

Driving Mental Health Excellence Through Data Innovation



Background

Brahm Centre, a mindfulness-based charity established in 2012, provides services to a clientbase of nearly 14000 individuals, consisting of youth, seniors, and corporate clients.

We specialize in care management and the promotion of mental well-being, and achieve this through aiming for a holistic framework of client care and organization.

Problems and Causes

Through liaising with our stakeholders, we identified several issues: with a lack of organization of client data, it leads to the possibility of potential missed client assessments and follow-up engagements necessary for the wellbeing of clients. Additionally, as a non-profit organization, we obtain funding from government grants, which require detailed mental health data according to specific, updating criteria.

Strategy for Change

Thus, in order to streamline and automate such a process, we established an organization-wide Customer Relationship Management (CRM) system, aiding in the purpose of a holistic client view. The CRM system was customized and designed in Salesforce according to staff feedback, and facilitated different services, such as Advance Care Planning (ACP) and counselling. It acted as a centralized hub for essential data, including mental health assessments and follow-up engagements.

This approach aided our staff in consolidating client information much more effectively, and allowed them to accommodate client needs to improve mental health outcomes and provide timely support where necessary.



Result

Since the implementation of the CRM system in 2021, our client base has seen an annual 270% increase, with the number of case records increasing dramatically. Capturing and tracking referral information has now been made easier, with crucial assessment processes such as Community Screeners increasing by 720%, and the number of discharged clients rising by 600%. As a result, the need for manual effort to track client data has been reduced significantly. With time and funds saved, we are able to focus more on organizing events aimed at promoting happier and healthier lifestyles, making a positive impact on our community.