

REVOLUTIONIZING BEHAVIORAL HEALTH CARE

The Philadelphia-based Tridium platform is elevating the efficacy of the nation's behavioral health care system—for good.

The American mental health industry is faced with enormous challenges. Historically high demands for care and a shortage of appropriate providers have only been compounded by a crippling pandemic. It's a daunting dilemma, but software pioneer Tridium is on a mission to tackle those challenges.

“Our company has been in the background of the mental health industry for a long time. Infrastructure isn't sexy, but behavioral health care has been forever changed by the work our company is doing,” says Mark Redlus, CEO.

The original Tridium ONE platform addresses two critical needs: helping patients access the right type of behavioral health care (whether that's counseling, coaching, psychiatry, or something else) and assessing patient outcomes to measure mental health progress.

The platform, utilized by over 7,000 clinicians nationwide, provides proprietary tracking tools that help patients self-report their status alongside the professional evaluations of their providers. Together, patients and



providers can modify treatment plans in real time to achieve the most efficient and effective care possible—even predicting the trajectory of their care into the future.

“Matching patients with their optimal provider is a huge part of effective treatment. Getting the right fit reduces treatment time by more than 40%, compared to the inverse effect of getting a less-than-ideal fit,” says Redlus. “That's pretty profound when you're talking in terms of someone's mental health and helping them feel better sooner.”

The Tridium team is continually upping the ante with more sophisticated AI and better networking programs to help more providers tap into the system. By the end of the year, Redlus predicts new users of the platform will be up and running in under an hour.

FUELED BY CURIOSITY

For Redlus and much of the Tridium team, there's a personal motivator to the work they do. Whether a personal struggle with depression and anxiety, witnessing a loved one in the throes of diminished mental health, or simply a deep empathy for those who battle with behavioral health, the Tridium team is compelled to make a difference.

“Our leadership team is incredibly diverse,” says Redlus, referencing the team of former C-suite health executives, fintech titans, and consumer product experts. “When you bring together this diverse mix of brainpower, you get breakthrough thinking. We are so blessed to be the opposite of group think.”

Curiosity, he believes, is the collective superpower of the team. It's a key ingredient in forging the new and ever-evolving frontier of designing dynamic, personally tailored mental health care. Empathy, too, is an enormous motivator for the team's day-to-day advancement of the Tridium mission.

“We feel so strongly that our product improves lives. If we can touch just one person's life, it's awesome. But we think about how we can help 50,000 people each day. That's the drive,” says Redlus. “Long after Tridium is gone or grows into something else, we want to leave a lasting mark on how mental health care is procured, obtained, and experienced in this country.”

