



BetterMynd

Getting Started with BetterMynd

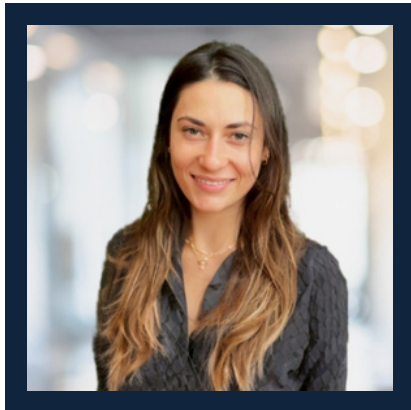
Partner Campus Guide

Teletherapy that students love, administrators trust, and every campus can afford

Our Founding Mission: Help colleges and universities make mental health resources more accessible to their students through teletherapy.

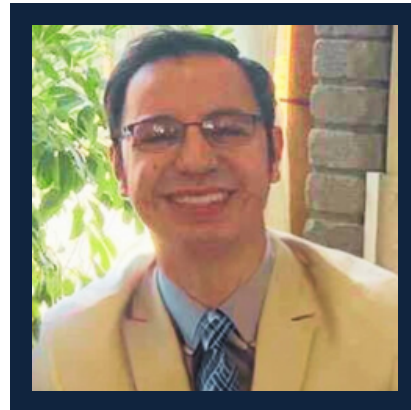
We are truly grateful to be your on-campus partner and look forward to supporting you and your students.

Your Dedicated Campus Success Team



Emily Seger

Director of Campus Success
emily@bettermynd.com



Joey Medrano

Assistant Director of Campus Success
joey@bettermynd.com

The Campus Success Department is committed to ensuring both successful implementation and utilization of BetterMynd for your campus. In our service to your campus, we stand for partnership, reliability, support and empathy.

BetterMynd offers an efficient, engaged onboarding process that allows your campus to be up and running with our service in just 3 weeks.

1

**Week 1:
Onboarding Begins**

2

**Week 2
Development**

3

**Week 3
Demo and Launch**

How Students Use the Platform

1. Register



Students register at www.bettermynd.com and get started with a brief questionnaire

2. Counselor Selection



Students are matched with counselors based on their unique needs and preferences

3. Session Scheduling



Students schedule their first session with their chosen counselor directly through the BetterMynd platform

4. Teletherapy Session



At the time of their scheduled sessions, students login to BetterMynd for a 50-minute, HIPAA compliant session

Tech Features

Credits

Credits are used by students to book sessions on BetterMynd

- One session credit = one individual counseling session
- One wellbeing workshop credit = one seat in a workshop

Credit Need-to-Knows

- Credits are removed from the student's account (and your campus' total allotment) at the time a session request is accepted by a BetterMynd counselor
- Credits are refunded when a student cancels a session with at least 24 hours' notice. Credits are non-refundable for students who late cancel (within 24 hours' notice) or don't attend

Credit Models

Open Access:

Any eligible student can access as validated using SSO and/or the Credit Allowance List

Referral:

Only students you refer to BetterMynd are able to access credits for counseling

Tech Options and Credit Allowances



Student Credit Allowance List

This is a list of students (email only) who are eligible to access credits on BetterMynd. Students on the list are associated with your campus and have their credit allowance waiting for them after they register.



SSO (Single Sign On)

This allows your user authentication service to integrate with the BetterMynd login. Students access BetterMynd using the same login credentials they use to access their campus's services.



SFTP (Secure File Transfer Protocol)

This allows your campus's IT team to upload a Student Credit Allowance in a secure manner. BetterMynd provides a file format and your campus can update allowances in bulk.

Wellbeing Workshops

Wellbeing workshops are led by subject-matter mental health experts in the BetterMynd counselor network, covering topics such as:

- Academic Concerns (e.g. managing test anxiety)
- Self-care and Coping Skills (e.g. grounding exercises, calming skills, relaxation skills, mindfulness activities, emotion regulation, distress tolerance, etc.)
- Moods and Feelings (education)
- Managing Unhelpful Behaviors
- Holistic and Integrated Wellbeing (e.g. the role of sleep, exercise and nutrition in wellbeing)
- Communication and Relationships

The BetterMynd Platform

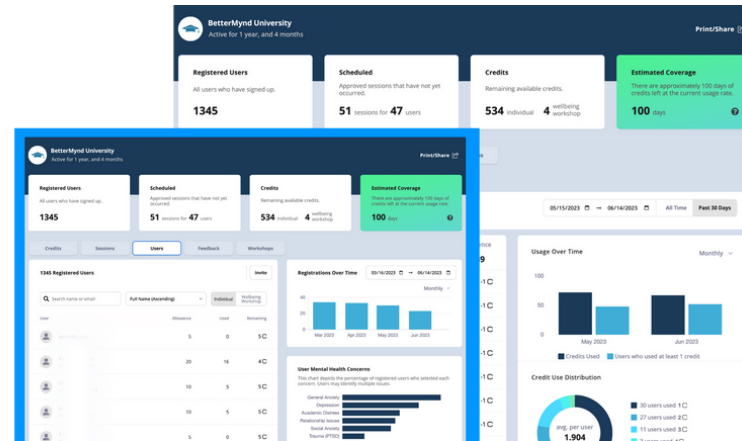
Campus Administrator Dashboard

Live Student-Usage Data and Feedback

Instant access to aggregate data relating to your students' usage, demographics, a breakdown of mental health concerns, anonymous feedback, ratings, and more.

Sessions Management Console

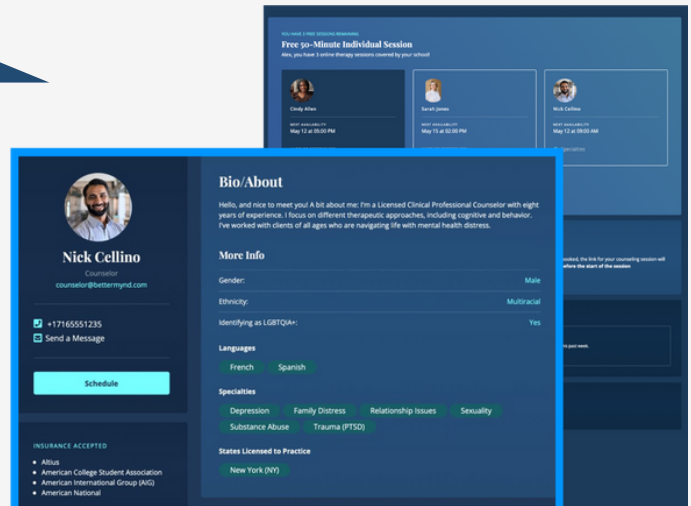
Allowing your on-campus team to allocate and manage session credits for your students as needed.



Student Dashboard

Discreet and Easy Experience for Students

- Register
- Counselor Selection
- Session Scheduling
- Teletherapy Session



Promoting BetterMynd on Your Campus

BetterMynd is here to support your student's journey from awareness ("I'd never thought about getting help for my issues at home"), **to consideration** ("How does this teletherapy thing actually work?"), **to decision** ("I want to register for BetterMynd and schedule a counseling session").

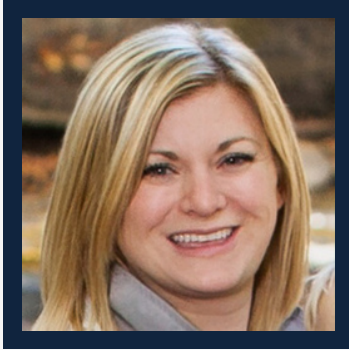
As a part of onboarding, we'll collaborate with you to identify your:

- Credit model (open access, referral)
- Details about your student population
- What resourcing, support, and promotional channels you have access to

Then we'll build a promotional and communication plan that helps you get out the word, such as:

- Flyers and postcards (for digital and/or print use)
- Social media posts
- Email and messaging templates

Quality of Care



Clinical Operations Leadership

Kate Wolfe-Lyga, LMHC, ACS
Vice President, Clinical Operations, BetterMynd

Former counseling center director of SUNY Oswego
Former AUCCCD Board Member
Past President of the Association of SUNY Counseling Center Directors



**Counselor
recruitment**



**Qualifications
and compliance**



**Ongoing counselor
training and prof dev**

Affiliated Counselor Network

A Selective Network of Licensed, Insured Mental Health Professionals in all 50 States

- Specializing in various mental health issues
- Experience working with college students
- Diversity
- Independently licensed counselors with a minimum Master's level education
- An extension of your counseling center
- Maintaining and monitoring our counselor network:
 - ProviderTrust for counselor compliance
 - 30-day session statistics monitoring



Actual BetterMynd Affiliated Counselors Pictured

Triage Protocols

How BetterMynd Counselors Handle Student Crisis

BetterMynd counselors have access to campus-specific crisis and non-crisis protocols as soon as they accept a session with a student from your campus.

BetterMynd counselors follow the campus-specific steps provided by the campus in the Onboarding Questionnaire. Often, this means stabilizing the student and then notifying the appropriate campus contact.

Centering Student Experience



How was your experience with your counselor?



How was your experience with the BetterMynd platform?



Jacqueline was great! She was very understanding, funny, and immediately created a sense of being in a place of safety and understanding. The BetterMynd platform really made the whole process painless, and eliminated the major hurdles I had been facing in seeking therapy.



At the conclusion of every counseling session, students are asked to rate their experience with both their counselor and the BetterMynd platform. Our team takes this feedback very seriously.

For any ratings 6 or lower, our team personally reaches out to the students and counselors to understand what could have made the experience more successful for them.



www.bettermynd.com



emily@bettermynd.com
joey@bettermynd.com



BetterMynd

**Teletherapy that students love,
administrators trust, and
every campus can afford**