

MEDICAL USE CASE

PIDJ.CO

Utah Valley Counseling & Sela Health

SOLUTION PARTNER

Delivering Compassionate, High-Touch Patient Care Through Seamless Two-Way Communication

CLIENT	WEBSITES	VERTICAL	SOLUTIONS IMPLEMENTED
Utah Valley Counseling / Sela Health	utahvalleycounseling... selahealth.com	Medical (Mental Health Group Practice)	Mobile App, Multi-User Management, Contact Tagging, Smart Templates, Interactive Routing

 THE CHALLENGE: ENHANCING THE PATIENT EXPERIENCE AND STREAMLINING CARE COORDINATION ACROSS MULTIPLE CLINICS

Sela Health and its foundational practice, Utah Valley Counseling, operate a rapidly growing outpatient mental health group with multiple physical locations across Utah and Nevada. Dedicated to helping individuals and families move from crisis to connection, their clinical team provides specialized, evidence-based care for trauma, addiction recovery, anxiety, and relationship distress.

For a high-touch mental health practice, communication is not about cold, automated mass marketing blasts; it is a deeply personal, active conversation. Sela Health handles a balanced volume of highly interactive communications. Managing nearly 5,500 monthly conversational touchpoints across various physical offices created an operational bottleneck for their practice directors and clinic coordinators. They needed a way to eliminate phone logjams, manage specialized clinical inquiries, and streamline the patient intake journey without losing the empathetic, human touch critical to healthcare.

To optimize the patient experience and protect administrative bandwidth, the practice required a communication solution that provided:

- **Interactive, two-way texting** to easily handle scheduling, intake coordination, and real-time patient care follow-ups.
- **Multi-user platform access** so office coordinators across different regional clinics could manage conversations simultaneously.
- **Intelligent contact tracking** to sort patient inquiries by specific physical locations, clinician specialties, or community workshops.
- **Strict opt-in compliance frameworks** to carefully respect patient privacy and communication boundaries.
- **Empathetic, ready-to-use message templates** to maintain professional, consistent branding while keeping communications rapid and personalized.

THE SOLUTION: A PERSONALIZED PATIENT EXPERIENCE HUB POWERED BY PIDJ

The Pidj messaging platform provided Sela Health and Utah Valley Counseling with the exact toolset required to elevate their patient care coordination. Instead of deploying an impersonal broadcasting tool, the practice leveraged Pidj as a dedicated conversational hub centered around patient experience and operational efficiency.

The Pidj onboarding team worked closely with the group's leadership, ensuring that practice directors and clinic coordinators were fully confident and self-sufficient. By shifting high-volume, two-way logistics from phone lines to a centralized text dashboard, Pidj allowed staff to focus on what matters most: delivering exceptional, accessible patient support.

CORE PLATFORM CAPABILITIES IN ACTION



High-Touch Two-Way Interaction & Mobile App:

Empowers administrative coordinators to manage fluid, conversational text streams from desktops or mobile devices. With a near-equal split of inbound and outbound messages monthly, the platform comfortably handles heavy daily dialogue, giving patients a discrete, instant channel to coordinate their care.



Multi-User Licensing & Clinic-Level Assignment:

Provides simultaneous platform access for all office coordinators and Sela Health Directors. Inbound patient inquiries are cleanly distributed, ensuring messages are automatically visible to the staff members responsible for that specific geographic location.



Smart Contact Management & Tagging:

Automatically segments patient lists using dynamic tags. This allows staff to categorize contacts by their preferred clinic site or clinical track (such as trauma recovery groups or wellness workshops), ensuring relevant updates only reach the intended recipients.



Personalized Message Templates:

Staff can send pre-approved, warm, and professional text communications in a single tap. Using custom placeholders, messages automatically populate with the patient's name, coordinator's name, or localized office details to accelerate intake steps, scheduling check-ins, and clinic announcements.



Frictionless Opt-Ins:

A secure, transparent sign-up process flow protects patient privacy and builds deep therapeutic trust. Patients can cleanly opt into text communications and easily manage their communication preferences.



THE RESULT: ZERO MISSED CONNECTIONS, OPTIMIZED WORKFLOWS, AND DEEPENED PATIENT TRUST

By partnering with Pidj, Utah Valley Counseling and Sela Health successfully adapted their high-touch clinical philosophy to the digital age. Moving away from overwhelming phone queues allowed office staff to save valuable administrative hours and coordinate intakes with unprecedented speed. Simultaneously, patients benefit from a friction-free, deeply attentive experience that delivers immediate accessibility when they need it most. The result is an optimized patient journey that perfectly bridges the gap between clinical excellence and compassionate, responsive care.