OKLAHOMA Mental Health & Substance Abuse

OKLAHOMA ODMHSAS

Community-level insight to fight the opioid epidemic.

Oklahoma's Department of Mental Health and Substance Abuse Services used the Syntasa Opioid Response Solution, built with Google Cloud, to combine its data with digital behavior and see which communities need help most.

SECTOR
Public sector

INDUSTRY
State health: mental health and substance abuse services

REGION
Oklahoma

DEPLOYMENT
Syntasa Opioid Response Solution, built with Google Cloud

DATA
Treatment, prevention and overdose data, joined with web, app and search activity

USE CASES
Behavioral health insight, Community risk mapping, Outreach prioritization, Cross-agency data

DATA JOINED

3

kinds of data combined: services, outcomes and digital behavior

PREVENTION DATA

500+

school districts' prevention survey results being added

> **We have a lot of data, including a robust system to share data with other agencies, but we had limitations in getting to a granular level. The Opioid Response Solution helped us see different trends with treatment versus prevention, and to better prioritize strategic communications… to be more impactful with resources, time, and who to engage and when.**
>
> Heath Hayes, Chief Communications Officer, Oklahoma ODMHSAS

CONTEXT

The right treatment path, for every community.

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) exists to promote healthy communities and provide the highest quality care to enhance the well-being of all Oklahomans.

The opioid epidemic has affected the United States for more than 20 years, and the COVID-19 pandemic brought record increases in opioid use and overdose deaths.

ODMHSAS needed to find the best opioid treatment path for communities across the state, and to reach the people who need it most.

CONSTRAINT

Plenty of data, not enough detail.

- **Hard to get granular.** The department had a lot of data and a robust system for sharing it with other agencies, but couldn't break it down to a local level.
- **Disjointed sources.** Treatment, prevention and overdose data came in different formats and on different timescales, often months behind.
- **Communities differ.** Individual communities were suffering at different levels, so a single statewide response couldn't fit them all.
- **Sensitive citizen data.** Behavioral health data had to stay in a private cloud environment owned and governed by the agency.

TIMELINE

How the work grew.

20+ YEARS

A long epidemic

The opioid epidemic affects communities across the United States.

COVID-19

Record harm

The pandemic brings record increases in opioid use and overdose deaths.

PROOF OF CONCEPT

A granular view

Early work shows the department can understand the epidemic community by community.

NEXT

Schools and search

Plans to add prevention survey data from 500+ school districts, and search trends.

ABOUT OKLAHOMA ODMHSAS

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) promotes healthy communities and provides the highest quality care to enhance the well-being of all Oklahomans. It works with partner agencies such as the state's Medical Examiner's Office.

DEPLOYMENT

From agency data to a map of need.

Syntasa and Google Cloud built the Opioid Response Solution to help state and local behavioral health agencies unify the data on people seeking care.

01

Combine the sources

The prevalence of treatment and prevention services, incidents of overdoses and deaths, and web, app and search activity in different communities.

02

Join behavior and outcomes

Interactions on websites, apps and devices, outcomes from agency systems, and engagement with outreach on video, social and search, together.

03

Find the highest risk

Dashboards show the communities with the highest risk and greatest need, and separate the trends for treatment from those for prevention.

ARCHITECTURE

The Opioid Response Solution

Agency data
Treatment, prevention, overdoses and deaths

→

Digital behavior
Web, app and search activity

→

Syntasa with Google Cloud
Joined at community level

→

Dashboards
Risk and need, mapped

→

Outreach
Communications and services where they count

HOW IT WORKS

How a community's need is found

Combining digital behavior with outcome data is the key to seeing where help is needed most.

1 **Combine**
Treatment, prevention and overdose data from agency systems and partner agencies.

2 **Join**
Behavior on websites, apps and search, and engagement with outreach, alongside outcomes.

3 **Compare**
Separate trends for treatment and prevention, community by community.

4 **Prioritize**
Direct communications, resources and outreach to the communities with the greatest need.

> **“We saw in early proofs-of-concept that we could get much more granular in our understanding than before.”**
>
> Heath Hayes, Chief Communications Officer, Oklahoma ODMHSAS

RESULTS

The numbers.

MEASURE	BEFORE	WITH SYNTASA
Level of insight	Statewide	**Community level**
Treatment and prevention trends	Blended	**Seen separately**
Response to communities	One-size	**Individualized**

WHY SYNTASA

What made the difference.

- **Granular insight.** Community-level detail the department couldn't reach before.
- **Digital behavior adds a layer.** Web, app and search activity shows needs that agency data alone can't.
- **Data stays governed.** A private cloud environment owned and governed by the agency.
- **Disjointed data, joined.** Sources with different formats and timescales brought together.
- **Built for public health.** An Opioid Response Solution designed with Google Cloud for behavioral health agencies.

> **"What are people looking for? How does that inform risk factors? There's a lot of potential in merging our data with these search trends, which is very exciting."**
>
> Heath Hayes, Chief Communications Officer, Oklahoma ODMHSAS

About Syntasa

Syntasa is the data and AI platform that runs inside your own cloud, turning first-party data into models, audiences and real-time decisions without copying it anywhere else.

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