

CASE STUDY

The Findley Foundation Creates a Safe Space with BlueJeans

The Findley Foundation's mission is to support people who are disadvantaged, underserved, or unemployed, so they can become healthy and whole. This support comes in the form of vocational training, case management, and health services.

Based in Milwaukee County, Wisconsin, the organization works with some of the most marginalized members of the community and aims to reach those with the least access to support services and learning tools. Board vice chair of the Findley Foundation, Dr. Stephanie Findley, says this is no easy undertaking.

"We provide case management to families who are in need," she says. "Our aim is to eliminate any barriers they have, whether it be employment, food insecurity, transportation issues, clothes, furniture, or even housing. We want to be able to provide them with the range of resources they need to go forward and be successful. And this means being available to them, providing accessible support no matter what the circumstance."

The Findley Medical Clinic has provided more than 4,000 COVID-19 vaccinations and booster shots to members of the Milwaukee community, who tend to be uninsured and underserved. But with all its other health services, the clinic had to transition online to ensure that patients had access to care, including sexual health and birth control, medication management, and urgent care.

Lockdowns proved especially challenging, with restrictions making it much harder for the organization to deliver vocational training and support services — and for people to access that support.



Industry: Healthcare

Challenge: The Findley Foundation needed to provide a safe space to conduct meetings, telehealth conferences, vocational training, case management, and health services for disadvantaged or underemployed community members.

Solution: The organization switched to BlueJeans Meetings for virtual meetings, lessons, and patient care.

Results: The Findley Foundation switched to BlueJeans Meetings with minimal disruption to its existing systems, cutting video conferencing subscription costs by 82%.

Since implementing BlueJeans Meetings, two classes have graduated with 100% participation.

The Findley Foundation Clinic can manage crisis situations and conduct telehealth conferences using BlueJeans Meetings.

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– DR. STEPHANIE FINDLEY, BOARD VICE CHAIR, THE FINDLEY FOUNDATION

The foundation’s team realized they needed to be able to provide safe spaces, even virtually, to encourage those in need to come for help and guidance.

This is where BlueJeans Meetings came into play. After a seamless implementation process, the organization was back in full swing — and could instantly reach even more people.

From its virtual clinic to its classroom, the foundation transformed the way it worked, to continue making an impact.

Driving Operational Efficiency

The foundation provides vocational training and education services that are designed to empower students and get them work ready. Switching to a virtual environment has drastically improved accessibility and participation in the classroom.

The foundation switched to BlueJeans when Verizon, its existing communications provider, offered to add it to Verizon’s subscription. For a small incremental fee per month, the foundation has been able to train more people while cutting video conferencing service subscription costs by 82%. This cost efficiency means there’s more money to spend where it matters.

The implementation has also saved time and eliminated the frustration of staff trying to work through complex systems and platforms.

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Since then, staff have been using BlueJeans for weekly staff meetings and board meetings, and for virtual telehealth services.

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Delivering Accessible Learning

One of the most efficient implementations, and one that has led to a significant rise in engagement, has been in the virtual classroom.

“Transportation can be a big issue for many of our students. They sometimes don’t have the resources to get themselves to in-person classes. But with the option to join via BlueJeans Meetings, our student attendance is up. In fact, the two classes that have graduated since our implementation had 100% participation.”

The ease of using BlueJeans Meetings and features like screen sharing and the raise hand and chat functions have enabled teachers to recreate classroom settings in a far more accessible way.

Switching back to face-to-face classes once restrictions eased led to a drop in attendance, so the foundation is working towards keeping a hybrid model using BlueJeans Meetings to maintain a high level of participation.

Enhancing Care Capabilities

The clinic offers primary care and urgent care services to families. During the pandemic, clinic services moved online using BlueJeans. The platform was used to conduct a range of virtual services, such as consultations with primary care providers and mental health specialists, as well as virtually delivering alcohol and other drug abuse treatment services.

“Without our video conferencing platform, we would not have been able to service all patients when we had to greatly reduce the capacity of our clinic in 2020. By switching to telehealth via BlueJeans, our community continued to get primary care, counseling, and more at a time when these services were needed most.”

Now, even with restrictions lifted, the clinic continues to improve its care capabilities and provide a range of mental health services via BlueJeans. This way, typical barriers like lack of transportation or childcare problems no longer get in the way of accessing support. In a crisis situation, this enhanced capability can make all the difference.

“We had, for example, a case of a suicidal client that led to a commotion and the police responding. Through BlueJeans Meetings, we counseled the client and successfully prevented the attempt. So, BlueJeans has been a real jewel for us.”

Overall, BlueJeans has optimized the way the organization stays connected with those who need it and allowed it to create a safe space in a time of crisis. By helping it provide mental health support, grief counseling, housing support, and health care in a virtual setting, BlueJeans has helped the foundation in its mission to empower and heal its community.

ABOUT THE FINDLEY FOUNDATION

The Findley Foundation is a non-profit organization based in Milwaukee County, Wisconsin that works to meet the needs of disadvantaged, underemployed, and underserved segments of the community. Its mission is to assist individuals in becoming healthy, healed, and whole by providing vocational training and education, case management, and health services.