Telehealth Issue Brief

Social Media Toolkit

Overview:

Maintaining coverage of telehealth services in partial hospitalization programs (PHP) and intensive outpatient programs (IOP) is essential to improving behavioral healthcare access and outcomes. In response to the COVID-19 pandemic, many behavioral healthcare providers shifted care from in-person to telehealth to maintain access to PHP and IOP. To assess the effectiveness of telehealth in PHP and IOP programs, NABH members proactively launched a study to measure the impact on access and outcomes. The NABH Telehealth Issue Brief describes how telehealth has been incorporated into PHP and IOP programs, lessons learned, and policy considerations as the federal public health emergency likely comes to an end in 2023.

Toolkit Usage:

This *Social Media Toolkit* includes sharable messages and graphics highlighting findings from the brief and demonstrating the importance of telehealth in partial hospitalization programs (PHP) and intensive outpatient programs (IOP). Match the included graphics with the below messages to share the news with your network. You can also share the NABH Telehealth Issue Brief itself.

Shareable Twitter/LinkedIn posts:

- In 2021, more than 30 million Americans received more than 100 million #telehealth visits. Notably, more than half of all telehealth services are now related to behavioral healthcare, with about half of all behavioral healthcare services being conducted via telehealth.

    - Without the addition of #telehealth to these programs, patients with or recovering from COVID-19, those beyond geographic proximity to clinics, and patients facing local service waiting lists would have faced delayed or no access. [https://www.nabh.org/education-and-research-foundation/nabh-foundation-resources/]

- To adapt to pandemic circumstances, PHP and IOP clinical protocols were quickly translated to a #telehealth delivery format and granted #accesstocare for those in need. Learn how organizations transitioned their services to telehealth successfully: [https://www.nabh.org/education-and-research-foundation/nabh-foundation-resources/]

- Several NABH members have evaluated the efficacy of #telehealth in PHPs and IOPs. Results show that the use of telehealth in PHPs and IOPs is resulting in the same or better clinical outcomes as traditional in-person services. Learn more: [https://www.nabh.org/education-and-research-foundation/nabh-foundation-resources/]

- A growing body of evidence is showing the use of #telehealth in PHPs and IOPs is resulting in the same or better clinical outcomes, access, and operational efficiency as traditional PHPs and IOPs. Learn more: [https://www.nabh.org/education-and-research-foundation/nabh-foundation-resources/]

- PHPs & IOPs treat children & adults for mental health disorders, substance use disorders, and eating disorders. Regulatory flexibilities enabled the rapid implementation of #telehealth to maintain access to care during the COVID-19 crisis. [https://www.nabh.org/education-and-research-foundation/nabh-foundation-resources/]

- #Telehealth improves access to PHPs & IOPs, facilitates patient adherence and continuity of care, and offers behavioral healthcare workforce flexibility. Policymakers & payers should support continued coverage of and payment for telehealth in PHPs & IOPs. [https://www.nabh.org/education-and-research-foundation/nabh-foundation-resources/]