

A blurred background image showing two women in a professional setting. One woman is in the foreground, wearing a light blue top, and the other is slightly behind her, wearing a pink top. The background is a soft, out-of-focus indoor environment.

RAPIDLY IMPROVING BEHAVIORAL HEALTH COMMUNICATIONS

CASE STUDY

BACKGROUND



Behavioral health focuses on improving the wellbeing of patients to ensure they make a positive impact on society. The objective is to create a mutually beneficial relationship between the patient's mind, actions and behaviors.

Per the World Health Organization (WHO), mental health disorders have [increased by 13 percent](#) in the last decade. Further, the WHO states that 20 percent of the world's adolescent population are experiencing or have experienced mental illnesses including, anxiety, depression and more. Equally as concerning, [more than 264 million people worldwide suffer from depression](#) or similar conditions.

Mental health conditions are commonly caused by workplace pressures, everyday stress or negative thoughts. Disorders do not discriminate—they impact all demographics (e.g., age and gender).

Recent data reaffirms the importance of mental health therapy and treatment. Immediate, continuous patient care helps lessen the effects of serious conditions and substance abuse. Through mental health services, patients can adopt coping skills and techniques to overcome day-to-day obstacles.

OnPage Corporation, a Boston-based clinical communication and collaboration (CC&C) company, recognizes the importance of behavioral therapy and the patient's need for immediate care. The company is dedicated to streamlining processes in the industry.

OnPage's CC&C system replaces antiquated pagers and provides HIPAA-compliant, secure messaging and instant two-way communications. The system consists of a secure mobile application and web management console. The system is equipped with:

- Digital on-call schedules and rotations
- Escalation policies
- Immediate alerts that bypass the silent switch on all mobile devices
- Encrypted, secure in-app messaging
- Contextual file sharing across care teams
- Real-time timestamps and post-incident reports

Not only do mental health organizations rely on OnPage's CC&C system, but they also trust the company's dedicated lines with live call routing capabilities. Dedicated lines allow patients to dial one number to reach a clinician's office. If the patient's call is answered, the patient connects with the mental health representative on a real-time phone call. The feature is designed to rapidly improve patient-to-clinician communications. It ensures that patients receive timely care in times of crisis.

OnPage dedicated lines with live calls can be set up based on an organization's use case, requirements and specific needs.

OnPage's CC&C system, dedicated lines and live call capabilities are trusted by large mental health organizations including:

- Distress Centre of Ottawa and Region
- The Dragonfly House Children's Advocacy Center
- New Jersey-Based Mental Health Service

Organizations often described positive experiences with the OnPage platform. Customer interviews reaffirmed clinicians' satisfaction with OnPage's efficiency and simplicity. Among both clinicians and crisis line volunteers, their experiences with OnPage resulted in:

- Improved organizational communications and accelerated patient care
- Greater accountability and transparency across teams
- More seamless workflows

CASE STUDY PURPOSE

Three satisfied customers have discussed OnPage's commitment to behavioral health therapy. This case study provides insight into customer use cases and how OnPage dramatically improved their respective workflows. The general purpose of the case is to provide a snapshot of the OnPage system and discuss why many organizations continue to adopt the platform.

SUMMARY OF CUSTOMER USE CASES



DISTRESS CENTRE OF OTTAWA AND REGION

[Distress Centre of Ottawa and Region](#) is a 24/7 crisis line located in Ottawa, Ontario. It consists of over 200 crisis line volunteers and 25 staff members in the area. The organization, “[Provides] suicide prevention, crisis intervention, psychological stabilization, emotional support, information, referral and education services, without judgement, to individuals in need.”

Like many organizations, Distress Centre was affected by the COVID-19 outbreak in March 2020. Distress Centre’s volunteers were displaced, and remote response became essential. This required a shift in how staff would be available to support crisis interventions and new technology access across Distress Centre’s many services.

Before OnPage

Prior to OnPage, Distress Centre relied on traditional pagers for remote work communications. Unfortunately, pagers were unreliable and complicated remote response. Volunteers needed constant technical support to remediate pager issues during the COVID outbreak.

Distress Centre turned to OnPage’s CC&C system to eliminate unreliable, ineffective pagers and improve remote response time.

Judy Grunwald, director of corporate services at Distress Centre of Ottawa and Region, saw instant results after adopting OnPage. According to Grunwald:

“OnPage has been more successful than I could have envisioned when we launched it. Our staff and crisis line volunteers like the ease, simplicity and the accountability it gives. OnPage has made our workflow more seamless and efficient. Best decision I made.”

How the Organization Uses OnPage

In critical situations, patients dial Distress Centre of Ottawa and Region’s office phone number. Distress Centre’s internal call center answers the patient’s call and includes his or her issue via the OnPage web dispatcher (Figure 1). After completing the message, the call center representative sends the OnPage alert to the on-call clinician.

The call center representative can also use secure email to alert the on-call care team. Representatives simply write an email to the clinician group’s @onpage.com ID (OPID). The email automatically triggers an OnPage high-priority, critical mobile alert to the clinician on call.

Fig 1. OnPage Web Dispatcher

The screenshot displays the OnPage Web Dispatcher interface. At the top, there is a navigation bar with tabs: Dashboard, Dispatching (highlighted), Contacts, Reports, Administration, Integrations, BlastIT, and QuickStart. Below the navigation bar, a banner reads "Check out our latest features release" and "License usage: 17 / 25".

The main interface is divided into several sections:

- To:** A dropdown menu showing "Distress Center On Call".
- Groups:** A list of groups with counts in parentheses: IT Support After Hour Escalation (0), IT Support Escalation (Escd) (0), Network (4), Normal (5), On Call (Escd) (5), OnCall (Escd) (0), Paula Test (Escd) (0), Paula's team (Escd) (0), PhysicianGroup (Escd) (0), RICH (0), Sitreps (0), Support Team (3), Surgery (Escd) (0), and West Coast (Escd) (0).
- Contacts:** A list of contacts with checkboxes and names/IDs: Andreb Beb (onpage2), Andrew Silver (004411), Christopher (58585), Dennis Nguyen (nguyendennis03), Dqw Dqwd (dqdqw), Gerge Gereg (gergeg), Jenny Davis (janat1), John London (00110022), Mary Dunbar (00991), Mike Richardson (lazarusshawn), and Noor (453170098).
- Subject:** A text field containing "Patient needs immediate assistance".
- Message:** A text area containing "Received patient call. Please address patient issue."
- Reply options:** A dropdown menu showing "Yes; No".
- Buttons:** "Select Template", "HIGH", "Send page", and "Choose a file to upload...".
- Message Status:** A section at the bottom with a table header: Channel, OPID, Subject, Group name, First name, Last name, From date, To date. The Channel dropdown is set to "Dispatcher".

After receiving the OnPage alert, the on-call clinician will call back and contact the patient. This ensures that the patient’s needs are addressed and resolved. Immediate care leads to satisfied, happy patients.

The Distress staff also makes use of OnPage’s real-time timestamps and post-incident reporting. The organization can view who read an OnPage alert and determine the level of efficiency when responding to patient issues. Distress Centre is pleased with the accountability and transparency that OnPage provides.

THE DRAGONFLY HOUSE CHILDREN'S ADVOCACY CENTER

[The Dragonfly House Children's Advocacy Center](#) is a nonprofit organization located in Mocksville, N.C. The Dragonfly House provides mental health services for children, ages birth to 17 years of age. According to the nonprofit, “[Dragonfly] provide[s] Forensic Interview, Child Abuse Medical Examinations, Victim Advocacy, Mental Health Treatment, Multi-Disciplinary Teamwork, Coordinated Case Review Services, and Community Outreach.” The Dragonfly House is committed to children’s mental health and improving the wellbeing of patients.

Before OnPage

Prior to OnPage, The Dragonfly House did not offer 24/7 mental health servicing for patients. The nonprofit required everyday, after-hours service to meet the qualifications of Cardinal Innovations Healthcare’s Medicaid-funded coverage.

The nonprofit adopted OnPage’s cost-effective platform to provide 24/7 service. Ivy Cranford, mental health program assistant at The Dragonfly House Children’s Advocacy Center, states that:

“OnPage has been the perfect solution! The system is better than pagers and less expensive than third-party answering services. Our patients dial an OnPage emergency number to connect with an on-call clinician in real time.”

OnPage protects the privacy of patients and ensures they reach a mental health specialist in times of crisis. Immediate patient care helps prevent deadly consequences, such as suicidal acts.

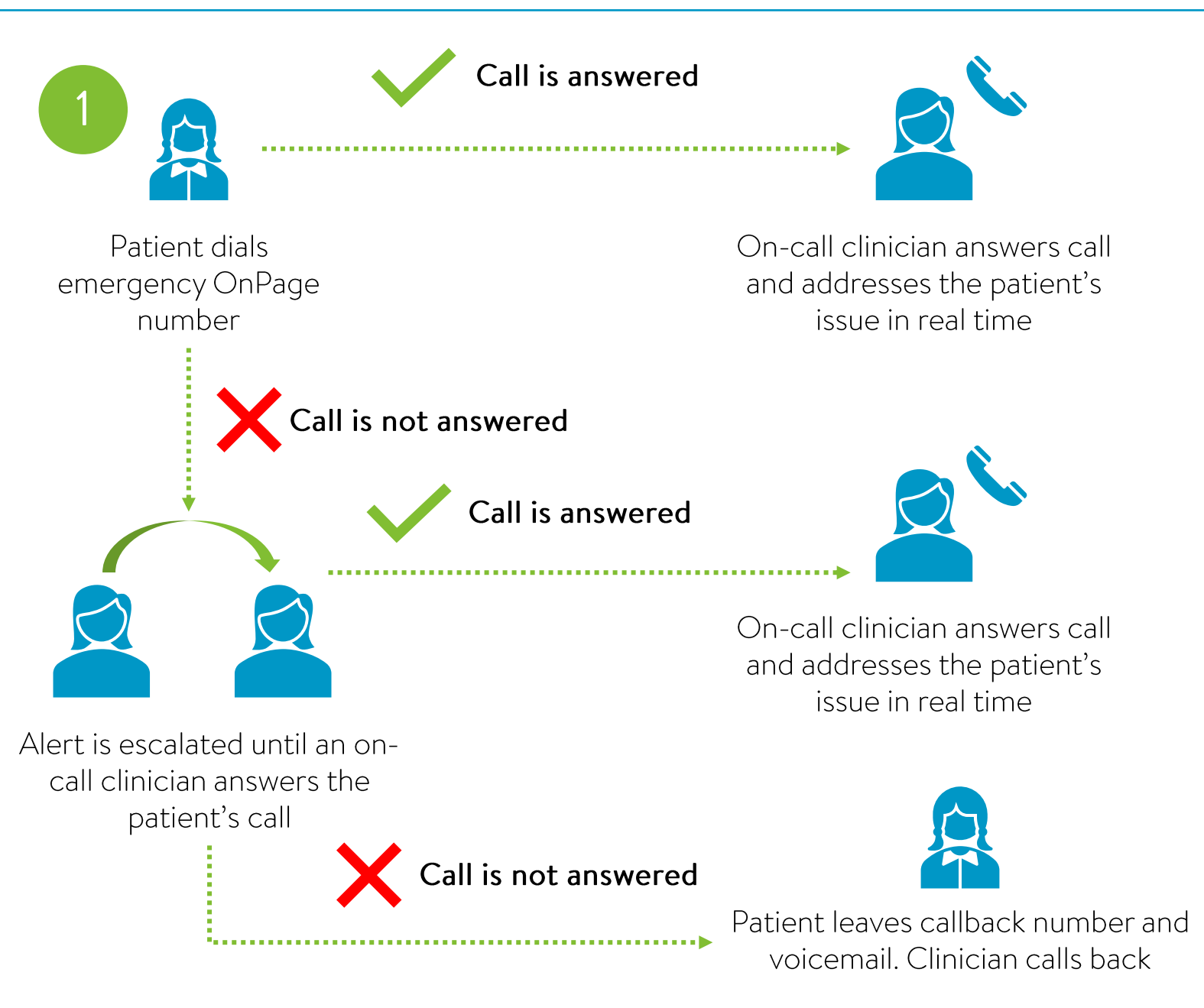
How the Organization Uses OnPage

Dragonfly House patients dial one OnPage-provided number to connect with on-call clinicians. Often, patients immediately connect with an on-call therapist on a live call. If not answered by the clinician, the patient’s call is escalated to the next two therapists in line.

In the unlikely case that no therapist answers the call, the patient is prompted to leave a voicemail with a callback number (Figure 2). OnPage will alert the on-call group and detail the patient's issue via the attachments. Contextual attachments allow clinicians to better understand the situation and make proper patient care decisions.

After answering the OnPage critical, mobile alert, the on-call clinician will call the patient and address his or her issues on a live call.

Fig 2. The Dragonfly House OnPage Process



LARGE NEW JERSEY-BASED MENTAL HEALTH SERVICE

This New Jersey-based mental health service operates in Princeton, N.J. The organization has been serving the Princeton area for over 30 years and provides compassionate, personal care for all patients. Three psychiatrists work closely with patients to develop proper treatment plans. Medications may be included in one's plan based on his or her mental health needs.

Before OnPage

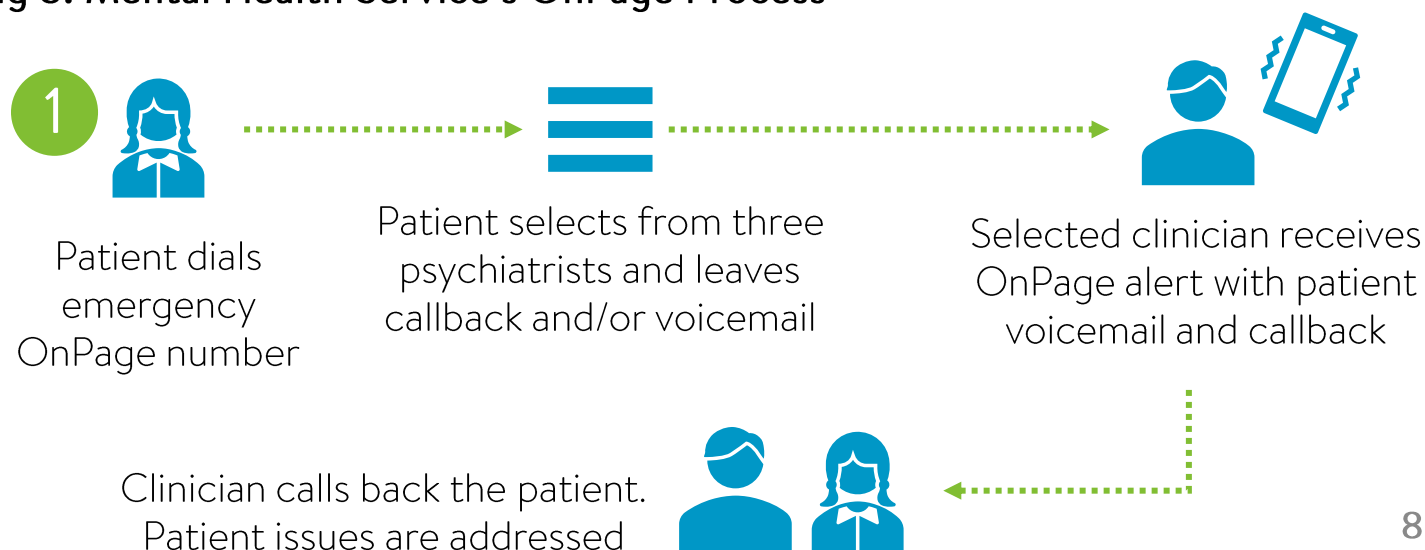
Prior to OnPage, the mental health organization used an expensive answering service to connect patients with on-call specialists. The answering service was ineffective as it prolonged patient-to-clinician communications. Answering service representatives often misinterpreted patient issues, and the on-call clinician was presented with incorrect information. The organization required an error-proof, critical alerting system to ensure patients received timely care in life and death situations.

How the Organization Uses OnPage

In dire situations, patients dial the service's OnPage-provided phone number. Patients are then presented with phone menu options to leave a callback number and/or voicemail to an on-call clinician (Figure 3). The selected clinician receives an OnPage, high-priority mobile alert with the patient's callback number and voicemail. OnPage notifications continue for up to eight hours until the clinician addresses the issue.

After receiving the information, the on-call clinician will call back the patient to address his or her critical issues. The OnPage system has ensured that emergency situations are quickly addressed and resolved.

Fig 3. Mental Health Service's OnPage Process





CONCLUSION

As demonstrated and further validated by this case study, the OnPage CC&C system ensures that organizations provide rapid clinical care and response for patients. OnPage empowers large and medium-sized organizations to deliver exceptional mental health services when it matters the most.

Three customers have presented their satisfaction with OnPage and how it helped streamline clinical workflows. These are just a few examples of why behavioral health facilities continue to trust OnPage for all their critical alerting, secure messaging and live call routing needs.

At its core, OnPage provides better communication and accelerates workflows to drive positive outcomes. With OnPage, patients are always connected with their mental health specialists and providers.

ABOUT ONPAGE

OnPage's award-winning incident alert management system for IT, MSP and healthcare professionals provides the industry's only ALERT-UNTIL-READ notification capabilities, ensuring that critical messages are never missed. OnPage enables organizations to get the most out of their digital investments, so that sensors, monitoring systems, and people have a reliable way to escalate urgent notifications to the right person immediately.

OnPage's escalation, redundancy, and scheduling features make the system infinitely more reliable and secure than emails, text messages and phone calls. OnPage shrinks resolution time by automating the notification process, reducing human errors and prioritizing critical messages to ensure fast response times.

Whether to minimize IT infrastructure downtime or to reduce the response time of healthcare providers in life and death situations, organizations trust OnPage for all their secure, HIPAA-compliant, critical notification needs.

CONTACT US

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