

UMMC uses Salesforce Health Cloud to improve pediatric psychiatric care

The Company

The University of Mississippi Medical Center (UMMC) includes seven health science schools, including medicine, nursing, dentistry, pharmacy, and population health.

Their Department of Psychiatry, in conjunction with the Mississippi Department of Mental Health, received a grant from the Health Resources and Services Administration (HRSA) to provide free and same-day telephone consultations to pediatric primary care providers in Mississippi. These consultations have an educational focus and will be performed primarily by UMMC child psychiatrists and child psychologists. The resulting program is called CHAMP: the Child Access to Mental Health and Psychiatry service.

The Challenge

As the state's only academic health science center, UMMC is tasked with supporting a large number of doctor's offices, especially in rural areas where access to psychiatric help is very limited.

UMMC's goal is to **increase support for pediatric PCPs** by providing free consultations and advising on care plans for their patients, filling critical gaps in pediatric psychiatric care and reducing the need for psychotropic medications for minors.

If they can demonstrate a significant decrease in pediatric anti-psychotic drug prescriptions, their grant could be sustained into the future by a separate government entity through insurance cost sharing.

The Solution

UMMC's process for creating and tracking cases, from intake through resource assignment and follow-up, was outdated, relying on a combination of paper forms, faxes, and emails.

Additionally, they needed a **scalable scheduling solution** to help them maintain a rotation of available psychiatrists to consult with pediatric PCPs throughout the day.

They asked Customertimes to **create an integrated foundation** to support electronic form submission, data capture, case assignment & tracking, routing, and automated workflows that would provide **real-time insights via a dashboard**. This solution should also integrate with a video conferencing service to support consultations.

The Implementation

Customertimes implemented Salesforce Health Cloud to give UMMC:

- Web-to-case form integration
- Workflows, notifications, and event triggers
- Queue management, dashboards, and reporting features
- A robust video conferencing service to support virtual physician/psychologist consultations

The Results

1. UMMC is able to **successfully maintain a schedule of child psychiatrists and psychologists** that are available for consultations with pediatricians.
2. Automation through Health Cloud allows physician-provided data to be auto-populated, **reducing time spent on manual entry** and allowing more time for physician/psychiatrist consultation.
3. Physicians throughout the state have **improved access to pediatric psychiatric care recommendations**, effectively reducing psychotropic medication prescriptions and improving critical mental health care for their patients.



UMMC's Health Cloud implementation allows doctors to work more effectively, improving psychiatric care for pediatric patients in underserved areas of their state. Health Cloud is a smart choice for high-impact results, and as we've seen in many cases, it offers outstanding ROI in terms of cost, efficiency, and benefit to patients.



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