



Summary

**Type:**

Public university

Founded:

1872

Location:

Blacksburg, Virginia

Athletics:

NCAA Division I

Enrollment:

~37,000

Launched TimelyCare in fall 2022



74% of Virginia Tech patients report mental health improvement after a TimelyCare visit

“A Perfect Complement”

Virginia Tech Trusts TimelyCare to Expand Mental Health Support

Challenge

Virginia Tech’s motto, “Ut Prosim” meaning “That I may serve,” is one that Hokies take to heart. But with year-over-year student demand for mental health services growing 10%, long wait times for care and overworked counselors made serving students and retaining staff increasingly difficult. As a result, Virginia Tech was losing an average of six or seven counselors per year.

At a glance, the rural campus has everything students need to feel supported and well. There are traditional counseling and healthcare departments, residential well-being groups, and the prevention and education arm of Hokie Wellness featuring Josie, Derek, and Wagner, the school’s beloved therapy dogs. Virginia Tech even received the 2022 Active Minds Healthy Campus Award, which recognized the school as one of the healthiest campuses in the nation.

Yet, despite its considerable resources and nationally renowned approach to wellness, Virginia Tech could not keep up with students’ demand for mental health counseling and emotional support. Erica Coates, assistant director for partnership initiatives at the Cook Counseling Center, said she often felt powerless not being able to help every student who needed support.

“One particular area of pain at our center was the on-call duties. It was challenging enough to struggle to meet the student demand for care, and then to also be accountable and responsible to them after-hours when they were also highly distressed and calling and needed us, was very challenging.”

Erica Coates

*Assistant Director for Partnership Initiatives
Cook Counseling Center*

A PERFECT COMPLEMENT

VIRGINIA TECH TRUSTS TIMELYCARE TO EXPAND MENTAL HEALTH SUPPORT

“We reworked our model of care many times to try to match demand. We hired, we bolstered prevention efforts [...] nothing was fixing it. We were not as responsive to students as we wanted to be. And that can create a snowball effect when a student’s in distress.”

Erica Coates

Assistant Director of Partnership Initiatives
Cook Counseling Center



TimelyCare’s Impact on Campus Resources



50% reduction in
applications for
academic relief

Virginia Tech needed to expand the reach of its health services to ensure its campus community had access to after-hours care, 24/7 crisis support, and a diverse and inclusive care provider network that reflects the distinct backgrounds, schedules, and preferences of its students, faculty, and staff. Chris Wise, assistant vice president of student affairs, recognized the need for a robust virtual solution that met students’ expectations for convenience, speed, and choice. “Our students’ way of life is around this kind of connection to whatever it is they need. It’s the way they interact with each other, and it’s the way they choose to interact with their mental healthcare professionals.”

And with the ongoing frontline role of faculty and staff in helping students with their mental health, care needed to expand beyond students to the entire campus community.

“If we want to build positive community and mental health well-being, it’s not just our students. Obviously, many adults have their own struggles with mental health.”

Chris Wise

Assistant Vice President of Student Affairs

With unprecedented demand for mental health care, Virginia Tech’s leadership recognized several key challenges:

- Long wait times for support at the Cook Counseling Center
- Critically needed crisis management and after-hours care
- Retention of overworked campus clinicians
- A need to better support faculty and staff well-being

“Virginia Tech has an obligation to care for the whole student. This is a place where they belong, they’re supported and included – a place they can be well. Those elements are foundational to academic success, which is ultimately our goal.”

Frances Keene

Vice President for Student Affairs

Ready to transform your campus? **Get started at timelycare.com**

© TimelyCare 2023

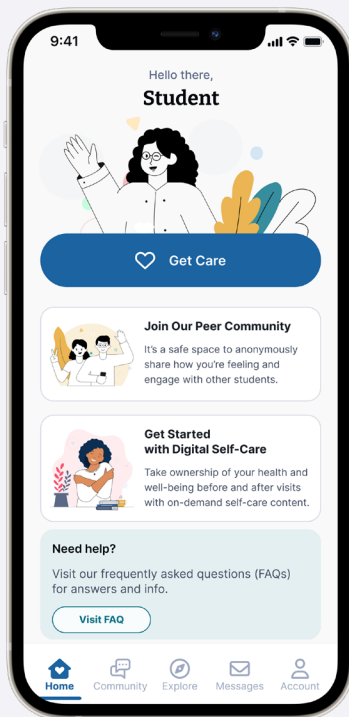
A PERFECT COMPLEMENT

VIRGINIA TECH TRUSTS TIMELYCARE TO EXPAND MENTAL HEALTH SUPPORT

“I’m really happy Virginia Tech extended TimelyCare for their employees, so we can serve students in the best way possible.”

Saad Kahn

Mental Health Initiatives Coordinator



TimelyCare’s Impact on Campus Resources



67% reduction in after-hours calls for Virginia Tech counseling staff



59% of all Virginia Tech patients TimelyCare visits are for after-hours care

Solution

In keeping with its comprehensive approach to well-being, Virginia Tech leaders took a comprehensive approach when searching for a cost-effective solution that met their campus’ unique needs, reviewing proposals from more than 20 companies. There was a collective relief upon finding TimelyCare. Ellie Sturgis, director of the Cook Counseling Center, recalled her first impression of TimelyCare.

“The first thing that stood out was their primary interest in working with college students. We were very impressed with the diversity of staff and ability to bring in translators or interpreters to help international students.”

Ellie Sturgis

Director of the Cook Counseling Center

Regarding the early stages of the partnership, Wise said, “Quite frankly, [our] team was blown away at the simplicity of this connection. TimelyCare understood the challenges college students faced.”

Not only was TimelyCare the clear choice to best support students, but it was a benefit that HR considered valuable for employees as well. “[We knew] if our faculty had the opportunity to use TimelyCare and understood how it worked, they could also talk to students about the opportunities that TimelyCare provided,” said Wise. Leadership seized the opportunity to provide a robust health and well-being solution to their entire campus community to offer truly holistic, accessible care to all.

As the lead for a collective purchasing agreement with the Virginia Higher Education Procurement Consortium, Virginia Tech launched virtual health and well-being services with TimelyCare in a matter of months that included:

- On-demand emotional and mental support
- Appointment-based counseling sessions
- Health coaching services
- On-demand self-care tools and resources
- A nationwide peer support community

Ready to transform your campus? **Get started at timelycare.com**

© TimelyCare 2023

A PERFECT COMPLEMENT

VIRGINIA TECH TRUSTS TIMELYCARE TO EXPAND MENTAL HEALTH SUPPORT

“I don't think we would be at the place we are now to support students as holistically if we didn't have a virtual platform like TimelyCare. It is a perfect complement to what we've been doing to really support student mental health.”

Frances Keene

Vice President for Student Affairs

Students' TimelyCare Rating

Average rating
of visits

4.9/5.0



Average rating
of providers

4.9/5.0



Results

Awareness of TimelyCare's no-cost mental health services spread quickly on campus, with 15% of all students registered in the first nine months. And students who used the app had overwhelmingly positive feedback about the services they received. For some, it was simply about feeling seen and heard. “The woman I spoke to was extremely kind and helpful,” said student Gabriella Arriaga. “She really did care about me as a person.” For Gabriella, TimelyCare lifted yet another barrier to care.



As a first-generation Hispanic student coming from a low-income background, it's really nice to get into a mental health program that is free and available via one tap.”

Gabriella Arriaga

Student

Sturgis cited immediate access as one of the most significant benefits of TimelyCare. “Through the TalkNow program, students are able to access a clinician within five minutes. Whereas in the past, even our crisis services could take a few hours to a couple of days. Timely intervention has been huge.”



A year ago, retention of counselors was huge, a huge problem. We were losing six to seven counselors a year. Having access to TimelyCare to help what we're doing, our ability to retain our counselors has improved significantly.”

Ellie Sturgis

Director of the Cook Counseling Center

TimelyCare's Impact on Campus Resources



The average wait time to see a campus counselor in person **decreased from 5-10 days to <1 day**



60% of Virginia Tech patients would have done nothing without access to TimelyCare

Ready to transform your campus? **Get started at timelycare.com**

© TimelyCare 2023

A PERFECT COMPLEMENT

VIRGINIA TECH TRUSTS TIMELYCARE TO EXPAND MENTAL HEALTH SUPPORT

“TimelyCare is tapping into a group of students that may not feel comfortable walking in the door of a counseling center, or they have some other barrier that we have yet to discover.”

Erica Coates

Assistant Director of Partnership Initiatives,
Cook Counseling Center



Faculty and Staff TimelyCare Rating

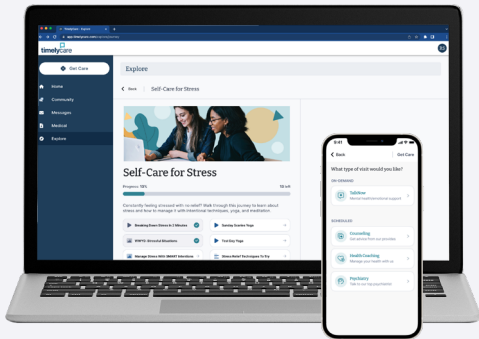
Average rating
of visits

5.0/5.0



Average rating
of providers

4.9/5.0



TimelyCare’s on-demand emotional support created a ripple effect throughout the counseling team as well. “I feel a sense of relief. I see it in our [counseling] director when she comes into meetings,” said Wise. “I see it when I bump into our team walking around. They’re very appreciative. They could have very easily been intimidated or worried by it. We have not seen that here at all.”

By partnering with TimelyCare, Virginia Tech was able to expand its comprehensive health and well-being resources with virtual care options for its entire campus community, helping meet the demand for care and supporting campus health staff.

TimelyCare’s Impact on Campus Resources



75% of patients who used TimelyCare’s scheduled counseling service did not come through the campus counseling center



Top reasons Virginia Tech patients sought support through TimelyCare:

- Anxiety
- Stress
- Depression

Ready to transform your campus? **Get started at [timelycare.com](https://www.timelycare.com)**

© TimelyCare 2023