



Virtual First-Care Summit

Boston, MA | October 25-26

Q&A with Holly Dubois

Chief Clinical Officer
Mindstrong



What opportunities are you and MindStrong currently excited about within Virtual-First Care?

At Mindstrong, we're building the platform to meet any member's mental health needs— any time, any where. For us, this means novel ways to harness windows *in between* sessions, with the help of our technology, to truly accelerate outcomes and change paradigms. Bold words, but we believe the digital footprint is the differentiator of virtual-first care.

“Folks living by design or necessity in rural settings are particularly primed for virtual-first care, where quality access and frictionless engagement are key”

What are the current challenges facing Virtual-First Care and what strategies must be put in place to overcome these challenges?

Across the industry, interoperability and shared value are top of mind. How to support members from a virtual-first touchpoint to a brick and mortar midpoint, if and when necessary is top of mind. We acknowledge regulatory constraints, too, which although trending in the right direction, will require time and focus to implement to the mainstream.

Which areas of Virtual-First Care do you anticipate to show the most growth within the next couple of years?

Mental health is the natural fit for virtual-first care. More, I think we've all underestimated the growing Medicare-eligible population and their ability to engage digitally. Folks living by design or necessity in rural settings are particularly primed for virtual-first care, where quality access and frictionless engagement are key

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What gaps can Virtual-First Care bridge within Mental Healthcare?

The mental health provider shortage cannot be underestimated. We can leverage technology in virtual-first care beyond solving the access problem; we can allow care to continue between appointments and outside the office-meet-patient model.

Moreover, the stigma of receiving mental healthcare is a societal concern we're all tasked with. Until eliminated, allowing those in need to connect with care with the discretion only telehealth allows is critical.

Which conversations are you most looking forward to having at the Virtual-First Care Summit?

I'm looking forward to learning from leaders in the physical health space, and how we can bridge the gap from BH to PH. Also, where should all of us, as champions of Virtual-First care, focus our efforts with respect to key regulatory opportunities?

Holly will be speaking on the Panel Discussion: [Can Virtual-First Care Improve Health Equity and Access Barriers on Day 1 of the Summit. To hear more from her and other leading executives in the Virtual-First Care space make sure to register for the Virtual-First Care Summit: \[www.virtualfirsthealthcare.com/register/\]\(http://www.virtualfirsthealthcare.com/register/\)](#)