

**BUDGET PROPOSAL CONTACT INFORMATION**

Department Name: Psychological & Wellness Services

Create Date: 12/12/2025

Due Date: 02/06/2026

Submitter Name: Matthew Menchavez

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Department Head Approval:

Department Head: Ina Mohajerani

Requested Amount: **\$235,676**

**Departmental Information**

**STUDENT UTILIZATION**

Funds will be used to pay for contracted virtual healthcare services from TimelyCare (TC). Student Health Services (SHS) remains committed to providing compassionate, convenient and free health care services for current students at UW Tacoma. Since June 2023, UW Tacoma implemented the first year of a three-year contract with TimelyCare, a virtual healthcare service designed specifically for students of higher education. TimelyCare delivers free, equitable, on-demand medical care (functioning as a virtual urgent care), mental health support, crisis mental health services, care navigation, and basic needs assistance, serving as a 24/7 virtual extension of campus health resources with licensed providers in all 50 states who deliver high-quality care whenever and wherever students need it. Students can seamlessly log in to TimelyCare – which is both HIPAA and SOC 2 Type II compliant – online or through the mobile application using Single Sign-On (SSO) integrated with UW Tacoma IT to speak with a medical professional. Students can select on-demand medical services or schedule an appointment. On-demand services are available 24/7, and wait times are typically less than five minutes. When scheduling an appointment, students can select a date and time for a visit, as well as the provider who best meets their needs based on a provider’s area of expertise, language, and diversity preferences.

**CORE VALUES/MISSION ALIGNMENT**

Implementing TimelyCare as UWT’s Student Health Services (SHS) partner aligns with the Strategic Plan in several ways. The number one value of the Strategic Plan is Access. SHS understands that many students of higher education, especially UWT students, are low-resourced and have many competing responsibilities, as well as the relationship between health and student success. By providing on-demand, free physical and mental healthcare services any time anywhere, access to well-being enhancing services is practically barrier-free. Fully accessible services in turn keep students connected to campus and in class.

TimelyCare also directly aligns with the objective Students, Goal 2: enhance student well-being. TimelyCare practices a holistic approach to supporting student well-being by offering wrap around services to support the whole person. In addition to free, on-demand physical and mental telehealth care services, TimelyCare offers prescriptions and a prescription discount card similar to GoodRx, Psychiatric services and related prescriptions, health professionals such as licensed and registered dietitians, sleep and fitness specialists, Care Navigation to get students connected to in-person care local to them regardless of insurance status, and on-demand self-care content such as yoga and meditation, health coaching, and strategies to maintain college health concerns like stress management and healthy eating.

We are also adding a new service from Timelycare called CrisisNow that also aligns with enhancing student well-being. CrisisNow is a 24/7 Crisis based support service for students experiencing urgent mental health concerns.

Not only does TimelyCare directly align with Students Goal 2, but they also contribute to a more resilient and sticky campus. Health is considered the foundation of Maslow’s Hierarchy of Needs (1943, 1954). Offering holistic, free, 24/7/365, on-demand healthcare services directly supports student retention through access and connection to services they may otherwise have no access to, especially for higher-need and international students, so that they may engage with their academics to the best of their ability.

## SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

Beginning with TimelyCare implementation in June 2023, our goal was to increase awareness and usage of TimelyCare via an ongoing comprehensive marketing campaigns and intentional campus partnerships to get as many students registered with TimelyCare as possible. Extensive and intentional marketing of TimelyCare is ongoing since its implementation, including information about what TimelyCare is and how to register using the following strategies: developing informative webpages and incorporating them into HuskiesCare; flyers on all campus bulletin boards, on various tables in all buildings, and the TVs around campus; using sandwich boards in high-traffic areas; sending emails to all students; leveraging faculty connections by sharing marketing materials in PowerPoint sizes and speaking about TimelyCare in classrooms; training RAs and Pack Advisors how to promote SHS in their spaces with students; posting frequently to PAWS social media (@uwtpaws) as well as cross-posting to other Student Affairs social media accounts and the main UW Tacoma Instagram account; posting to the Grit List (maximum allowance); discussing TimelyCare in detail at New Student and Family Orientations (Fall, Winter, Spring, and International); partnering with ASUWT to develop new, exciting marketing materials such as Instagram reels; and offering a time-based incentive to increase registrations (\$50 amazon gift card).

We continue to prioritize collaboration with other Student Affairs offices to increase awareness and usage. The Health Promotion Specialist will continue to strengthen the Student Health presence on campus, particularly with faculty and academic advising, to solidify knowledge of "who to call" when supporting a student's well-being. One office SHS has collaborated with since the implementation of TimelyCare is with UWT IT services. SHS and the HPS worked with UWT IT services to allow incoming students to the Fall Quarter to be able to register for TimelyCare before the academic year started at New Student Orientation. Additionally, the Health Promotion Specialist will maintain the relationship between UWT and SHS via regular meetings, strategic use of user data, and working with the SHS team to increase SHS visibility, access, and usage.

## STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

Currently, there are 209 students registered for TimelyCare in the 2025-2026 academic year. In the previous years, registration has been between the mid to high 200s with 249 students registered for TimelyCare in the 2023-2024 academic year and 266 students registered in the 2024-2025 academic year. The 2025-2026 academic year is not over yet, so we anticipate students will register in the Spring quarter as well.

The largest age group to register for TimelyCare for all three academic years are students between the ages of 18-22. This is consistent with our efforts to promote TimelyCare during new student orientation where new students come to learn about UWT and the resources available to them. Subsequently, the next age group are students between the ages of 23-29 then 30-39 and finally 40 plus.

Breaking down student registration by ethnicity, across all three academic years those who identify as Asian or Asian American, and those who identify as White have been the two largest ethnic groups to register for TimelyCare since its introduction in 2023. Students who identify as Hispanic or Latino or Black or African American follows next and those who identify as biracial are other ethnic groups that consistently register for TimelyCare.

Regarding gender, across all three academic years there have always been more female students register for TimelyCare than their male counterparts. In the 2023-2024 academic year, the gender registration breakdown was 164 female, 85 male. In the 2024-2025 academic year it was 170 female, 90 male, and currently in the 2025-2026 academic year so far, it is 121 female and 82 male students registered for TimelyCare.

Since the TimelyCare contract with UWT started in the summer of 2023, the data that has been collected fully reflects the completed 2023-2024 and 2024-2025 academic years while data showing the 2025-2026 academic year reflects the end of Fall Quarter 2025 and the first two months of Winter Quarter 2026.

Students are not required to complete satisfaction data after their visit with TimelyCare, contributing to a less robust set of satisfaction data as compared to more comprehensive usage data. However, the satisfaction data to date is positive. Students report feeling hopeful about the future and feeling a sense of relief after their visit with TimelyCare. Students who have completed satisfaction data report that with the help of TimelyCare, they are more likely to complete their course of study or graduate, feel more comfortable engaging with peers, improve their grades, and remain in classes.

## COLLECTION OF FEEDBACK & IMPROVEMENTS

Per approval of Dr. Bernard Anderson, the TimelyCare contract has been renewed for another three years, after determining that this was the best option for UWT students. After reviewing several options, TimelyCare was determined to be the most cost effective while providing the greatest access to care. Since starting the contract, TimelyCare provides comprehensive and updated reports regarding total number of visits, visit ratings, visit reasons, on demand wait time, and percentage of after-hours/weekend visits.

Currently, as of February 2026, 331 students have completed the one-time registration process for TimelyCare. Aggregate data to date shows that students are utilizing all the services TimelyCare offers, with medical services being utilized the most often for the following symptoms: sore throat, cough, skin condition, painful urination, fever, upper respiratory infection, muscle ache, eye irritation, and sinus pain. Most common TimelyCare services include: MedicalNow (101 visits), Psychiatry (74 visits), TalkNow (51 visits), Health Coaching (14 visits), and finally ScheduledMedical (7 visits).

TimelyCare collects usage and satisfaction data from users and provides monthly reports to the Health Promotion Specialist. The Health Promotion Specialist uses these reports to inform marketing and awareness efforts, with plans to continue to use Social Norming Theory and Social Marketing Theory to highlight positive satisfaction data points to increase the number of student registrations. These two theories provide a framework for the Health Promotion Specialist to normalize a culture of positive decision making, e.g., utilizing health services available to you, while using evidence-based marketing methods designed to encourage behavior decision making within a prevention lens.

## SERVICE BENEFITS TO STUDENTS

In addition to healthcare access being a basic need, it is a best practice recommended by several health organizations, including the American College Health Association (ACHA), to provide low-barrier health services to students of higher education. This is evidence-supported and endorsed by the Masters-level Health Promotion Specialist. Healthcare services, including mental health support, are in-line with holistic models for student support in higher education. TimelyCare as UWT's SHS directly enhances student well-being by providing low-to-barrier telehealth care services, which positively impacts academic performance, success, and retention. SHS and evidence-based health promotion efforts are a key part of supporting the whole student and play a significant role in supporting student retention and success by providing preventative and secondary clinical care, management of acute and ongoing illnesses, psychiatric services, mental health support, care navigation, and prescription management. That SHS is accessible virtually; 24/7/365 makes it easier to connect to services and ultimately stay connected to UWT from anywhere.

## Staff Budget Requests

Category	Details	Amount Requested
Classified Staff <sup>2</sup>	The Health Promotion Specialist will manage the TimelyCare contract, meet with TimelyCare staff to discuss reports, and promote TimelyCare on UWT campus. <span style="float: right;">E001</span>	
	Classified Staff Wages:	<b>\$62,665</b>
	Fringe @ 32.5%:	<b>\$20,366</b>
PERSONNEL TOTAL:		<b>\$83,031</b>

## Other Budget Requests

Category	Details	Amount Requested
Contracted Services	The total cost of 1 contract year for TimelyCare and its services. <span style="float: right;">S001</span>	<b>\$152,645</b>
SUPPLEMENTAL TOTAL:		<b>\$152,645</b>

PERSONNEL TOTAL:	<b>\$83,031</b>
SUPPLEMENTAL TOTAL:	<b>\$152,645</b>
<b>COMPLETE PROPOSAL TOTAL:</b>	<b>\$235,676</b>

## Supplemental Documents



### CRISISNOW

This document explains what CrisisNow is and what services are available to UWT students when it launches in March 2026.



### TALKNOW

This document explains what TalkNow is and how what makes it different from CrisisNow.