



#### Summary



#### Type

Public university

#### Founded

1925

#### Location

Salisbury, Maryland

#### Athletics

NCAA Division 3

#### Enrollment

~7,500

Launched TimelyCare in fall 2021

## Case Study

# Salisbury University Overcomes Staffing and Resource Challenges with TimelyCare

## Challenge

Leaders at Salisbury University (SU) recognized a growing demand from students for mental health care, and the university couldn't meet students' needs, especially for care outside of regular business hours. Being in a rural community, off-campus mental health resources were limited, according to Dane Foust, vice president of student affairs and auxiliary service at Salisbury University.

Additionally, students didn't have access to a diverse network of providers to choose from when seeking care, due in part to the university's inability to fill open campus counseling positions. To help fill these gaps in campus and community resources, the university sought out virtual care options.

Salisbury University needed a solution for:

- Difficulty in filling campus counselor positions
- Lack of after-hours support students
- Scarce community mental health resources
- Limited diversity among available campus providers

“Being in a rural community, off-campus referral resources were limited. We had difficulty filling traditional mental health practitioner positions, and our counseling operation was mostly a traditional 8:00 a.m.-4:30 p.m., Monday-Friday, operation.”

**Dane Foust**

Vice President of Student Affairs and Auxiliary Service  
Salisbury University

“TimelyCare provides greater flexibility, removes wait times, and offers students a menu of practitioners to choose from.”

**Dane Foust**  
Vice President of Student  
Affairs and Auxiliary Service  
Salisbury University

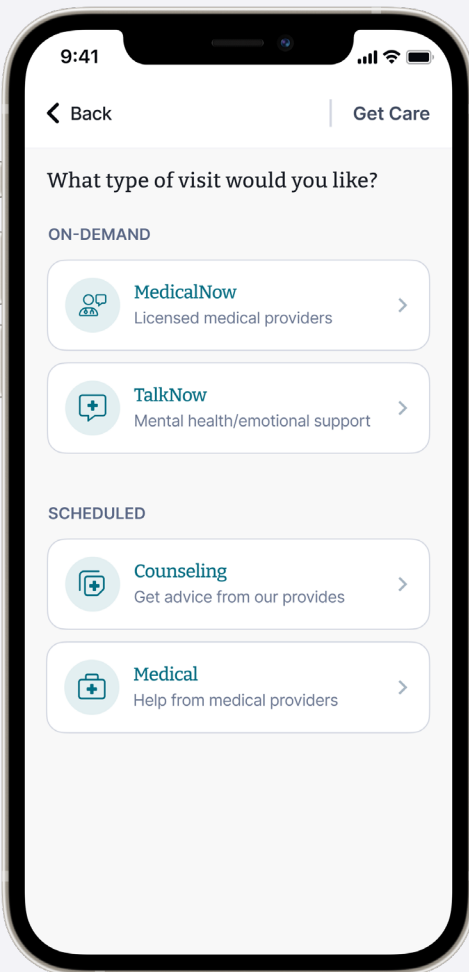


## Solution

When evaluating strategic virtual care partners, competitive pricing and the ability to scale services to meet demand were critical to SU leaders. With TimelyCare, the university found the pricing it needed, gained greater flexibility in offering care, eliminated wait times with on-demand support, and offered students a diverse network of providers to choose from for appointment-based care. Plus, CollegeBuys, a program of the Foundation for California Community Colleges, simplified the contract process in partnering with TimelyCare to deliver 24/7, high-quality care for SU students.

The university's partnership with TimelyCare enhanced the campus' current health care resources by providing a complete clinical care solution including:

- On-demand emotional and mental support
- Scheduled mental health
- On-demand medical
- Scheduled medical
- Self-care tools and resources
- Peer Community
- Care navigation



## What is CollegeBuys?

CollegeBuys, powered by the Foundation for California Community Colleges, offers competitive pricing on a wide range of products and services for higher education, including TimelyCare's virtual health and well-being solution for students. Through CollegeBuys' partnership with TimelyCare, colleges and universities can take advantage of a Master Service Agreement (MSA) to provide students 24/7, no-cost visits for mental health and medical care.

## Result

Student response to launching TimelyCare has been overwhelmingly positive, with a 4.89 average visit rating. Foust also noted the successful implementation and support of the program. "When we have had to discuss a concern, it has been handled professionally and quickly," said Foust. "We've been impressed with the TimelyCare team's strong communication and willingness to problem-solve."

The university's Student Government Association is supportive of the hybrid model of care, according to Foust, with in-person campus resources being supported by TimelyCare virtual care options. By helping reduce the caseload for campus providers, it enables them to focus on higher acuity students, while also opening up more opportunities for counselors to engage on campus.



**4 minutes: Average wait time for on-demand emotional support**



**36% of student visits occurred after hours**



**74% of student mental health visits were due to anxiety, stress, or depression**



**71% of visits resulted in mental health improvement for students**

**"Our current practitioners are now working with a more reasonable client load. It also offers them the opportunity to engage in campus-based activities (committees, leadership programs, etc.) that they might not have been able to do in the past."**

**Dane Foust**  
Vice President of Student  
Affairs and Auxiliary Service  
Salisbury University

## Salisbury University Student Reviews of TimelyCare

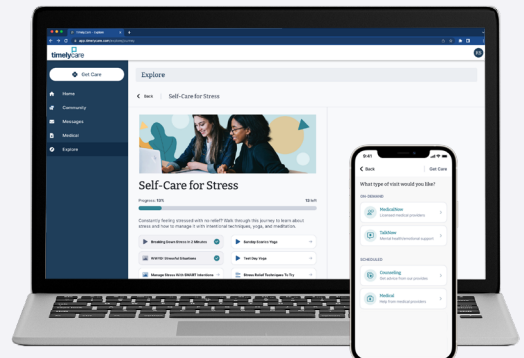
Average student  
rating of visits

**4.89/5.0**



Average student  
rating of providers

**4.94/5.0**



**"The user interface is extremely easy. I like being able to choose three options, and then one gets automatically booked. Very convenient that I don't even need to speak to someone and go back-and-forth on dates."**

-Student, Salisbury University

**"It was really a great experience, I felt like my provider really cared about me, and helping me."**

-Student, Salisbury University

**"The Nurse Practitioner was awesome, super attentive even at 6:30 a.m. when I made my appointment!"**

-Student, Salisbury University