SilverCloud
Digital Mental Health Platform



Case Study:

How St. Luke's Improved Employee Mental Health and Avoided Costs With SilverCloud Health

Customer Profile

St. Luke's University Health Network is a nonprofit health system with more than 16,000 employees providing care and services at 12 hospitals and more than 300 outpatient locations.

Industry

Employer, Healthcare System

Programs

Stress, Depression, Anxiety, Depression and Anxiety

Highlights

71%

PHQ9 (Depression): In the Moderate to Severe category, 71% of SilverCloud users reported clinically-significant improvement.

62%

GAD7 (Anxiety): In the Severe category, 62% of SilverCloud users reported clinically-significant improvement.

17x
Return on Investment

During the first 21 months of SilverCloud implementation, for every dollar spent on SilverCloud, SLUHN saved $17. SLUHN achieved 17X Direct Return on Investment (ROI).

The healthcare profession is very stressful, with higher rates of anxiety, depression, burnout, and stress among employees than in many other industries. St. Luke's University Health Network (SLUHN) recognizes this, and continuously strives to support employees through an array of employee wellness programs. As a self-insured employer, SLUHN was looking to expand mental health service offerings to employees while keeping cost stable.



St. Luke's Perspective

"Based on these results, SLUHN extended the use of the SilverCloud platform beyond the initial pilot project. Employees and spouses continue to have use of the program, and we have made it available in several specialty care settings for participants, including behavioral health and cardiopulmonary rehab clinics. We continue to see favorable results among participating employees."

Amy E. Previato, MPH, CHES, DipACLM
St. Luke's University Health Network

Challenges

St. Luke's University Health Network (SLUHN) is a non-profit health system with over 16,000 employees providing care and services at 12 hospitals and more than 300 outpatient locations. Research has shown that health care workers have higher rates of work-related stress, anxiety, and depression than the general population, and baseline data indicated that emotional and behavioral health issues were affecting SLUHN employees and their dependents. The challenges faced by SLUHN included the barriers to the delivery of Cognitive Behavioral Therapy, including cost, stigma, provider supply-demand mismatch, scheduling delays, and the lack of ability to reach the appropriate patients.

With these learnings, SLUHN began exploring cost-effective mental health solutions that would provide additional coverage to employees.

Approach

Based on a review of the peer-reviewed literature showing that internet-delivered CBT is an effective alternative to face-to-face treatment, SLUHN decided to search for an online CBT program. After evaluating options from multiple vendors, SLUHN selected SilverCloud for a two-year pilot program, beginning on June 1, 2017. SilverCloud would provide online clinical- level, evidence-based programs, based on CBT, to all SLUHN employees and their spouses, free of charge. The pilot specifically targeted stress, anxiety, and depression.

SilverCloud had previously achieved successful clinical outcomes by providing companies with a self-guided approach. However, SLUHN wanted to deepen its employee offerings, by supplementing SilverCloud's self-guided program with coaching. SLUHN hired a full-time coach with a master's degree in social work to help guide employees through the online SilverCould system. The aim of coaching alongside SilverCloud's programs is to support engagement, personalize the experience, and to escalate to additional care when necessary.

Results

The results were overwhelmingly positive: SilverCloud exceeded SLUHN's four goals for participation, clinical effectiveness, cost avoidance and participant satisfaction.

Participation

The SLUHN and SilverCloud teams joined forces in a variety of marketing efforts. In the first year, 1,161 SilverCloud accounts were created, exceeding the target goal. In year 2, collaborative marketing efforts led to the creation of an additional 1,300 accounts in a three month period.

Goal 1

Number of Participant Activated Sign-ups in Year 1: 1,000

Result: 1,161 Sign-ups
Goal Exceeded by 161, or a 16.1% Increase

Goal 2

Clinically-Significant Improvement in Each Category of Baseline Severity

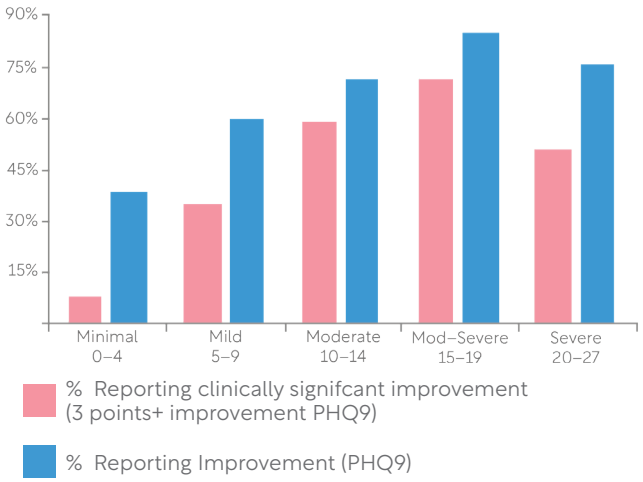
Result: Achieved

Clinically-Significant Improvement

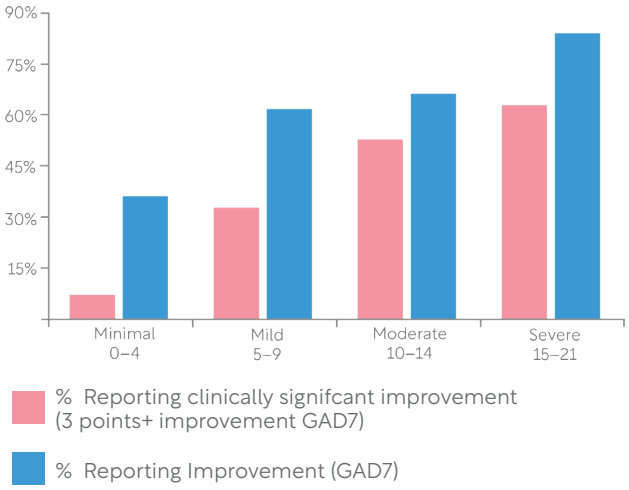
Participant outcomes were measured using the industry-standard tools, Patient Health Questionnaire (PHQ9), for depression, and Generalized Anxiety Disorder-7 (GAD7), for anxiety. Participants in every category of depression and anxiety severity reported clinically-significant improvement, meaning a reduction in GAD7 or PHQ9 scores of 3 points or more:

- **PHQ9 (Depression)** - In the Moderate to Severe category, 71% of SilverCloud users reported clinically-significant improvement.
- **GAD7 (Anxiety)** - In the Severe category, 62% of SilverCloud users reported clinically-significant improvement.

PHQ9 – Depression Improvement



GAD7 – Anxiety Improvement



Cost Avoidance

Significant savings were achieved, while still providing clinical effectiveness, by using the online SilverCloud Mental Health platform vs. face-to-face CBT therapy:

DURING THE FIRST 21 MONTHS OF SILVERCLOUD IMPLEMENTATION, FOR EVERY DOLLAR SPENT ON SILVERCLOUD, SLUHN SAVED $17. SLUHN ACHIEVED 17 X DIRECT RETURN ON INVESTMENT (ROI).

Goal 3

Provide mental health services to more employees at a lower overall cost

Result: Achieved

Goal 4

Reduce stigma of mental health services through network member use of the SilverCloud program and determine participant satisfaction with the platform

Result: Achieved

Participant Satisfaction

An overwhelming majority of participants agreed or strongly agreed that the program was interesting, relevant, helpful, and contributed to progress toward their goals. In fact:

PARTICIPANTS REPORTED A 97% SATISFACTION RATE WITH THE PROGRAM.

About SilverCloud

SilverCloud Health is trusted by 100s of employers, covering 10s of millions of employee lives to meet their mental health needs. Global experts have deeply validated the digital mental health platform through full randomized control trials and real-world data. The platform continues to lead the industry with its effectiveness, engagement and range of clinical programs that encompass the full spectrum of mental health needs.

SilverCloud Health

Ready to invest in the mental health of your organization?

Contact Us

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