

Reducing DUP in a U.S. community: The Mindmap study

(NIH: R01MH103831)

Specific Aims:

1. **Primary:** To determine whether an early detection strategy (**ED** 'Mindmap') vs. usual detection can reduce DUP in a U.S. community setting;
2. **Secondary:** To determine whether DUP reduction can augment outcomes of an existing CSC (**STEP**).



Beth Israel Deaconess
Medical Center



HARVARD MEDICAL SCHOOL
TEACHING HOSPITAL



FUNDING & DISCLOSURES

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This presentation is based on work funded by a grant (NIH: R01MH103831)



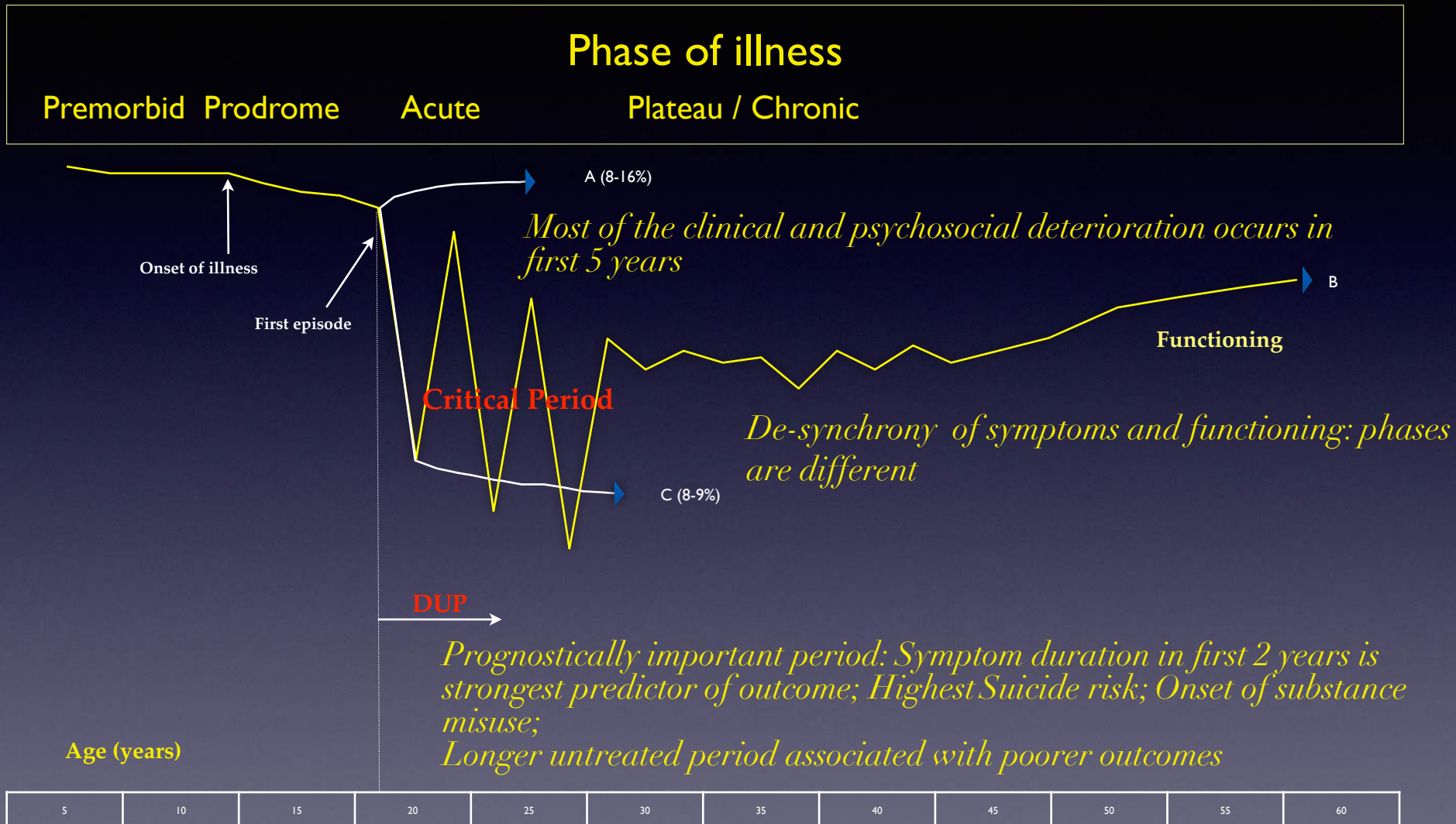
NIMH: Division of Services and Intervention Research

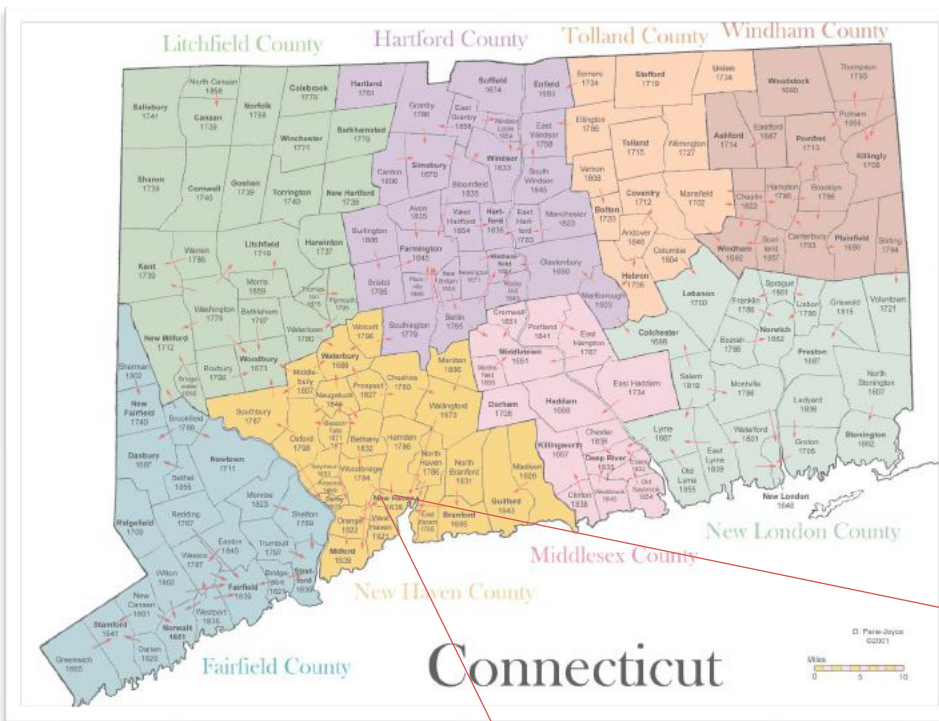
Dr. Srihari has served on consultations for other first-episode services.

Dr. Srihari has also participated in Scientific Advisory Boards for Takeda and Janssen Pharmaceuticals.

Dr. Srihari is a co-founder of STEP-Forward, LLC that provides technical assistance to agencies to build or connect early intervention services to learning health networks.

Schizophrenia(s): The Rationale for Early Intervention





The Program for Specialized Treatment Early in Psychosis (STEP) est. 2006

- 2006-13:** Pragmatic RCT of Specialty team based FES ('CSC')
- 2014 -:** State and SAMHSA supports transition to **Population Health** oriented FES
- 2015-19:** Early Detection campaign
- 2019 -:** PH oriented EIS (ED + FES); Learning Health Networks

• **Based in public-academic partnership**
 CMHC: *DMHAS-Yale*

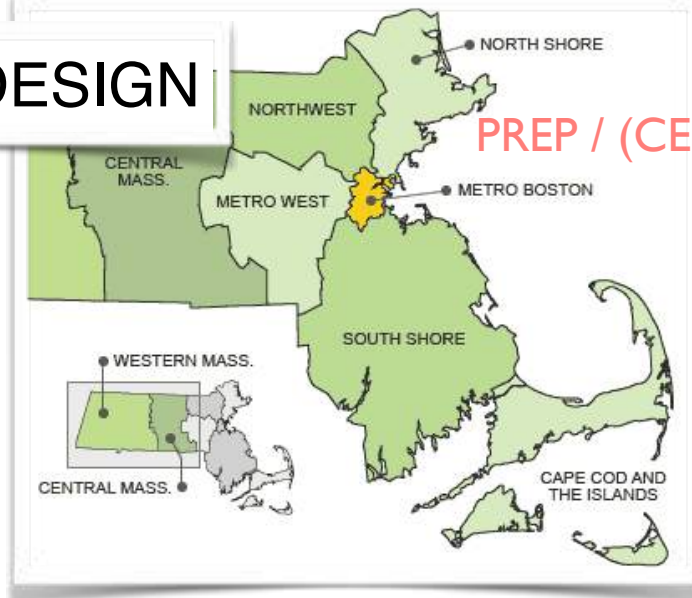
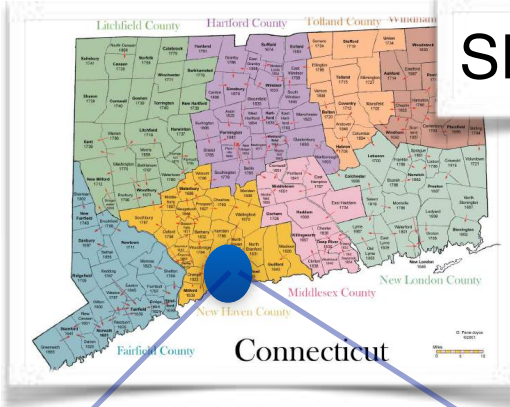
- **STEP Clinic Eligibility (2014-):**
 - 16-35yo
 - <3yrs since psychosis onset
 - resident of 10 contiguous towns
 - No insurance based exclusions
 - Primary non-affective psychotic disorders





- I. Design of Early Detection campaign
- II. Campaign implementation
- III. Results

SETTING & DESIGN



PREP / (CEDAR)²



STEP/ (PRIME)

Metropolitan Boston

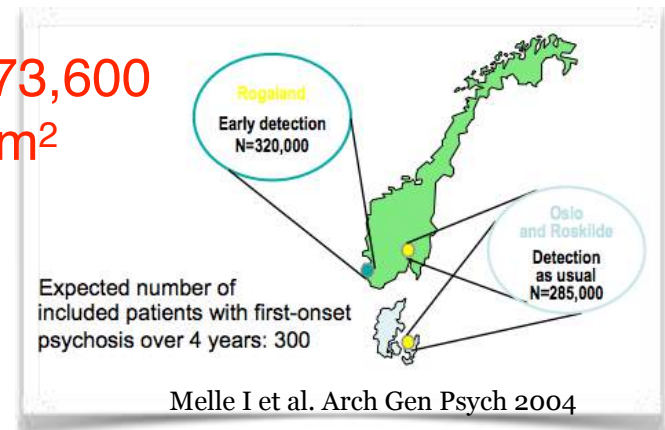
Population: 646,000

Area: 232.1 km²

Rogaland

Population: 473,600

Area: 8,590 km²



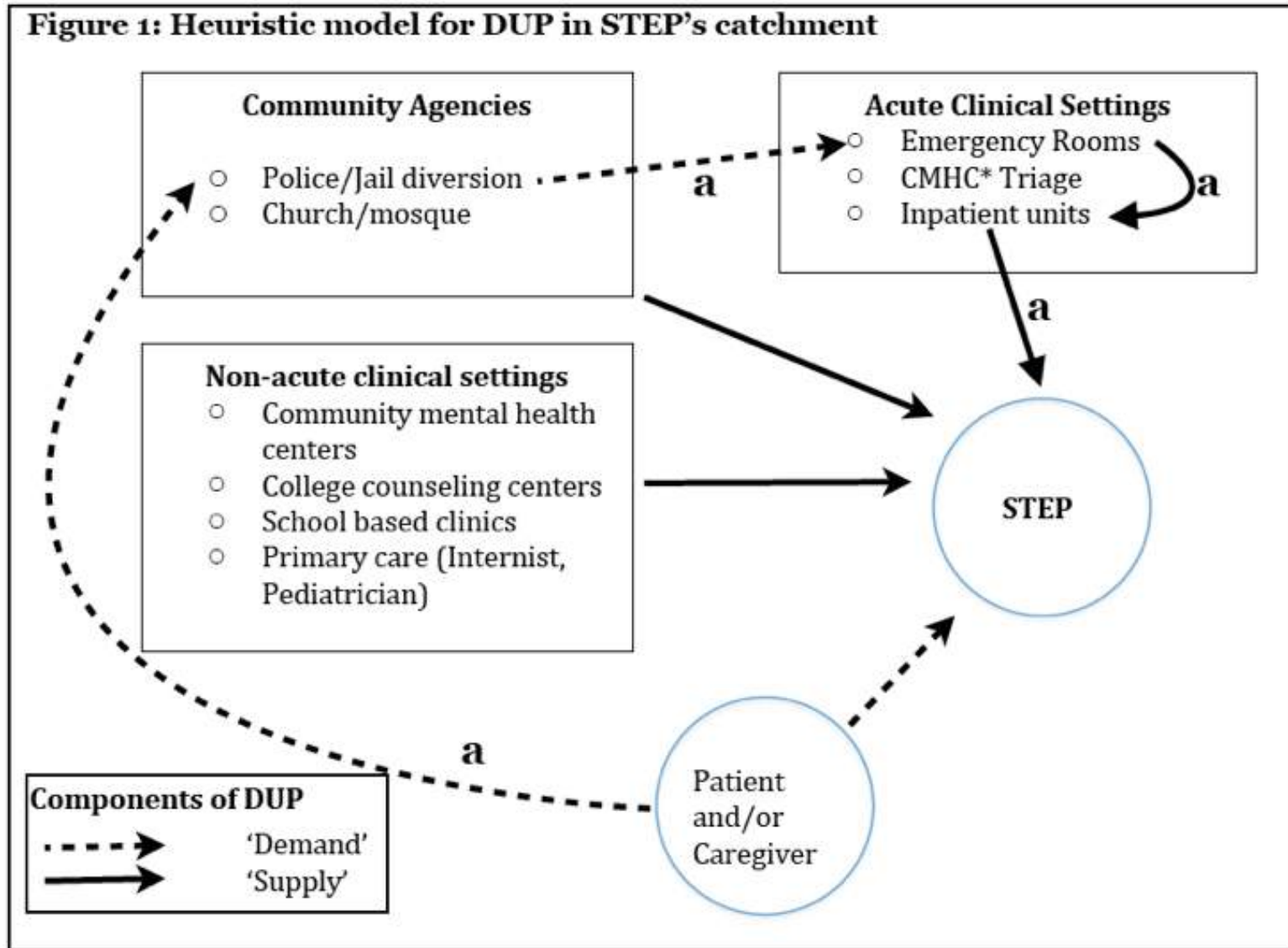
10 Towns

Population: 408,874

Area: 506 km²

Estimated incident cases (<3yrs): 120/yr

Building an ED strategy: Targeting **Supply** and **Demand**



Goldberg-Huxley model of the pathway to psychiatric care: Levels & Filters

Huxley P. Nordic J of Psychiatry 1996;50(S37):47-53.

Mindmap: Principles of the campaign

1. **Population Health:** address Demand/Supply sources of delay within a **defined geopolitical region**

2. **Complex intervention:** Entry into care is **iterative/interactive** with focus on call to action (vs. awareness or stigma)

3. **Social-Ecological Strategy:** responsive to needs and referral behavior of multiple, regionally salient targets

4. **Social Marketing for persuasion**

Srihari et. al, BMC Psychiatry 2014





Lt. Murgó, East Haven PD



Maria Ferrara, MD, PhD

II. Mindmap

What did we do?

Mindmap: 3 interleaved components

- 1. Public Education Campaign**
(targets *Demand > Supply*)
- 2. Professional Outreach & Detailing** (targets *Supply*)
- 3. Wait time reduction 'Rapid Access to STEP'** (targets *Supply*)




Messaging

As a parent you're always the first to know something isn't
Right with your child.

**NOW YOU CAN BE THE FIRST
TO GET THEM HELP.**

Early treatment for Emotional Problems



mindmap
a clear path to mental health

Free, Local, Effective Care Call Today


EARLY WARNING SIGNS OF PSYCHOSIS
Difficulty at school or work / Withdrawal from friends or family / Changes in the way things look or sound
Mistrust of others / Lack of emotion / Odd thinking or behavior
Poor personal hygiene

Call STEP 203 785 2100 www.mindmapct.org

We can help with diagnosis, treatment and care.
Early treatment works

**IF YOU THINK SOMEONE YOU KNOW
HAS MENTAL ILLNESS.**

THINK ABOUT GIVING US A CALL.




mindmap
a clear path to mental health

Free, Local, Effective Care Call Today

EARLY WARNING SIGNS OF PSYCHOSIS
Difficulty at school or work / Withdrawal from friends or family / Changes in the way things look or sound
Mistrust of others / Lack of emotion / Odd thinking or behavior
Poor personal hygiene

Call STEP 203 785 2100 www.mindmapct.org

**IF YOUR FRIEND WAS HURT
YOU'D CALL A DOCTOR.**



If you're worried someone you care about might have mental illness

BE A FRIEND CALL US.

mindmap
a clear path to mental health

Free, Local, Effective Care Call Today

EARLY WARNING SIGNS OF PSYCHOSIS
Difficulty at school or work / Withdrawal from friends or family / Changes in the way things look or sound
Mistrust of others / Lack of emotion / Odd thinking or behavior
Poor personal hygiene

Call STEP 203 785 2100 www.mindmapct.org

- Target distinct groups
- Facilitate 'sharing' or organic amplification
- Clear 'call to action' (i.e. referral number)

HOME CONTACT LOCATIONS ABOUT SPONSORS MENTAL HEALTH

mindmap
a clear path to mental health

PSYCHOSIS
AM I LOSING MY MIND?

IF SOMETHING IS WRONG WITH YOUR CHILD
BE THE FIRST TO GET THEM HELP

IF YOUR FRIEND WAS HURTING
YOU'D CALL A DOCTOR

PSYCHOSIS
DON'T LET THE SYMPTOMS SET IN

WHERE

CHECK IN

#mindcheck
quiz here

SHARE

mindmap
a clear path to mental health

PSYCHOSIS HAS MANY SYMPTOMS – MINDMAP OFFERS ONE PATH TO CUSTOMIZED CARE – YOU CHOOSE YOUR STOPS

- CONTACT MINDMAP**
 - Call Anytime or Text 'MINDMAP' to (203) 589-0388
 - Calls Returned Within One Business Day
- SET UP APPOINTMENT**
 - Convenient Times Available in the STEP Program
- PARTNER WITH A PROFESSIONAL**
 - Create a Custom Treatment Plan to Suit Your Own Goals
- PSYCHOTHERAPY**
 - Talk with Your Clinician
 - Learn to Manage Your Symptoms
- MEDICATIONS**
 - If Needed, Find The Right One At The Right Dose For You
- WELLNESS COUNSELING**
 - Health & Fitness Support
 - Substance Abuse Counseling
- INDEPENDENT LIVING**
 - Counseling on Finances, Insurance & Housing
- EDUCATION**
 - Practical Assistance to Help You Balance School, Learning and Treatment
- EMPLOYMENT**
 - Our Employment Specialist Will Help You Find a Job

SUCCESS WITHIN 1 YEAR AT STEP

73%
Have Job or in School

WITH EARLY DETECTION 2x
As Many Recover and are Employed Full-Time

77%
No Hospitalization Required

10x
Better Reduction of Symptoms at STEP vs. Standard Treatment

FAMILY AND FRIENDS

- You Can Choose Who to Involve in Your Care
- 75% of Families Participate in Our Treatment

SOCIAL SKILLS

- How to Build Strong and Healthy Relationships

LOCAL - EFFECTIVE - FREE CALL TODAY (203) 589-0388 www.mindmapct.org

I was only choking a little bit.

It's not a big deal, this happens all the time.

I'm just going to walk this one off.

YOU WOULDN'T IGNORE OTHER PARTS OF THE BODY.
DON'T IGNORE YOUR BRAIN.
EARLY DETECTION SAVES MINDS.

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a clear path to mental health

#1

PSYCHOSIS IS THE MOST COMMON BRAIN-BASED ILLNESS FOR AGES 10-24 WORLDWIDE

1-2 YEARS FOR A YOUNG PERSON EXPERIENCING PSYCHOSIS TO GET TREATMENT

\$300 BILLION SPENT ON SERIOUS MENTAL ILLNESSES IN THE USA.

EARLY DETECTION SAVES MINDS. **mindmap**
a clear path to mental health

PEOPLE WITH PSYCHOSIS ARE **14 X MORE LIKELY** TO BE THE VICTIM OF VIOLENCE THAN TO COMMIT IT.

PSYCHOSIS IS NOT PSYCHO

EARLY DETECTION SAVES MINDS. **mindmap**
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ONLINE ECOSYSTEM



WEBSITE (OWNED)

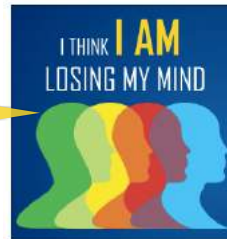
SOCIAL MEDIA (EARNED)

PAID SOCIAL (BOUGHT)

FACE BOOK TARGETING

QUIZ

Reach 52,580
Clicks 3,179
CPC 34c



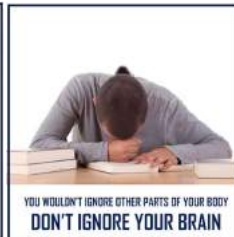
WEBSITE

Reach 13,887
Clicks 517
CPC 26c



STUDENTS

Reach 18,808
Clicks 191
CPC \$1.45



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- Can target a defined population (geographic, demographic)
- Can measure and monetize impact



Innovative treatment for young people with psychosis at no cost for two years

By Jocelyn Maminta Medical/Health Reporter
Published: January 4, 2016, 6:49 pm



**FEELING PARANOID?
SEEING OR HEARING THINGS?
HAVING TROUBLE FOCUSING?
LOSING INTEREST IN EVERYTHING?**

**THE SYMPTOMS OF PSYCHOSIS CAN BE SCARY
AT mindmap TREATMENT DOESN'T HAVE TO BE.**

ADAM ON DEALING WITH PSYCHOSIS

“ They helped me understand the illness, medications and the path to recovery. ”

mindmap
a clear path to mental health
LOCAL • EFFECTIVE • FREE

CALL OR TEXT
(203) 589-0388
MINDMAPCT.ORG

WHAT OUR EXPERIMENT ON OPTIMISM MIGHT SAY ABOUT YOUR FUTURE.

Prudential
Bring Your Challenge

Standing on Sacred

...the 125 Street of the Harlem Renaissance has diversified, ...

Beyond the Metrics:

Progressives and social justice ...

...the National Black Leadership Initiative ...

Integrating mass & social media: multiple channels with clear call to action

Postcards

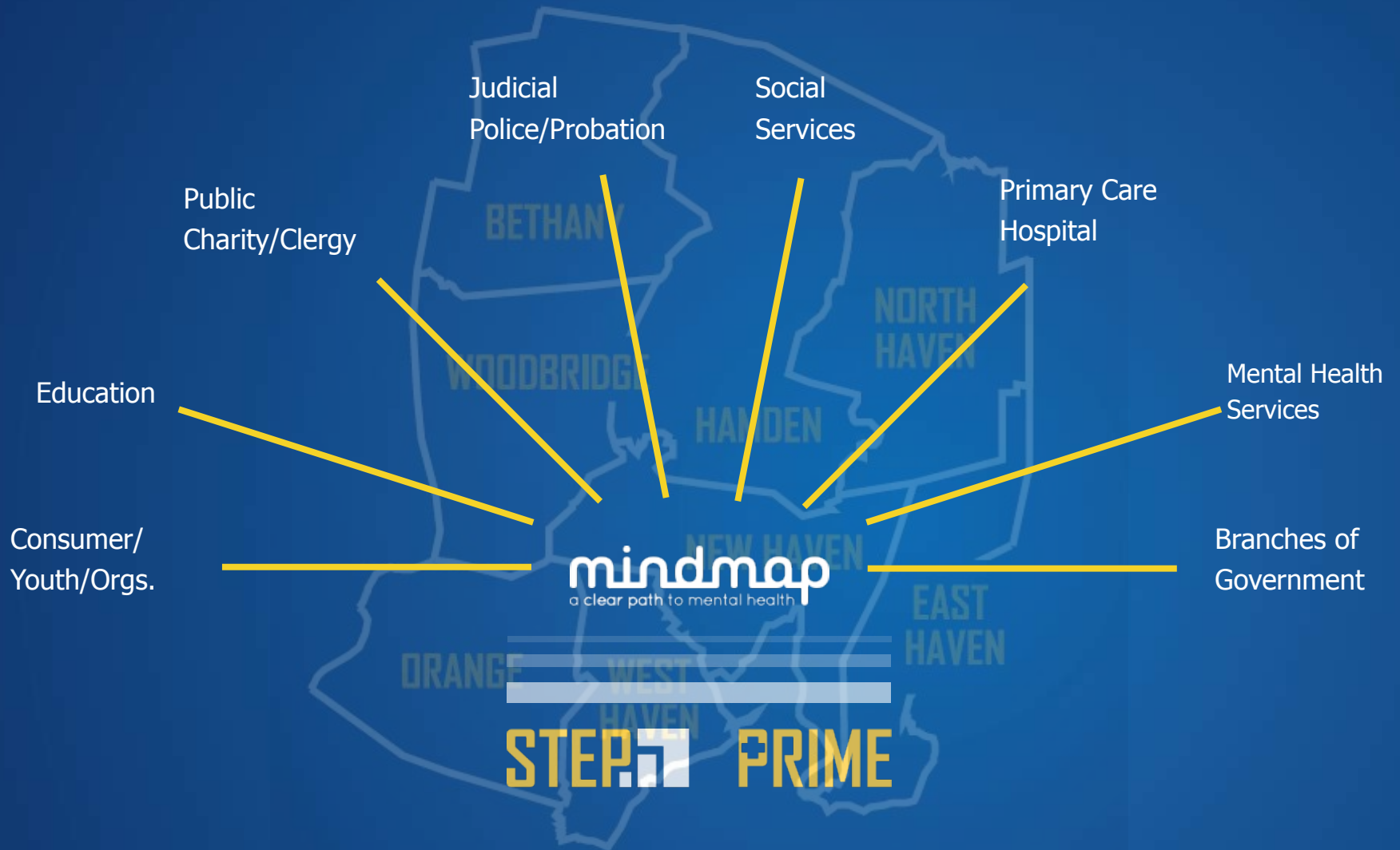
Postcards were sent to every household in 2017 and 2018 with revised graphics

LOCATION	~ POSTCARDS SENT
New Haven	16,930
New Haven	16,795
New Haven	23,650
North Haven	9,732
Hamden	10,668
Milford	23,135
West Haven	21,744
East Haven	12,533
Branford, Orange, Woodbridge, Bethany	24,839

160,026



2. Professional Outreach & Detailing (POD) (*Supply > Demand*)



Outreach and Detailing (Interleaved with public education)



Events



2 Special Events

These events included the MindMap Campaign Kick-off and the MindMap One Year Anniversary Party/Art Show.



11 Workshops

A gathering of community stakeholders and mental health professionals to build awareness of psychosis, early treatment, and the MindMap campaign.



15 Community Events

MindMap had a presence 13 events in the community such as Mental Health Month Run and Fresh Check Days.

Giveaway Items

Items were created to serve clinical practitioners and referrers. The giveaway items included bags, mugs, stress relievers (blue “squeeze” brains), candy, privacy door hangers, water bottles, brochures, tear off notepads, booklets, pens, magnets, tissue boxes, and cold packs.

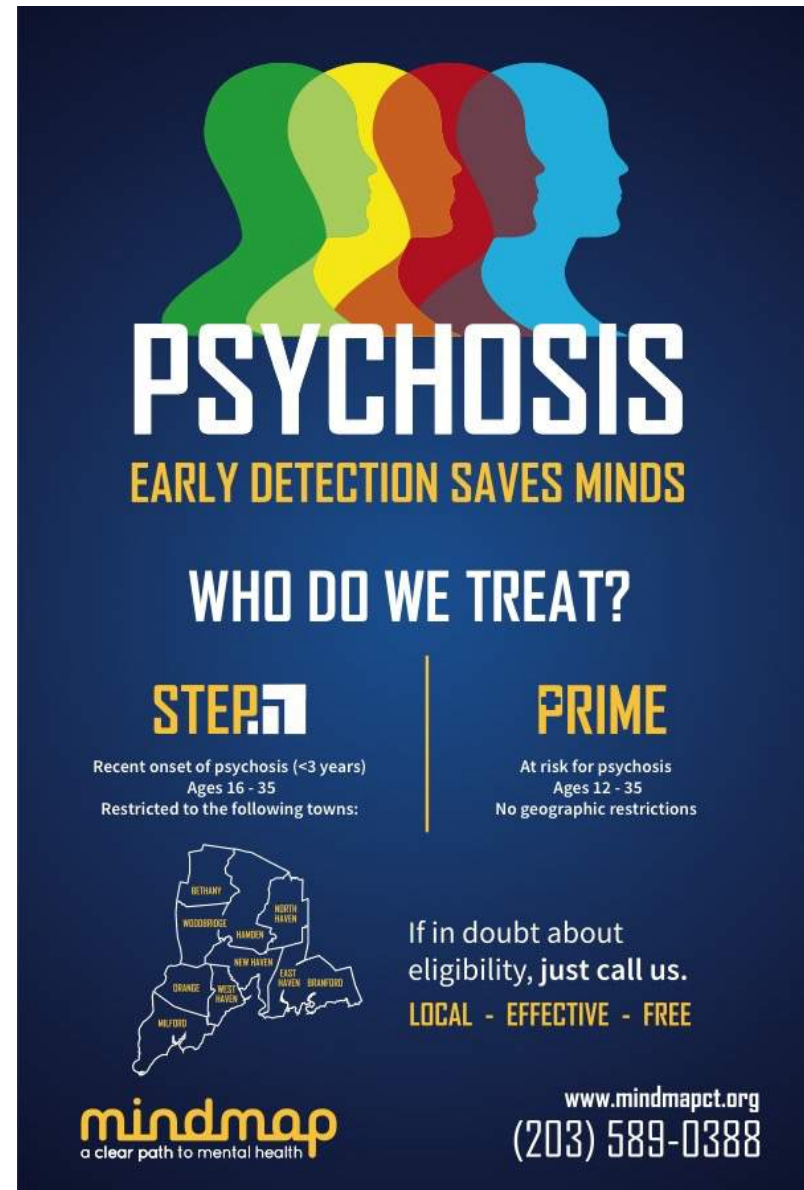
Giveaway items created **brand awareness**.



3. Rapid Access to STEP (RAS)

Sticky handoffs, performance improvement tactics

- Quick screening & triage
- Separate RAS & FES teams
- 'Relationship management' with all POD groups
- Screening within 1 working day and admission within 1 week
- 'Pre-referral' support for parents/caregivers/friends & others
- Continuous audit of delay from screening to enrollment as part of PDSA cycles



The poster features a dark blue background. At the top, there are four stylized human profiles in silhouette, colored green, yellow, red, and blue from left to right. Below them, the word "PSYCHOSIS" is written in large, white, bold, sans-serif capital letters. Underneath that, the phrase "EARLY DETECTION SAVES MINDS" is written in smaller, yellow, bold, sans-serif capital letters. The central question "WHO DO WE TREAT?" is written in white, bold, sans-serif capital letters. Below this, there are two columns of information. The left column is for "STEP" (Recent onset of psychosis <3 years, Ages 16 - 35, Restricted to the following towns: Bethany, Woodbridge, Hamden, North Haven, New Haven, East Haven, Branford, Orange, West Haven, Meriden). The right column is for "PRIME" (At risk for psychosis, Ages 12 - 35, No geographic restrictions). At the bottom left, there is a map of the region with town names labeled. At the bottom right, there is a call to action: "If in doubt about eligibility, just call us. LOCAL - EFFECTIVE - FREE". At the very bottom, the "mindmap" logo is displayed with the tagline "a clear path to mental health" and the website "www.mindmapct.org" and phone number "(203) 589-0388".

PSYCHOSIS
EARLY DETECTION SAVES MINDS

WHO DO WE TREAT?

STEP
Recent onset of psychosis (<3 years)
Ages 16 - 35
Restricted to the following towns:

PRIME
At risk for psychosis
Ages 12 - 35
No geographic restrictions

If in doubt about eligibility, just call us.
LOCAL - EFFECTIVE - FREE

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a clear path to mental health

www.mindmapct.org
(203) 589-0388

The STEP-ED trial: other design elements

Eligibility

- 16-35yo
- Within 3 yrs of psychosis onset
- Primary non-affective psychotic disorders
- Living in 10 towns (New Haven site) or usual catchment (Boston site)

Measures

- SIPS (Psychosis onset)
- Pathways to Care Interview
- DSM Diagnosis (SCID)
- Neuro/Social Cognition
- Social & Vocational Fx
- QOL
- Symptoms (PANSS)
- Resource utilization (SURF)



mindmap | www.mindmapct.org
a clear path to mental health

**IF YOU THINK SOMEONE YOU KNOW
 HAS A MENTAL ILLNESS
 GET THEM HELP.**

We can help with diagnosis, treatment and care. **EARLY TREATMENT WORKS.**




**IF YOUR FRIEND WAS HURTING
 YOU'D CALL A DOCTOR.**

mindmap | www.mindmapct.org
a clear path to mental health

If you're worried about someone you know, **GET THEM HELP.**

**THE SYMPTOMS OF PSYCHOSIS CAN BE SCARY
 TREATMENT DOESN'T HAVE TO BE**

College is supposed to be the best time of your life...
 But it can also be the most stressful!
 If you're feeling overwhelmed and are maybe worried about your mental health don't try to go it alone.



MAC
 ON DEALING WITH PSYCHOSIS

“ It was like I was in the witness protection program. ”

Talk to someone. Because whether it's a friend, professor, TA or resident advisor, there's a community of people ready to help.
 Or you can give us a call at 203-569-0368*

MINDMAP is committed to providing a clear path to mental health for young people struggling with their mental health.
 We're happy to talk with you and if we both decide you might need treatment then you can get an appointment within a week.

- # III. Results
1. Campaign metrics
 2. DUP
 3. Pathways to Care

ONLINE ECOSYSTEM

WEBSITE (OWNED)


SOCIAL MEDIA (EARNED)

PAID SOCIAL (BOUGHT)



CALL TO ACTION

Like us on Facebook. Follow, share, tweet, retweet contribute to all social media platforms

 TAKE A 2 MINUTE QUIZ mindmapct.org

facebook.com/mindmapct
youtube.com/mindmapct
instagram.com/mindmapct

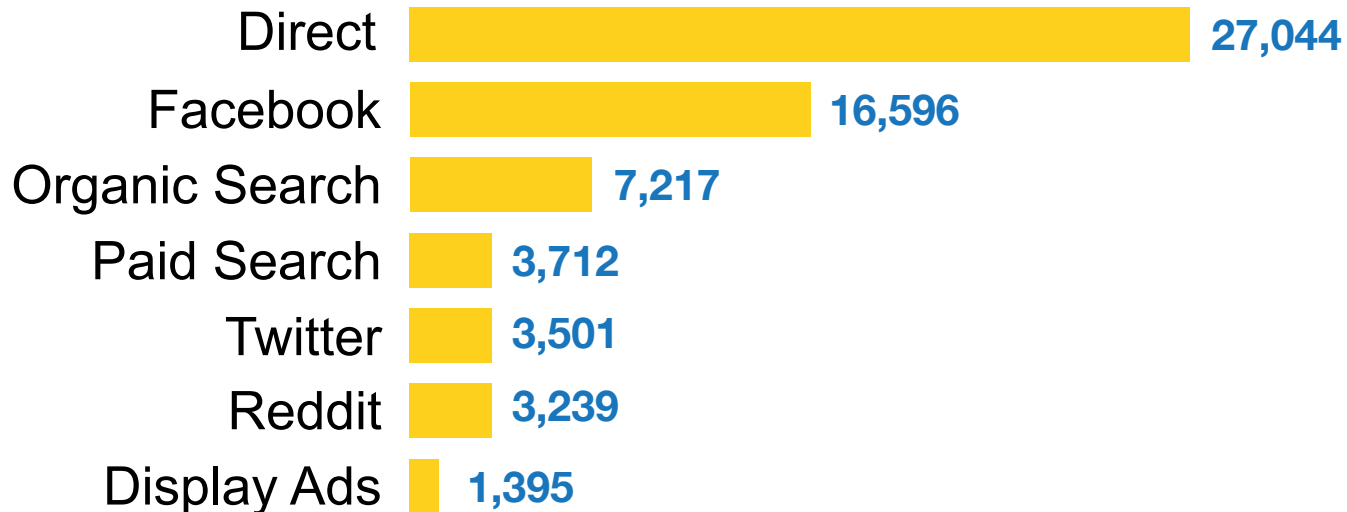
linkedin.com/mindmapct
twitter.com/mindmapct
pinterest.com/mindmapct



OUR COMMUNITY ONLINE

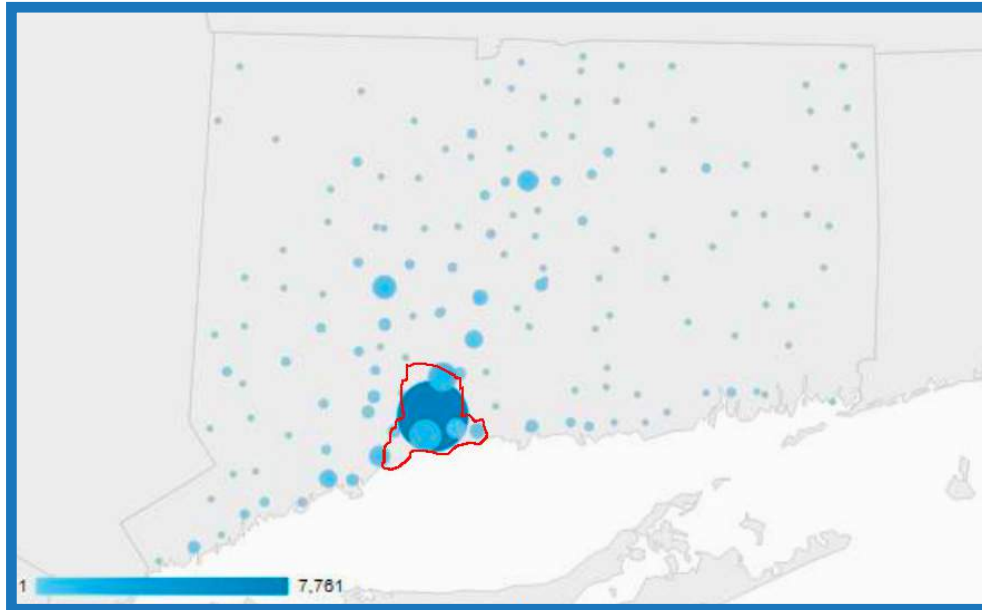
Website Visits

The MindMap website garnered **48,988 visitors**, and many visited the site multiple times. The following map show where these visitors came from.



Website Visits

The MindMap website garnered **48,988 visitors**, and many visited the site multiple times. The following map show where these visitors came from.



www.mindmapct.org

Paid Campaigns

We took advantage of the **detailed geo fenced targeting** that social media advertising provides in order to reach our target audience through the platforms they already use.



Facebook

The dominant platform targeting peers, clients and caregivers by their interests, geography and behavior.

Delivers content in a passive way, i.e. when users are not specifically searching or discussing the topic of psychosis.

4,900,000
Impressions

11,000
Engagements

16,596
Visitors to
website

0.22%

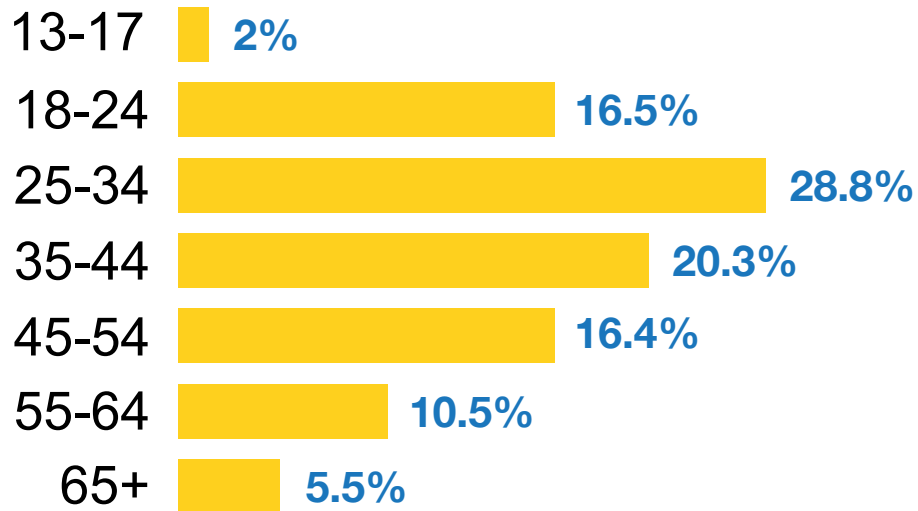
Avg. Engagement
Rate

0.17%

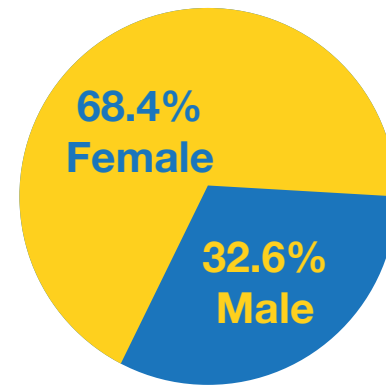
Industry Avg.
Engagement
Rate

Facebook Demographics

Age



Gender



Twitter

Key platform to target potential peers and media around interests using hashtags. Useful platform for awareness and advocacy.

847

Followers

1,933

Tweets

943,100

Impressions

3,501

Visitors driven to
the site

5,891

Engagements

0.62%

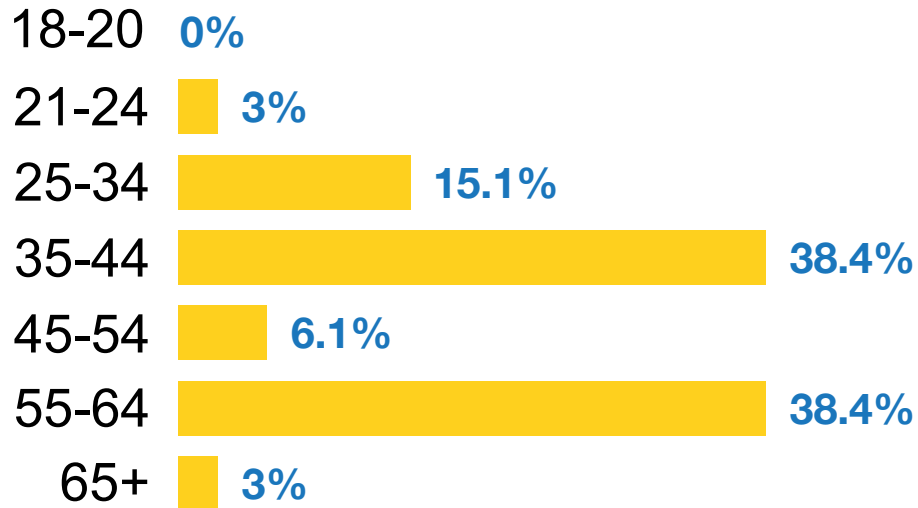
Avg.
Engagement
Rate

0.09%

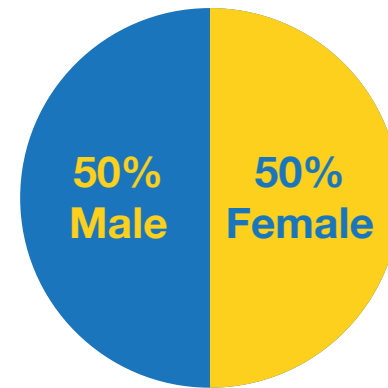
Industry Avg.
Engagement
Rate

Twitter Demographics

Age



Gender



YouTube

The key video platform to target potential clients around their interests, geography, and behavior.

We continued to see strong performance on Youtube, though watch time vs. Views on our 15 second promo spot suggests market saturation.

YouTube is the no.1 search engine for ages 16-35.

210,000

Minutes
watched

477,000

Views

61

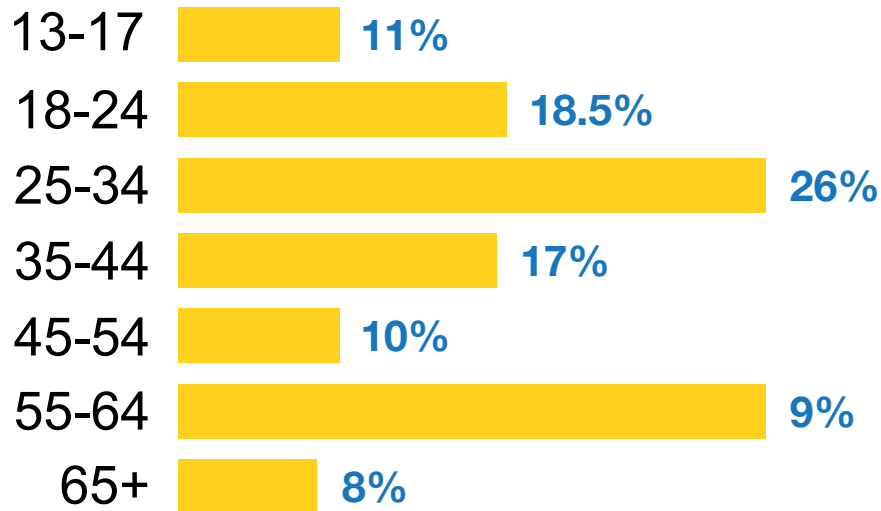
Subscribers

\$0.02

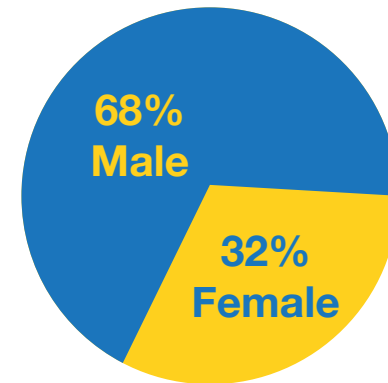
Cost per view

Youtube Demographics

Age



Gender



'VIRTUAL' SCOREBOARD

(2015-19)

Passive Impressions

5,932,100

Active Engagement metrics

48,988

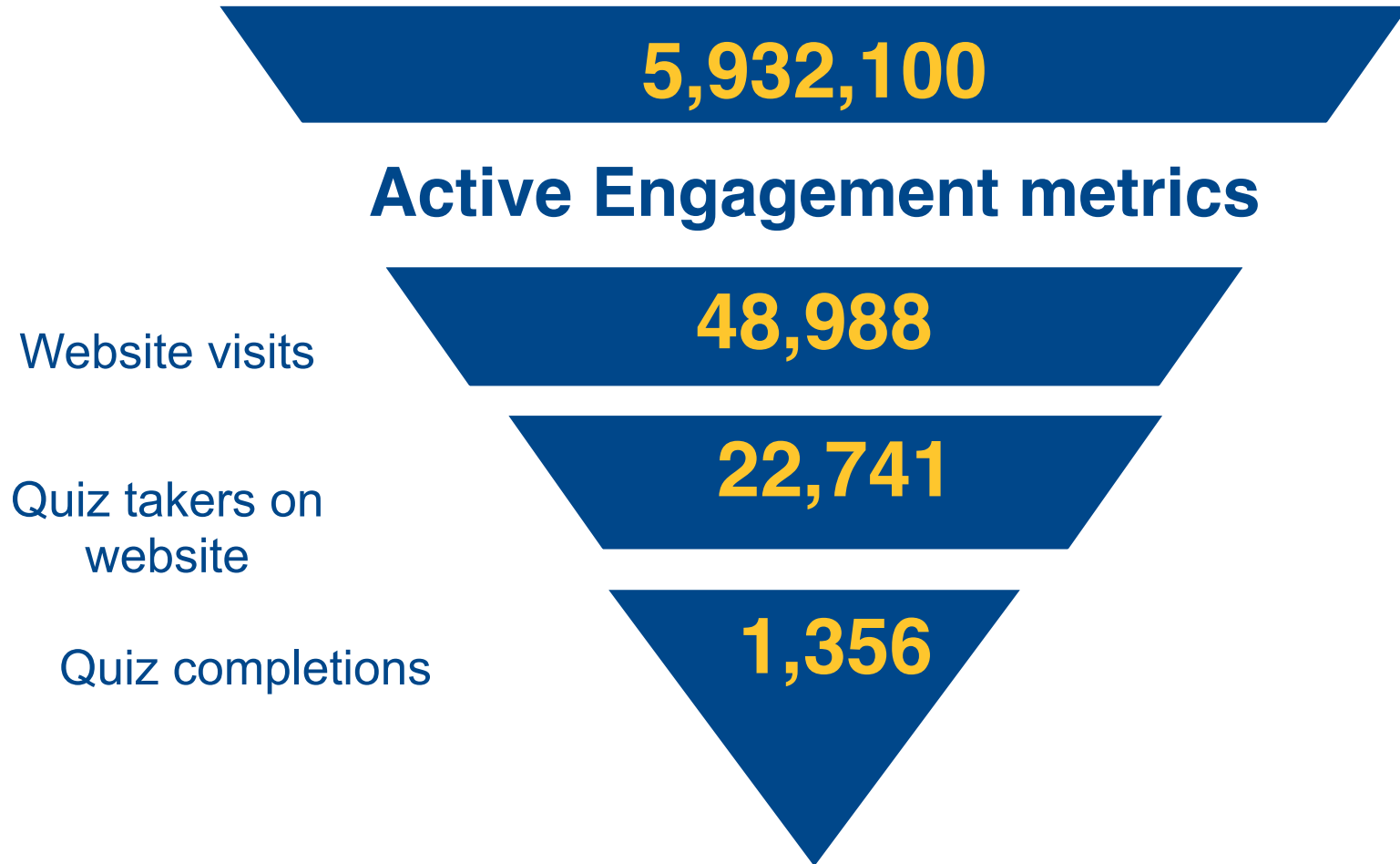
Website visits

22,741

Quiz takers on
website

1,356

Quiz completions



'REAL' SCOREBOARD

2015-19

HELP-SEEKING

CALLS

1196 (unique)

ENGAGEMENT

ASSESSED

1148

ELIGIBLE

188 (16%)

ENROLLED

171
(91%)

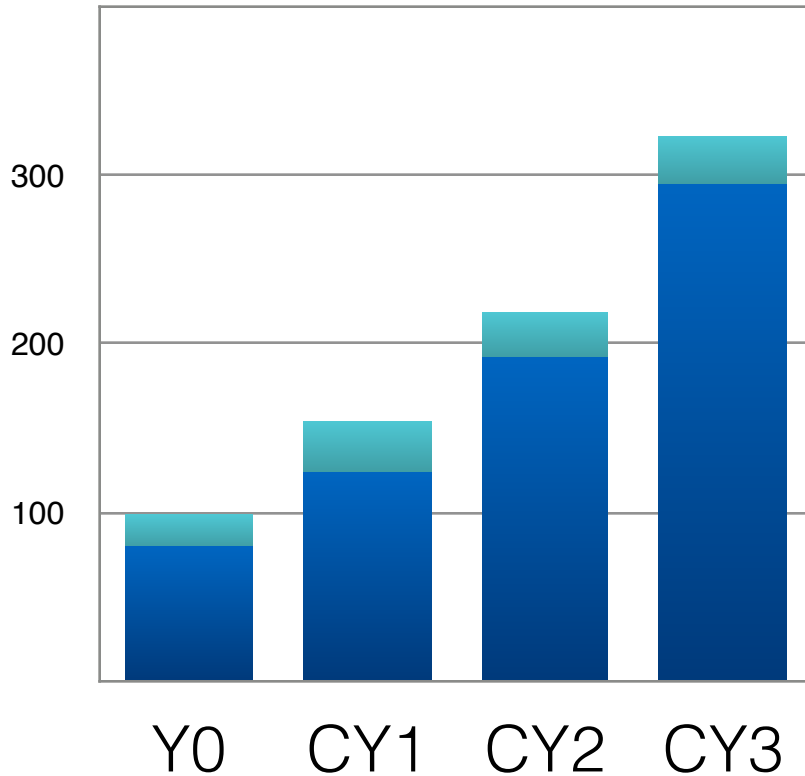
REFUSED: 17 (1.4%)

LTE: 11 (0.9%)

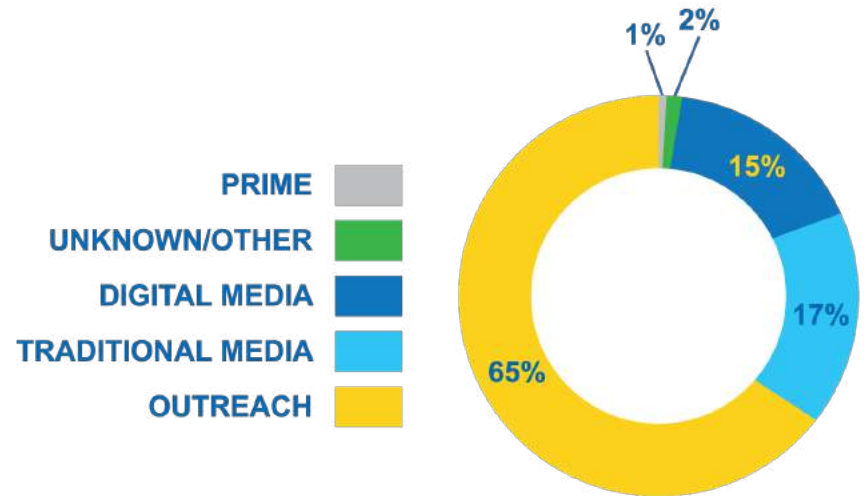
8 of 10 calls were for ineligible referrals

PATIENT FLOW

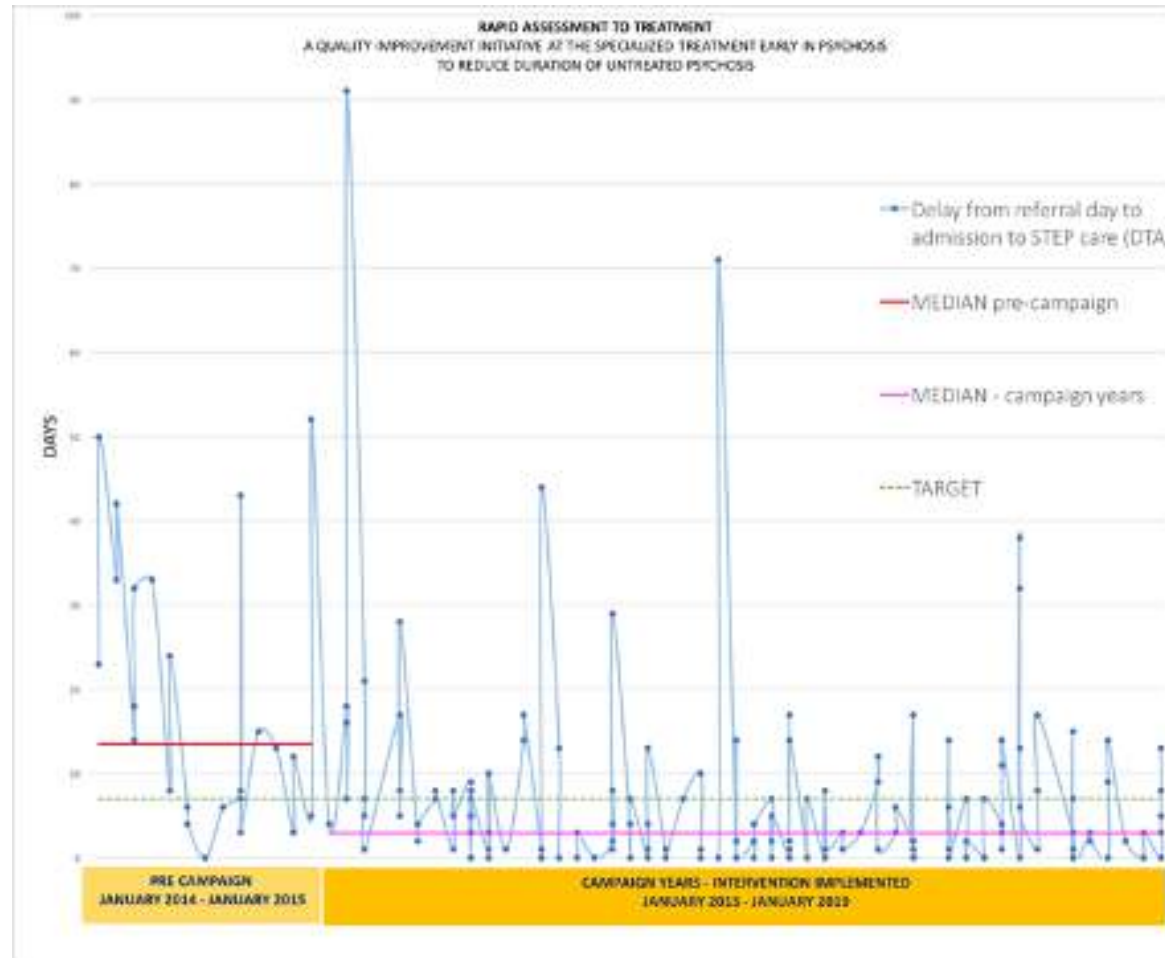
Enrolled
Assessed



PHONE SCREENS ASSESSED “I Heard About MINDMAP From...”

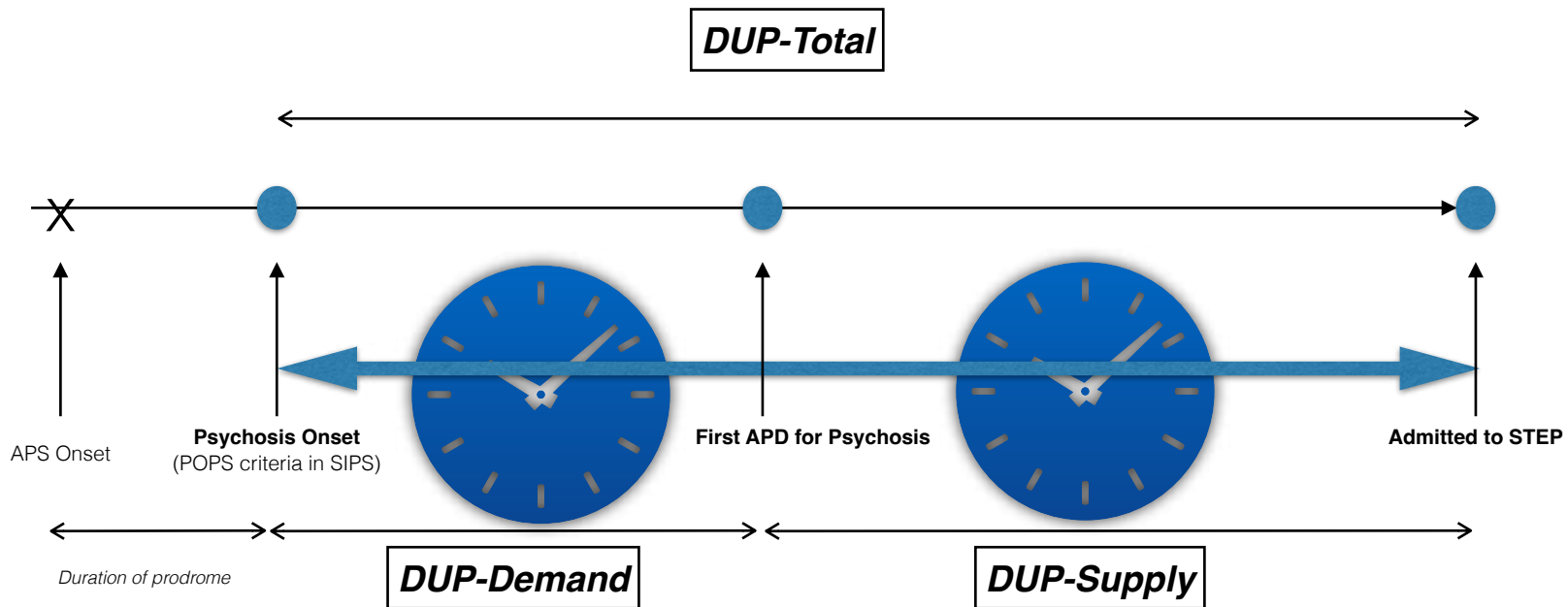


Rapid Access to STEP (RAS) : Using QI to reduce wait times



Reducing delay from referral to admission at a U.S. first episode psychosis service. A Quality-Improvement initiative Ferrara et al., Psychiatric Services, 2022.

Taxonomy of Delay



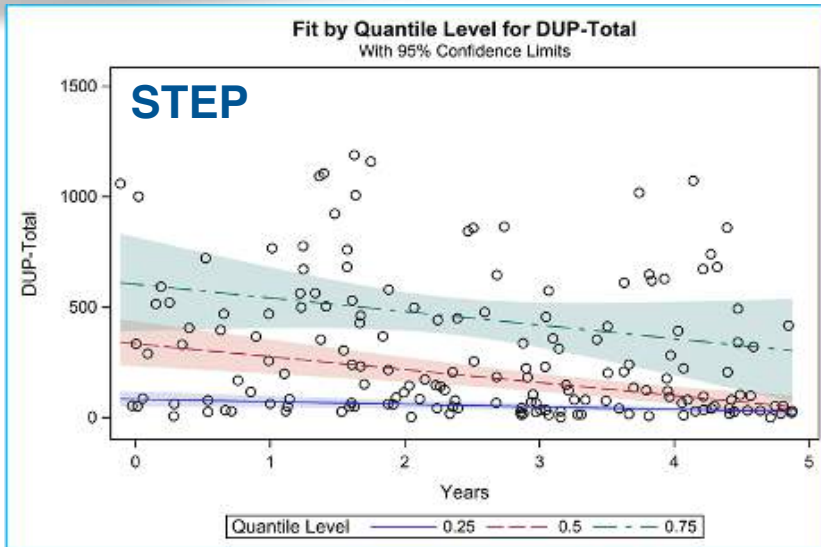
Total Baseline DUP in days (median, range)
324.5 (224.5, 526.5) at PREP and 311.5 (59.0, 492.5) at STEP

Table 2.

DUP (days) for patients enrolled in FES (STEP & PREP) before (2014–2015) and during (2015–2019) early detection campaign (Mindmap)

		STEP		PREP	
		2014–2015 (pre-Mindmap) N = 24	2015–2019 (Mindmap) N = 147	2014–2015 N = 12	2015–2019 N = 63
DUP-Demand	Mean (SD)	173.5 (177.2)	145.3 (234.0)	204.1 (211.4)	186.4 (236.7)
	Median (Q1,Q3)	98.5 (19.5, 329.0)	48.0 (14.0, 183.0)	127.0 (46.5, 317.5)	81.0 (17.0, 291.0)
	Range	0–700	0–1153	1–701	1–938
DUP-Supply	Mean (SD)	153.0 (218.7)	138.7 (242.2)	180.8 (175.5)	297.8 (312.6)
	Median (Q1, Q3)	29.5 (13.5, 246.0)	20.0 (9.0, 133.0)	152.0 (39.0, 234.5)	149.0 (65.0, 458.0)
	Range	0–726	0–1106	0–521	0–1290
DUP-Total	Mean (SD)	326.5 (303.4)	284.1 (301.6)	384.9 (255.4)	484.2 (346.6)
	Median (Q1, Q3)	311.5 (59.0, 492.5)	149.0 (50.0, 457.0)	324.5 (224.5, 526.5)	430.0 (162.0,709.0)
	Range	8–1060	2–1189†	19–917	13–1416†

Mindmap led to persistent and meaningful reductions in **DUP-Total**

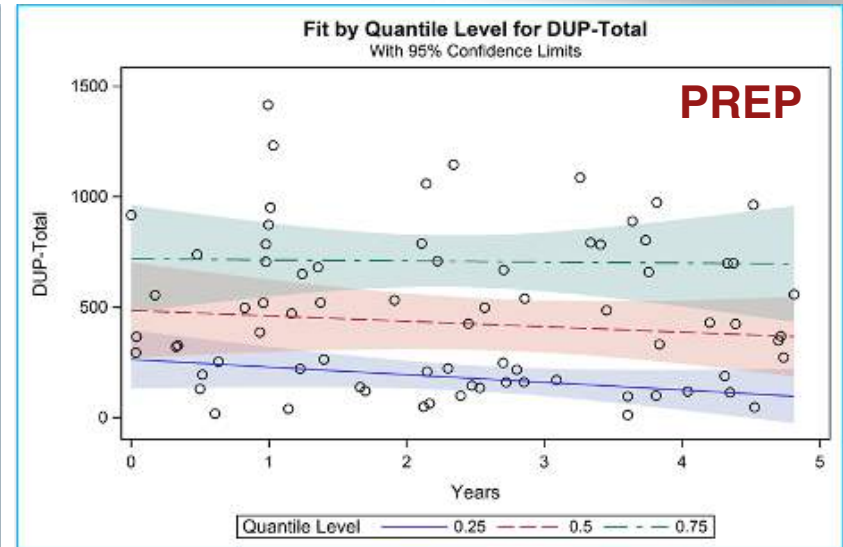


Slope of changes (95% CI)

25% percentile: -11.5 (-20.4, -2.7) days/year, $p=0.01$

50% percentile: -58.5 (-85.2, -31.7) days/year, $p < 0.0001$

75% percentile: -61.6 (-147.0, 23.8) days/year, $p=0.16$



Slope of changes (95% CI)

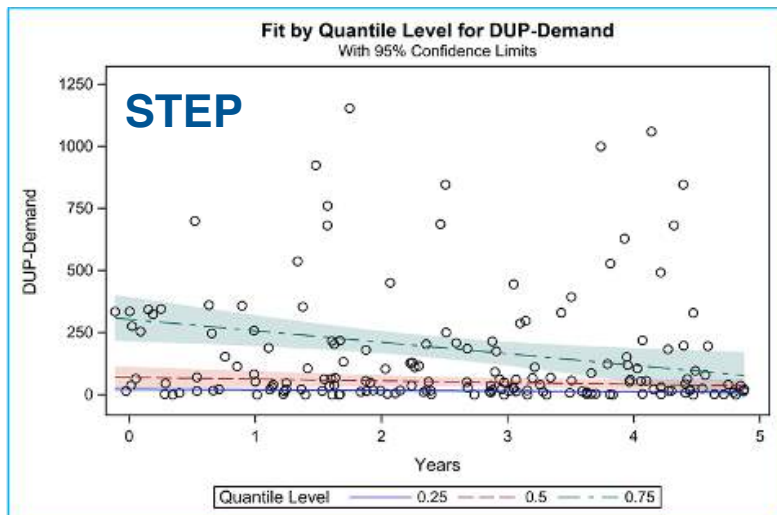
25% percentile: -34.6 (-82.6, 13.3) days/year, $p=0.15$

50% percentile: -24.7 (-92.7, 43.3) days/year, $p=0.47$

75% percentile: -4.8 (-99.7, 90.2) days/year, $p=0.92$

1. For every year of Mindmap, time to enrollment in FES was reduced by **11.5 days** (Q1) and **58.5 days** (Q2) at STEP but remained unchanged at PREP
2. DUP-Total (median) fell from **312 to 149 days** at STEP (vs 325 to 430 days at PREP).

Reductions in DUP-Demand at STEP (New Haven)

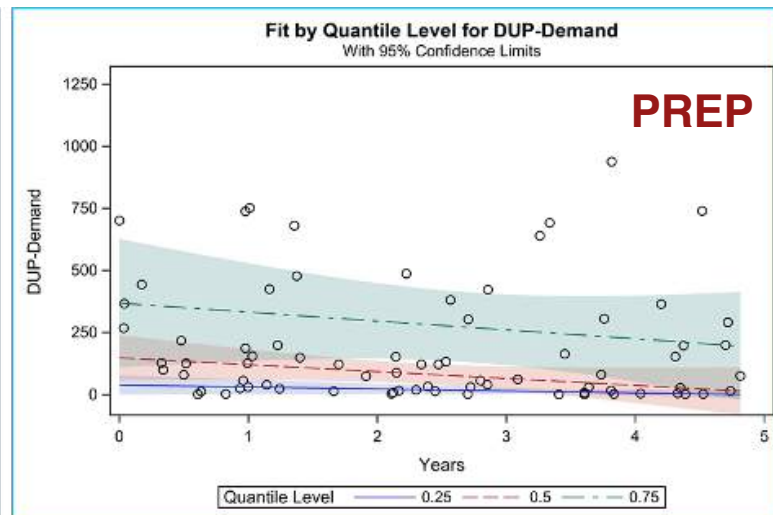


Slope of changes (95% CI)

25% percentile: -2.5 (-6.8, 1.8) days/year, p=0.25

50% percentile: -6.9 (-19.5, 5.6) days/year, p=0.28

75% percentile: -46.3(-79.3, -13.3) days/year, p=0.006



Slope of changes (95% CI)

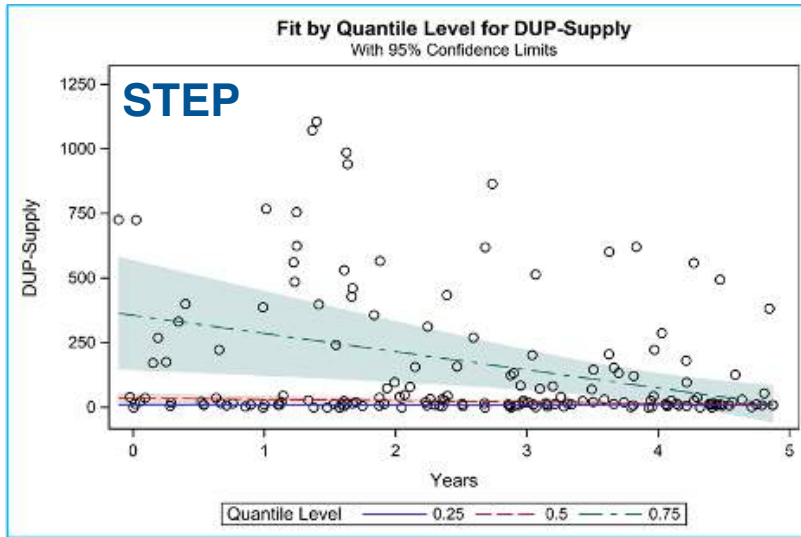
25% percentile: -7.9 (-18.7, 2.8) days/year, p=0.14

50% percentile: -27.8 (-63.3, 7.9) days/year, p=0.12

75% percentile: -35.8(-116.9, 45.2) days/year, p=0.38

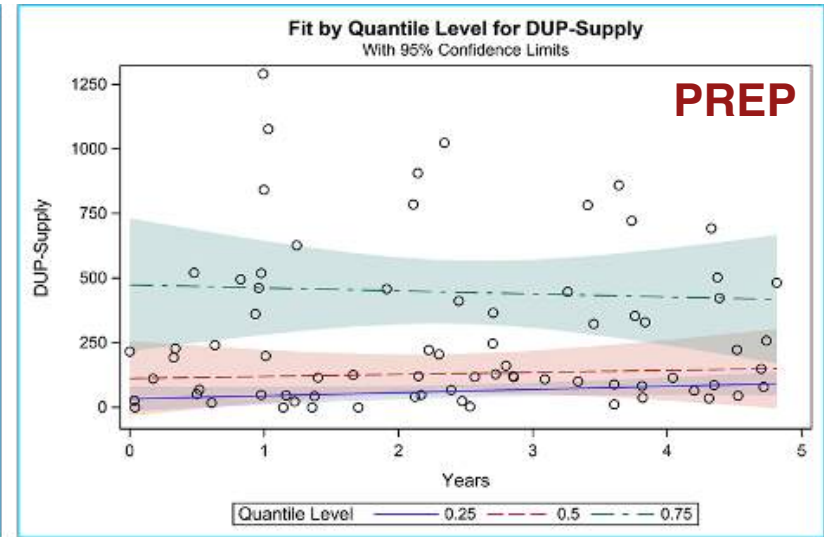
For every year of Mindmap, time to first antipsychotic Rx was reduced by **46 days** at New Haven (for longest DUPs)

Reductions in DUP-Supply at STEP (New Haven)



Slope of changes (95% CI)

25% percentile: -0.6 (-2.0, 0.8) days/year, $p=0.39$
50% percentile: -5.2 (-9.9, -0.4) days/year, $p=0.03$
75% percentile: -70.3(-121.6, -19.1) days/year, $p=0.008$



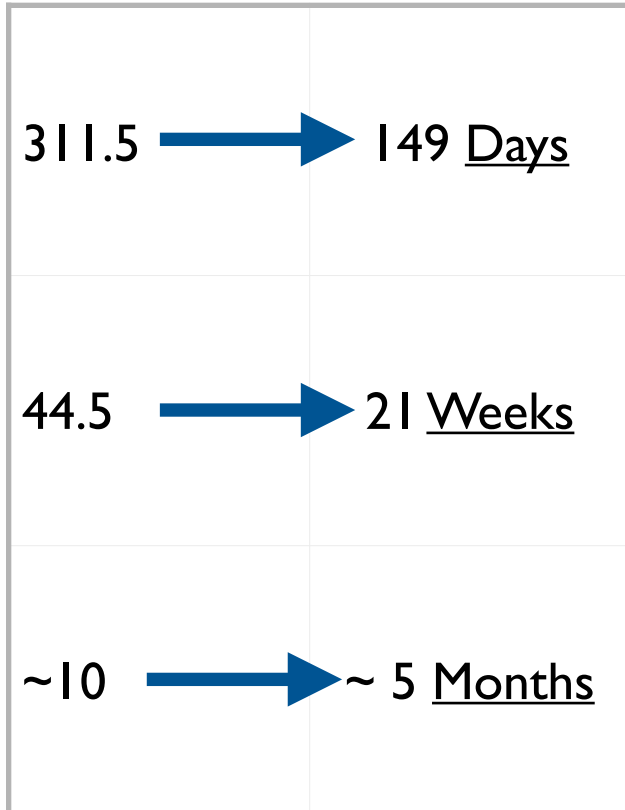
Slope of changes (95% CI)

25% percentile: 12.3 (-4.3, 28.8) days/year, $p=0.15$
50% percentile: 7.9 (-46.7, 62.5) days/year, $p=0.77$
75% percentile: -11.7 (-105.2, 81.9) days/year, $p=0.80$

For every year of Mindmap, time from first antipsychotic Rx to STEP was reduced by **70 days** at New Haven (for longest DUPs)

Psychosis Onset to FES: SHORTENED BY HOW MUCH?

(Median DUP-Total at STEP)



Srihari et al., Reducing the Duration of Untreated Psychosis (DUP) in a US Community: A Quasi-Experimental Trial. Schizophrenia Bulletin Open, Volume 3, Issue 1, January 2022

Psychosis Onset to FES: SHORTENED BY HOW MUCH?

(Median DUP-Total at STEP)

311.5 → 149 Days

44.5 → 21 Weeks

~10 → ~ 5 Months

(Median DUP RAISE)

74 weeks
(~ 61 weeks at PREP)

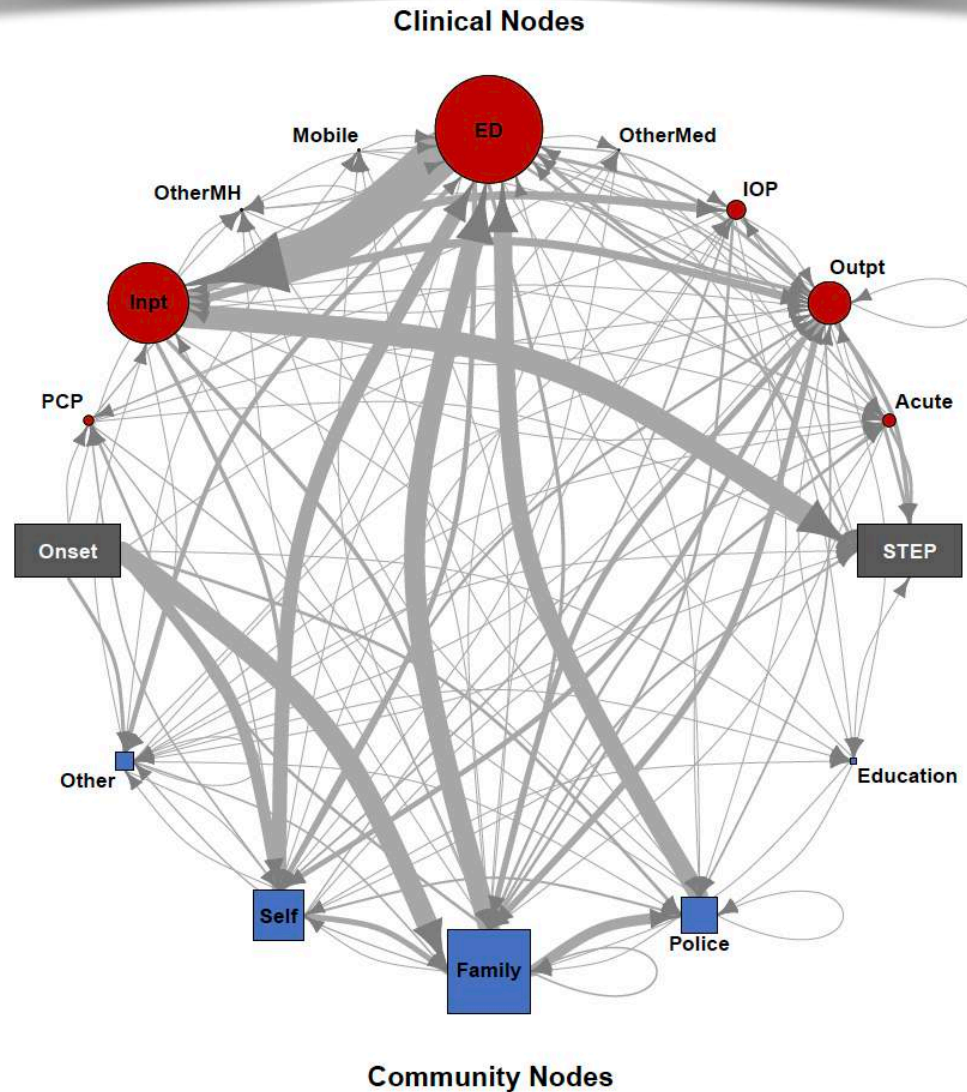
(Median *DUP* at TIPS)*

10 → 5 Weeks
(16 at control site)

*2nd quartile reduction at TIPS of 11 weeks vs 8 weeks at STEP
Ferrara et al. Schiz Research 2019

Srihari et al., Reducing the Duration of Untreated Psychosis (DUP) in a US Community: A Quasi-Experimental Trial. Schizophrenia Bulletin Open, Volume 3, Issue 1, January 2022

Understanding regional pathways to care



Mathis et al . PLOS

ONE 2022

Single largest source of delay was between psychosis onset and first help-seeking attempt

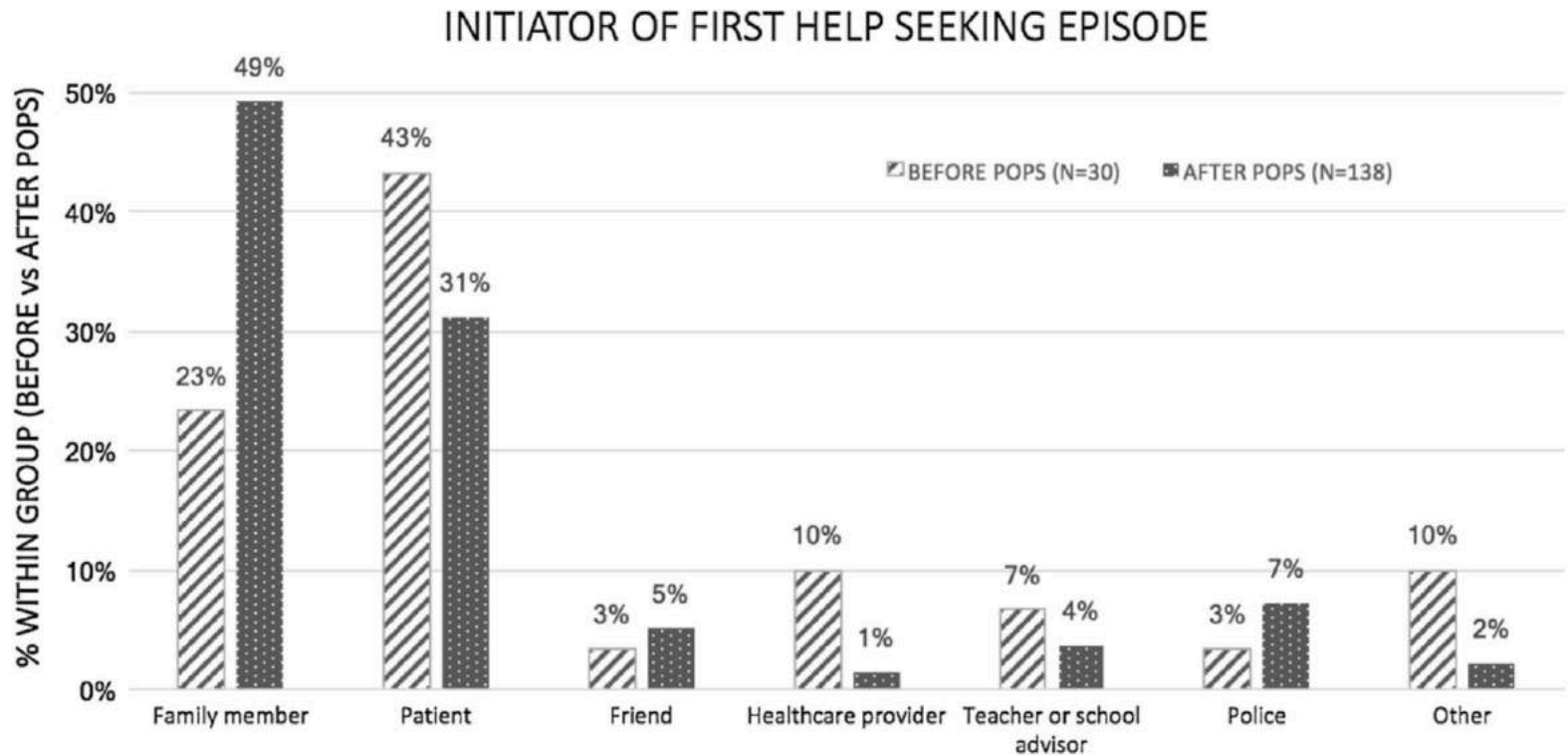
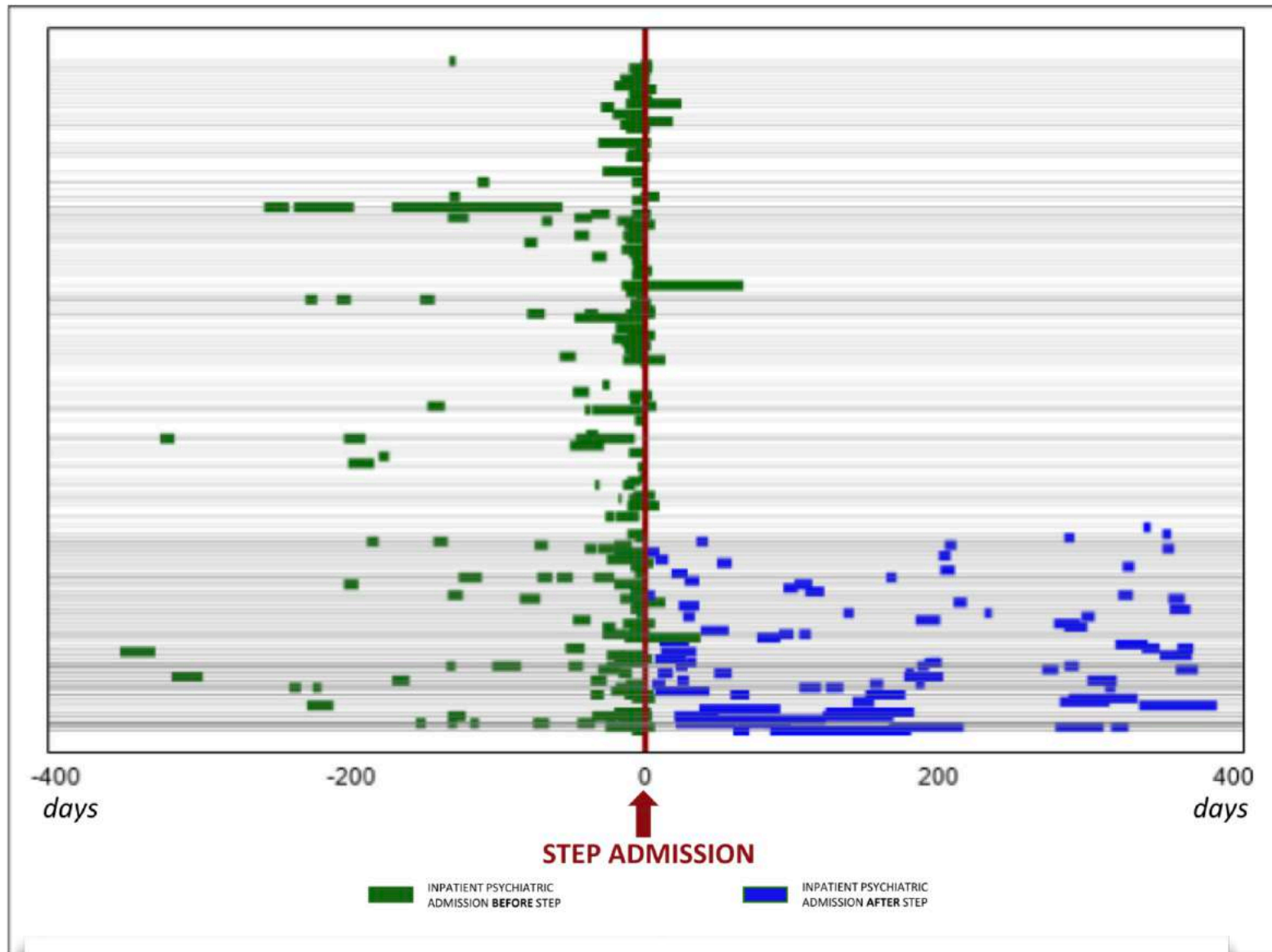


Fig. 2 Initiators of the first help-seeking attempt during prodromal (pre-POPS) vs psychotic (post-POPS) phase

Help-seeking during CHR phase (vs FEP) was more likely to be self-initiated



1. DUP (Total, Demand and Supply) moderated effect of STEP admission
2. DUP-Supply prolongation predicted risk for Hz post STEP admission

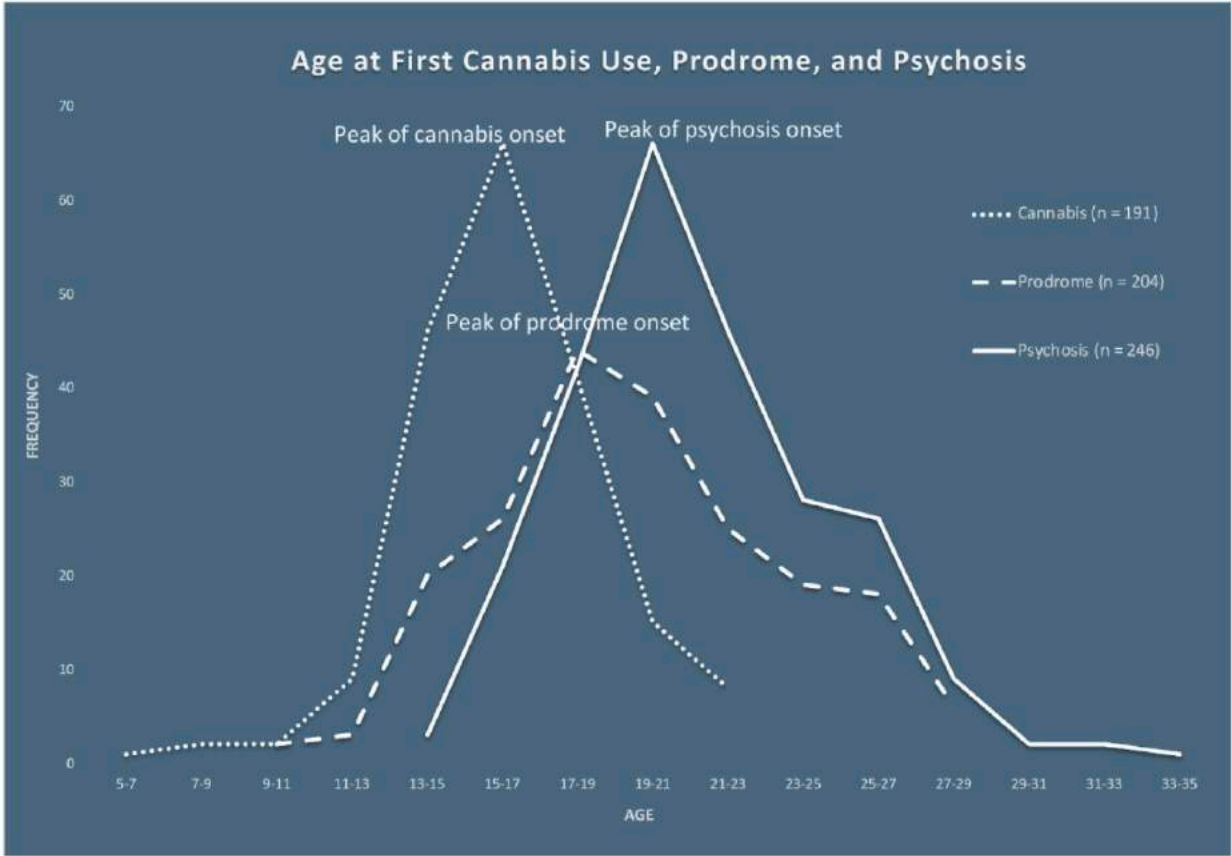


Fig. 1. Age at first cannabis use, prodrome, and psychosis.

- 1. High prevalence of Cannabis Use (78%) and Disordered Use (47%)
- 2. Most use began before prodrome (94%)
- 3. Earlier use associate with earlier APS and FEP, worse premorbid fx and worse use at admission

SUMMARY

1. Mindmap was able to *progressively* reduce *community* DUP by a meaningful amount (50% reduction in Total DUP)
2. Mindmap is *feasible* to integrate with FES or CSC
3. Wait times can be reduced by teams using standard *quality improvement* methods
4. Pathways to care are *regionally idiosyncratic & dynamic*
5. Demand and Supply Side sources of delay vary across sites and can each be targeted



PSYCHOSIS DOESN'T MEAN
YOU'RE GOING CRAZY
BUT IT DOES MEAN YOU NEED HELP.

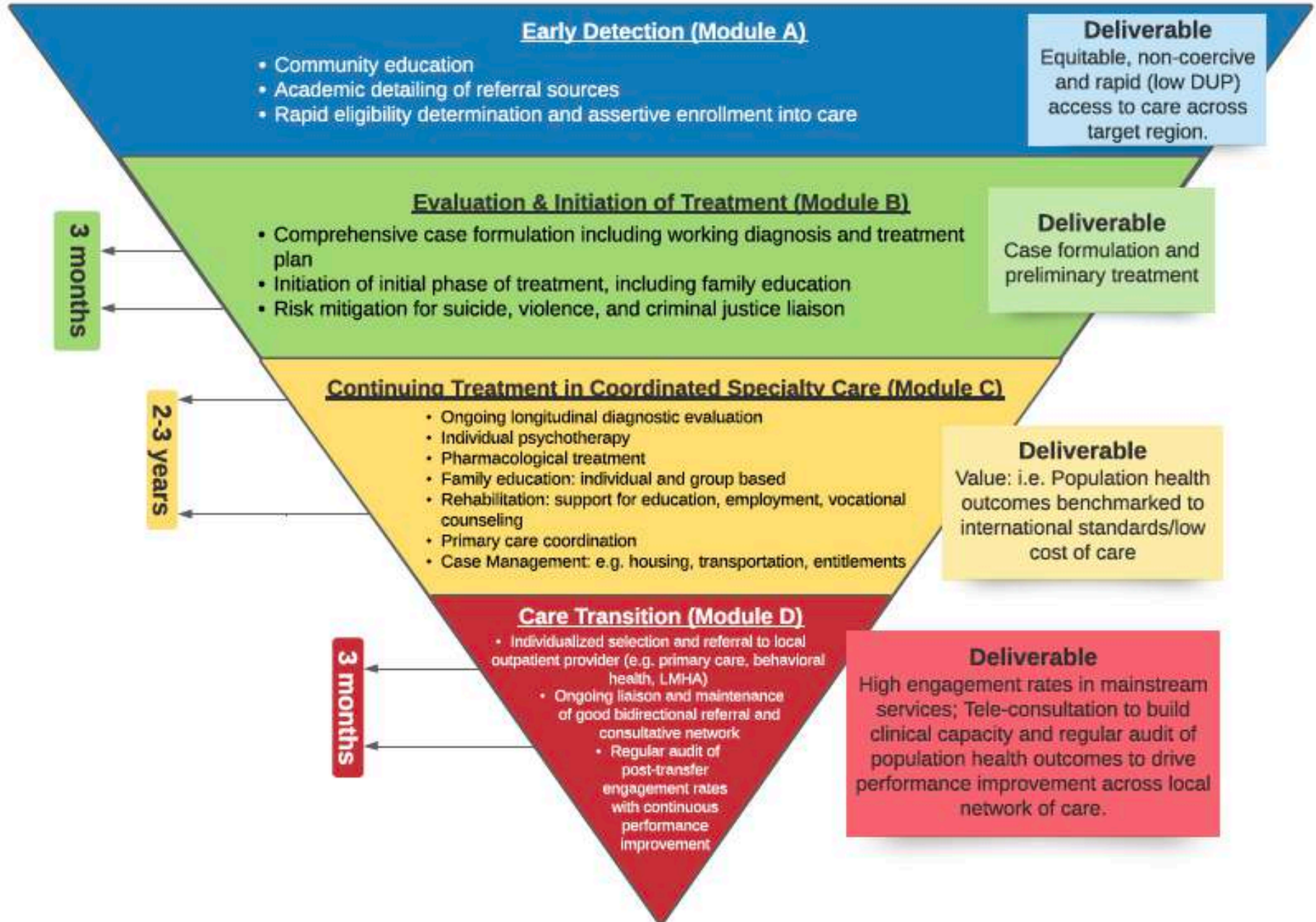
LESSONS

1. The costs of usual detection. ED campaign led to 3X referrals to STEP with 'sticky' front door; referrals fell over usual detection at PREP
2. Use of SIPS to measure DUP: (i) reliable psychosis onset; (ii) dating of CHR state (iii) delineation of pathways during vs after prodrome
3. ED efforts need to be **long** (multi-year), **wide** (target supply and demand side) and **complex** (not merely complicated) or responsive to feedback from regional referral sources
4. Interventional approach: ED effort clarified local pathways to care and important nodes (not the other way around)
5. Sustainability? As with TIPS ED effects decayed to baseline after a year, but if continued would likely progressively reduce DUP



Early Intervention Service Care Pathway

www.step.yale.edu



ACKNOWLEDGMENTS



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BRAND BUILDING
UNIFYSIMPLIFYAMPLIFY



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Tom McGlashan, New Haven



Inge Joa, Stavanger





PSYCHOSIS

EARLY DETECTION SAVES MINDS

WHO DO WE TREAT?

STEP

Recent onset of psychosis (<3 years)
Ages 16 - 35
Restricted to the following towns:



PRIME

At risk for psychosis
Ages 12 - 35
No geographic restrictions

If in doubt about eligibility, just call us.

LOCAL - EFFECTIVE - FREE

mindmap
a clear path to mental health

www.mindmapct.org
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