

# Case Study

## MHANJ Connect and Text for Recovery

### PROGRAM DESCRIPTIONS:

A collection of customized digital engagement programs that directly connect New Jersey residents with resources to help manage their mental health and/or substance use disorder.

The programs are designed to extend and enhance MHANJ's engagement with people and their loved ones through strategic personalized messaging and the ability to chat with participants in real-time.



### PROGRAM AUDIENCE:

18+ years old residents of New Jersey



**Mental Health Association in New Jersey, Inc.**

Proud Affiliate of Mental Health America

PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> <li>➤ Decrease visits to the emergency department (ED)</li> <li>➤ Maintain connection to MHANJ staff and treatment and wellness plans</li> </ul>	<p><b>25% of participants requested to be contacted by a crisis counselor for additional assistance, providing in-the-moment support to reduce unnecessary ED visits.</b></p> <p><b>75% of participants who responded indicated they were able to access treatment services because of the program. (Text for Recovery)</b></p> <p><b>28,411 bi-directional chat messages exchanged between participants and staff.</b></p>
<ul style="list-style-type: none"> <li>➤ Encourage participants to increase independence and learn coping skills to better self-manage</li> <li>➤ Increase engagement with MHANJ resources and community activities</li> </ul>	<p><b>95% of participants are extremely satisfied with the programs and the ability to receive immediate emotional support, resources and information.</b></p> <p><b>95.8% retention rate indicates participants are receiving the support, guidance and information they need.</b></p>

## Program Components:



### Care Communications:

Upon enrollment, participants receive text messages to support their mental health journey both physically and emotionally, with some including links to a library of resources (see Care Companion). Topics include emotional and lifestyle support, therapy and treatment, referrals and insurance and payment information.



### Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.



### GoMo Chat:

Much like a typical text conversation, GoMo Chat allows (secure) live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



### Secure Data Collection and Reporting:

Engagement and experience data is collected and analyzed and reported back to providers for ongoing quality, clinical delivery and service improvement.



*"I shifted to more positive thoughts because of this program and love the music suggestions as well.  
I am getting so much out of it!"*

Program Participant