

Uncharted vision. Proven approach.

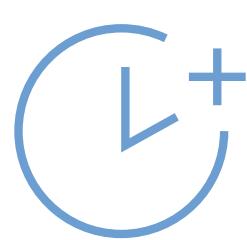
The Cloudbreak Initiative is driving primary care-based clinical solutions across leading health systems. Through an innovative, collaborative framework, we seek to provide care for untreated depression in the same manner that communities seek to eliminate other illnesses.

Depression affects millions of people across every life stage and socioeconomic group.

Barriers to managing depression:



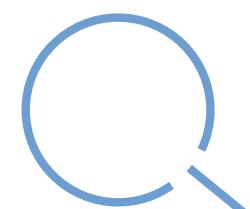
Stigma



Failure to identify and treat at onset

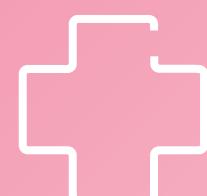


Access to treatment



Affordable and adequate care

**With your support,
we'll disrupt the status quo
by creating change
at every access point.**



Clinical System



Smart Purchasing



Community



Research

CLINICAL SYSTEMS

Speed the dissemination of cost-effective clinical services to treat depression.

- The Cloudbreak Initiative clinical system redesign will foster:
 - Universal screening and early detection
 - Implementation of measurement-based care for mild to moderate depression
 - Clear referral pathways to specialty care

SMART PURCHASING

Create payment systems to sustain needed long-term clinical capacity.

- Maximize the use of existing reimbursement mechanisms for treating mental health conditions
- Use accreditation programs to create incentives for implementing measurement-based care
- Deploy and implement smart contracting with insurers, using tools from the National Alliance of Healthcare Purchasing Coalitions

COMMUNITY

Change regional perceptions of depression by:

- Destigmatizing mental illness
- Educating the public on the importance of early detection and treatment

RESEARCH

Advance clinical-translational research for the prevention and treatment of depression.

- The UT Southwestern Center for Depression Research and Clinical Care has received major peer-reviewed research funding for translational innovation over 25 years. Its latest ground-breaking work is focused on the development and validation of depression biomarkers that will provide more targeted and precise clinical guidance.
- Measurement-based care¹, supported by integration of tools such as VitalSign², is currently in use for over 70,000 patients in North Texas.
- Extensive research has shown that collaborative care improves clinical outcomes and promotes costs savings.³



Change the system. Change lives.

Your partnership will help us end untreated depression and improve the lives of the 1.5 million Texans suffering with this disease⁴.

FOR HEALTH SYSTEMS

- Proven model⁵
- Learning opportunities
- A network of peers
- Reduces cost of treatment for comorbid conditions⁶
- Closes the gap of health disparities

FOR PURCHASERS AND EMPLOYERS

- Decrease health care costs and disability claims
- Improve workplace productivity
- Understand data and analyze benefits packages
- Demonstrate leadership to the community and potential talent

FOR THE COMMUNITY

- Freedom from untreated depression
- More Texans will be able to live more fully
- Increase rate of recovery, leading to fewer deaths from depression ending in suicide.

Sources

1. Trivedi MH, Rush AJ, Wisniewski SR, et al. Evaluation of outcomes with citalopram for depression using measurement-based care in STAR*D: implications for clinical practice. *Am J Psychiatry*. 2006;163(1):28-40.
2. Trivedi MH, Jha MK, Kahalnik F, et al. VitalSign(6): A Primary Care First (PCP-First) Model for Universal Screening and Measurement-Based Care for Depression. *Pharmaceuticals* (Basel, Switzerland). 2019;12(2):71.
3. Medicaid & Collaborative Care for Substance Use Disorder and Mental Health, White Paper, Shatter Proof and The Path Forward
4. Texas Mental Health Research Framework, Meadows Mental Health Policy Institute, March 2018, <https://www.texasstateofmind.org/wp-content/uploads/2018/07/Texas-Mental-Health-Research-Framework-Report-April-2018.pdf>
5. Advancing Integrated Mental Health Solutions, <http://aims.uw.edu/impact-improving-mood-promoting-access-collaborative-treatment#:~:text=The%20IMPACT%20study%20demonstrated%20that,health%20disorders%20%2D%20not%20just%20depression.>
6. "How do individuals with behavioral health conditions contribute to physical and total healthcare spending?" Milliman Research Report, August 2020, <https://milliman-cdn.azureedge.net/-/media/milliman/pdfs/articles/milliman-high-cost-patient-study-2020.ashx>