



Personalize Self-Serve Mental Health Resources

Drive Utilization through Prescriptive Recommendations

Tool

Use this tool to develop a prescriptive mechanism to connect students with low-risk mental health needs (i.e., not at risk of harming themselves or others) with self-serve resources.

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Practice in Brief

Counseling Center staff use a form modeled off of a medical prescription pad to “prescribe” self-serve interventions—such as online modules, workshops, fitness or meditation classes—to students with low-risk mental health needs. This simple method adds a personalized touch to self-serve resources, and feels more formal—both of which help promote student follow-through.

Problems Addressed

Many institutions have invested in a variety of self-serve mental health and well-being resources, but utilization lags. These resources often do not align with students’ expectations for individual therapy. Self-serve resources might not “look” like mental health supports, and they can feel generic or impersonal. Additionally, self-serve resources often lack structure and accountability.



Institutions Profiled

George Washington University




Personalizing Self-Serve Recommendations

George Washington University's Behavioral Prescription (Bx)

EAB recommends personalizing recommendations to drive students' utilization of self-serve resources. George Washington University developed a Behavioral Prescription, or Bx, to help students recognize the broad spectrum of mental health supports. The Bx is a written form that is jointly completed by the student and clinician. It maps students' concerns to specific treatment options, including self-serve and campus resources. The Bx ensures that students have a clear understanding of the spectrum of their treatment options and their personalized recommendations for next steps.

 THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC	 Colonial Health Center	Mental Health Services Bx - Stepped Care Behavioral Prescription 202/994-5300 (24/7/365) • healthcenter.gwu.edu Cloyd Heck Marvin Center Ground Floor 800 21st Street, NW Washington, DC 20052	Official branding; mimics a medical prescription sheet
Client's Name: _____ GWID: _____			
TREATMENT RECOMMENDATIONS			Clear language that these options are all forms of treatment
<input type="checkbox"/> Informational Self-Help e.g. Readings, research			
<input type="checkbox"/> Interactional Self-Help e.g. Smart phone apps			
<input type="checkbox"/> Online, Telephonic, or In-Person Coaching, Drop-In Workshop(s)			Full spectrum of treatment options is equally represented
<input type="checkbox"/> Group Therapy			
<input type="checkbox"/> Short-term Individual Therapy			
<input type="checkbox"/> Specialized Services e.g. Referral to Community Provider(s) for Long-Term/ Specialized Treatment, Referral to CHC/Psychiatry/DSS/ ISO/Financial Aid, etc.			Clinician name and signature underscore the importance of the recommendations
<input type="checkbox"/> Acute Care/In-patient			
Clinician's Name (Please Print): _____			
Clinician's Signature: _____ Today's Date: _____ / _____ / _____			

Why GWU's Bx Works

- 
 Personalized treatment recommendations are **jointly created** by student and clinician
- 
 Students leave with a **clear, written record** of specific next steps
- 
Able to evolve to meet students' changing needs and concerns

Behavioral Prescription Pad Template

Use this template, modeled after George Washington University, to develop your own mental health recommendation mechanism to give students prescriptive guidance on self-serve and alternative interventions that can address their needs, with space to increase recommendation intensity as their needs evolve. Consider the below key elements of GWU's Bx as you're designing your own form.

Key Elements of George Washington University's Bx

- ✓

Prominent university branding and counseling center contact information
- ✓

Include full range of wellness services from self-help to in-patient treatment
- ✓

Ensure student and counseling center retain a copy for follow-up
- ✓

Clinician name and signature underscore recommendations

[College/University] Counseling/Health Center [Office location/address] [Phone number] [Email address] [Office hours]	<i>[College/University Logo]</i>
Stepped Care Prescription for:	
Client Name: _____	Student ID: _____
TREATMENT RECOMMENDATIONS	
<input type="checkbox"/> Informational Self-Help <i>Readings, videos, podcasts, other media</i>	
<input type="checkbox"/> Interactional Self-Help <i>Online modules, mobile apps</i>	
<input type="checkbox"/> Campus Supports <i>Workshops, coaching, academic success services, career services, disability services, campus recreation, etc.</i>	
<input type="checkbox"/> Peer Supports <i>Student groups, peer mentoring programs</i>	
<input type="checkbox"/> Group Therapy	
<input type="checkbox"/> Goal-Oriented Individual Therapy	
<input type="checkbox"/> Specialized Services/Off-Campus Referral <i>Community provider referral for specialized on in-patient treatment</i>	

Clinician Name: _____

Clinician Signature _____

Date: _____