

onCALL

TRAFALGAR  
ADDICTION TREATMENT CENTRES



## CASE STUDY TRAFALGAR ADDICTION TREATMENT CENTERS

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## Case Study • Trafalgar

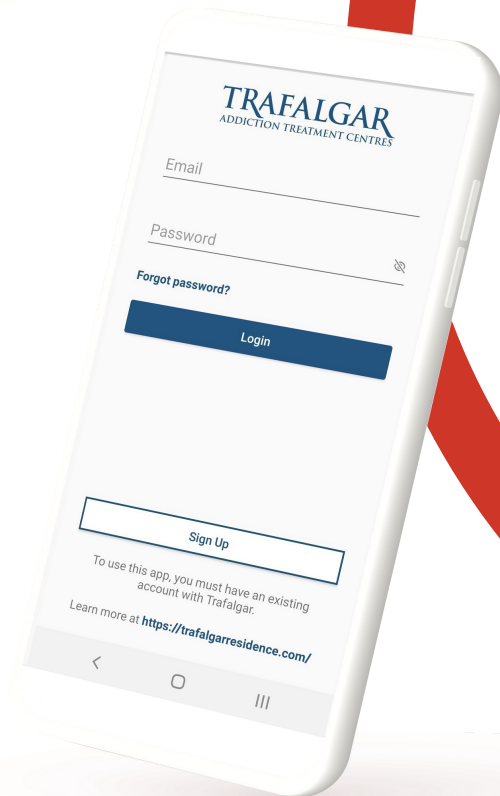
**Trafalgar Addiction Treatment Centers, a CARF accredited private provider of addiction and mental health services, was established in 2013 under Shane Saltzman's leadership.**

Shane and his team always looked to build on the success of Trafalgar's residential program, with the addition of virtual care as a way to increase program accessibility and reduce barriers to care. However, Shane didn't want Trafalgar to be "another quick virtual care solution", and instead wanted their virtual program to offer the same integrity and progress Trafalgar was known for. Shane chose OnCall as Trafalgar's virtual solution because it is a comprehensive virtual care and patient management solution that allows providers to offer individual and group care while managing the whole patient journey. As well, patients could easily log into one easy-to-use system and receive the care they need, quickly.

Shane's plans to expand programming virtually was accelerated when the COVID 19 pandemic hit in March 2020. Trafalgar closed its doors to visitors and stopped all in-person outpatient therapy in an effort to keep their community safe. It was then that Shane and his team recognized the immediate need for an alternative solution to in-person programming. Clients and alumni still required the same level of care they were used to receiving. So, Shane reached out to OnCall for help. He explained the details: Trafalgar required a virtual care program that could be launched quickly, met the requirements Trafalgar originally requested, and that supported the same programming currently offered.



**■ ■ We've looked at a lot of the platforms available, but they are piece-meal."**



■ ■ With the onset of COVID-19, Trafalgar had to stop allowing visitors to our centers. Community meetings were shutting down across the country. Support groups were disappearing. So, using OnCall and making Trafalgar virtual just meant making support more accessible in a real, affordable way.”

OnCall rapidly launched Trafalgar’s virtual care program, which includes individual and group video and messaging appointments, in days. Then, Trafalgar’s virtual treatment program was expanded, and they “went from having one group a week at each location, to actually offering three groups a day, five days a week, virtually.” With their new virtual care model, Trafalgar was able to offer their programming nationally, combating both accessibility challenges and privacy concerns with virtual care. In fact, “patient groups, anywhere from six to ten people were still making the same types of connections and bonds that they would’ve made in a physical setting.”

Using OnCall was also effortless for providers and patients alike. With OnCall’s 24/7 patient and provider support, Trafalgar was able to ensure that patients could test their video application and internet speed, and use one solution for their appointments, homework, payments and more. Patients also felt safe and secure sharing their data with providers and OnCall, since OnCall’s solution is PIPEDA and PHIPA certified. OnCall’s robust support system and in-app automations allowed Shane and his team to continue focusing on patient health and treatment, rather than worry about operational efficiencies during their transition to virtual care. OnCall had quickly become the most effective and efficient way for Trafalgar to treat patients, and their new virtual programming was growing day by day.

## ■ ■ Trafalgar went from having one group a week at each location, to actually offering three groups a day, five days a week, virtually.”

As well, Trafalgar decided to transition their existing aftercare program to OnCall, too. This program allows individuals who have graduated from their treatment to continue therapy and group support virtually once per week. With community meetings cancelled and group therapy paused due to the pandemic, it was equally important to offer support to Trafalgar alumni and OnCall was an obvious alternative during this change. Trafalgar has experienced exponential growth since the launch of their virtual program at the onset of the pandemic, with over 450 appointments scheduled per month. The flexibility of virtual care means breaking through the barriers of accessibility and affordability, so patients continue receiving care while remaining in their homes, maintaining their jobs, and regular schedules. “In fact, since accessibility is no longer a barrier to care, alumni participation has increased and triple the amount of graduates are seeking individual virtual therapy services than in previous years.”

Trafalgar’s virtual care success was astounding and there was more interest in their programming than ever before. The pandemic created an immediate need for virtual care, but it was clear that this alternative model was helping patients in ways that Trafalgar never imagined. As a result, Trafalgar launched a new and exciting virtual care program with OnCall, the Virtual Rehab Addiction Program. A 4-week individual and educational therapy program that is low cost and flexible for those seeking addiction treatment from the comfort of their own home. The goal of this new program was to provide earlier intervention to people struggling with mental health issues and increase accessibility to care through a completely virtual program.

With this launch, Trafalgar upgraded their OnCall package to the Enterprise plan, which includes branded iOS, Android, and web applications. Brand retention is important for Trafalgar so they remain top-of-mind in their industry and within their patient network. Since OnCall is the only solution that builds branded apps for healthcare organizations, upgrading to a branded solution was a no-brainer. Trafalgar’s 24/7 technical support is branded too, meaning Trafalgar’s trusted brand is visible through every patient and provider interaction.

■ ■ **The Trafalgar program is unique and special, with no other organization focusing on concurrent disorders and treatment. It's important for our brand to be front and center, so patients have comfort in knowing who they are receiving treatment from."**

With OnCall, Trafalgar has been able to scale their programs and remain innovative with new treatment offerings and program features. Since launching virtual care, Trafalgar has also broadened their in-house therapist and counselor network, allowing them to refer more patients within the Trafalgar environment. As a result, Trafalgar continues to increase revenue and grow their patient base.

Shane believes that, "OnCall has allowed Trafalgar to be innovative, evolving our programs to offer new treatment programs." With OnCall, Shane says, Trafalgar is able to make their vision a reality.



#### STATS

- ✓ 200% YoY growth in outpatient participation.
- ✓ 3X YoY growth in new patient enrolment.
- ✓ 3000 scheduled appointments from March to December 2020.
- ✓ 12 new therapists added to Intensive Outpatient Program since virtual launch.
- ✓ 10 new virtual aftercare groups per week at no charge to graduates.

**Get in touch.**  
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