



What Happens After You Sign

*A Guide to Implementation, Partnership,
and Measurable Student Support After Launch*



Introduction

Choosing a student support partner is a high-stakes decision. The work doesn't stop once the contract is signed. In many ways, that's when the most important work begins.

When evaluating virtual care services for students, you need to know whether a partner can launch smoothly, support adoption, coordinate with existing teams, demonstrate outcomes, and stay accountable over time.

That matters because student well-being is tied to much more than appointments or response times. It affects retention, academic persistence, staff capacity, campus safety, and institutional confidence.

A strong partnership should reduce burden, not create more of it.

This guide walks through what campuses should expect after selecting TimelyCare, including implementation planning, stakeholder alignment, launch support, reporting, optimization, and ongoing collaboration.

At TimelyCare, we believe partnership should feel clear, coordinated, and measurable from day one.

This report highlights what counseling leaders told us and how campuses are evolving toward models of care that are more responsive, more equitable, and more sustainable for both students and staff.



***TimelyCare** has been a wonderful partner for our community. After researching many health and wellness providers, TimelyCare stood out for its focus on wellness and integration of services, including self-care pathways and Health Coaching, which aligned with our mission and vision. Students, staff, and faculty have all had very positive feedback about their experience!*

Tracy Abell

American College
of Healthcare Sciences



Partnership Beyond Contract Signing

A successful launch starts with shared goals.

Every campus has different priorities, pressures, and student populations. Some schools are focused on reducing counseling wait times. Others are trying to improve after-hours support, expand care for online students, strengthen retention, or reduce pressure on overextended campus teams. Most campuses want to improve it all.

That means implementation should never feel one-size-fits-all.

A strong post-signing experience includes:

- A dedicated implementation and success team
- Clear timelines and launch milestones
- Defined roles and responsibilities
- Alignment across student affairs, counseling, health services, communications, and leadership
- Campus-specific adoption and awareness planning
- Referral and escalation workflows
- Ongoing reporting and optimization
- Executive-level visibility into outcomes and engagement

Partnership also means understanding how support already works on your campus.

Virtual care should complement existing resources, not compete with them. Counseling centers, medical teams, case management, campus safety, and student affairs all play critical roles in supporting students, and most of them are already overburdened. TimelyCare helps strengthen those systems while extending capacity and reducing workload.

The goal isn't about replacing care. you want to create more consistent access, earlier intervention, and stronger coordination.



The implementation with TimelyCare has been nothing but smooth from the very beginning. The partnership has been really robust, and the integration of sharing Virginia Tech resources that TimelyCare professionals can direct students to and the integration of the app into our existing IT infrastructure – all of that has been really smooth.

Frances Keene

Vice President for Student Affairs,
Virginia Tech



THE IMPLEMENTATION TIMELINE: The First 90 Days

The first three months after signing shape long-term success. It's the foundation of any partnership.

Strong implementation creates clarity early, builds trust across campus teams, and helps students understand where and how to seek support.



ALIGN & PLAN



BUILD & PREPARE



**LAUNCH, MEASURE,
OPTIMIZE**

FIRST 30 DAYS:

Align and Plan

The first month focuses on alignment.



This is where campuses and TimelyCare establish goals, identify stakeholders, define workflows, and create a shared implementation roadmap.

Typical priorities during the first 30 days include:

- Kickoff meetings with key campus stakeholders
- Implementation timeline and milestone planning
- Identification of campus goals and success measures
- Review of student population priorities and support gaps
- Referral and escalation workflow planning
- Technical setup and systems coordination
- Reporting expectations and dashboard alignment
- Communications and awareness planning
- Coordination across counseling, student affairs, health services, and leadership teams

This is also where campuses should identify operational realities that may affect rollout.

For example:

- What happens when students need after-hours support?
- How should crisis escalations be handled?
- Which student populations may need more targeted outreach?
- What support already exists on campus?
- Which teams need visibility into reporting?

The goal is not just launch readiness. It is shared clarity and understanding of next steps.

31-60 DAYS:

Build and Prepare

Once implementation plans are aligned, the focus shifts toward operational readiness.



This stage is when you should begin preparing internal teams, refining workflows, and developing awareness strategies to support adoption after launch.

Key priorities include:

- Campus resource mapping
- Coordination between virtual and on-campus care pathways
- Marketing and student communication planning
- Staff training and enablement
- Referral workflow training
- Technical testing and validation
- Launch readiness reviews
- Student communication calendars
- Stakeholder check-ins and implementation reviews

For many campuses, this phase is especially important because adoption does not happen automatically. Students need repeated, visible reminders that support exists and that it is easy to access. Faculty and staff will also need to know which resources are available when students come to them for help.

That often means thinking beyond email announcements.

Campuses may use:

- Orientation materials
- Residence life partnerships
- Faculty and advisor toolkits
- Student leader engagement
- Digital and physical signage
- Social and email campaigns
- Finals-week awareness efforts
- QR codes and in-person activation
- Registration contests

Most importantly, communication is key. The strongest launch strategies usually involve multiple departments working together.

61-90 DAYS:

Launch, Measure, Optimize

The final 30 days are about turning implementation into real student engagement.



This is where campuses begin tracking usage trends, understanding adoption patterns, resolving operational issues, and identifying opportunities for improvement.

Typical priorities include:

- Student launch and activation
- Adoption and utilization tracking
- Stakeholder check-ins
- Reporting reviews
- Early issue resolution
- Awareness and engagement optimization
- Ongoing communication planning
- Identification of under-engaged student populations
- Recommendations for improving visibility and access

This phase also helps campuses move beyond assumptions. Ensuring everyone has the same expectations and communicating how follow-ups and follow-through will happen.

This is also a good time to evaluate other metrics beyond access and awareness, such as:

- Who is using the services
- When students are seeking support
- Which populations may still face barriers
- Whether after-hours support is reducing pressure on campus teams
- How care coordination is functioning
- Where additional outreach may be needed

For many schools, those early insights enable rapid improvements where necessary and serve as the foundation for longer-term planning.

*“What stood out to me was how quickly we were able **to implement the services** for our students.”*

Gary Pierson

Dean of Students,
Western Colorado University



How to Measure Success

System use alone does not tell the full story of whether a virtual care solution is working. Campus leaders increasingly need measurable visibility into whether support is actually helping students and strengthening campus systems.

TimelyCare provides reporting that goes beyond appointment counts and shows the real outcomes of your investment.

Common measurement categories include:

Student Awareness and Adoption

Campuses need to understand whether students know support exists and whether they are using it.

Key indicators include:

- Registration and activation rates
- Utilization trends
- Engagement by student population
- Awareness campaign performance
- Repeat engagement patterns

Access and Responsiveness

Timely access often determines whether students seek support early or wait until challenges escalate.

Important metrics include:

- Wait times
- After-hours utilization
- Speed to first appointment
- Response times for urgent support
- Access during weekends and breaks

Clinical Outcomes

Campus leaders increasingly want evidence that support is contributing to meaningful improvement.

Measurement-based care, using validated tools such as the PHQ-9 and GAD-7, helps campuses evaluate symptom improvement and progress over time.



Student Satisfaction and Care Quality

Strong partnerships also monitor the student experience.

That includes:

- Satisfaction ratings
- Provider quality reviews
- Care continuity
- Escalation management
- Follow-through after referrals
- Student-reported experience

Retention and Persistence Indicators

Student well-being and retention are closely connected. While many factors influence retention, campus data indicates that investing in well-being support contributes to persistence, belonging, and student stability.

By improving the availability, efficiency, and effectiveness of your student well-being support, your campus should see measurable increases in retention and graduation rates.

Capacity and Operational Impact

Many campuses seek to reduce pressure on overextended counseling and student affairs teams.

Reporting helps leaders understand:

- Impact on counseling waitlists
- After-hours coverage trends
- Referral coordination effectiveness
- Staff capacity relief
- Crisis response support

Equity and Access Across Student Populations

TimelyCare helps campuses understand who is and is not being reached.

That includes evaluating:

- Utilization across demographic groups
- Access among online and commuter students
- Language accessibility
- Provider diversity and representation
- Engagement among historically underserved student populations



What an Ongoing Partnership Looks Like

A strong launch is important.

An ongoing partnership matters even more.

Student needs evolve throughout the academic year. Usage patterns change. High-stress periods create new demand. Leadership priorities shift. Staff turnover affects workflows.

That means successful partnerships require continuous collaboration.

Ongoing partnership includes:

- Regular business reviews
- Utilization and outcomes reporting
- Executive-level strategy discussions
- Seasonal planning support
- Student awareness recommendations
- Coordination during high-demand periods
- Referral workflow optimization
- Support for new student populations or campus initiatives
- Continuous improvement planning

Many campuses also need support in communicating impact internally.

That may involve helping leaders:

- Present outcomes to cabinet teams or boards
- Share utilization and equity insights
- Demonstrate return on investment
- Align well-being initiatives with retention and student success goals

The strongest partnerships create shared accountability beyond implementation to real outcomes.



TimelyCare is really easy to work with. Anytime I've had to reach out to TimelyCare for some help in getting our platform tweaked to where we need it to be, it's been very easy.

Dr. Jeanne Natali

Director of Student Resource and Empowerment Center, Tidewater Community College



TimelyCare is Your Partner in Campus Success and Student Well-Being

The right partner does more than expand access. TimelyCare helps you launch confidently, support students consistently, strengthen existing systems, and demonstrate measurable impact over time.

When a partnership works well, campus teams gain capacity. Students get support earlier. Leadership gains clearer visibility into outcomes.

And students are more likely to stay connected, supported, and on track.

See what true partnership can look like on your campus.

Schedule a call today.


timelycare[™]

timelycare.com   