

COBALT

@ Dartmouth-Hitchcock
May 10, 2021

Agenda

1. Cobalt at Penn Medicine
2. Envisioning A Green Chapter
3. Building the Roadmap

WHAT IS COBALT?

- A digital front door to wellness and mental health support including:
 - personalized content recommendations, live groups, and individual support
 - validated assessments to connect people to the right level of care
 - scheduling and telehealth capabilities that support HIPAA-compliant access
 - ability to crowdsource content from users and support requests for sessions
 - flexibility to pivot content in response to current events

WHO IS IT DESIGNED FOR?

- Health care workers on and behind the front lines

WHY DID WE BUILD IT?

- To improve the visibility and use of mental health support among health care workers in the midst and beyond the Covid-19 pandemic
- To support managers and administrators in caring for their teams
- To pilot digitally augmented care that can be extended to patients

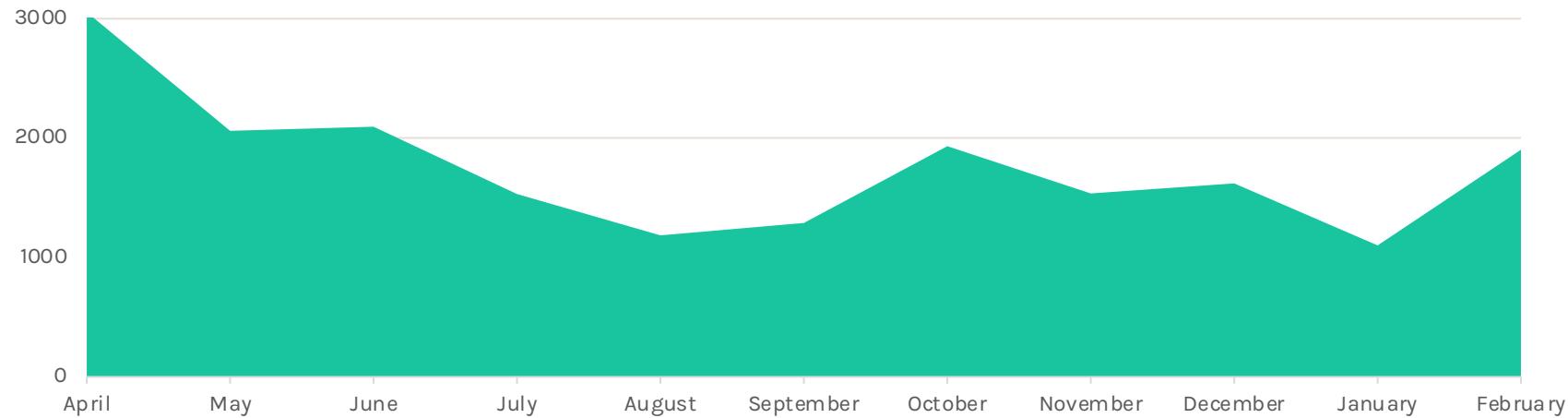
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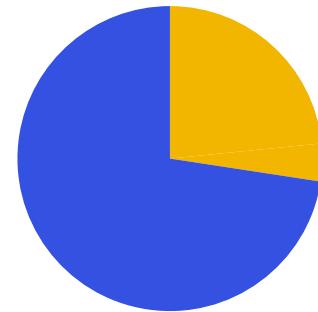


Trustworthy design

~10,000* unique users (1 in 4 employees)



3 in 4 entered anonymously



Satisfaction is high (NPS)

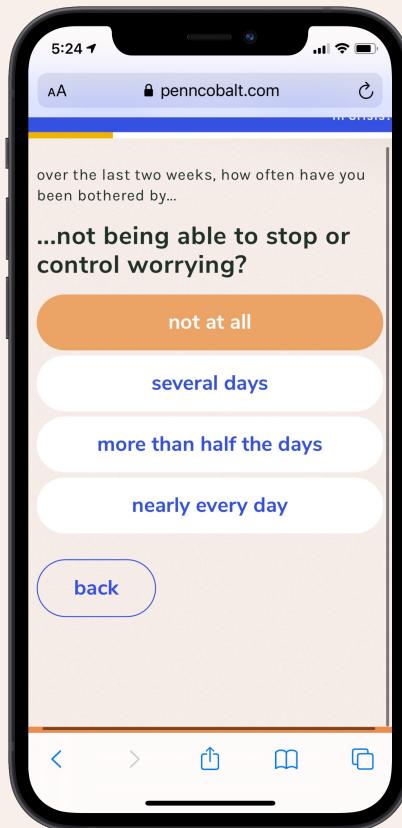


*adjusted for possibility of >1 count/anonymous user

Data represents 4/13/20-2/28/21

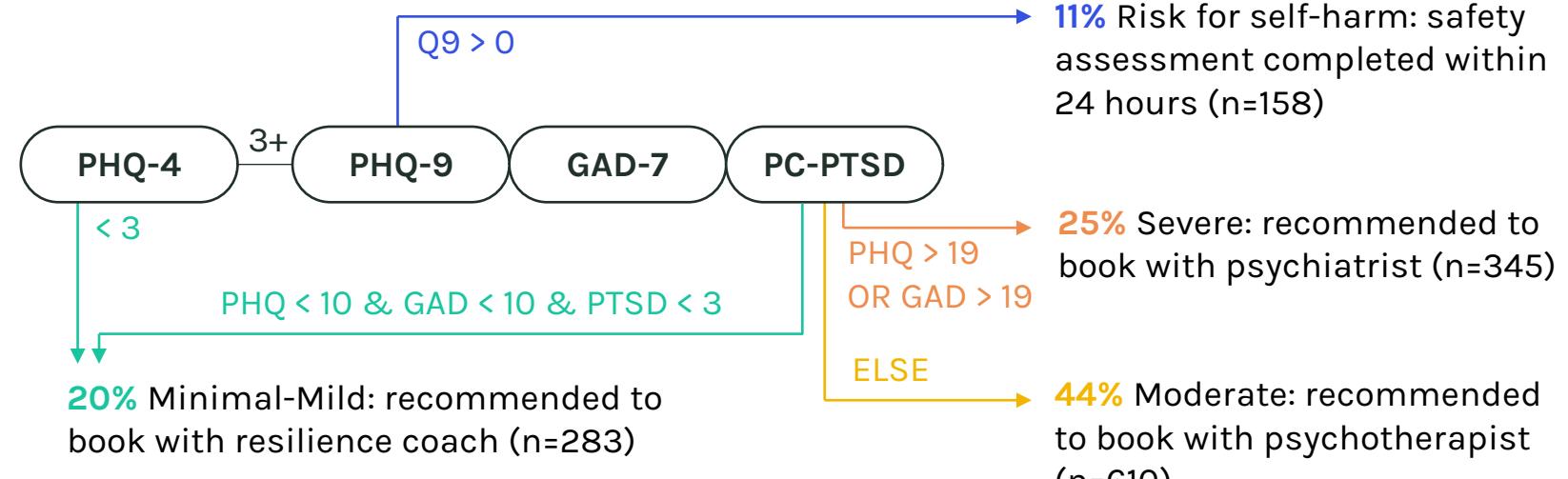
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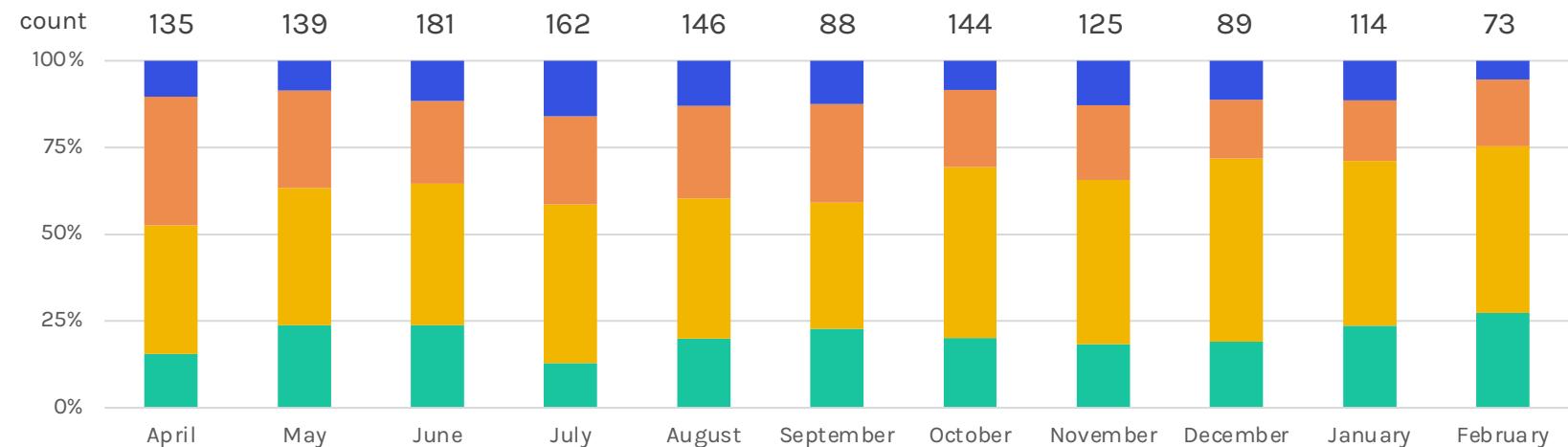


Measurement-based triage

1,396 optional self-assessments completed



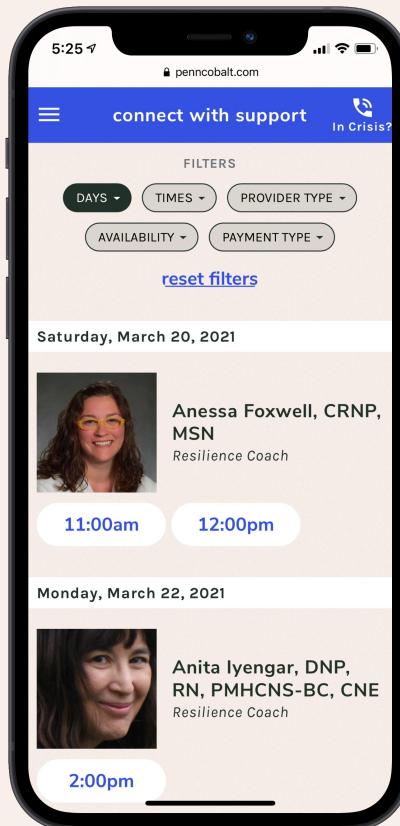
Made and maintained reputation as the one-stop-shop for employees



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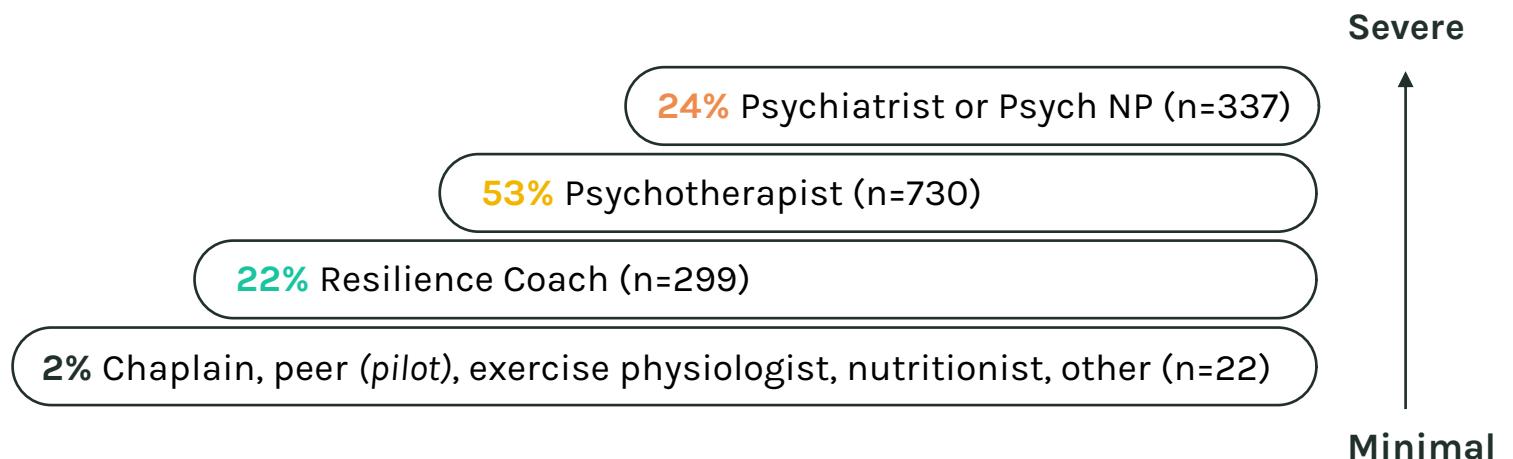
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Timely access

1,388 appointments self-scheduled and not cancelled, with provider bookings overall reflective of assessed levels of need



91% of first appointments held within 2 weeks of booking

Time from booking to first appointment

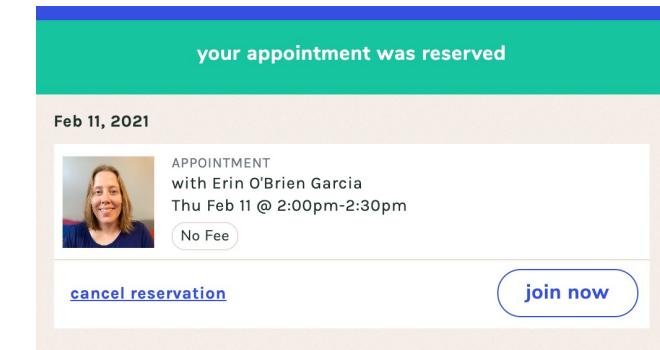
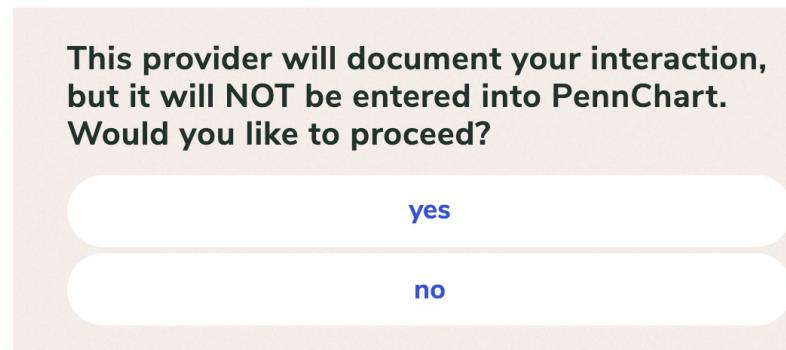


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SPOTLIGHT

Repositioning Penn Medicine EAP Providers

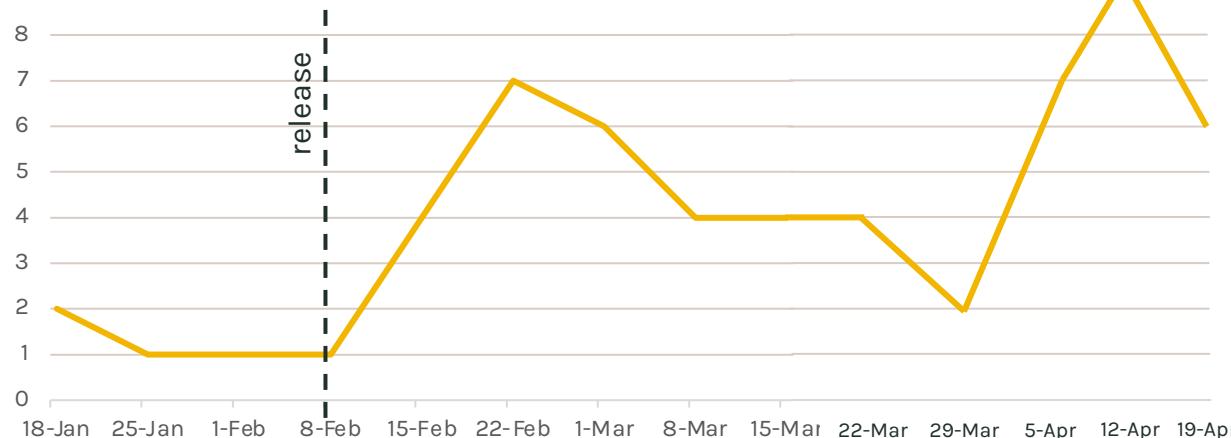
From “EAP Care Managers” to “Psychotherapists”



1. Employee views EAP LCSWs alongside all other psychotherapists and selects a time

Early results (released 2/8)

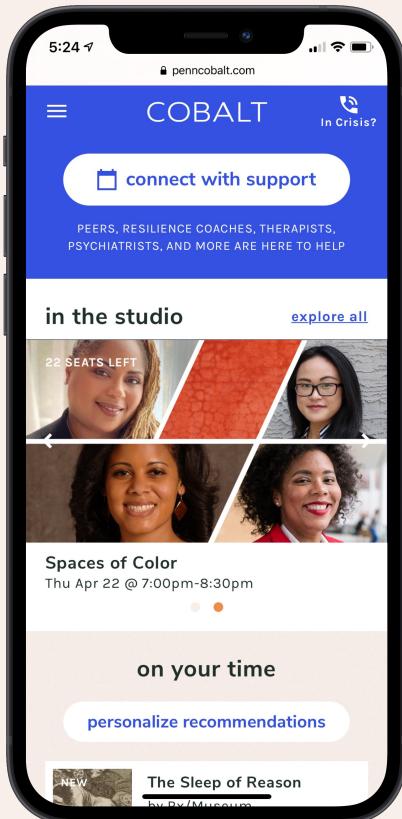
Appointments booked with providers



9 weeks pre-release vs
9 weeks post-release:
10.8x utilization

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Responsive groups
and content

>1,000 group reservations booked for individuals or teams

A screenshot of a mobile application showing group reservation details. At the top, a white rounded rectangle contains the text ">100 groups by request". Below this is a colorful abstract graphic. A white box contains the text "Maintaining Resilience - For Your Team". Another white box below it contains the text "Conversations About Race & Racism - For Your Team".

A screenshot of a mobile application showing group reservation details. At the top, a white rounded rectangle contains the text "77 NPS". Below this is a collage of four diverse women's faces. A white box contains the text "Spaces of Color" and "Thu Mar 25 @ 7:00pm-8:30pm".

"This was everything."

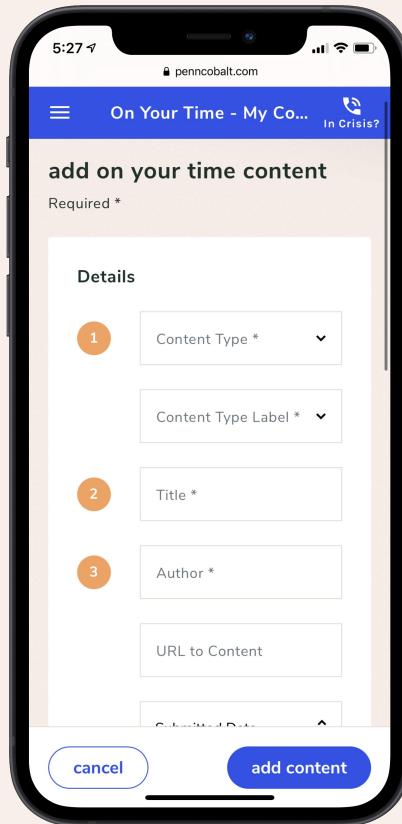
>150 self-directed resources added

A screenshot of a video player on Vimeo. At the top, a white rounded rectangle contains the text "1200 views". Below this is a video frame showing two women. The video player interface includes a play button, a progress bar at 11:01, and a "vimeo" logo. Below the video frame, the title is "Navigating COVID-19 Vaccine Hesitancy and Anxiety" by Dr. Thea Gallagher, PsyD. It also indicates "VIDEO" and "27 MIN".

- ✓ Return home safely
- ✓ Kids & COVID
- ✓ Racial injustice
- ✓ Election anxiety
- ✓ Holiday stress
- ✓ Vaccine hesitancy
- ✓ Combatting insomnia
- Addiction & recovery

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Harnessing the power and passion of an entire health system

self-directed resources

Time to submit: ~2 min

Time until live: ~1 hr

★★★★★ “very easy to use”

group sessions

Time to submit: ~5 min

Time until live: ~1 day

★★★★★ “great!”

Under development

10-part series
ANXIETY MANAGEMENT
SKILLS GROUP

VIRTUAL CULTURE PASS
featuring live lectures
and performances



Crowdsourced expertise

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Dartmouth-Hitchcock Identified Needs

Organization

“We have all these tools, but they’re scattered throughout the garage”

Visibility

“We’re currently just guessing at what people use, want, or need”

Consolidation

“We are probably paying for things that nearly nobody uses but don’t know which ones to turn off.”

Growth

“There are areas we really want to support employees, like in diversity, but we have a hard time doing that given our local constraints.”

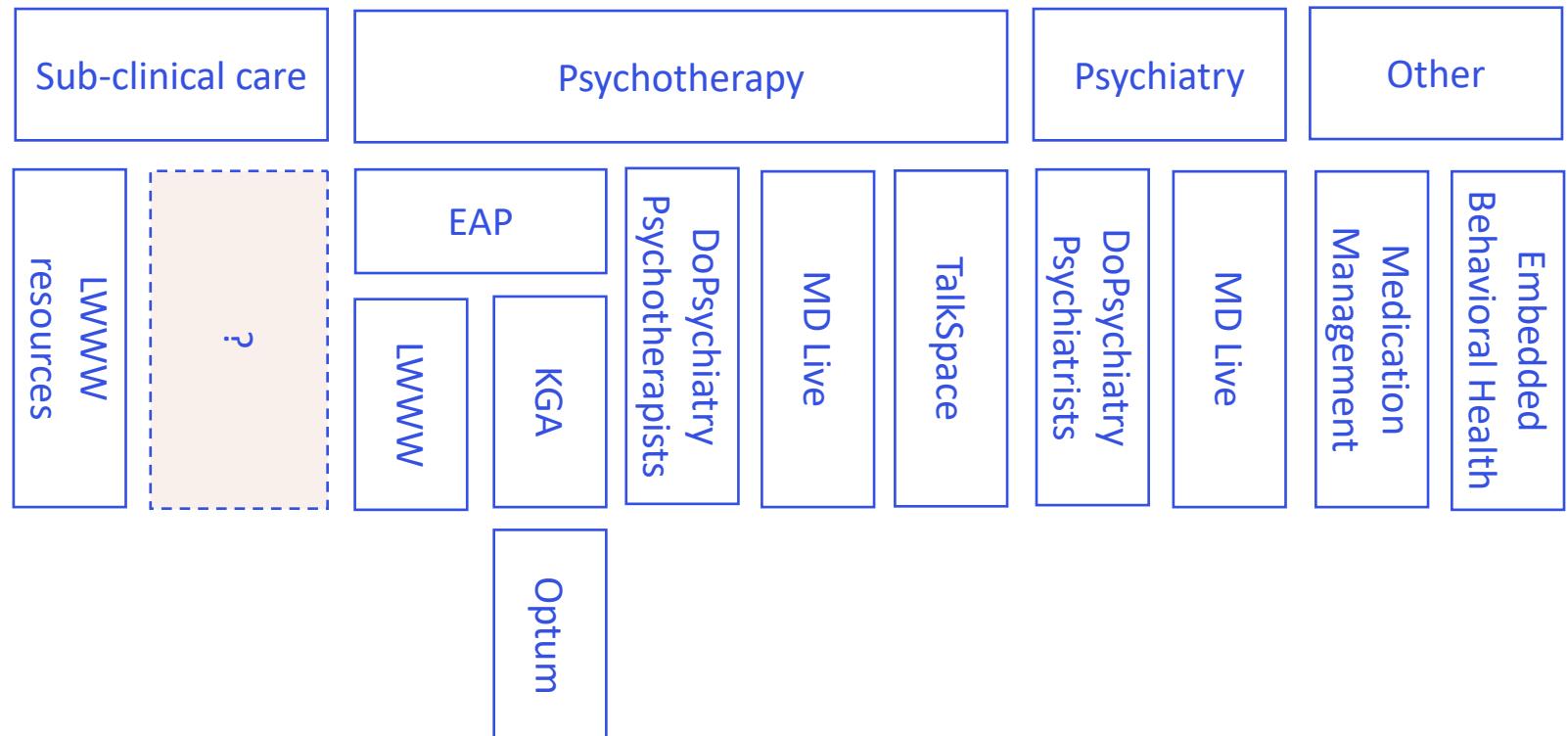
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Solving for Organization, Visibility, and Consolidation

FOR EMPLOYEES

One digital front door to the care individuals need



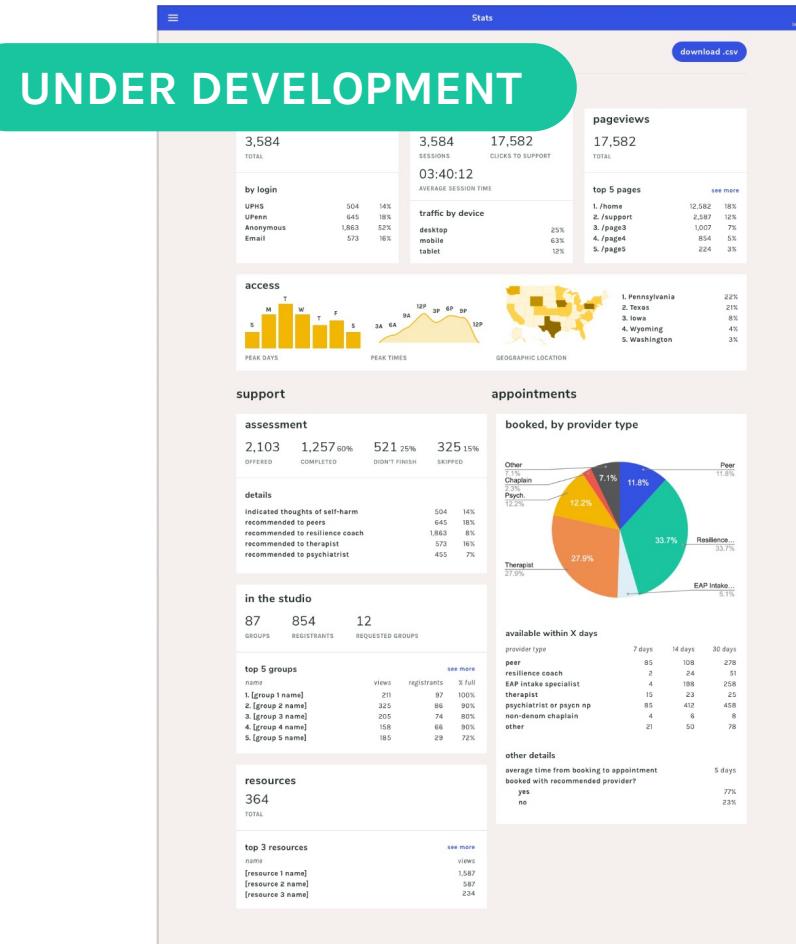
FOR ADMINISTRATORS

One system to view utilization, needs, and how they're evolving

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Solving for Organization, Visibility, and Consolidation



TO BE REFINED WITH INPUT FROM D-H

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Solving for Growth

SELECTIVELY SHARED CONTENT ACROSS CHAPTERS

PENN to D-H



Pandemic Parenting: Why You Should Take Your E...
by Andrew Dean, LCSW, Kristy Champignon, LPC

PODCAST

20 MIN

SELECTIVELY SHARED GROUPS ACROSS CHAPTERS (TO BE DEVELOPED)

PENN to D-H



Spaces of Color

Thu Jun 17 @ 7:00pm-8:30pm

D-H to PENN



Caregiving for Cystic Fibrosis

Thu Jun 17 @ 7:00pm-8:30pm

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Road to Launch

User needs assessment

- Employee focus groups
- Partner requirements
- Provider interviews

Pilot Development

- Revisiting success
- Mapping first pilot plan
- Prototype development

Launch

- MVP + Concierge



Can I help you find something?

Your responses will be kept anonymous.



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Measuring Success v1.0

visibility into availability and utilization of existing services

proportion of employees accessing support

satisfaction among employees, providers, and administrators

access to initial appointments in <2 weeks

booking with assessment-recommended level of care

show rate
