

Behavioral Health Support for Primary Care

Integrated, Virtual Mental Health Care for
Family Medicine, Pediatrics and OBGYN



OUR MISSION

Increasing Access to Mental Health Services in Underresourced Areas


While about a quarter of adults have a mental illness, 50% of the US population lives in a mental health shortage area.

April Health sets out to help patients in areas where support is otherwise unavailable.



Communities Lack Access to Mental Healthcare

Patients look to primary care as their front line of support, however providers are poorly equipped



25%

of PCP visits involve mental health

Patients overwhelmingly bring their mental health concerns to primary care providers instead of going directly to specialty care. PCPs act as the de facto triage point but have limited support.

50%

Of the US population lives in a mental health shortage area

Given massive shortages, there are frequently 6+ month waitlists for patients who need specialty mental health support.

80%

of patients with mental health concerns seek support from primary care

PCPs work in 15-minute appointments and typically have limited resources and training, putting a strain both on them and their patients.

THE SOLUTION

Primary Care's Mental Health Partner

April Health partners with primary care providers to act as their virtual behavioral health team, delivering care through the collaborative care model



THE CARE MODEL

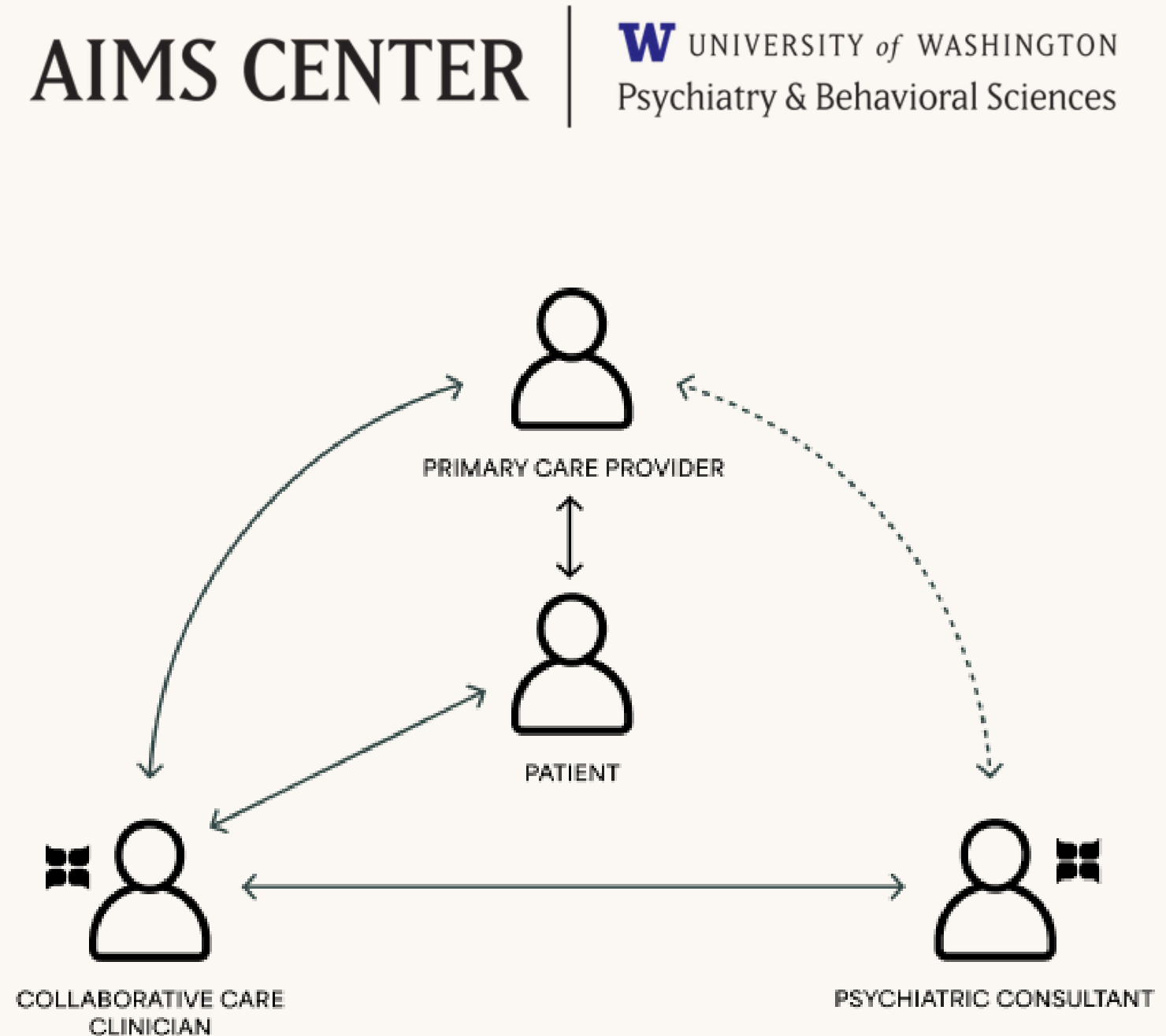
Collaborative Care (CoCM)

CoCM integrates physical and mental health care in the primary care setting through counseling and consulting psychiatry.

There have been 80+ academic studies* showing:

1. CoCM is highly effective (2x vs. usual care)
2. CoCM reduces cost of care substantially
3. CoCM drives up patient and provider satisfaction

*See details [here](#)



The April Health Workflow

STEP 1

Primary Care Providers
Identify Patients



PCPs identify
patients struggling
with their mental
health and refer to
April Health

STEP 2

April Health Encounters
Over Phone or Video



April Health's
virtual care
managers meet
with patients every
one to two weeks

STEP 3

April Health's Psychiatrists
Recommend Medications



Our psychiatrists
recommend
medications to the
PCP via their existing
EHR

STEP 4

PCPs and April Health
Collaborate on Treatment



April's team
continues to treat the
patient, continually
keeping the PCP in
the loop

Traction & Outcomes

April Health Keeps Patients Engaged & Improves Symptoms

90%

Of Patients See An Improvement In Their Symptoms After 3 Months

50%

Average Reduction in Depression Symptoms After 3 Months

~4 Months

Average Length In Care, Including Graduated & Discharged Patients

Current Customers



Patients Love Working With Our Team

COMPASSIONATE TREATMENT

“My overall experience was very positive. My favorite thing was just how kind my care manager was. I wish I could have been in the program for longer.”

Sarah, 18 Y.O.
Patient for 6 months
70% reduction in PHQ-9

SUSTAINED IMPROVEMENTS

“She would make sure I do things to help myself relax. Amazingly, I still do those things today. I’m able to think about why I’m mad, and intervene instead of letting my emotions take hold”

June, 34 Y.O.
Patient for 3 months
50% reduction in GAD-7

INTEGRATED CARE

“I loved how the program was explained — I would talk to experts on mental health, and they can work with both my PCP and me to provide the best care”

Amber, 24 Y.O.
Patient for 3 months
50% reduction in GAD-7

April Health Has Aligned Incentives With Primary Care Clinics



Improve Outcomes & Patient Satisfaction

Studies of the CoCM Model have shown that it is more than 2x as effective as usual care in driving mental health symptoms to remission.

Moreover, 75% of patients who are treated through CoCM models are highly satisfied with their care.



Activate A New FFS Revenue Stream

Collaborative care can generate significant new revenue for partner practices through FFS reimbursement.

April Health generates ~\$10k in contribution margin per engaged PCP/year.



Improve Risk Adjustments & Reduce Cost of Care

We can drive an additional increase in revenue through refining mental health diagnoses and improving risk adjustments.

Additionally, CoCM has been proven to reduce patient cost of care by \$3,400 over 4 years.

BILLING MODEL

April Health Generates ~\$10k per PCP/year in FFS Revenue

April Health enables our PCP partners to bill for CoCM services, and we are paid a portion of that revenue.

We provide a report at the end of each month as well as upload any required documentation into your EMR.

Our services are covered by Medicare, Medicaid (in target states) and almost all commercial payors



Our Pricing

WE CHARGE A FLAT RATE PER ELIGIBLE CODE EACH MONTH

CPT Code	CPT Description	Expected Reimbursement to PCP	Payment to April Health
99492	First month, first hour	\$150-\$170	\$110
99493	Subsequent month, first hour	\$140-\$160	\$105
99494	Additional 30 minutes	\$60-\$70	\$50

Thank you

For more info, contact:

Jesse@AprilHealth.com



Questions & Next Steps

WHAT QUESTIONS DO YOU HAVE ABOUT APRIL HEALTH?

QUESTIONS

1. How does your team handle mental health concerns today?
2. What resources exist in your community?
3. Have you implemented any other programs to extend care in the clinic (CCM, RPM etc.)
 - a. If so, how have those experiences been?

NEXT STEPS

1. Payor Mix/Rate Discovery:
 - a. Based upon your payor Mix, we can share the expected reimbursement
2. Buy-in from providers
 - a. Discuss with Providers and gauge buy-in
3. Billing workflow training
4. EHR workflow development
5. Contracting
6. On-site Kickoff

April Health Leadership Team



Jesse Weinberg
Chief Executive Officer

Experience

Wharton MBA
6+ years of product experience

Product Lead for Wayfair Home Services



Liberty Eberly, D.O.
Chief Medical Officer

Experience

Former CMO, Innovotel
Telepsychiatry (Acquired by
Quartet)

Whole career focused on
community mental health



Amy Shields
Head of Clinical Operations

Experience

Masters in Counseling

SVP Program Operations @
MindDoula



Ryan Macy, 25M Health
Head of Engineering

Experience

Head of Engineering, 25m Health

10+ years of experience with
Healthcare Software