



Responding to the Mental Behavioral Health Crisis Using Methods from the World of Innovation

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Children's Wisconsin



Learning Objectives

- Introduction to research methodologies and human-centered design
- Understanding parents' role in mental health decision-making
- How to apply insights to marketing, strategy and operations

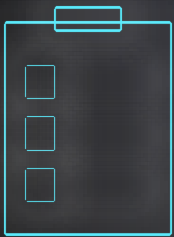
Our kids are in crisis.



This year, **1 in 5 kids** will face a mental & behavioral health disorder.



Wisconsin kids are hospitalized at a rate **4 times the U.S. average.**



As many as 80,000 Wisconsin children ages 9-17 will have a mental health issue **that requires treatment.**

Untreated mental and behavioral illness stands in the way of every dream we have for our children.



The problem

Most mental and behavioral illnesses start in childhood.
But treatment usually does not.

Symptoms often
appear **before the
age of 14...**



but on average
it takes more than
10 years before
treatment is received.

Hypothesis for the delay

- Stigma
- Parental resistance
- Not diagnosed
- Navigating access
- Wait list



Let's play a game!



**THE MOST EFFECTIVE OF
ALL HUMAN FEARS
WHICH OFTEN PREVENTS
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Our tools

- Interviews
- Journey Maps
- Jobs to Be Done
- Validation Sessions
- Iteration and Innovation



Interviewing families

- **60 - 90 minute interviews**
- **In-home, at Children's, or via Zoom**
- **Help them remember the moments**
 - "Tell me the story of that day"
- **Note their...**
 - **Feelings, Thoughts, Actions, Touchpoints**

What is a journey map?

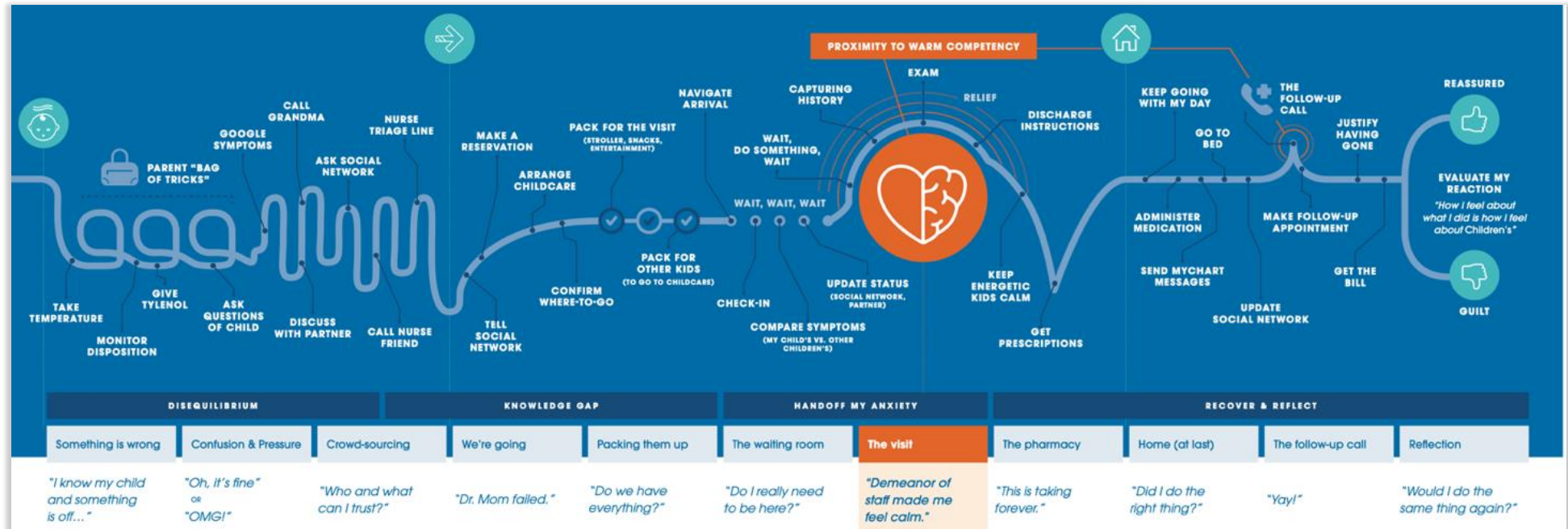
A journey map is a visualization of the process that a person goes through in order to accomplish a goal.



Timeline
of actions



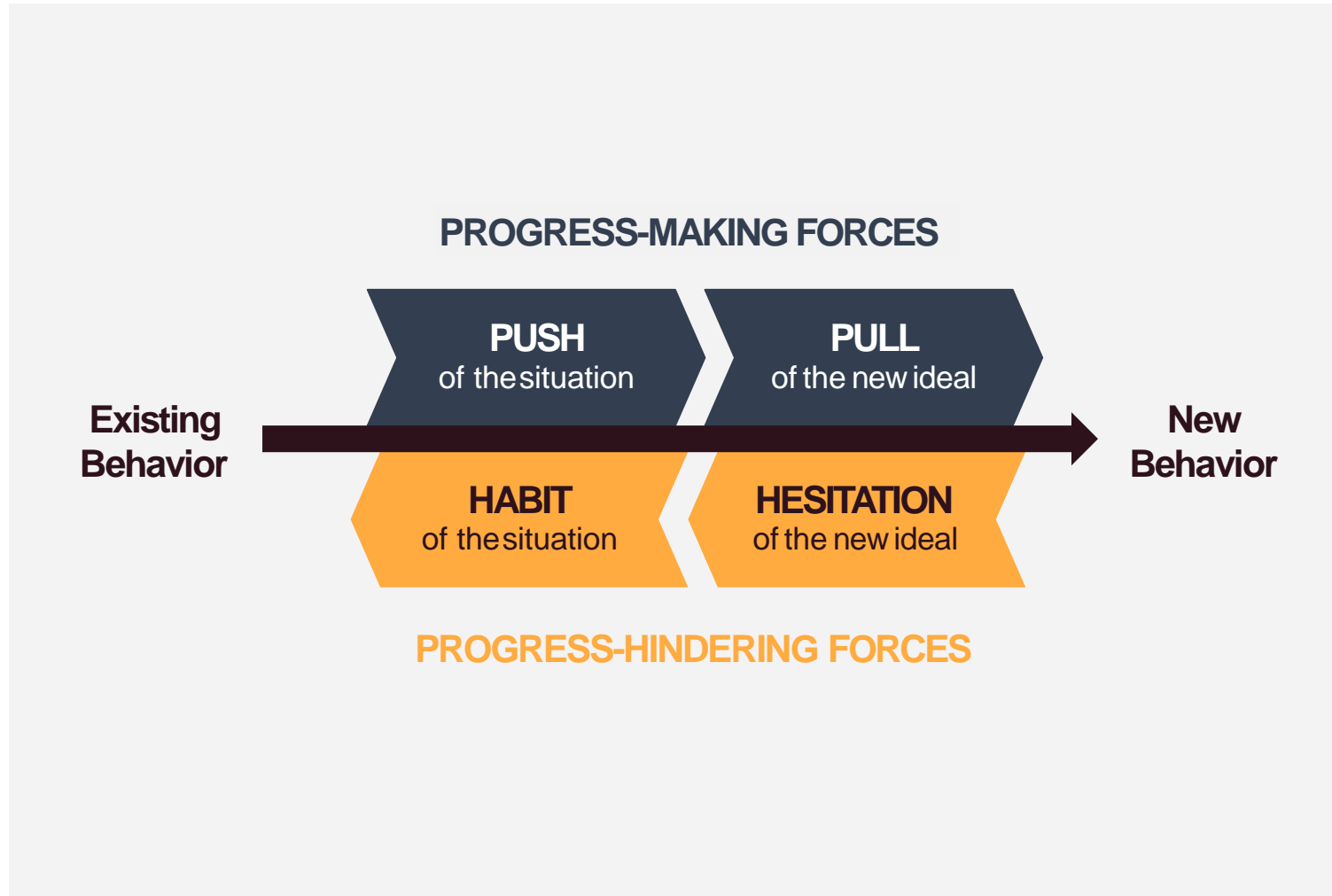
Thoughts
and feelings



Understanding Jobs-to-be-Done

A rich framework for understanding what truly motivates a person to “hire” or “fire” new products and services:

- Emotional, social and functional jobs
- Forces that help and hinder
- Circumstances that factor in





Key Insights

- Parents schedule because they reach a **personal limit in energy**
- Parents schedule because someone – often a **pediatrician**- validates their concern
- **Stigma was not a major barrier**
- Parents feel enormous **relief** when they find the right therapist and care setting
- The lack of available options and **lack of support** in navigating care are real

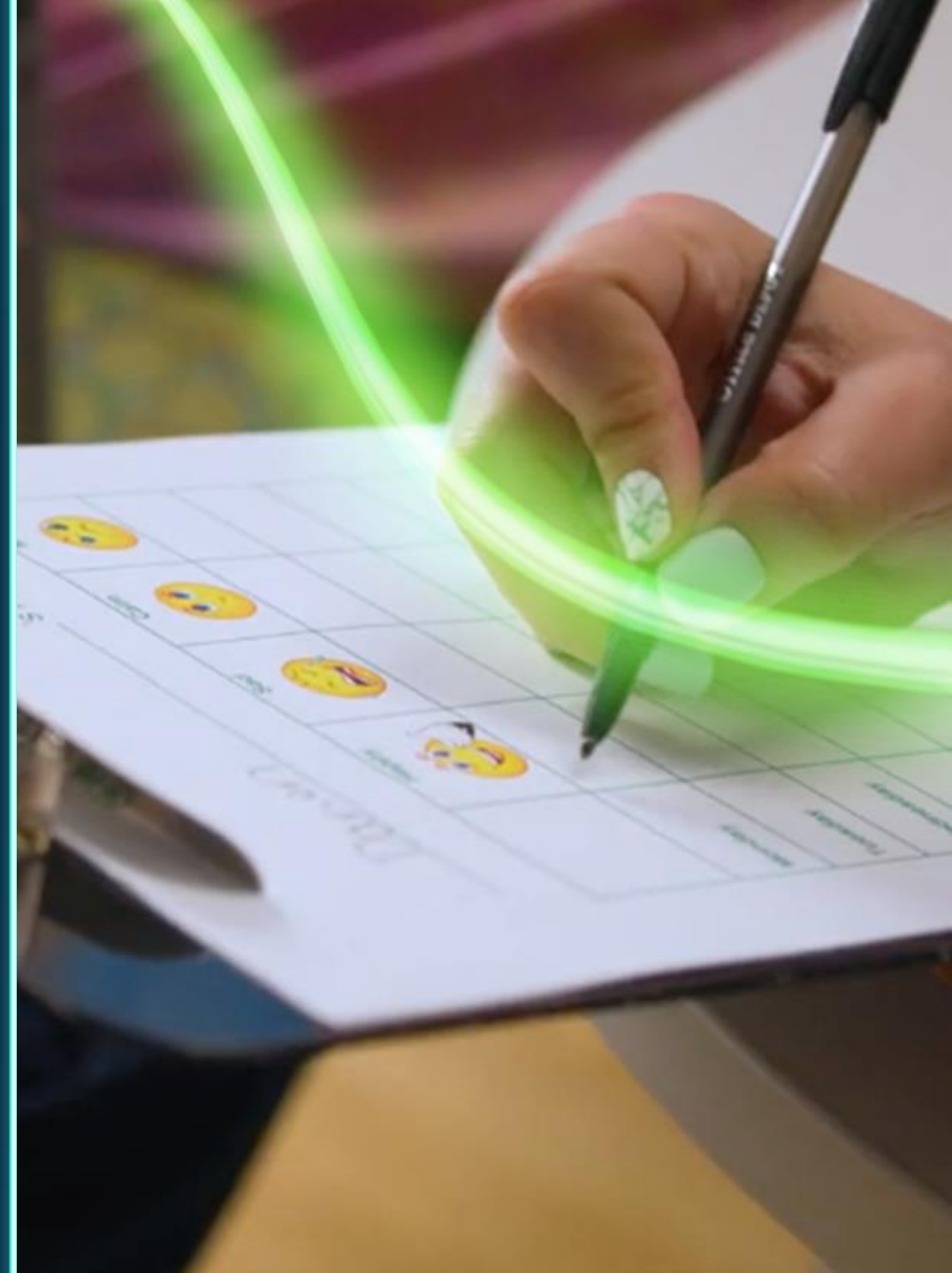


Primary JTBD

- JTBD: Parent Capacity
- JTBD: Connection & Support
- JTBD: My Kid's Future

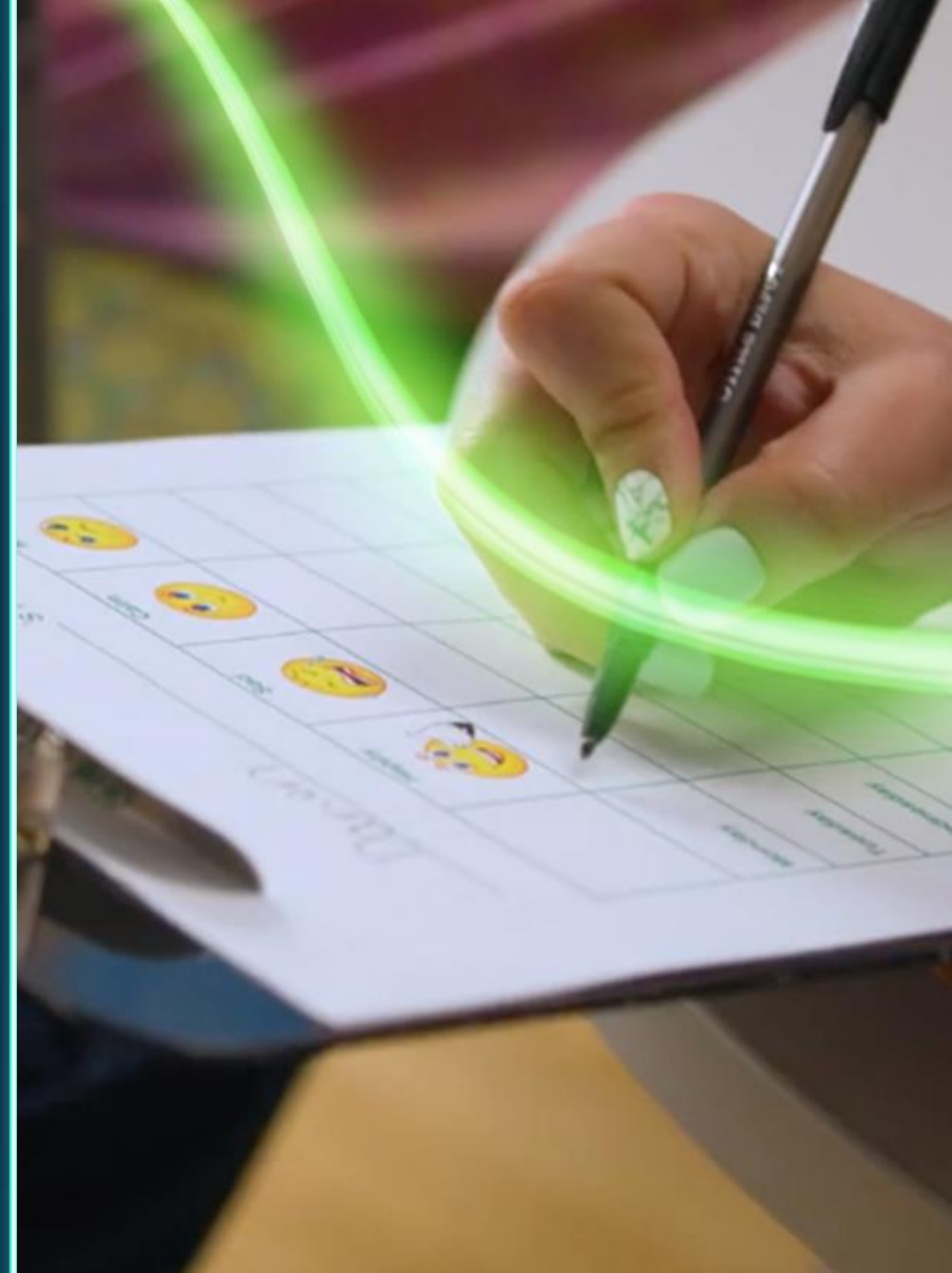
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What we learned:

- Stigma
- **Parental ~~resistance~~ capacity**
- ~~Not diagnosed~~
- **Navigating access**
- **Wait list**





Overwhelm and decision fatigue

Simplify our web presence

Organizing information

- There can be a lot of information families receive, and it can be difficult to know how to prioritize it.

Overwhelmed by content

- Less content can be better, if it means the important information is actually read.





Website goal:

Help parents feel it is okay to seek help.
You are still a good parent.
Make it easy to connect

Website goal:

Reduce the number of options they need to consider. Get them on the right list.

Redesign navigation

- Establish dedicated MBH access center

Children's Wisconsin
Kids deserve the best.

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Mental and behavioral health

You're in the right place

When your child is having mental health concerns, the world feels heavy. As a parent or guardian, you might be feeling worried, frustrated, exhausted, or even helpless.

At Children's Wisconsin, we are here to help you carry the weight of your child's mental health struggles. There is nothing too big or too small.

Call (888) 555-5555 to schedule an appointment or [complete our intake form](#).

Call us
(888) 555-5555

- Our specialists
- Locations
- Request an appointment

Children's Wisconsin
Kids deserve the best.

(414) 266-2000 + Same Day Care

Mental and Behavioral Health

4.7 out of 5 (890 ratings) (155 Comments) [Learn more about ratings](#)

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Your child's whole health

Taking care of our mental and behavioral health is essential to our whole health and well-being.



Detecting problems sooner

- Full integration of mental and behavioral health services at every primary care clinic “Change the Checkup”.
- 93.3% of eligible kids received suicide screen in their pediatrician’s office in 2022.
- 7,230 kids screened positive for mental health concerns in our Emergency Department and Trauma Center — cases may have otherwise gone undetected*.



*Oct. 2018 – end of 2022

The Wait List



Increasing access

- Craig Yabuki Mental Health Walk-In Clinic – and the Mental Health Connections Clinic – now in four locations
- 20 full-time Integrated Mental & Behavioral Health staff
- 15,000 therapy sessions to children in schools through our school-based mental health program (2022)



Starting a national conversation



Three Key Take-Aways

1. Remember the Fs

Things are not as they appear

Being certain is not the same as being right

2. Jobs to be done (JTBD) identifies the pull and the push before a decision

3. Insights can change thinking and open up possibilities



Questions?

Please be sure to complete the session evaluation!



Tricia Geraghty, MBA

Chief Marketing and Experience Officer

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Tricia Geraghty leads **customer experience, brand strategy, marketing communication and digital innovation.**

Children's Wisconsin is one of the country's top-ranked pediatric health systems, including two hospitals, more than 40 locations statewide, and a 140,000 member provider-owned health plan.

Tricia's passion is making experiences—whether for customers, families, staff or caregivers--**more human and more connected.** Tricia inspires her team to deliver **five star creativity** and communication **rooted deeply in customer insights and collaboration.**

Tricia provides thought leadership on **digital experience, brand and reputation management and customer focus** at every level of the organization.

Tricia has more than 20 years of executive leadership experience and an MBA from the University of Chicago – Booth School of Business.



Kim Cronsell, MD

Associate Chief Medical Officer

Medical Director for Digital Health & Experience

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Kim Cronsell, MD is passionate about using technology to transform health care, redesigning around the child and family to create meaningful and personalized experiences and improved clinical outcomes. In her position at Children's Wisconsin, she helps shape the vision and strategy of digital health and experience across the Children's Wisconsin enterprise.

Some of her current projects and accomplishments include physician leadership and change management, research and implementation of digital care solutions, telemedicine and online scheduling, extensive strategic and operational planning for frictionless experience, patient focused care, provider engagement and innovation capacity.

Dr. Cronsell earned her medical degree at Loyola University Chicago and completed her pediatric residency at Children's Wisconsin.

