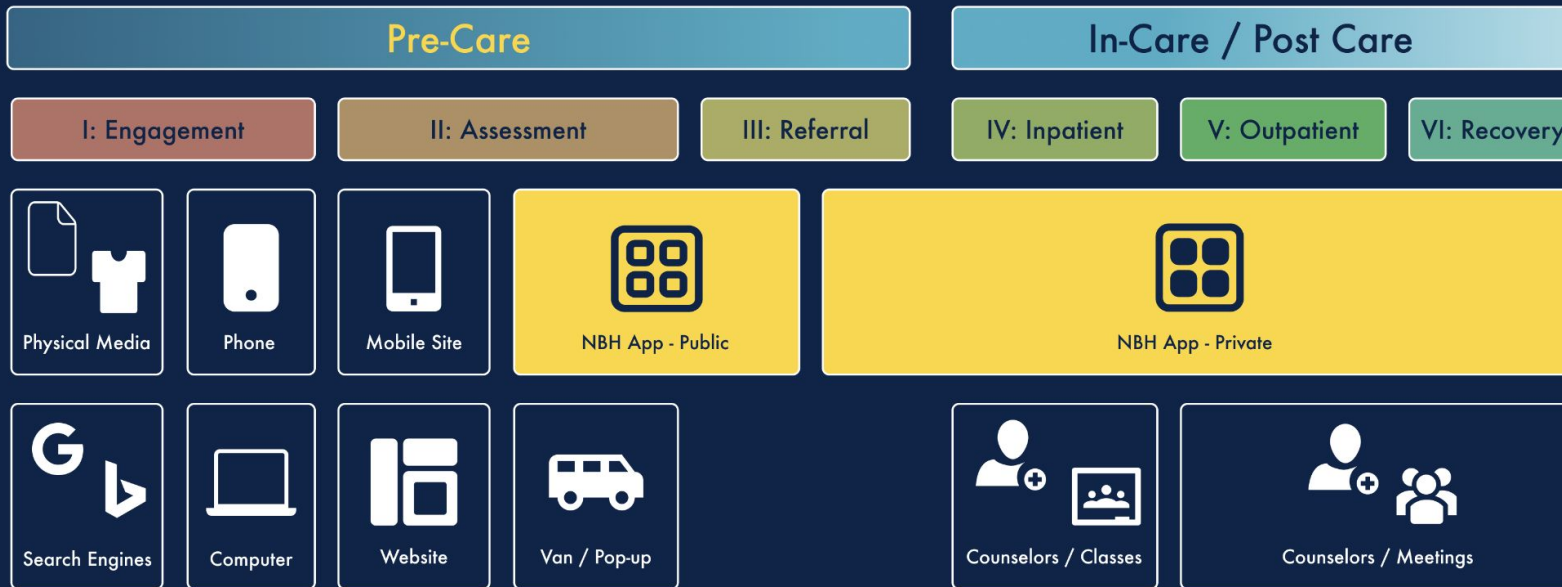
### Secondary Users

Those affected by addiction crisis

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



# IV: Touchpoint Map





## Joe and Kari's Journeys

# V: Joe's Journey

## I: Engagement

- Suffers from depression
- Spends most nights at the bar



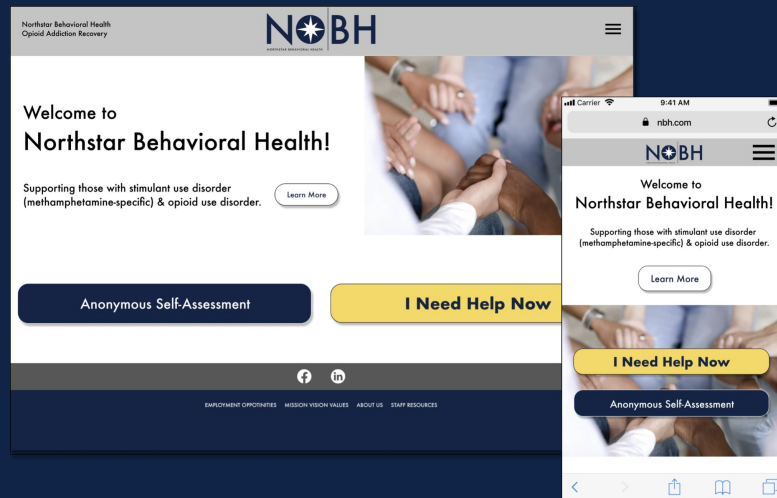
Coasters with the QR code



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

## II: NBH Website

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





## III: Self-Assessment

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

Carrier 9:41 AM  
nbh.com

NOBH

Anonymous Self-Assessment

Time Spent

Do you spend a lot of time finding, using, or recovering from use?

YES  
 NO

Submit

Carrier 9:41 AM  
nbh.com

NOBH

Anonymous Self-Assessment

Results<sup>1</sup>

You display 7 out of 11 symptoms of use dependency according to the DSM5.

- Ⓢ Dose and Duration
- Quitting
- Ⓢ Cravings
- Missed Obligations
- Time Spent
- Ⓢ Social Issues
- Physical and Mental Health
- Safety
- Ⓢ Recreational Activity

Recommendations

Your results suggest that you may have symptoms of dependency. We know this information can be overwhelming. We want to meet you where you're at.

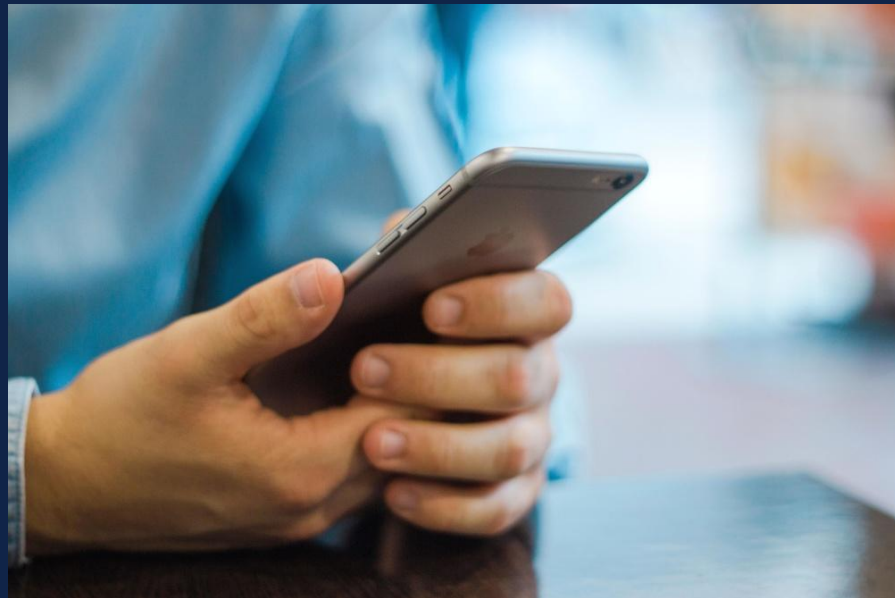
Resources Live Assessment

## V: Joe's Journey

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### 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

## 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

The screenshot shows the 'Create Account' page of the NBH website. At the top, the NBH logo is displayed, consisting of the letters 'NOBH' with a star icon inside the 'O'. Below the logo, the text 'Create Account' is centered, followed by four dots, with the fourth dot being filled. There are two input fields: 'Password' and 'Confirm Password', each with a light blue border and a shadow. At the bottom, there is a dark blue button with white text that says 'Create Account'.

# VI: Kari's Journey

## III: Pre-Care App

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

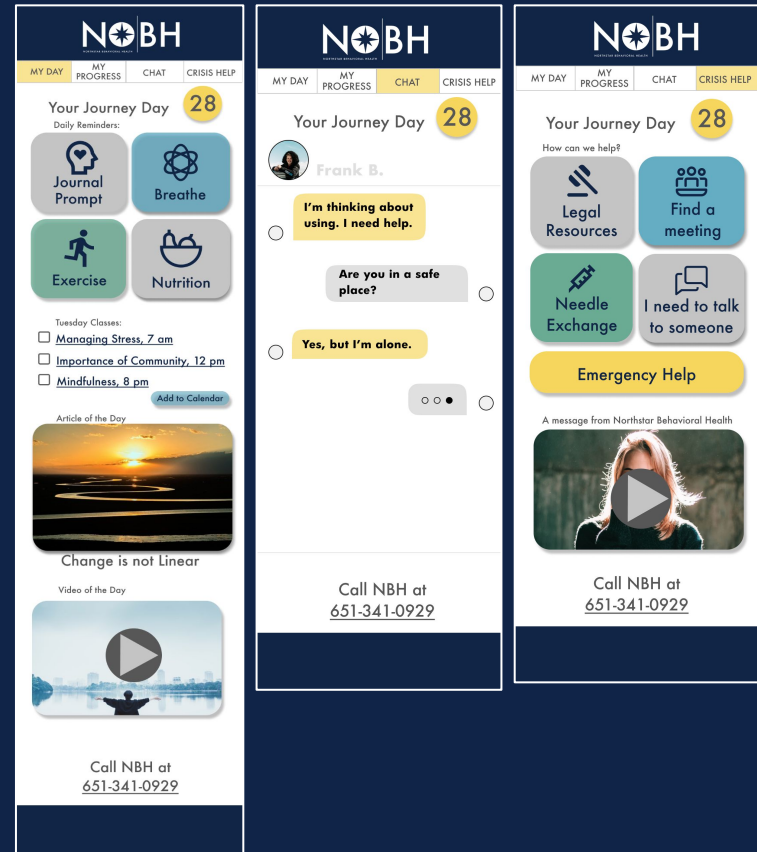
The screenshot shows the NOBH mobile app interface. At the top is the NOBH logo with the tagline 'NORTHSTAR BEHAVIORAL HEALTH'. Below the logo are navigation tabs: 'MY DAY', 'MY PROGRESS', 'CHAT', and 'CRISIS HELP'. The main content area displays 'Your Journey Day 28' with a yellow circle around the number 28. Underneath, it says 'Daily Reminders:' and lists four options in rounded square buttons: 'Journal Prompt' (with a head and heart icon), 'Breathe' (with an atom icon), 'Exercise' (with a person running icon), and 'Nutrition' (with a bowl of fruit icon). Below these is a section for 'Tuesday Classes:' with three checkboxes: 'Managing Stress, 7 am', 'Importance of Community, 12 pm', and 'Mindfulness, 8 pm'. At the bottom right of this section is a blue button labeled 'Add to Calendar'.

This promotional graphic features a sunset over water with a path leading to the horizon. The text 'Article of the Day' is at the top, followed by the title 'Change is not Linear'. Below this is a 'Video of the Day' section with a play button icon over a video thumbnail showing a person with arms outstretched by a lake. At the bottom, it says 'Call NBH at 651-341-0929'.

# VI: Kari's Journey

## IV: In-Patient App

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



The image displays three screenshots of the NOBH mobile application interface, illustrating various user journey and support features.

**Left Screenshot: Home Dashboard**

- Header: NOBH logo, navigation tabs: MY DAY, MY PROGRESS, CHAT, CRISIS HELP.
- Section: **Your Journey Day 28** (Daily Reminders)
- Grid of activity buttons: Journal Prompt, Breathe, Exercise, Nutrition.
- Section: **Tuesday Classes**
  - Managing Stress, 7 am
  - Importance of Community, 12 pm
  - Mindfulness, 8 pm
- Section: **Article of the Day** (Image of a sunset over water)
- Text: **Change is not linear**
- Section: **Video of the Day** (Image of a person with arms raised)
- Footer: Call NBH at 651-341-0929

**Middle Screenshot: Chat Interface**

- Header: NOBH logo, navigation tabs: MY DAY, MY PROGRESS, CHAT, CRISIS HELP.
- Section: **Your Journey Day 28**
- User profile: **Frank B.**
- Message bubbles:
  - Yellow bubble: "I'm thinking about using. I need help."
  - Grey bubble: "Are you in a safe place?"
  - Yellow bubble: "Yes, but I'm alone."
- Footer: Call NBH at 651-341-0929

**Right Screenshot: Emergency Help**

- Header: NOBH logo, navigation tabs: MY DAY, MY PROGRESS, CHAT, CRISIS HELP.
- Section: **Your Journey Day 28** (How can we help?)
- Grid of support buttons: Legal Resources, Find a meeting, Needle Exchange, I need to talk to someone.
- Section: **Emergency Help** (Yellow button)
- Section: **A message from Northstar Behavioral Health** (Video thumbnail)
- Footer: Call NBH at 651-341-0929

## 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







Thank you!