



Module A: Early Detection

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Laura Yoviene Sykes, PhD

Overview of Early Intervention Services for Schizophrenia **Thursdays 2-3pm EST**

Session 1: Introduction (April 27th)

Session 2: Module A - Early Detection (May 4th)

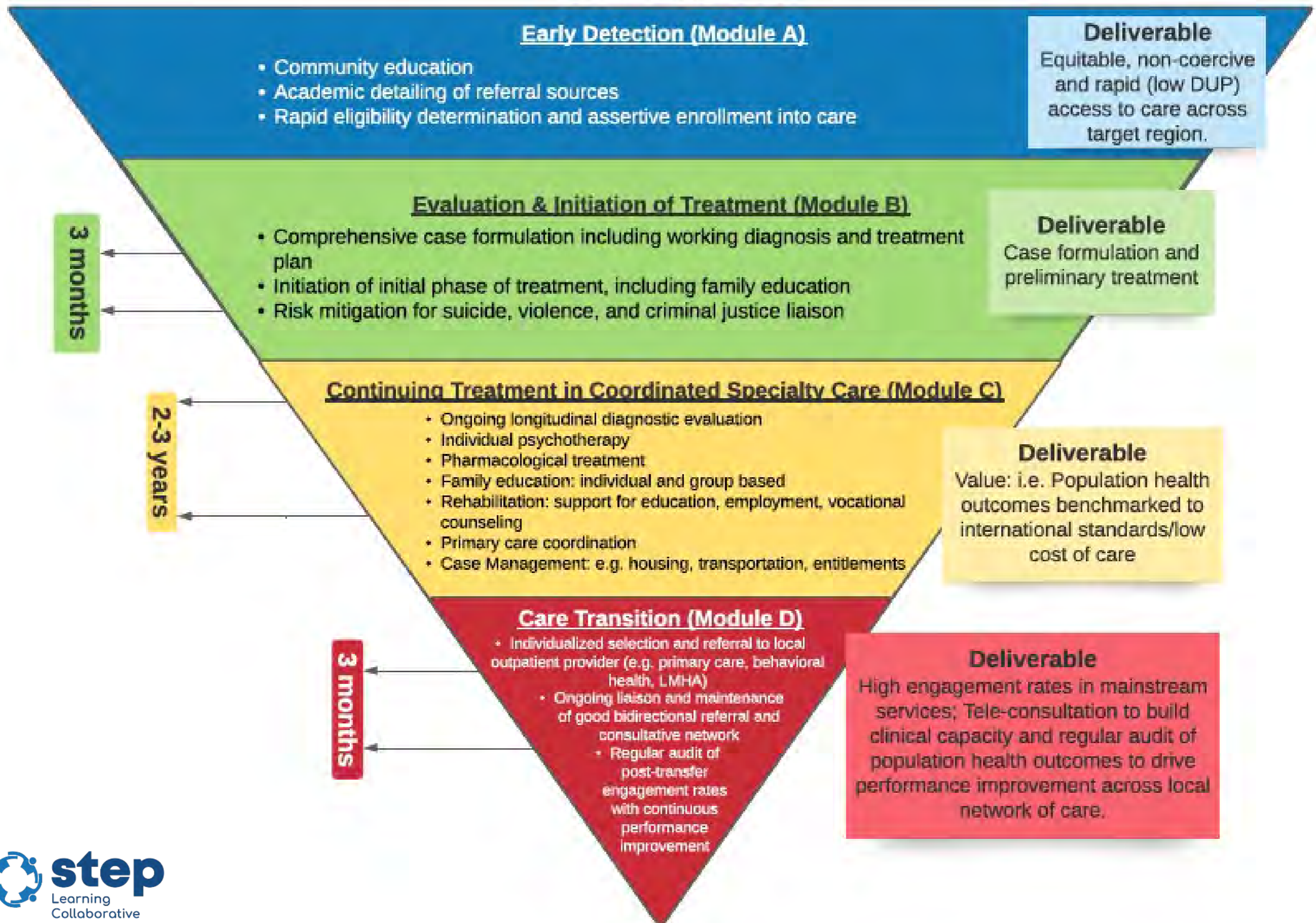
Session 3: Module B: Case Formulation (May 11th)

Session 4 and 5: Module C: Coordinated Specialty Care (CSC) (May 18th & May 25th)

**Session 6: Module D: Transitions of Care and Review of Population Health based EIS
(June 1st)**

Early Intervention Service Care Pathway

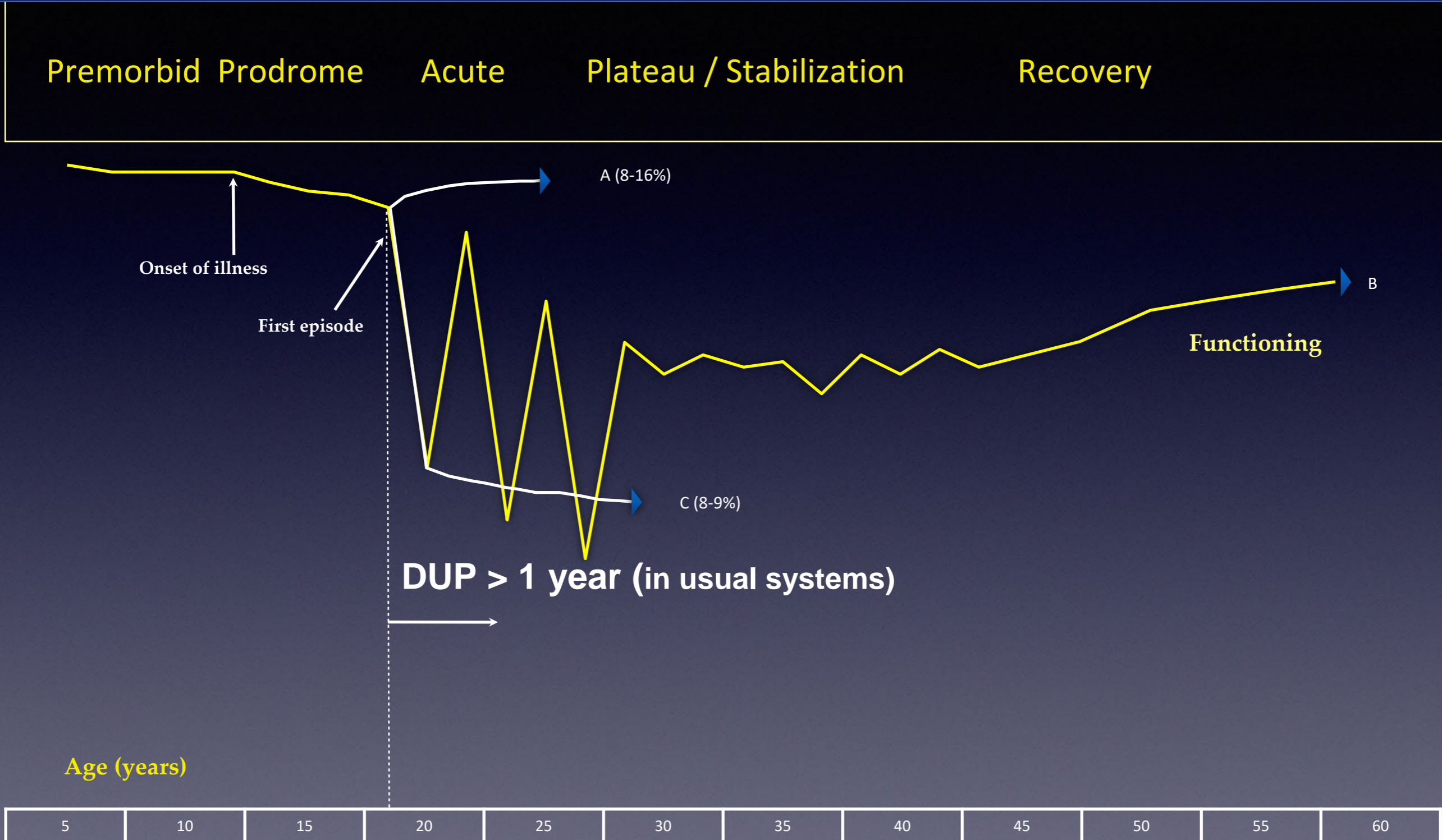
www.step.yale.edu



Key concepts:

1. The Critical period hypothesis for Schizophrenia
2. The Duration of Untreated Psychosis (DUP)
3. Pathways to Care
4. Lessons from Mindmap
 - Early Detection across a regional Network, *Demand* and *Supply* facing interventions
 - Reducing wait times at a first-episode service, use of Quality Improvement (QI)

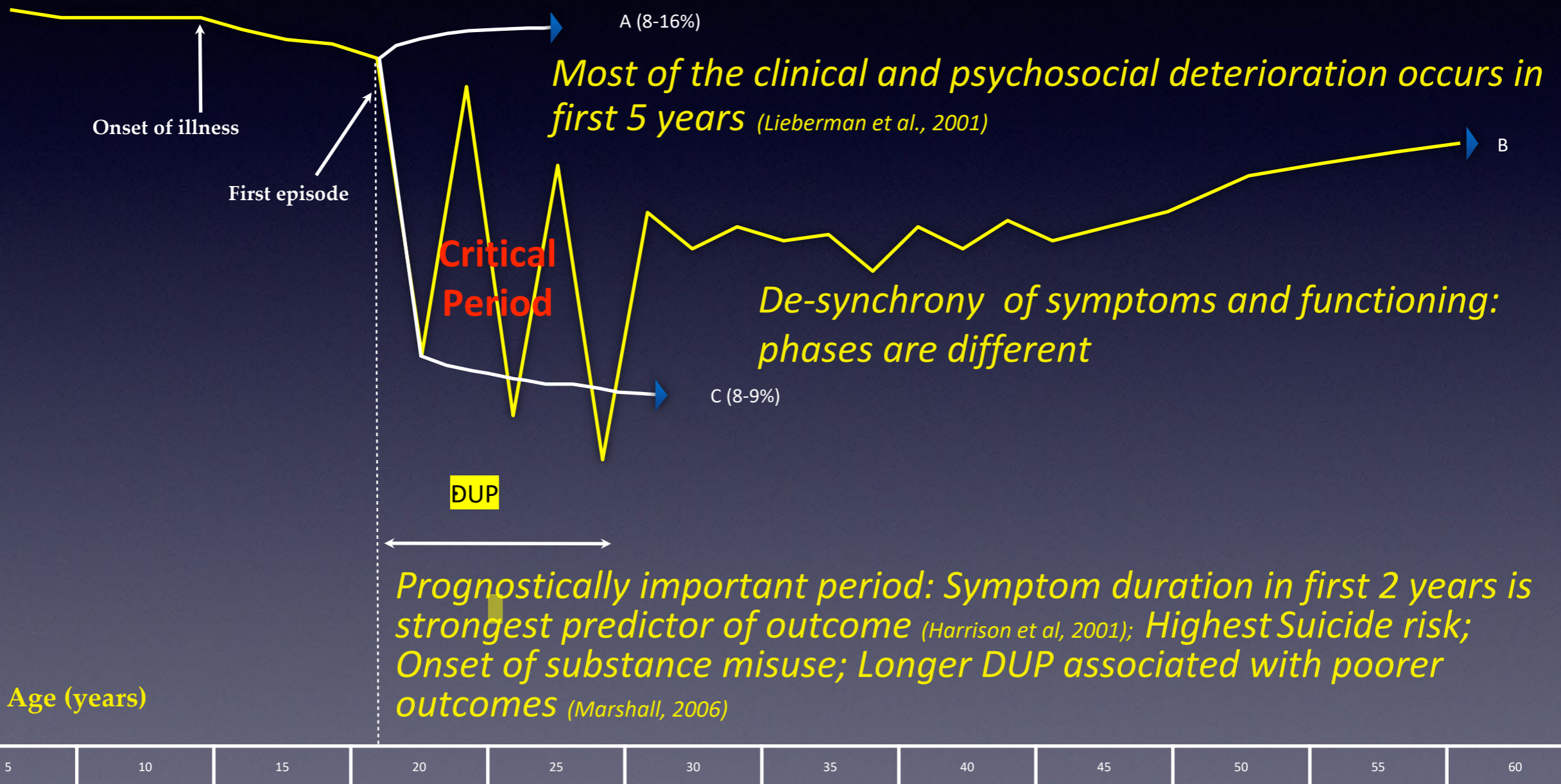
Course of Schizophrenia(s) in Usual Care



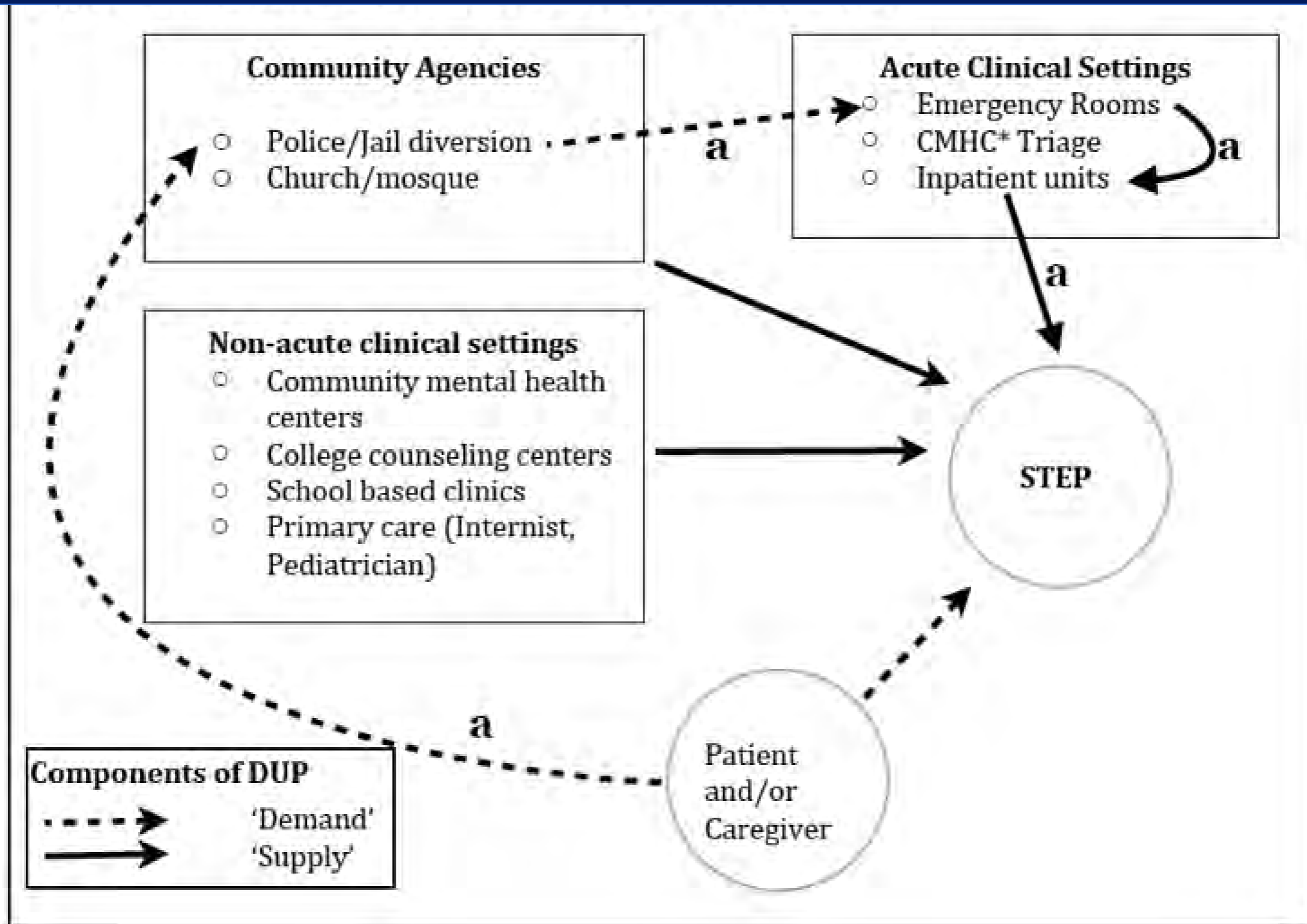
from Srihari et al. Psych Clin of N America, 2012

The Critical Period: Rationale for Early Intervention for the Schizophrenia(s)

Premorbid Prodrome Acute or 'FEP' Plateau / Chronic

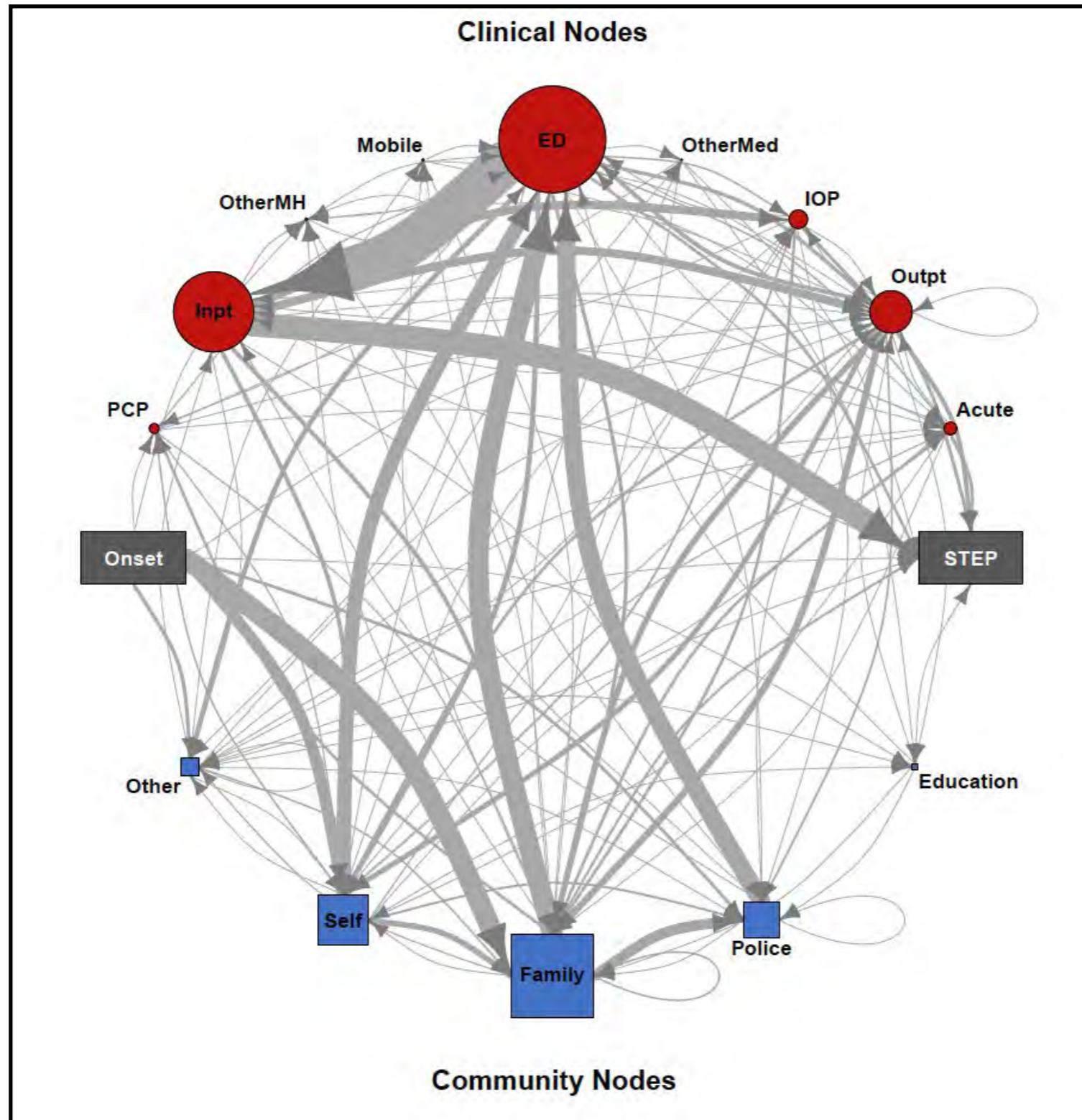


Early Detection: Targeting *Supply* and *Demand* components of **Pathways to Care**

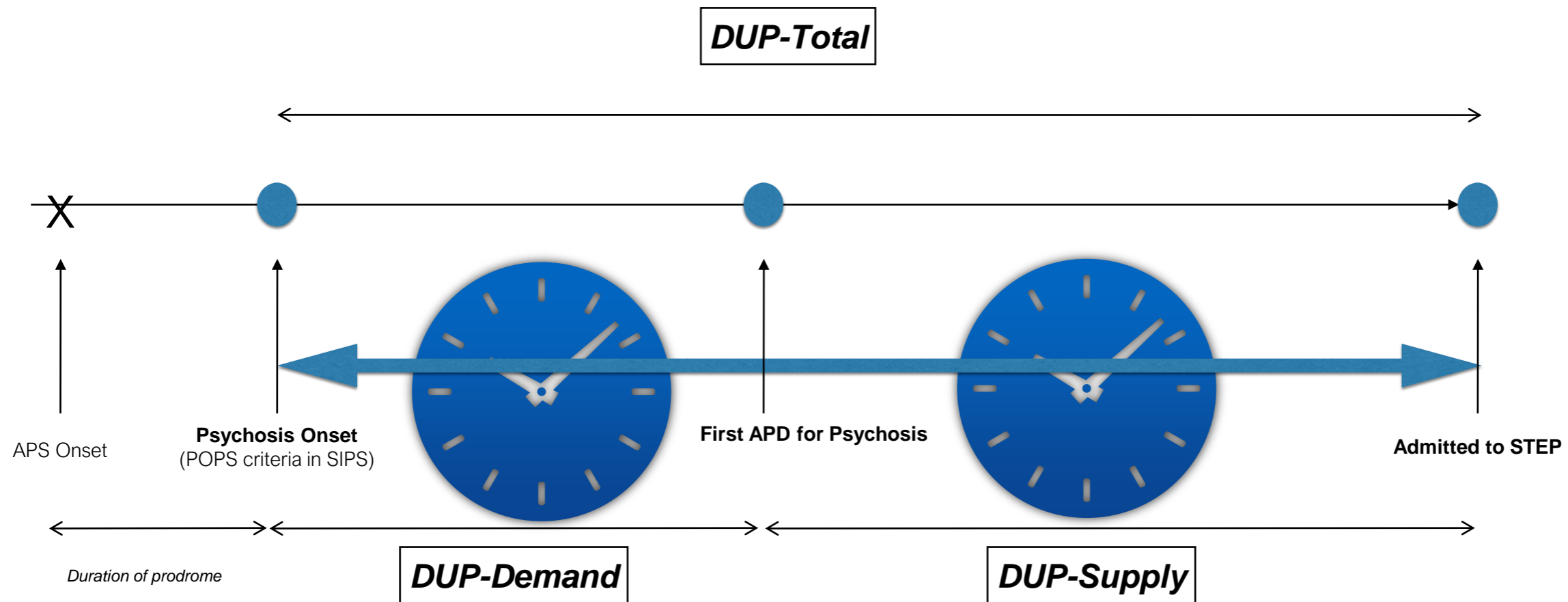


Goldberg-Huxley model of the pathway to psychiatric care: Levels & Filters

What happens to a person with recent onset psychosis in Greater New Haven? Pathways through the regional Network



Taxonomy of Delay



Total Baseline DUP in days (median, range)
324.5 (224.5, 526.5) at PREP and 311.5 (59.0, 492.5) at STEP

Mindmap: 3 Interleaved Components

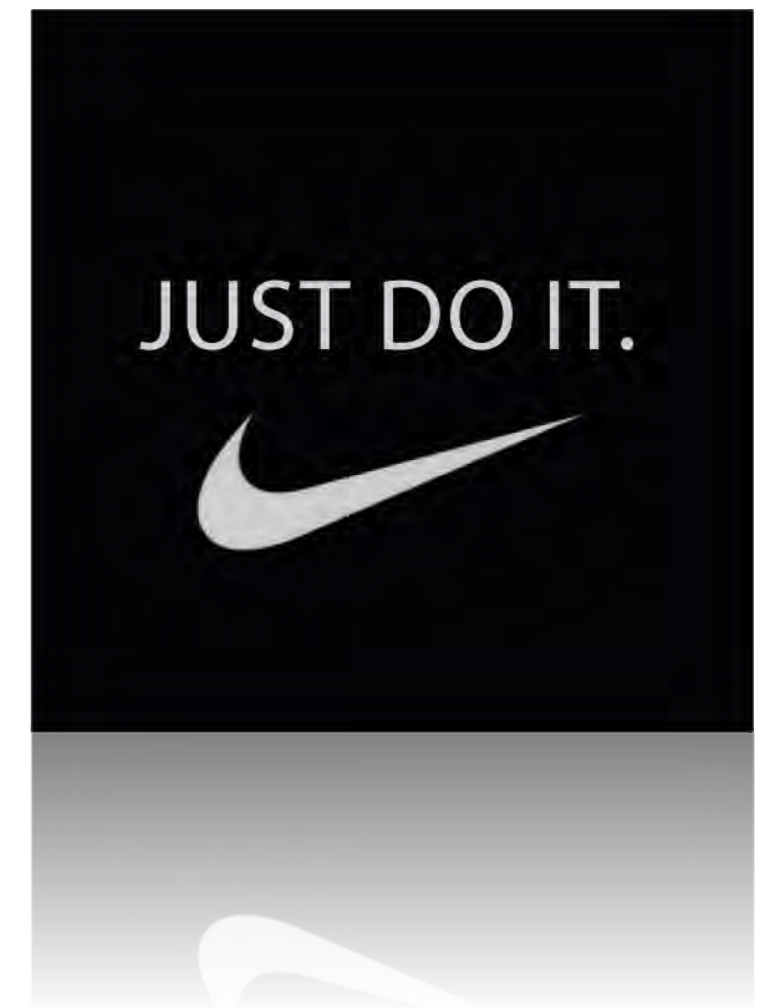
- 1. Public Education Campaign**
(targets *Demand > Supply*)
- 2. Professional Outreach & Detailing** (targets *Supply*)
- 3. Rapid Access to STEP** (targets *Supply*)



Mindmap: Principles of the Campaign

1. **Population Health:** address Demand/Supply sources of delay within a **defined geopolitical region**
2. **Complex intervention:** Entry into care is **iterative/interactive** with focus on call to action (vs. awareness or stigma)
3. **Social-Ecological Strategy:** responsive to needs and referral behavior of multiple, regionally salient targets
4. **Social Marketing for persuasion**

Srihari et. al, BMC Psychiatry 2014



ONLINE ECOSYSTEM



WEBSITE (OWNED)


SOCIAL MEDIA (EARNED)

PAID SOCIAL (BOUGHT)

As a parent you're always the first to know something isn't
Right with your child.

**NOW YOU CAN BE THE FIRST
TO GET THEM HELP.**

Early treatment for Emotional Problems



mindmap
a clear path to mental health

Free, Local, Effective Care Call Today


EARLY WARNING SIGNS OF PSYCHOSIS
Difficulty at school or work / Withdrawal from friends or family / Changes in the way things look or sound
Mistrust of others / Lack of emotion / Odd thinking or behavior
Poor personal hygiene

Call STEP 203 785 2100 www.mindmapct.org

We can help with diagnosis, treatment and care.
Early treatment works

**IF YOU THINK SOMEONE YOU KNOW
HAS MENTAL ILLNESS.**

THINK ABOUT GIVING US A CALL.



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Poor personal hygiene

Call STEP 203 785 2100 www.mindmapct.org

**IF YOUR FRIEND WAS HURT
YOU'D CALL A DOCTOR.**



If you're worried someone you care about might have mental illness

BE A FRIEND CALL US.

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Difficulty at school or work / Withdrawal from friends or family / Changes in the way things look or sound
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Poor personal hygiene

Call STEP 203 785 2100 www.mindmapct.org

- Target distinct groups
- Facilitate 'sharing' or organic amplification
- Clear 'call to action' (i.e. referral number)

Facebook Targeting

QUIZ

Reach 52,580
Clicks 3,179
CPC 34c



WEBSITE

Reach 13,887
Clicks 517
CPC 26c



STUDENTS

Reach 18,808
Clicks 191
CPC \$1.45



- Can target a defined population (geographic, demographic)
 - Can measure and monetize impact



Innovative treatment for young people with psychosis at no cost for two years


By Jocelyn Maminta Medical/Health Reporter

Published: January 4, 2016, 6:49 pm



**FEELING PARANOID?
SEEING OR HEARING THINGS?
HAVING TROUBLE FOCUSING?
LOSING INTEREST IN EVERYTHING?**

**THE SYMPTOMS OF PSYCHOSIS CAN BE SCARY
AT mindmap TREATMENT DOESN'T HAVE TO BE.**



ADAM ON DEALING WITH PSYCHOSIS

“ They helped me understand the illness, medications and the path to recovery. ”

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WHAT OUR EXPERIMENT ON OPTIMISM MIGHT SAY ABOUT YOUR FUTURE.



Prudential
Bring Your Challenges!

Standing on Sacred

The 125 Street of the Harlem Renaissance has diversified, as young whites with deep pockets are pushing the prices of historic brownstones into the seven or eight figure price range. No matter. The places are still sacred ground, and should be recognized as such. It is important to acknowledge these places with statues, markers, and memorials. Let us not forget. Those who don't know history are doomed to repeat it. We assert that Black Lives Matter because so many black lives were obliterated in Slacum, and because for far too long it was convenient and comfortable to forget a heinous massacre.

Julianne Malveaux is an author, economist and Founder of Economic Education. Her latest book "Are We Better Off? Race, Obama and Public Policy" is available for pre-order at www.juliannealveaux.com.

Beyond the Rhetoric:

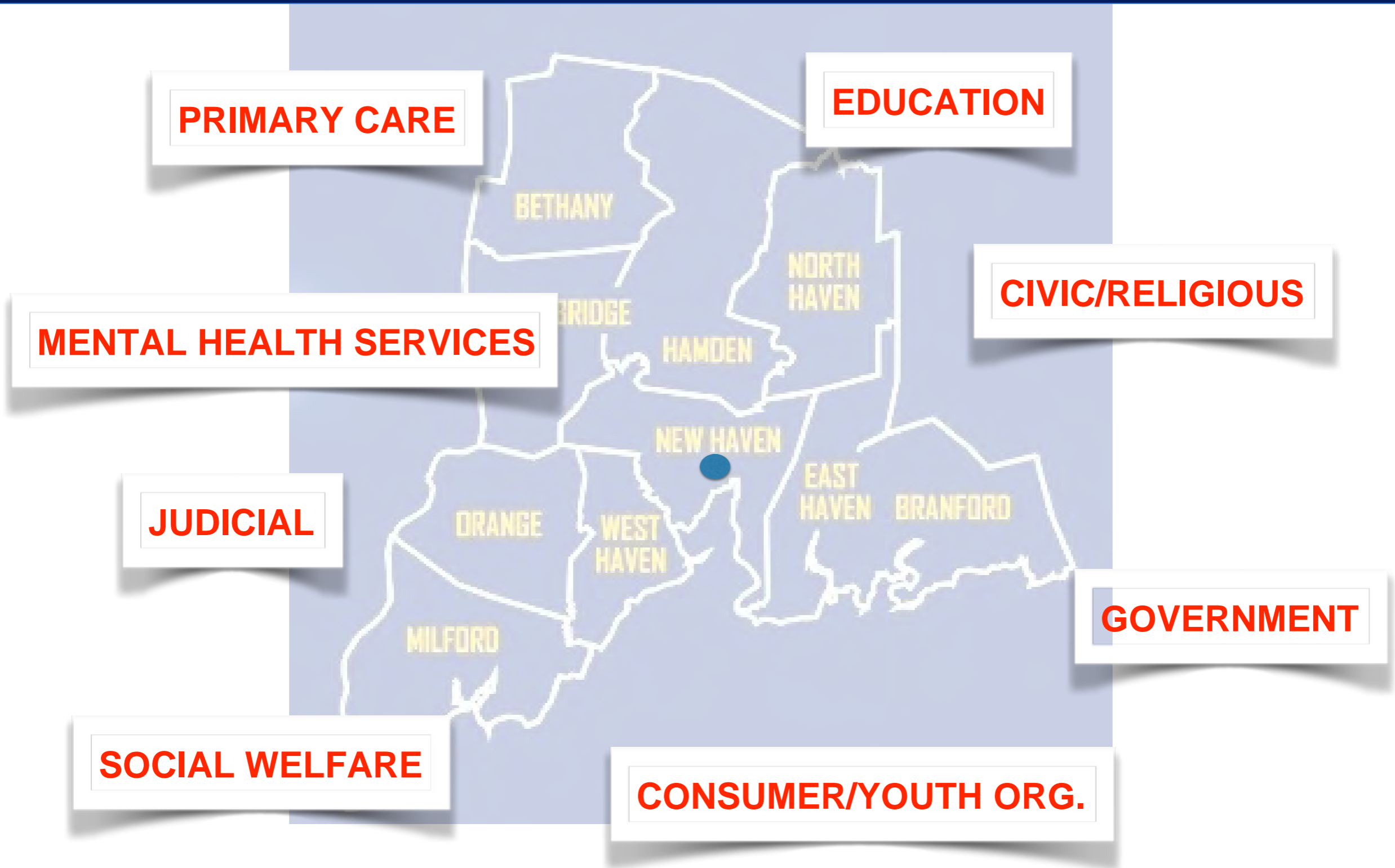
Progressive and Free Market became defining roles. Thus, America and the western world for that matter became divided into two groups of tribes. We, the NBCC, found ourselves classified as Free Market and that was cool to us. The Progressives came up with this project named Barack Hussein Obama. Muslim name, African blood mixed with Caucasian blood and early roots in Islamic Indonesia. It was unique to say the least.

So, when the progressive groups like Greenpeace, 1 Percenters, SEIU and other hostile organizations launched a physical attack on the U.S. Chamber of Commerce and its members the format was set. They viewed capitalism as their enemy and a socialistic/communist philosophy as their mantra. The White House was on their side and they would not compromise in the least. The world, as we know it, was about to change. Chaos was in charge!

Mr. Alford is the President/CEO, co-founder of the National Black Chamber of Commerce. For more information about the NBCC visit www.nationalbcc.org or email halford@nationalbcc.org.

Integrating mass & social media: multiple channels with clear call to action

2. Professional Outreach and Detailing of a Regional Network of care





2 Special Events

These events included the MindMap Campaign Kick-off and the MindMap One Year Anniversary Party/Art Show.



11 Workshops

A gathering of community stakeholders and mental health professionals to build awareness of psychosis, early treatment, and the MindMap campaign.



15 Community Events

MindMap had a presence 13 events in the community such as Mental Health Month Run and Fresh Check Days.

Giveaway Items

Items were created to serve clinical practitioners and referrers. The giveaway items included bags, mugs, stress relievers (blue “squeeze” brains), candy, privacy door hangers, water bottles, brochures, tear off notepads, booklets, pens, magnets, tissue boxes, and cold packs.

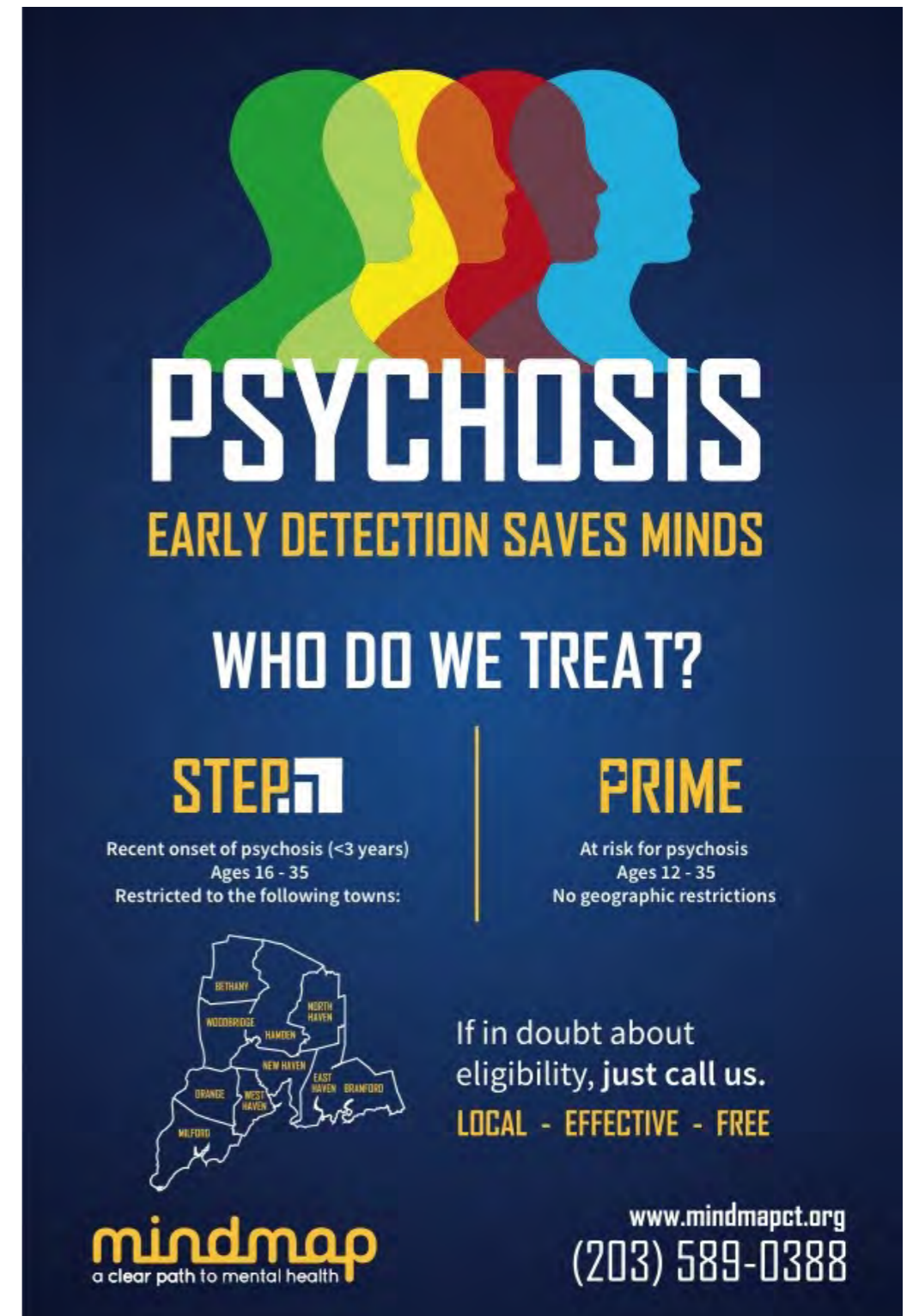
Giveaway items created **brand awareness**.



3. Quality Improvement to reduce wait times: Rapid Access to STEP (RAS)

Sticky handoffs, performance improvement tactics


- Quick screening & triage
- Separate RAS & FES teams
- ‘Relationship management’ with all POD groups
- Screening within 1 working day and admission within 1 week
- ‘Pre-referral’ support for parents/caregivers/friends & others
- Continuous audit of delay from screening to enrollment as part of PDSA cycles



PSYCHOSIS
EARLY DETECTION SAVES MINDS

WHO DO WE TREAT?

STEP	PRIME
Recent onset of psychosis (<3 years) Ages 16 - 35 Restricted to the following towns:	At risk for psychosis Ages 12 - 35 No geographic restrictions

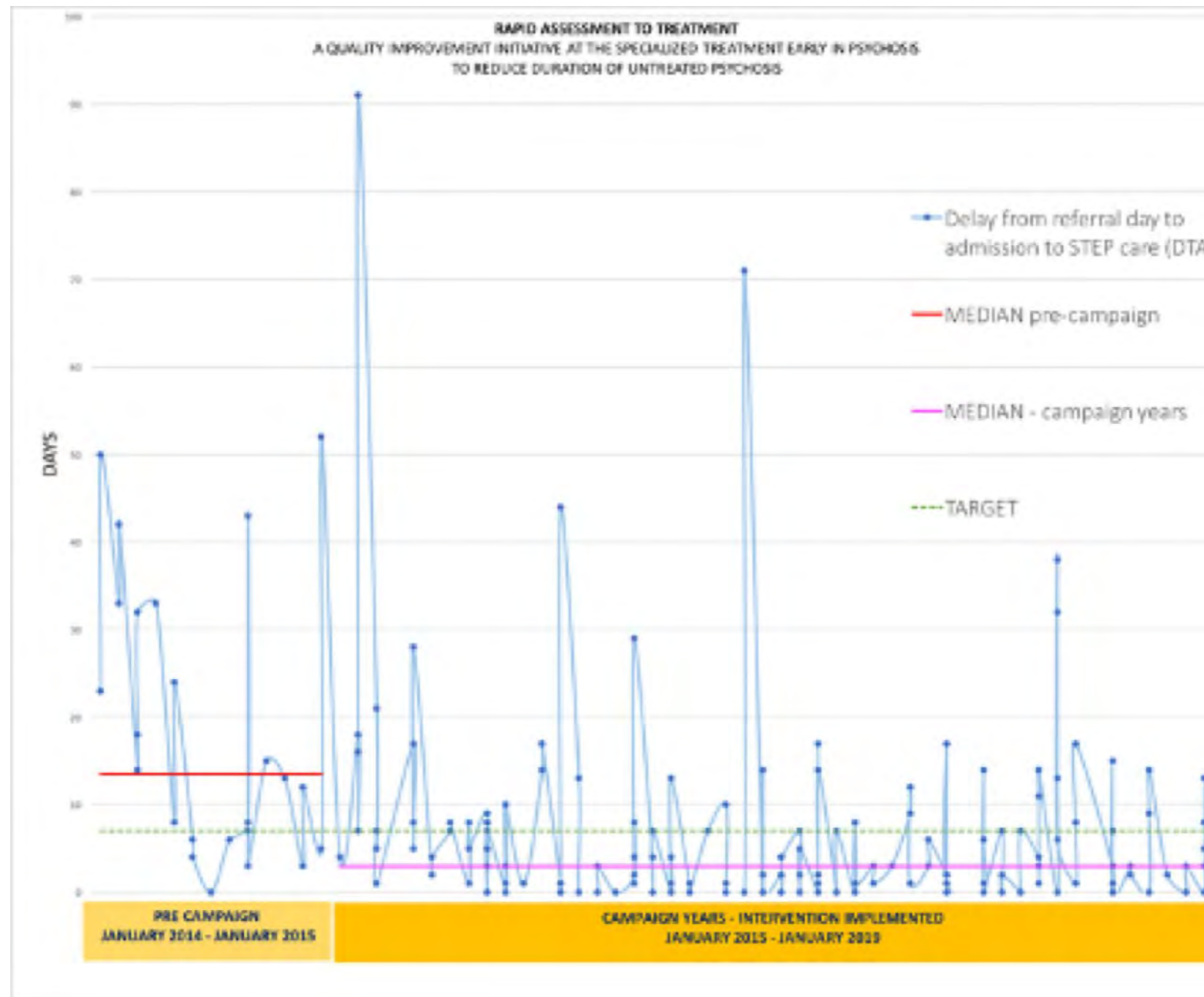


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Rapid Access to STEP (RAS): Using QI to reduce wait times



Reducing delay from referral to admission at a U.S. first episode psychosis service. A Quality-Improvement initiative Ferrara et al., (In review)

'Virtual' Scoreboard (2015-2019)



Passive Impressions

5,932,100

Active Engagement metrics

Website visits

48,988

Quiz takers on website

22,741

Quiz completions

1,356

The dominant platform targeting peers, clients and caregivers by their interests, geography and behavior.

Delivers content in a passive way, i.e. when users are not specifically searching or discussing the topic of psychosis.

4,900,000
Impressions

11,000
Engagements

16,596
Visitors to
website

0.22%

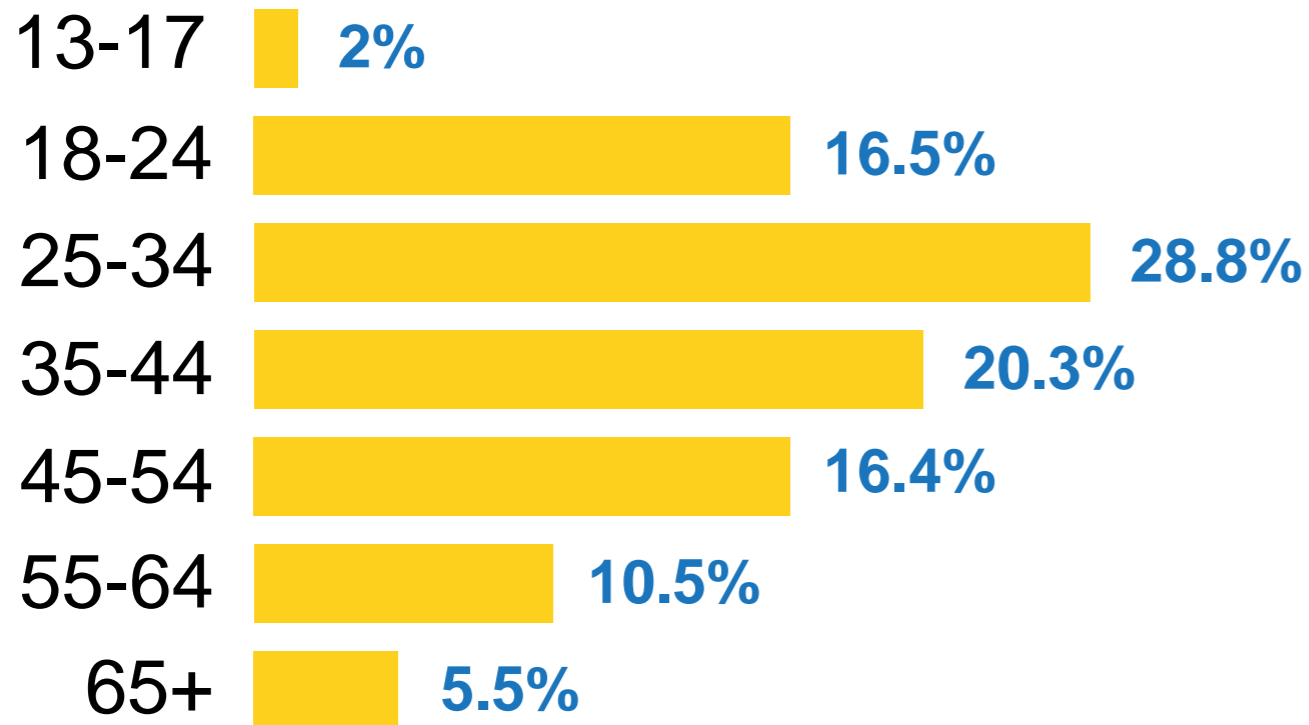
Avg. Engagement
Rate

0.17%

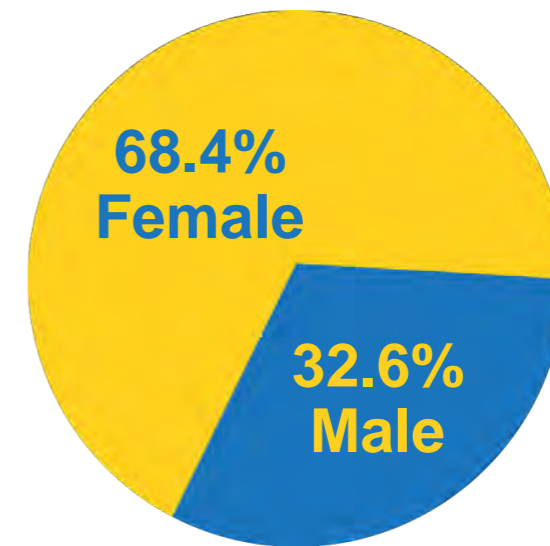
Industry Avg.
Engagement
Rate

Facebook Demographics

Age



Gender



'Real' Scoreboard (2015-2019)



HELP-SEEKING

CALLS

1196 (unique)

ENGAGEMENT

ASSESSED*

1148

ELIGIBLE

188 (16%)

ENROLLED

171
(91%)

REFUSED: 17 (1.4%)

LTE: 11 (0.9%)

**8 of 10 calls were for ineligible referrals*

Mindmap's effect on DUP

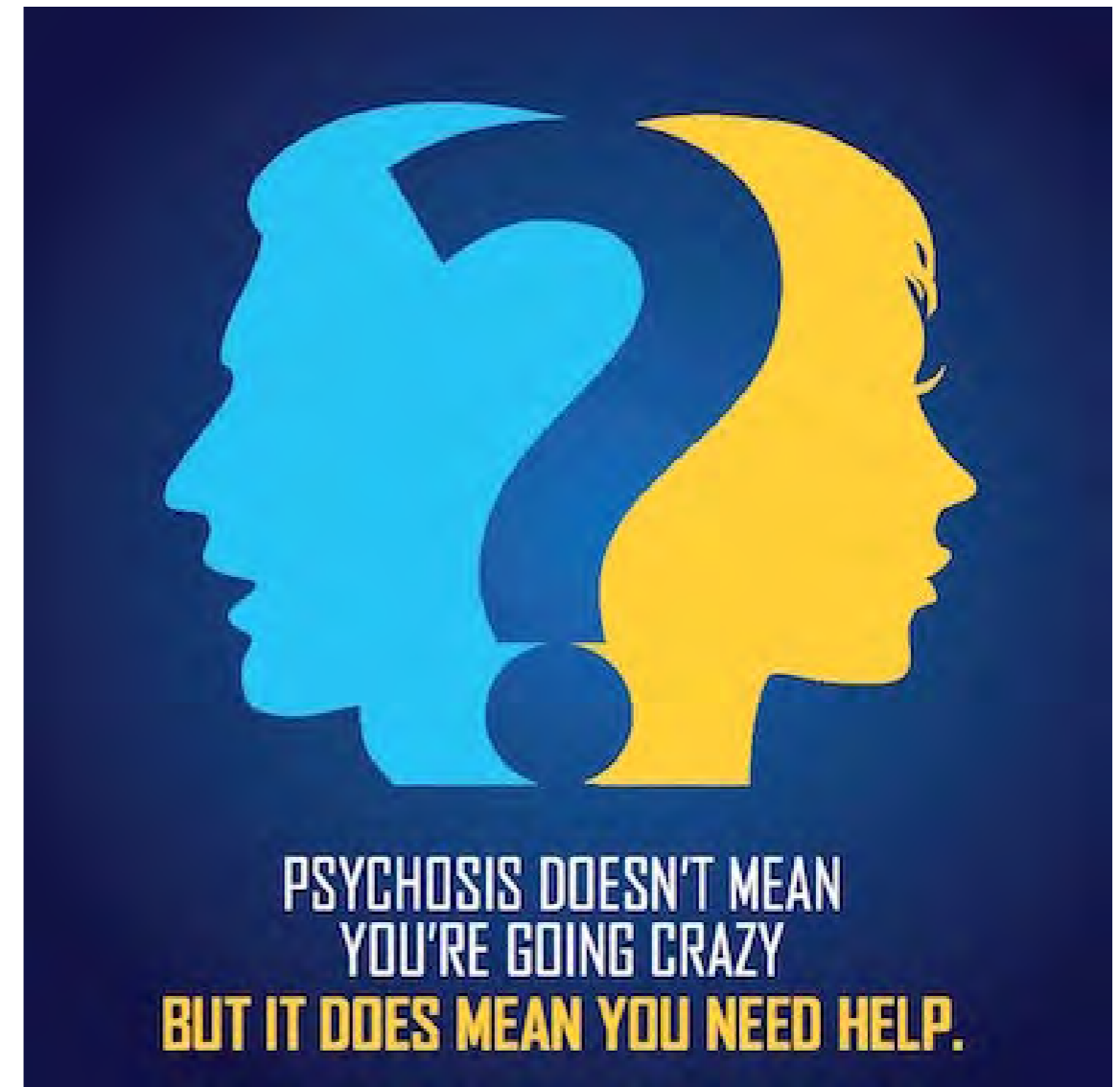
(Median DUP-Total at STEP)

311.5	→	149 <u>Days</u>
44.5	→	21 <u>Weeks</u>
~10	→	~ 5 <u>Months</u>

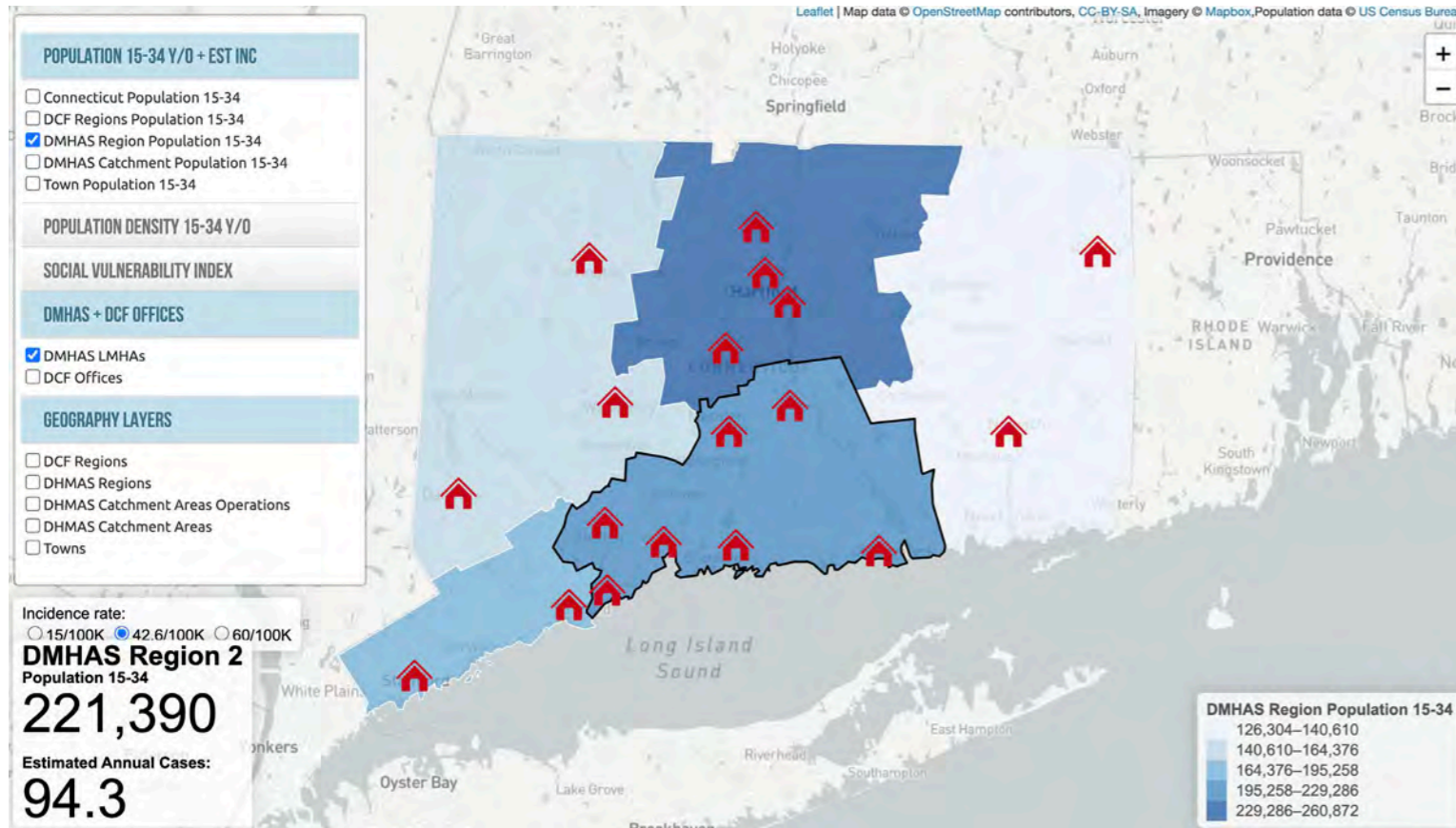


Srihari et al., *Reducing the Duration of Untreated Psychosis (DUP) in a US Community: A Quasi-Experimental Trial*. *Schizophrenia Bulletin Open*, Volume 3, Issue 1, January 2022

1. ED campaign was a feasible addition to convert FES to a comprehensive regional EIS
2. Escalating improvements in referral volume and engagement with FES
3. Digital media promising, and in-person outreach key
4. Wait times can be reduced by teams using standard *quality improvement* methods
5. Pathways to care are *regionally idiosyncratic & dynamic*
6. Early Detection as a *complex* intervention including multiple interleaved components



What happens to a person with recent onset psychosis in Connecticut?



- How can we improve the *quality* of pathways to care? (criminal justice, involuntary admission)
- How can we reduce the *quantity* (DUP) of delay?

The role of Early Detection and Assessment Coordinators (EDACs) across CT

