



## Demand for Behavioral Health Treatment Rises Among College Students

### Using Innovative Technologies to Better Serve Students and Clinicians

College students, regardless of age, deal with stress, depression, anxiety, and other mental health or substance use issues that impact their academic success and overall wellbeing. Some young adults first experience the need for behavioral health services during the college years. Coping with these concerns has increased the demand for on-campus counseling services; often overwhelming existing resources. As a result, educational institutions are focused on providing students with the right tools and supports to address their varying needs and keep them safe, healthy, and in school.

**Between 2010 to 2015, use of college counseling centers grew by 30%.**



**Meanwhile enrollment only increased by 5%.<sup>1</sup>**

### Reaching More Students on Campus and Online

The Beacon Wellbeing Student Assistance Program aims to alleviate some of the challenges academic institutions face by partnering with them to create a more comprehensive system of student health care. We also introduce digital services that address the initial needs of students seeking care and create capacity that allows university clinicians to provide more focused attention to those receiving treatment.

**We offer seamless integration with college resources and increase access through our:**



Crisis line



Telehealth services



Assessment & triage process



Educational content



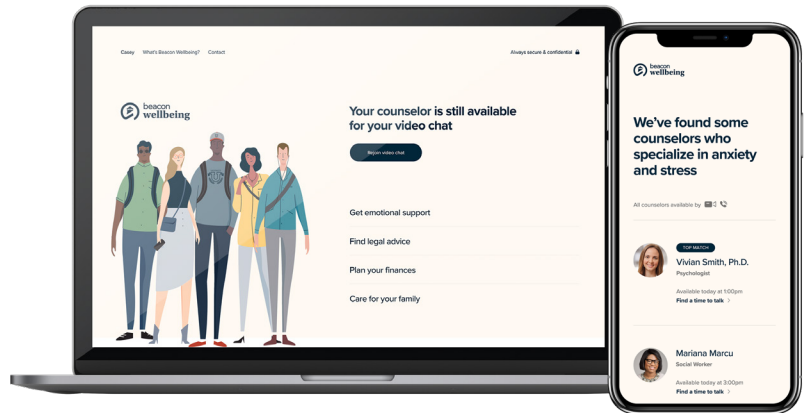
Counseling sessions



Online self-help tools

## Digital Solutions

Today's students are accustomed to receiving care in nontraditional settings—some feel comfortable talking face-to-face with a therapist while others prefer the convenience of a telehealth therapy session or an online Cognitive Behavioral Therapy tool. Beacon recognizes this reality and provides access based on student preferences, offering many avenues to care, both in-person and online.



### Beacon partners with universities to provide:



#### Comprehensive intake and assessment.

Our focused recommendations address immediate concerns and issues beyond presenting problems.



#### Digital solutions that are convenient and effective.

Students receive access to educational content, self-help tools, and virtual visits.



#### Short-term, resolution-focused therapy.

Therapy is offered via secure telehealth platforms.

## 24/7

#### Constant availability.

We offer a 24/7 crisis hotline that provides triage services and connects students in crisis to psychiatric evaluations, while leveraging campus emergency protocols.



#### Access to a network of providers.

We help students navigate both on and off-campus resources through referrals and care coordination.

## Improving Access and Outcomes

By supplementing on-campus behavioral health care services, Beacon aims to:

- Increase student engagement with mental health services and decrease waitlists for university counseling centers.
- Address student concerns before they negatively impact health, relationships, or school performance.
- Reduce the number of students who find themselves in serious crisis when they finally do reach a mental health professional.
- Improve chronic care management so that students who struggle with behavioral health issues remain at school and participate in classes.

#### Source:

1 Center For Collegiate Mental Health (CCMH) 2015 annual report