The Cavalry isn't coming!



One provider's journey to build a better mental health program for schools



Classroom Clinic Founder
Sue Gehling ARNP, MSN

- Born & Raised in Carroll County; grew up on a farm
- Graduated from Manning High School
- Attended nursing school; later became nurse practitioner
- Married with 4 children
- Social Entrepreneur

- Sue's passions are:
  - children's mental health,
  - improving access for rural families,
  - providing telehealth in nontraditional places,
  - utilizing a "Team-Based Care" approach for kids
  - developing the infrastructure to connect providers

If I don't try to help my patients in rural Iowa, then who will?

The Problems



Schools are facing a mental health crisis!

Problem to Solve

Mental Health Crisis in our Schools:

- Lack of access, shortage of providers, transportation issues, long wait lists
- Identification of early warning signs are not shared; missed opportunities
- Lack of coordination between schools and providers leads to fragmented care and poor outcomes
- COVID-19 compounds the problem

Education System Silo



Healthcare System Silo

Health is separated from Education:

- Education and healthcare systems are disconnected, or ***siloed***
- This approach fails to look at the global picture--supporting the student's interests
- Lack of secure communications and collaboration platform that is HIPAA/FERPA compliant.

The Solution



Solution for Schools



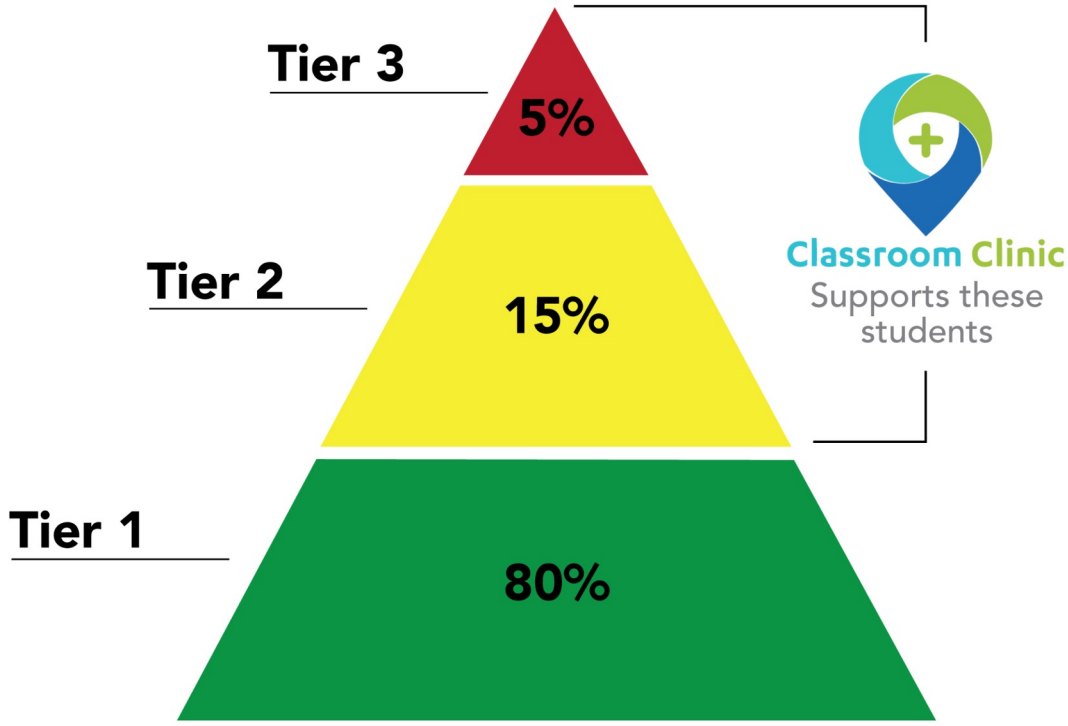
Requires developing partnerships between families, educators, and psychiatric providers to effectively care for students with disruptive behaviors and unmet mental health need

Eliminate the Silo Mentality!!

Customer Value Proposition

Classroom Clinic provides rural school districts with timely and convenient access to children's mental health services using telehealth and related technologies.

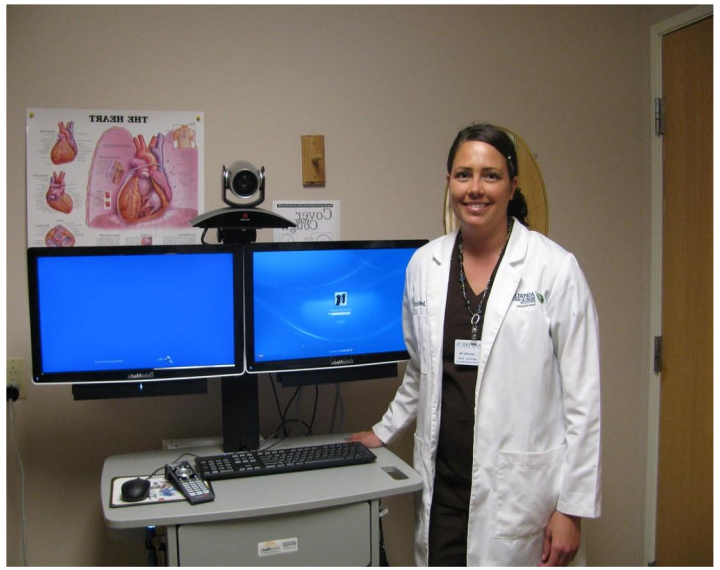
Improved school-community collaboration



MTSS for School Mental Health Services

Does not replace any of a school's existing school mental health services. Instead, enhances what is already provided, by offering access to the Tier 2 and Tier 3 clinical services missing within their rural community.

School-Based Telehealth

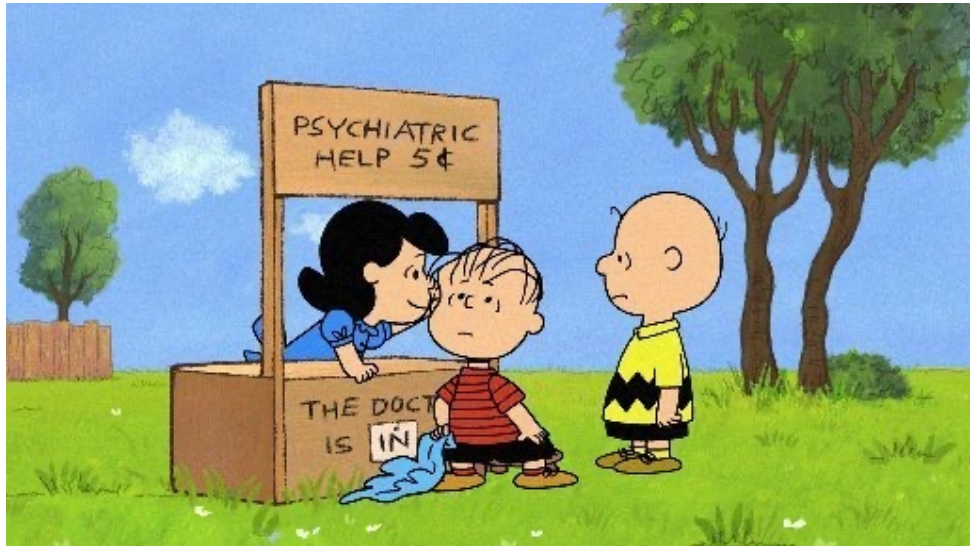


Remote site
(where the provider is)

Originating site
(where the student is….
in the school building)



Mental Health Services provided to schools



Telepsychiatry

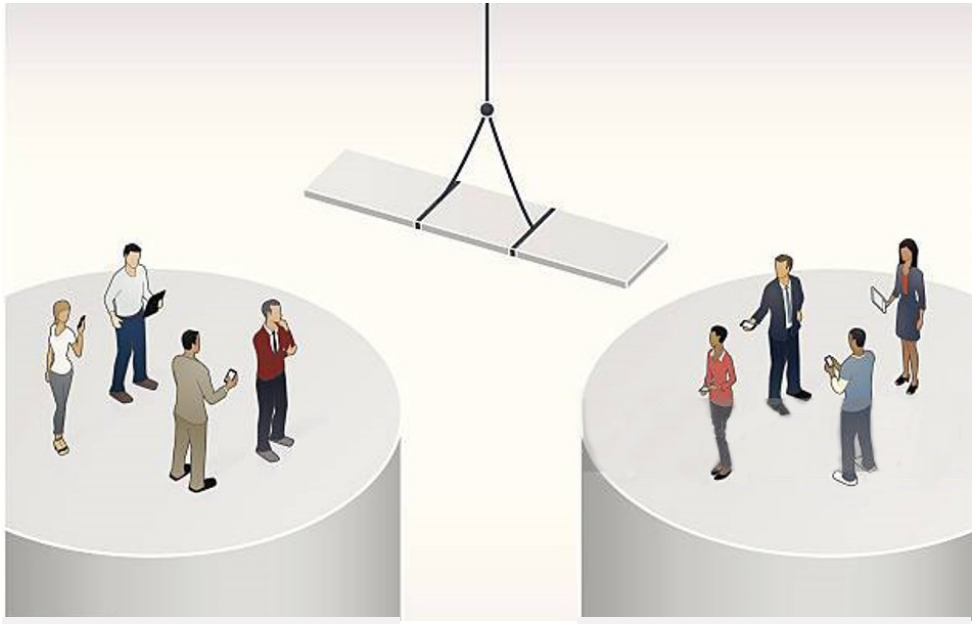


Teletherapy

Classroom Clinic

- Began as a school-telehealth company providing services
- While providing services, saw opportunity to solve another problem
  - *There was no way to securely **connect, communicate** and **collaborate** across healthcare & education teams*
- Developed technology platform to facilitate delivery of our services!
- We currently bundle our Platform + Services to rural schools

A better way



Education System Silo

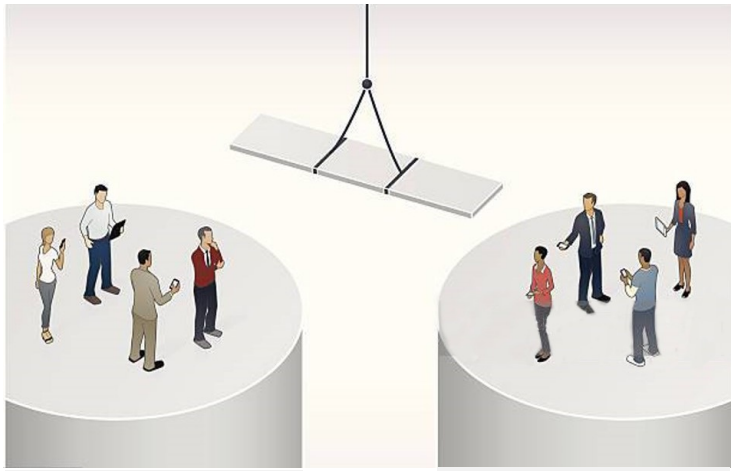
Healthcare System Silo

Our Solution

Platform Benefits:

- HIPAA & FERPA compliant
- Secure patient health information
- Creation of “Care Teams”
- Enhance cross-system collaboration & communication
- Earlier identification and more effective interventions

Classroom Clinic Platform

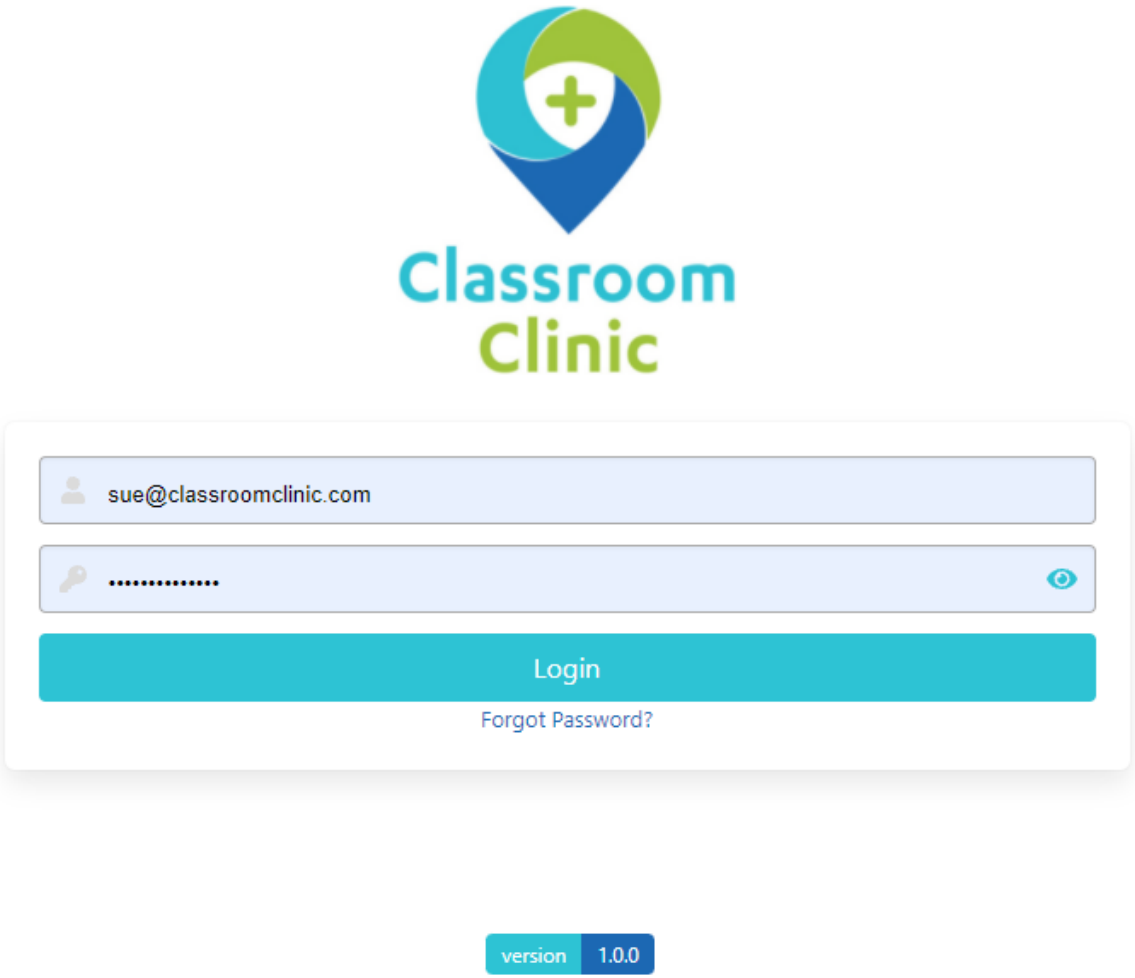


Education System Silo

Healthcare System Silo

Technology empowering common sense:

- Allows educators to be part of the “Health Care Team” & allows health care providers to be part of the “School Team”
- Able to now use data and insight from both silos to address student issues.
- This vantage point creates a unique data set of our own
- Use data strategies to drive improvement and demonstrate value-based care.



School-based Telehealth Technology Platform

- HIPPA & FERPA Secure Communication Tool (messaging)
- Schools schedule referred students
- Create “Care Teams” for each student; group messaging
- Online registration/consents
- Gather Teacher input effortlessly



- Insurance/Title 19 (Medicaid)/Hawk-I (CHIP)
- Mental Health Regions
- School District Funds
  - School-Based Medicaid $$
  - Drop-Out Prevention
- Area Education Agencies
- Juvenile Justice
- ESSA Title IV, Part A funds
- Other Federal, State, and Local funds/Foundations



Our target customer

- Rural school districts in Iowa
- Less than 2000 students in district
- Want to improving student academic outcomes
- By addressing unmet student mental health concerns

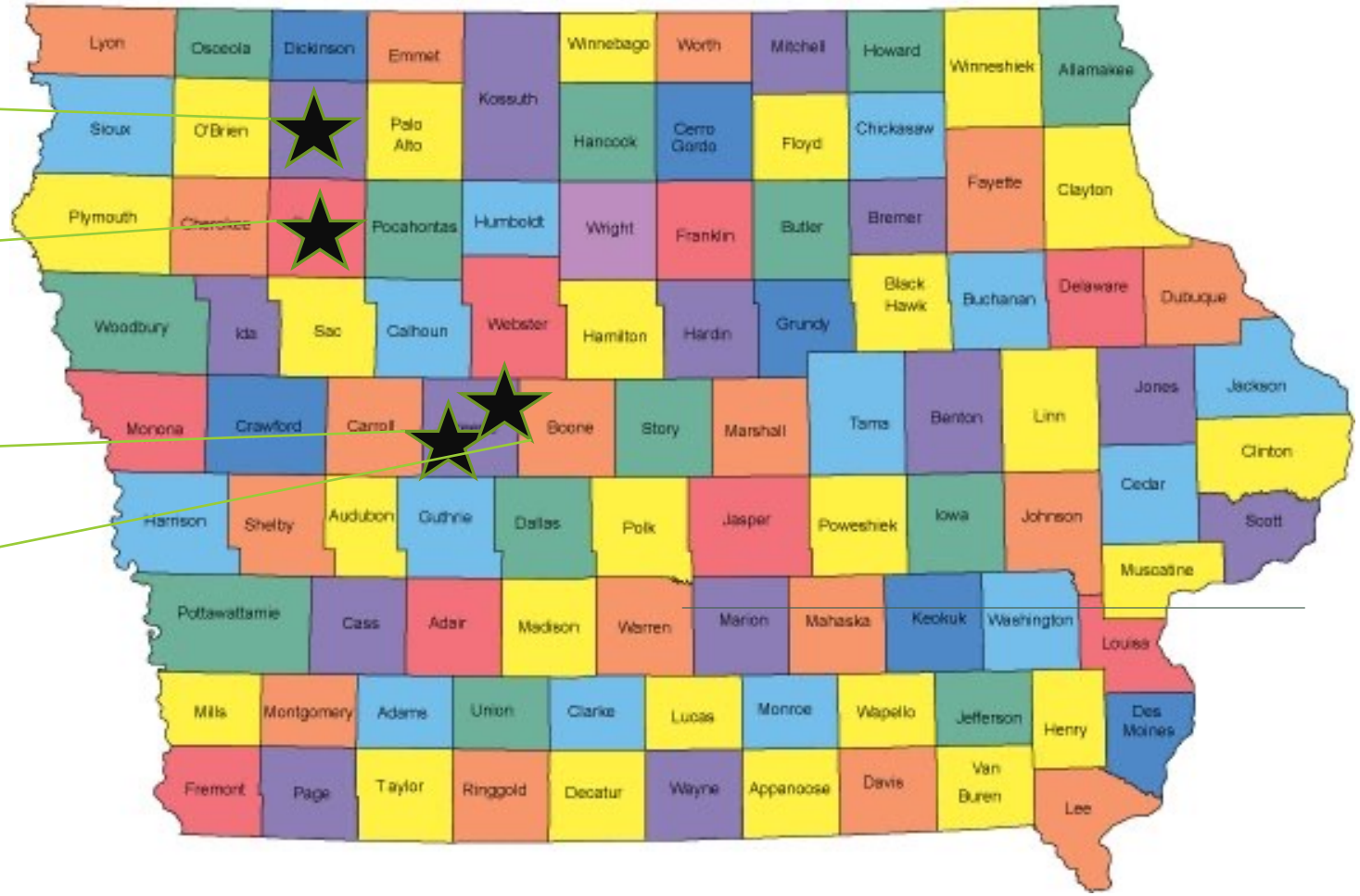
Current Traction

Spencer CSD

Albert City-Truesdale CSD

Greene County CSD

Paton-Churdan CSD



School

Improved Attendance = Less seat time lost
Decreased disciplinary referrals
Improved academic performance
Healthier students/happier staff
Early Identification=ROI
Reduced Special Ed costs

Community

Improved access to care
Decreased preventable ER visits/hospitalization
Increased employee productivity
Improved multidisciplinary collaboration

School-Based Telehealth:

Value Perspectives

Child

Increased access to care
Improved health outcomes
Improved attendance
Improved behaviors
Improved academic performance

Family

Decreased number of work days missed
Decreased preventable ER visits
Decreased transportation issues
Cost Savings—less time off work, less driving
Family Centered/Parent Involvement

Sarah Voyles, Albert City-Truesdale principal:

"My experience with Classroom Clinic has been so rewarding. I've gotten to walk alongside families who have struggled with mental health issues for years, whose children are now thriving."

Annie Smith, Paton-Churdan principal

"When we were able to bring Classroom Clinic to Paton-Churdan, it has been a game-changer and a life-saver……..it's been amazing! I really hope we never have to go without it, it's been that good!"

Parent from Greene County CSD:

"Having the Classroom Clinic option available to us really helped turn things in a completely different direction for my child. Now my child loves school. They are thriving in the classroom, as opposed to destroying the classroom. "

Cammy Hinkeldey, school nurse, Spencer CSD

"The platform is exactly what we need in the schools!! Finally, we are collaborating with others, and getting school input…..so valuable…..This is the beginning of something huge!"

Spencer Community School District

Located in Northwest Iowa

Approximately 2000 students

5 school buildings

Demographic data of students seen:

85 Students seen at least 1x
- Boys: 32 (51% of district are male)
- Girls: 53 (49% of district are female)
- Avg age 11.6 years

Access within 9 days

Average ACEs score: 2.67

Medicaid coverage: 80%

Mental Health Diagnosis
- ADHD
- Anxiety
- Depression
- Disruptive Mood Dysregulation Disorder
- Oppositional Defiant Disorder

Team Members



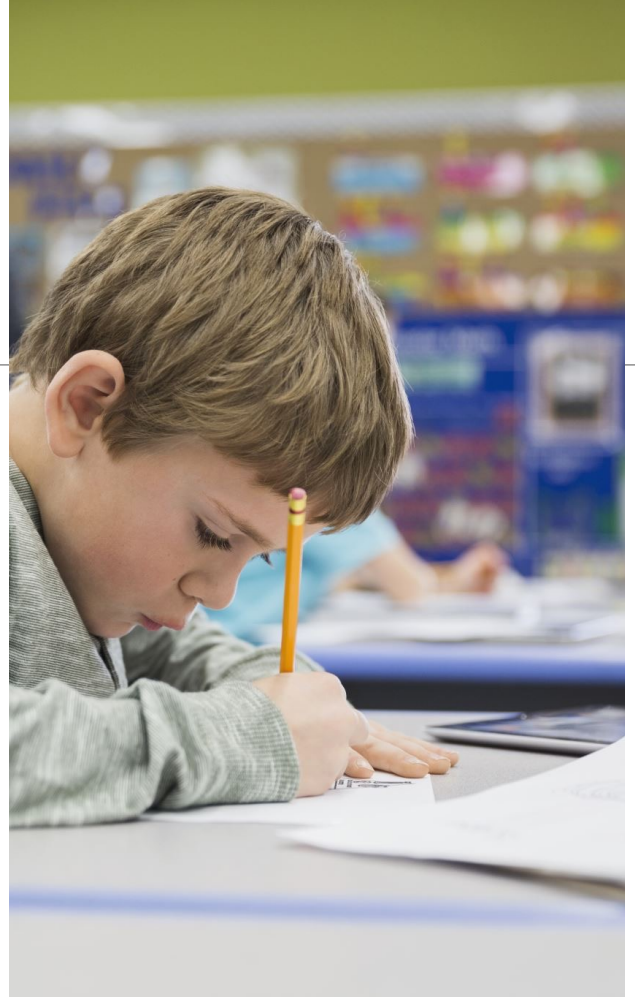
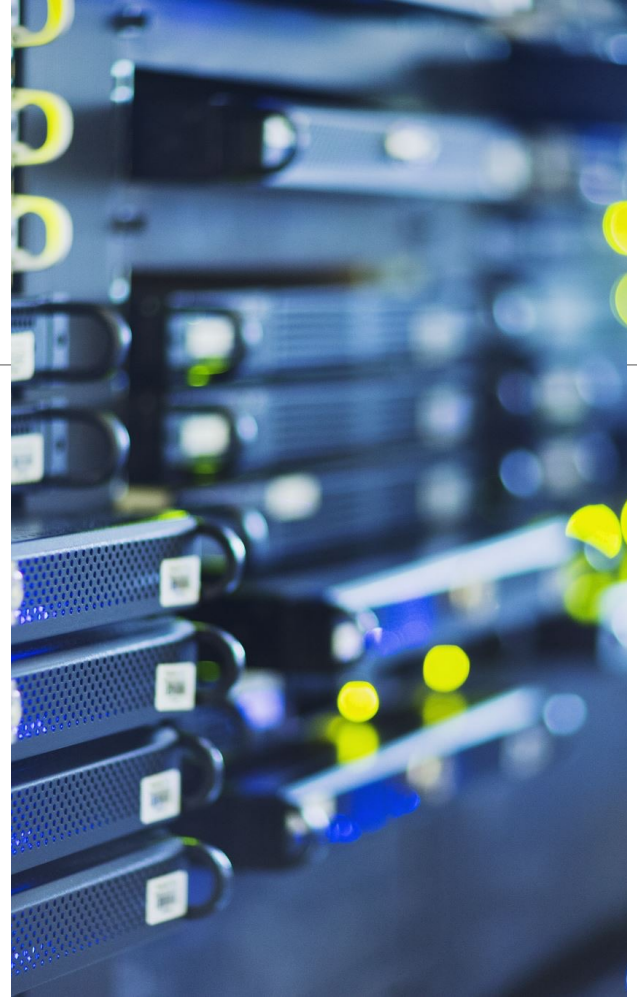
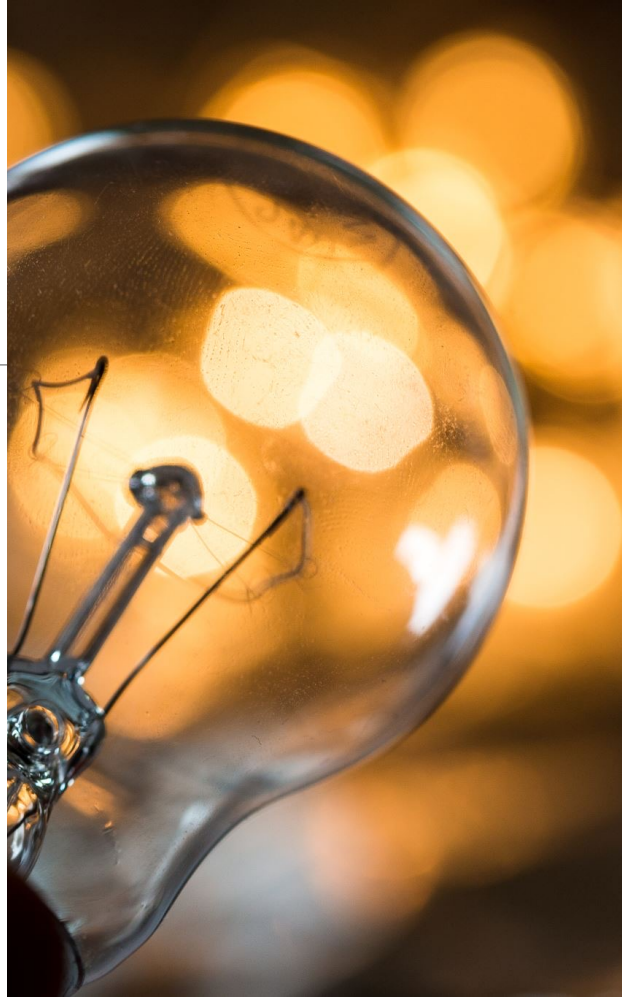
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Psychiatric Nurse Practitioner
Founder & Owner



Steve Davis, CTO
Owner, Bio::Neos
Technology Partner



David Gion
Serial Entrepreneur

Long-term Vision for School Mental Health

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