

## BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Psychological and Wellness Services

Create Date: 01/21/2025

Due Date: 02/07/2025

Submitter Name: Madie Brown

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Department Head Approval:

Department Head: Dr. Bernard Anderson

Requested Amount: **\$218,801**

## Departmental Information

### STUDENT UTILIZATION

UW Tacoma Student Health remains committed to providing compassionate, convenient, and free health care services for current students. In June 2023, UW Tacoma implemented the first year of a three-year contract with TimelyCare, a virtual healthcare service designed specifically for students of higher education. TimelyCare provides a wide range of free, confidential mental (including psychiatry) and physical tele-healthcare services, 24/7/365, serving as a virtual extension of campus health resources. TimelyCare services include on-demand and scheduled medical appointments as well as a confidential emotional support line with licensed providers in all 50 states, so students can access care whenever and wherever they need it. Students can select a provider who best meets their needs based on a provider's area of expertise, language, and diversity preferences. Students seamlessly log in to TimelyCare, which is both HIPAA and SOC52 2 Type II compliant, online or through their mobile app using single sign on integrated with UW IT. Funds will be used to pay for the third and final year of contracted student health services with TimelyCare.

Offering free and confidential physical and mental healthcare services that are easily accessible to students is recommended by the American College Health Association's Healthy Campus Framework, of which the Husky Health Coalition is implementing to establish UW Tacoma as a well-being focused campus. Free and accessible healthcare services benefit students by enhancing their well-being and resiliency, which in turn positively impacts student achievement, success, and retention.

### CORE VALUES/MISSION ALIGNMENT

Implementing TimelyCare as UWT's Student Health Services partner aligns with the Strategic Plan in several ways. The number one value of the Strategic Plan is Access. SHS understands that many students of higher education, especially UW Tacoma students, are low-resourced and have many competing responsibilities, as well as the relationship between health and student success. By providing on-demand, free physical and mental healthcare services any time anywhere, access to well-being enhancing services is practically barrier-free. Fully accessible services in turn keeps students connected to campus and in class.

TimelyCare also directly aligns with the objective Students, Goal 2: Enhance student well-being. TimelyCare practices a holistic approach to supporting student well-being by offering wrap around services to support the whole person. In addition to free, on-demand physical and mental tele-healthcare services, TimelyCare offers prescriptions and a prescription discount card similar to GoodRx; Psychiatric services and related prescriptions, those of which are very difficult to access in the community and expensive; a variety of health professionals such as licensed and registered dietitians, sleep and fitness specialists; Care Navigation to get students connected to in-person care local to them regardless of insurance status; and on-demand self-care content such as yoga and meditation, health coaching, and strategies to maintain college health concerns like stress management and healthy eating.

Not only does TimelyCare directly align with Students Goal 2, but contributes to more resilient students and a stickier campus. Offering holistic, free, 24/7/365, on-demand healthcare services directly supports student retention through access and connection to services they may otherwise have no access to, especially for high-need and international students, so that they may engage with their academics to the best of their ability.

## SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

Beginning with TimelyCare implementation in June 2023, our goal was to increase awareness and usage of TimelyCare. This continues to be our main objective. Our success marker is number of registrations. Our primary strategies to increase registrations are an ongoing comprehensive marketing campaign and intentional campus partnerships. Extensive and intentional marketing of TimelyCare is ongoing since its implementation, including information about what TimelyCare is and how to register using the following strategies: developing informative webpages and incorporating them into HuskiesCare; flyers on all campus bulletin boards, on various tables in all buildings, and the TVs around campus; using sandwich boards in high-traffic areas; sending emails to all students and faculty; leveraging faculty connections by sharing marketing materials in PowerPoint sizes and speaking about TimelyCare in classrooms; training RAs and Pack Advisors how to promote SHS in their spaces with students; posting frequently to PAWS social media (@uwtpaws) as well as cross-posting to other Student Affairs social media accounts; posting to the Grit List (maximum allowance) and campus TV screens.

We intentionally leverage campus partnerships to promote TimelyCare including at quarterly New Student and Family Orientation; during Student Health and PAWS outreach; at the monthly Husky Health Coalition meetings; and by connecting directly with campus partners supporting students of higher need (Office of First Generation Initiatives, ISSS, Library, and Advising). The confidential victim's advocate and the clinicians at PAWS introduce and discuss TimelyCare during sessions as needed/appropriate. Additionally, this year is the second year in which we are promoting a time-based incentive to increase registrations (\$50 amazon gift card, provided by TimelyCare), rooted in well-being focused communications around new year's resolutions. This incentive was very effective last year. The Health Promotion Specialist is a critical asset for TimelyCare promotion, health communication, and implementing evidence-based prevention initiatives, such as TimelyCare.

We continue to prioritize collaboration with other Student Affairs offices to increase awareness and usage. The Health Promotion Specialist will continue to strengthen the Student Health presence on campus, particularly with faculty and Advising, to solidify knowledge of "who to call" when supporting a student's well-being. Additionally, the Health Promotion Specialist will maintain the relationship between UW Tacoma and TimelyCare via regular meetings, strategic use of user data, and working with the TimelyCare team to increase TimelyCare visibility, access, and usage.

## STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

UW Tacoma Student Health is currently in year two of a three-year contract with TimelyCare, which was implemented in June 2023. TimelyCare provides robust usage and satisfaction aggregate data to UW Tacoma. Data shows that more students are using TimelyCare more often than the previous year.

At this time, January 2025, TimelyCare registrations have doubled in a year (508 students) due to consistent marketing and creative strategies like incentives and partnering with New Student Orientation. UW Tacoma students utilized TimelyCare services 310 times (increased by over 4x from the previous year), with 125 of those visits utilized by unique members (up from 37 visits last year). TimelyCare meets students where they are – with 40% of visits occurring after regular business hours. The average wait times for on-demand medical services is six minutes, and five minutes for on-demand mental health services. Data shows that visits spike during cold and flu months (spring and fall), indicating students are utilizing services when they need them. Students use on-demand medical services the most (37% of visits), followed by psychiatry services (23%), on-demand mental health line (18%), scheduled medical appointments (17%) and health coaching (4%). Top reasons for visits are depression and anxiety; counseling; acute pharyngitis; prescriptions; and upper respiratory infections.

Students are not required to complete satisfaction data after their visit with TimelyCare, contributing to less aggregate satisfaction data than usage data. While satisfaction data is minimal, it is extremely positive. The total average visit rating and total average provider rating is 4.7/5 and 4.8/5 respectively. When asked how they feel after their visit is over, students report feeling hopeful about the future (8), feeling a sense of relief (6), and feeling calmer and more confident (4). Additionally, data reports that with the help of TimelyCare, students are more likely to complete their course of study or graduate (6), feel more comfortable relating with peers (6), remain in class (6), and improve their grades (5).

## COLLECTION OF FEEDBACK & IMPROVEMENTS

TimelyCare collects robust aggregate usage and satisfaction data from users and provides monthly reports to the Health Promotion Specialist. The Specialist uses the reports to inform marketing and awareness efforts, with plans to continue to use Social Norming Theory and Social Marketing Theory to highlight positive satisfaction data points as a way to increase the number of student registrations and utilization.

## SERVICE BENEFITS TO STUDENTS

In addition to healthcare access being a basic need, it is a best practice recommended by a number of health organizations, including the American College Health Association, to provide low-barrier health services to students of higher education. Healthcare services, including mental health support, are in-line with holistic models for student support in higher education. TimelyCare directly enhances student well-being by providing low to no-barrier, free tele-healthcare services, which positively impacts academic performance, success, and retention. TimelyCare and evidence-based health promotion efforts are a key part of supporting the whole student and play a significant role in supporting student retention and success by providing preventive and secondary clinical care, management of acute and ongoing illnesses, psychiatric services, mental health support, care navigation, and prescription management. That TimelyCare is accessible virtually, 24/7/365 makes it easier to connect to services and ultimately enables students to stay connected to UW Tacoma from anywhere.

## Staff Budget Requests

Category	Details	Amount Requested
Classified Staff <sup>2</sup>	<b>Health Promotion Specialist Salary</b> The health promotion specialist manages all Student Health initiatives (health education, health assessments & data collection, req. immunizations at UWT, NARCAN, safer sex supplies, TimelyCare, and leads the Husky Health Coalition), as well as serves as UWT's only confidential violence advocate. This position also manages all PAWS outreach.	E001
	Classified Staff Wages:	<b>\$62,285</b>
	Fringe @ 30.3%:	<b>\$18,872</b>
PERSONNEL TOTAL:		<b>\$81,157</b>

## Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Year 3 of a three-year contract with TimelyCare, UWT's contracted student health services in lieu of an on-campus health clinic.	S001 <b>\$137,644</b>
SUPPLEMENTAL TOTAL:		<b>\$137,644</b>

PERSONNEL TOTAL:	<b>\$81,157</b>
SUPPLEMENTAL TOTAL:	<b>\$137,644</b>
<b>COMPLETE PROPOSAL TOTAL:</b>	<b>\$218,801</b>

## Supplemental Documents