

HERBERT A. CRUZ, MD
PROJECT DIRECTOR

MANDI REED, M.S., LMFT

PROJECT MANAGER

Promesal Health

promoting growth and wellness.....

PROMESA BEHAVIORAL HEALTH

Our Mission

To act as a model nonprofit organization creating tangible, measurable and accountable community benefits by promoting safe, sensitive and therapeutic environments and treatment to those we serve through the work of trained, dedicated staff in partnership with social, health, judicial, and other appropriate community agencies.

ABOUT PROMESA



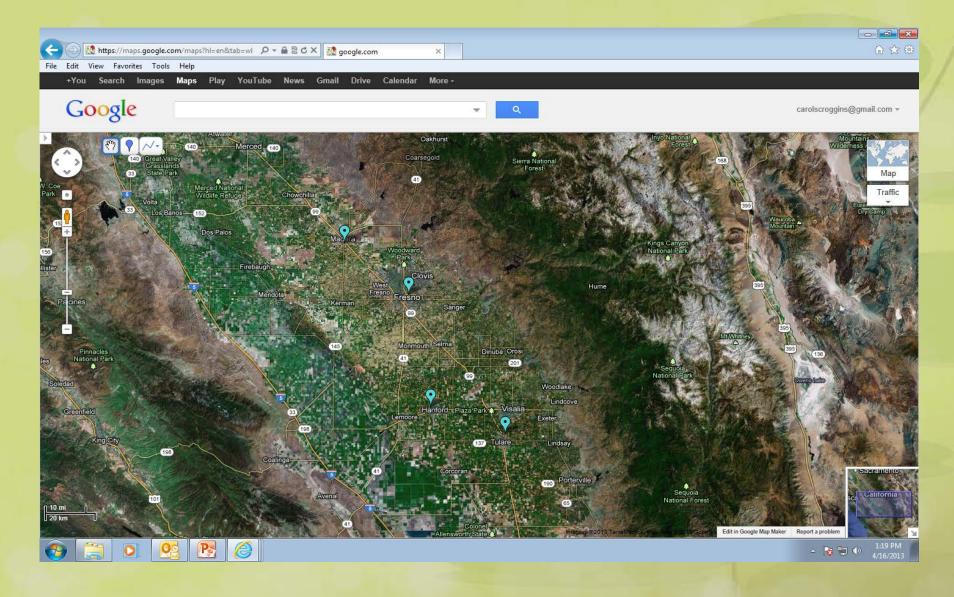
ABOUT TOADS

- TOADS provides outpatient, voluntary, and non-mandated treatment to adults who are experiencing acute psychiatric distress related to their substance abuse.
 - -There is an emphasis on providing services to individuals who live in isolated, rural communities, without easy access or direct mental health services.

ABOUT TOADS, CONTINUED

- There is a combination of traditional face-to-face and telecare services.
- TOADS mission is to provide quality behavioral health services
 - —Interactive consultation between patient, Psychiatrist and Addiction Counselor (treatment team).
 - -Medication management
 - Drug replacement (buprenorphine for opioid dependence)
 - -Clinical counseling
 - -Patient screening
- Our vision is to provide access to the unserved, underserved, and undertreated members of the co-occurring community.
- This allows patients greater access to care, as well as decreasing the additional cost of unnecessary patient travel.

SELECTED FOUR COUNTIES



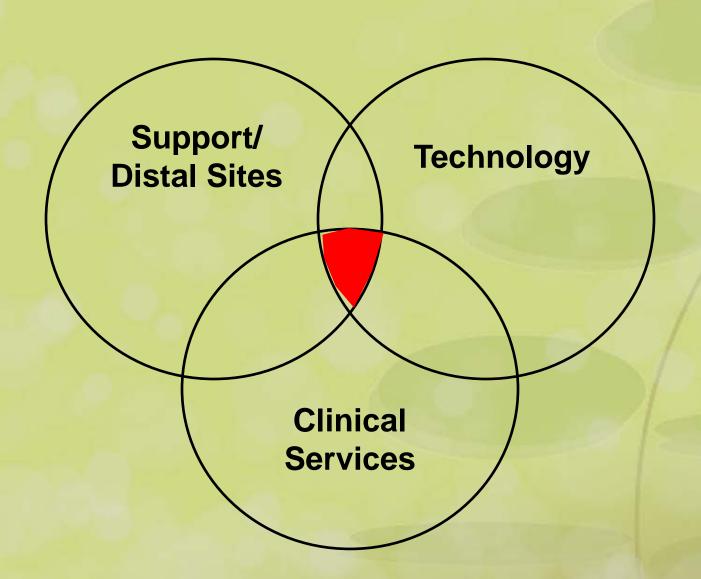
TARGET POPULATION

- Kings County
- Tulare County
- Fresno County
- Madera County

WHAT DOES TREATMENT LOOK LIKE?



SERVICE DELIVERY MODEL



SUPPORT/ DISTAL SITES

COMMUNITY OUTREACH/MARKETING

- In terms of marketing, Promesa currently uses technology strategically in terms of providing access points for clients throughout the area.
- We strive to market technology with technology.
 - Virtual Networking/Presentations
 - Emails
 - QR Codes
 - WebSite
 - Videos

COMMUNITY PARTNERS

- Through our community outreach (performed in the traditional manner of networking with other agencies, with an emphasis on personal presentations), we have secured agreements with local agencies for distal sites.
- We place our telecare access equipment on site, then the hosts permit clients access to the equipment (whether or not they are direct clients of the host).
- For example, St. Agnes' Holy Cross Center for Women (which serves the homeless) is a host for a distal site. The clients are primarily homeless women who have learned of telecare through Holy Cross staff, from a presentation by our staff, or by word of mouth.
- We have a similar arrangement with the Visalia Rescue Mission.
- One of our other distal locations is located at our main office in Fresno.

DISTAL SITE

- In some cases, clients may not have reliable access to a computer, cell-phone, or wireless connection. Some may have outdated technology or may be uncomfortable using their personal devices. To overcome this obstacle, Promesa has established three conveniently-located technology hubs at partnering agencies—such as the Holy Cross Center for Women—so that clients can complete telecare sessions without having to travel long distances to meet with members of their treatment team.
- Depending on client location, the counselor, psychiatrist, and/or case manager can assist in locating a Distal Site that may be convenient for client to utilize.

HOME/PERSONAL USE

- Clients have their own equipment and are able to sign onto video-conferencing with their desktop, laptop, smart phone, or tablet.
- Clients can do this wherever they feel comfortable and as long as it is a confidential setting (HIPAA, HITECH).



FACE TO FACE

- Face to Face is traditional in-person office appointments with psychiatrist, addiction counselor, or other member of the treatment team.
- Location for appointment will be determined by treatment team and client.





TECHNOLOGY AND CLIENT TRAINING

- The TOADS team develops technology-based treatment plans based on the kinds of technology clients have available to them and their comfort level using different platforms. The endpoint is to have the technology be transparent enough for the focus to be on treatment.
- We are using technical measures to provide the best and affordable video conferencing, telecare-psycho educational recovery groups and an evolving supportive and interactive client portal website.
- During intake, we conduct a technology survey with each client, determining what type of smart device they have with which to participate (iPhone, tablet, laptop, etc.), then we coach the client in how to access their counselor using their own equipment.
- The host site is provided orientation to the equipment and additionally each client who is accessing counseling through a distal location is given personalized instruction in using the equipment.

VIDEOS

- Our IT staff is creating brief videos for clients to provide them with instruction on accessing their counselor with various devices.
- These instructional videos will be online, for ready access.
- Other videos:
 - Peer Testimonial Videos
 - -Toads Program Video

TECHNOLOGY CLINICS

- One additional service to our clients is a quarterly Technology Clinic.
- IT staff provide diagnostic services for client devices, make recommendations for software upgrades, ensuring connectivity of services and help clients overcome issues they may have with accessing counselors.
- These clinics have proved a popular resource with clients, especially recent intakes.
- Additional technology assistance can be provided between clinics on an as-needed basis.

INSPIRATIONAL TEXT MESSAGES

- Clients receive weekly inspirational text messaging from counselors, in addition to appointment reminders.
 - The combination of the two has decreased appointment no-shows by a substantial percentage.
- Our counseling staff tele-commute, using smart devices and secured connections to meet with clients and connect with supervisors.

CELLULAR TECHNOLOGY

- Other ways of communicating with treatment team
 - -Cell phones

(Clients are able to "Check Out" a Phone on case by case basis)

- -tablets
- -Text messaging
- -IM (instant messaging)
- -Voice calling
- -Emailing



HOT SPOTS

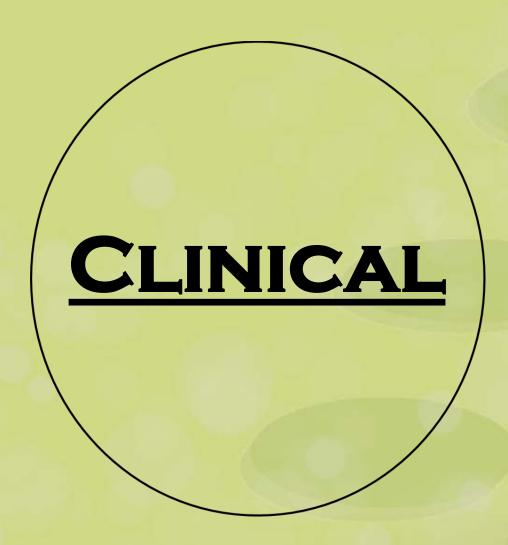
- TOADS strives to keep up with the ever evolving technology (iPads, HotSpots); our staff and clients have generated creative ideas/plans for upcoming approaches.
- Clients are able to "Check Out" Hot Spot on case-by-case basis to gain available Wi-Fi access.
 - The benefit here is that if lost or stolen, the equipment loss is minimal and can be remotely disconnected quickly.

CLIENT PORTAL



CLIENT PORTAL CONTINUED





CLINICAL TEAM MEMBERS

- Psychiatrist: Board-Certified in both General and Addiction Psychiatry
- Licensed Marriage and Family Therapist
- Marriage and Family Therapist Interns
- Marriage and Family Therapist Trainees

PROCESS FOR CLIENTS TO RECEIVE SERVICES



CBT VIRTUAL GROUPS

- TOADS is offering virtual Cognitive Behavioral Psycho-Education group sessions on a variety of co-occurring topics ranging from anxiety and depression to coping skills and stages of recovery.
- We have decided to use the WebEx proprietary infrastructure to host the sessions due to its simplicity, accessibility, flexibility, and cost.

CROSS CULTURAL PERSPECTIVE

 "Hispanic cellular usage is increasing at a faster rate than it is among the total population in our study, and Hispanics are more likely than other cellular users to utilize features such as texting, downloading music and accessing social networking". "Hispanic avidity for mobile devices has been known for some time".

-Pew Internet and American life Project, 2012

- Hispanics are more likely than other mobile users to text message.
- Sixty-four percent of Hispanics who use a wireless phone text-message, versus 56 percent of all mobile users.

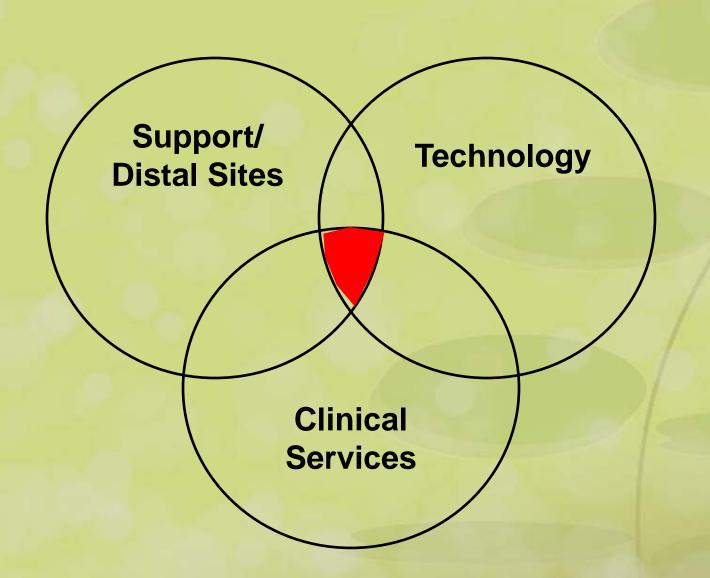
- Additionally, the Hispanic smartphone growth rate is outpacing that of the total population.
- Although only 42 percent of Whites who purchased a mobile phone in the past six months chose a smartphone over a feature phone, 60 percent of Asians/Pacific Islanders, 56 percent of Hispanics, and 44% of African Americans who recently bought cellphones chose smartphones.

-Insight Research Corporation, 2006-2011

 Smartphones top the list of what's cool now to Hispanics 18 to 39. The three coolest things to Hispanics 18 to 29 are smartphones, in-person socializing, and Starbucks. At the top of the "cool list" for Hispanics in their 30's are smartphones, GPS devices for their cars, and sports. Smartphones are cool to non-Hispanics 18 to 29 but they rank third, after video games and inperson socializing.

- Paying their own cell phone bills confers adulthood for young Hispanic adults still living at home. Many consider this their first "adult" financial responsibility.
- Hispanic young adults are using mobile phones as their personal computers. Many of them live with their families — so mobile devices offer more privacy than computers, which are often shared. About 1 in 5 use their phones most often to access the internet (a 157 index versus white non-Hispanics).
- Apps and videos drive young Hispanic adults' mobile experiences. They are 70% more likely than white non-Hispanics to feel that apps are very important to their mobile experiences and to report watching videos "always" or "often" on their phones.
- Texting is young Hispanic adults' preferred means of communication. However, they see face-to-face interaction as the most *effective* way to interact and email as the least.

SUMMARY



TOADS STAFF

- Herbert A. Cruz, MD
 HCruz@promesabehavioral.org
 hacruzmd@sbcglobal.net
- Mandi Reed, M.S., LMFT
 mreed@promesabehavioral.org

www.promesabehavioral.org (559) 439-5437 ex. 204