

iCHOOSE EVENT

THE CONSUMER'S CHOICE

On Wednesday June 19th, **Coordinated Behavioral Care IPA**, in partnership with [Samaritan Daytop Village \(SDV\)](#), [The Jewish Board \(TJB\)](#) and [Bronx Partners for Healthy Communities \(BPHC\)](#), proudly hosted 90 guests at Hostos Community College in the Bronx for our **iChoose Event**, the consumer's choice.

The theme of the iChoose event was created from the analysis of 429 consumer and provider surveys as well as seven focus groups consisting of 63 consumers. This survey was conducted as part of a larger project intended to implement and scale technology assisted care (TAC) solutions across the CBC network. The program sites included three outpatient mental health clinics and three outpatient substance use disorder programs across SDV and TJB, in the Bronx. The goal of this initiative was to gain consumer input and incorporate it in the decision-making process to inform our nomination of several innovative TAC solutions.

We were very pleased that among our 90 guests, 30 were Bronx community members receiving behavioral health (BH) services. A special acknowledgment to the staff at SDV and TJB for an extraordinary job coordinating individuals and ensuring that everyone was able to attend. We also would like to share our appreciation for the participation from vendors, volunteers and staff members of the partnering organizations.

The four semi-finalists healthcare technologies that were invited to present their technology platform at the iChoose event were:



These four were chosen from a pool of over 40 TAC solutions, including representatives from SDV, TJB and CBC was convened to review all the TAC solutions in this pool, ultimately narrowing down to seven vendors. These vendors were invited to demonstrate their solutions to the workgroup to properly evaluate the feasibility of each solution. The workgroup selected the four semi-finalists to showcase their product at iChoose Event.



At the iChoose event, consumers and agency staff came together to participate in the decision-making process to choose the right type of TAC technology to minimize communication gaps and improve accessibility and continuity of care. Attendees had a chance to learn about these mobile healthcare apps that are focused around patient self-regulation, support system building and continuing care 24/7 through mobile platforms.



At the end of the event, consumers voted for their favorite technology. The mobile technology app gaining the most votes by consumers was awarded the opportunity to move to the final phase of this project funded by the BPHC, which is to pilot their TAC solution directly with Bronx clients over 3-6 months as we look at replicability and scalability.



Gerald Washington, a peer specialist from Pathway Home™, kicked off the iChoose event with his recovery journey and how technology helped him get through depression.



Vendors then demoed their products directly to the consumers attending. Consumers enjoyed observing demos, networking with vendors, participating in the various raffles and watching live Jazz music from a Grammy winning trumpet artist, Nabate Isles.

The winning app gaining the most client votes was **Litesprite**, an innovative, award-winning video game that uses Cognitive Behavioral Therapy-based strategies and meditation to help consumers manage chronic health conditions, while simultaneously allowing providers to remote-patient monitor, administer assessments directly through the game and access quality measures related reporting.



Providing clients with a platform to take control of their own health by selecting the technologies they feel will best meet their needs may lead to better health outcomes with increased motivation regarding self-care and engagement with these technologies.

Thank you to all who assisted and attended at this very successful event!