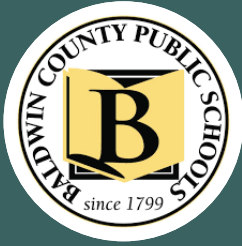


CASE STUDY



COMPANY:

Baldwin County Board of Education (BCBE)

LOCATION:

Bay Minette, Alabama

WEBSITE:

bcbe.org

INDUSTRY:

Public school system with traditional, virtual, alternative, aviation, and technical learning tracks

EMPLOYEE COUNT:

4,000

Uprise Health's Digital Mental Health Tools in Action at Baldwin County Board of Education

Why Uprise Health?

- Utilization rate **increased** from **3%** to **5.6%** with digitally enabled EAP
- **60%** improvement in overall program utilization
- **18%** engagement rate in digital mental health platform
- **Exceeded** their annual projection by **1%**

Company Overview

Baldwin County Board of Education (BCBE) is a public school system in Baldwin County, which is in the southeast corner of Alabama. The BCBE school system educates 31,000 students and encompasses 44 standard schools, in addition to one virtual elementary school, one virtual high school, one alternative school, one aviation program, and two technical centers. BCBE is the largest employer in Baldwin County with both National Board-Certified Teachers and enhancing Missouri's Instructional Networked Teaching Strategies (eMINTS) certified teachers throughout the district.

Situation

Baldwin County Board of Education has been an Uprise Health customer since 2017, initially utilizing traditional employee assistance program (EAP) offerings. Uprise Health EAP services were originally added to the BCBE benefit platform to help improve employee wellbeing in positive and measurable ways and to help strengthen the BCBE mission to encourage employees to be passionate, inspired, and successful in both their work and personal lives. If employees are at their best, they can be the best for their students.

When the COVID-19 pandemic hit, educators across the country were overwhelmed and burned out. They were forced to entirely reinvent their teaching styles to accommodate online classes with no previous training, while simultaneously administering tech support to students and their families. BCBE was concerned about managing employee burnout, staff turnover and retention, the adjustment to temporary virtual learning, and the return to in-person learning in August.



“

Uprise Health’s digital offerings were instrumental as we adapted to life as a result of the COVID-19 pandemic,” said Tiffany Wilson, Ed. D., Human Resources Director at Baldwin County Public Schools. “Having a platform that is accessible at all times helps us achieve our goal to support the mental health and wellbeing of our employees.”

Tiffany A. Wilson, Ed. D.,
Human Resources Director
at Baldwin County Public
Schools

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Currently, Uprise Health’s offerings are utilized by a total of 4,000 BCBE employees and their families. BCBE’s EAP utilization rate for the year of 2020 was an average of three percent. Offerings were used primarily by women between the ages of 40-64. Employees engaged in services mainly due to relationship and family issues, emotional and psychological stress, and the need for legal and financial support.

Solution

In May 2021, BCBE widened its partnership with Uprise Health to incorporate digital solutions, including wellbeing checks, personalized care plans, intelligent triage based on member risk levels, self-guided cognitive behavioral therapy (CBT) courses, unlimited real-time behavioral health coaching sessions, and three EAP counseling sessions per year. They expanded their partnership to meet the following objectives:

- Increase employee support services
- Ensure employees have constant access to assistance
- Boost engagement and resilience to prevent staff burnout due to the COVID-19 pandemic

In January 2022, BCBE began using Uprise Health’s new features including Care Navigation and Proactive Outreach, which were created in response to the increasing need for additional employee support. [Care Navigation](#) connects users to professionals known as Care Navigators, who provide live support to help guide members through their mental health journey. Care Navigators also provide Proactive Outreach for at-risk individuals who need extra proactive care. The Uprise Health Care team contacts at-risk individuals if they show a low wellbeing score during their check-in and arranges support as needed.

Results

Before augmenting their program to include digital solutions, BCBE’s utilization rate was 3%. Currently, its utilization rate for both EAP and digital solutions is 5.6%, a 60% increase that is 1% higher than their annual projection, 4.6% (data available from January 2021-March 2022). Between January 2021 and March 2022, there were 111 total cases and 200 total services, primarily made up of counseling (63%), digital services (18%), inquiries and clinical support (15%), and work-life services (3%).



“

Digitally-enabled care is now a strategic imperative for employers,” said Jay Spence, Ph.D., Chief Product Officer at Uprise Health. “We are thrilled that Uprise Health’s offerings are able to support the mental health needs of so many employees. The extension of our partnership with Baldwin County Public Schools is a testament to our innovative, technology-based solutions and their ability to produce favorable outcomes.”

Jay Spence, Ph.D.,
Chief Product Office at
Uprise Health

*Learn how we can help
support the mental health
of your organization.*

[Contact Us](#)

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BCBE has received invaluable feedback from employees that individuals who were previously hesitant to seek counseling are now using Uprise Health’s digital platform for mental health care. BCBE administrators are exceedingly appreciative of the value Uprise Health’s behavioral health care has provided to the county’s employees.

About Uprise Health

Uprise Health offers digitally-enabled mental health solutions bolstered with digital employee assistance programs, personalized coaching, chronic condition management, managed behavioral health, and substance use assessment and treatment solutions. With a focus on positive outcomes through clinically validated methods and tools, Uprise Health reduces claims and costs for organizations while improving the lives of its members. Formerly known as IBH, the Company has been providing services for over 30 years and is a Shortlister Vendor of Choice for EAP, behavioral health, return to work, and substance abuse. Uprise Health provides services to millions of members representing a diverse group of employers, health plans, and partners through their credentialed network of providers across the United States. Visit uprisehealth.com for additional information.

About Baldwin County Public Schools

Baldwin County Board of Education (BCBE) is a public school system in Baldwin County, which is in the southeast corner of Alabama, bordered by the Gulf of Mexico, Mobile Bay, Florida, and adjoining counties in the state. BCBE strengthens its community by fostering high-quality education to ensure students become productive citizens. Baldwin County is the fastest growing county in Alabama as well as the location of the first public school in the state, established in 1799 by the community of Tensaw. BCBE is the largest employer in Baldwin County, which is comprised of 44 standard schools, one virtual elementary school, one virtual high school, one alternative school, one aviation program, and two technical centers. BCBE is currently expanding its reach to include a new comprehensive career technical high school, ninth grade academies, a new elementary school along with several expansion projects to existing schools.