

# Improving Mental Health Access, Saving Lives

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## Lyra

A NUAGE EXPERTS SUCCESS STORY

### The Customer

50 million Americans suffer with mental health problems annually. Lyra Health is a leading tech-enabled services company that facilitates smarter, more personalized, and effective access to mental health services and benefits for employees working for innovative companies across the United States.

### How We Helped

NuAge Experts worked with Lyra to understand the process used by the Care team, within their email and call centers, to connect patients with mental health services. By implementing Service Cloud and advance assignment rules, in conjunction with guided flows to assist in any type of scenario, Lyra has successfully been able to create visibility into the responsiveness of the business, as tracked by SLAs, create additional automation around case routing and assignment, and scale the team to more than double in size since go-live.

*"There's no way we would be where we are today without NuAge."*

– Nina Levin, Director of Provider Relations & Patient Support, Lyra Health

### Key Issues

- Existing point solutions offered limited scalability across multiple business and clinical departments
- Diversity of patient mental health needs required advanced call routing to support emergent situations
- Clinicians needed an intuitive user interface that facilitated complex workflows and patient interactions

### KEY INFORMATION

- **Products:** Service Cloud, Experience Cloud, Shield, Pardot, and Knowledge
- Technology platform allows employers to offer workers access to **personalized mental health services**
- Lyra gained 800,000 of its **1.5 million members** during the Coronavirus pandemic



NuAgeExperts