

Elevate Student Support with the **CenterInsights™ Dashboard**

Soffer & Associates

Psychological Data Consultation

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CONTENTS

- Who We Are
- Why CenterInsights™?
- How it Works
- Project Timeline
- Partnership Options
- Meet the Team

WHO WE ARE

Soffer & Associates is a comprehensive psychology practice with expertise across multiple specialties. Our services include Data Consultation, led by owner and founder, Ariella Soffer, Ph.D., and her team of data scientists.

Together, they have created the **CenterInsights™ Dashboard**, a powerful data visual tool designed for directors of college and university counseling centers so they can see multi-dimensional analytics.

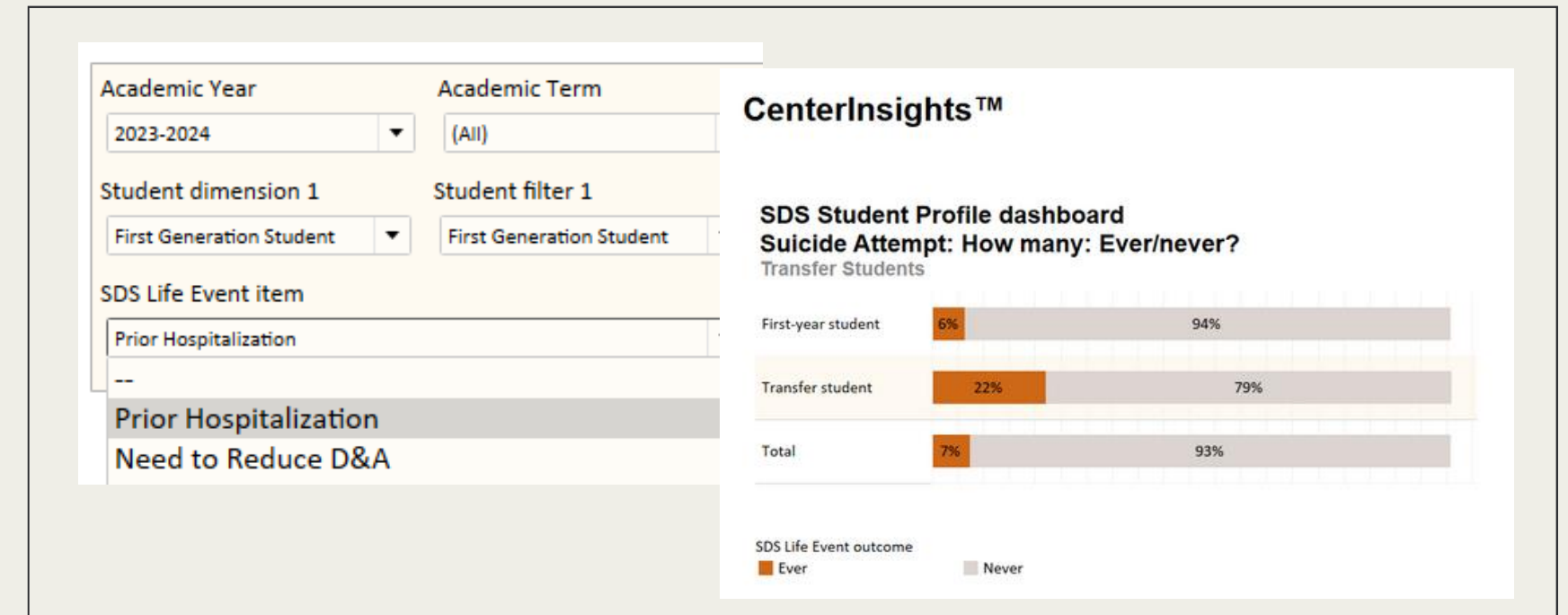
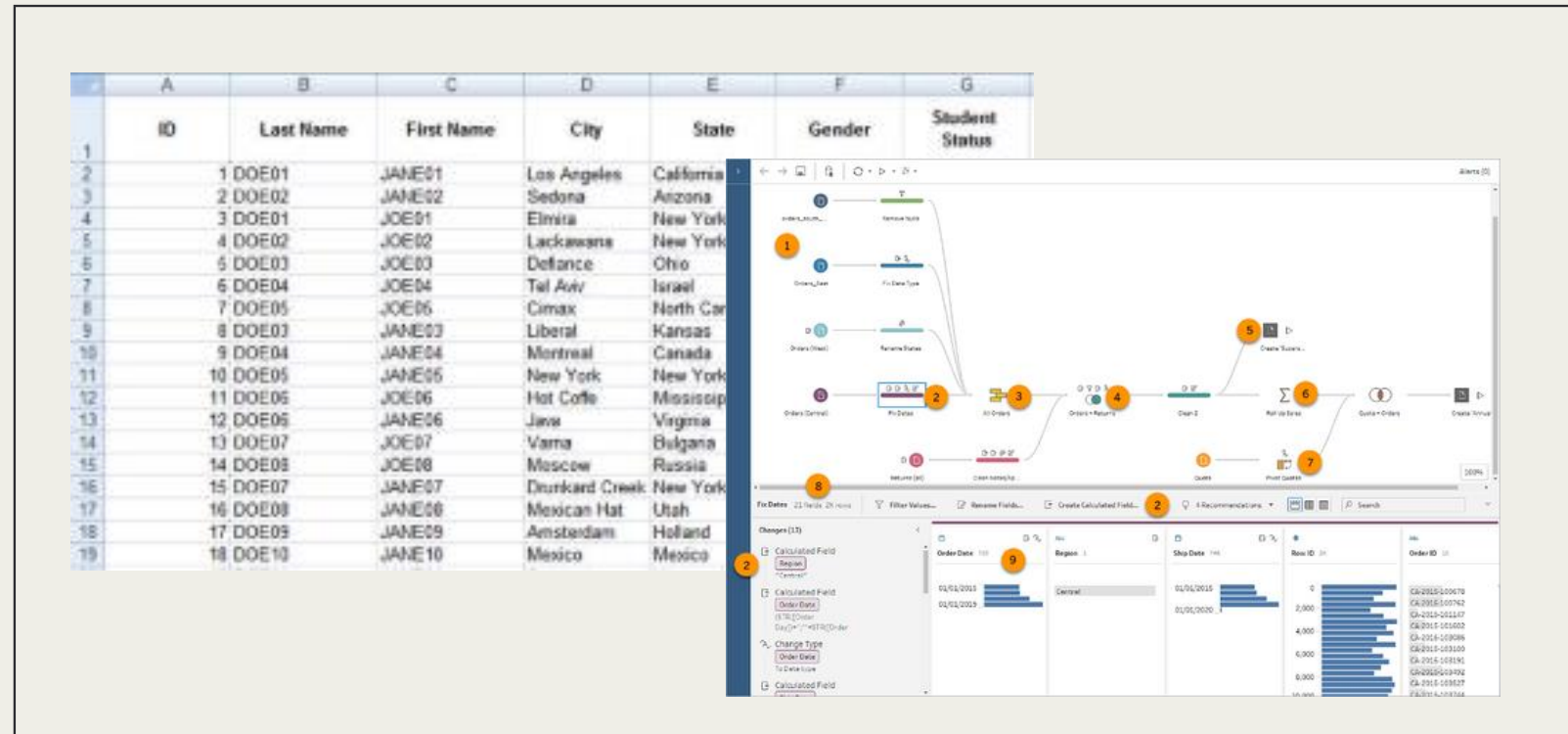
WHY CENTERINSIGHTS™?

Reporting from EMR systems is challenging. When we include multi-variable demographic questions, it becomes clear that the built-in reporting tools were designed only for exporting basic counts, not for handling complex data analysis. This creates a significant gap in understanding your student population, assessing the demands on your staff, and leveraging data to drive informed decisions. The Soffer & Associates Data Consulting Team specializes in unlocking the full potential of the data within your EMR system.

Our dashboard transforms your data into a visual tool so your center can:

- **Understand Student Needs:** Gain a comprehensive understanding of how diverse student populations engage with your services.
- **Make Data-Informed Decisions:** Leverage insights to refine clinical practices, allocate resources effectively, and improve outcomes.
- **Enhance Stakeholder Communication:** Provide detailed end of year reporting to demonstrate your impact and get ahead of changes in trends.

HOW IT WORKS



Data Access EMR Data Export

EMR data is exported from your counseling center software and transferred securely.

Data Integration Data Cleaning

Our team performs an extensive data cleaning, transformation, and matching process, unifying your student, calendar, and form data together to empower your center to access rich analytics.

Exploration Dimensional Filters

Dashboard filtering across multiple dimensions allows for analysis across years, terms, demographics, and clinical inventory items.

Impact Dashboard Visualization

Direct your questions for analysis, generate a chart for annual reports or to present to stakeholders.

PROJECT TIMELINE

Initial Consultation

Meet with our Data Consultation team to discuss goals and objectives for your center, review the CenterInsights™ Dashboard, and assess partnership opportunities.

Partnership Agreement

Align on all project details and timelines.

Export Data Forms

Integrate all form data to our platform and launch your personalized dashboard.

Check-In Meetings

1-2 meetings with our data team to assess progress and review any questions.

PARTNERSHIP OPTIONS

Student Profile Package

Baseline Partnership - \$10,000 →

CCMH form data alone - CCAPS, SDS, AUDIT, Case Closure Form.

With all the data from the CCMH forms input into our proprietary dashboard, leaders at a counseling center will now be able to see the intersection of student demographics and clinical life event histories (i.e., do certain racial/ethnic groups of students report higher rates of suicidal ideation or attempts?).

Utilization Profile Package

Enhanced Partnership - \$17,500 →

CCMH form data (CCAPS, SDS, AUDIT, Case Closure Form) and your EMR schedule / appointment data.

By integrating the appointment data from your EMR system with your CCMH form data, you can now see intersectional analysis: combine demographic, clinical, and operational data to explore strategic questions, such as:

- How do freshmen's intake profiles and service utilization compare to other student populations?
- Intake risk score; Distress reduction; Case closure satisfaction, Clinical hours, Appointments scheduled, cancelled, completed per sub group and populations; Wait time until first appointment; Cancellation/No-Show rate; Return rate; Utilization rate (clients ÷ population).
- Are student groups with high distress at intake showing significant improvement by case closure, and how does this compare to the average?

Additional Services - \$350 / hr

Additional services include, but not limited too, adding custom data forms for your center, calls outside the scope of your partnership, separate data requests, consultative sessions about recommendations on processes yielded from the results, etc.

MEET THE TEAM



Ariella Soffer, Ph.D.
Founder, CEO

Dr. Ariella Soffer is a clinical psychologist licensed to practice in New York and New Jersey. She graduated with honors from Brandeis University and then went on to earn a master's degree and Ph.D. in clinical psychology from Fordham University. She currently serves as a clinical faculty member at Rutgers University Graduate School Of Professional Psychology.

Dr. Soffer has been practicing for over a decade and has spent her career integrating the most effective theories and interventions into her therapeutic approach. The intersection of research and practice is always woven into her work.



Francis Yannaco
Lead Data Scientist

Francis Yannaco is a seasoned data scientist with over a decade of experience working with counseling centers, EHR/healthcare data, and academic data. He has developed executive dashboards for university counseling centers and leading pharmaceutical companies, merging data-driven decision-making with a focus on patient-experience.



Kristen Bocina
Business Development

Kristen Bocina brings over 15 years of experience in media, having represented top brands and managed high-profile partnerships. Her expertise spans sales, advertising, marketing, partner solutions, and project management. Now, she's channeling her skills to help connect people with the outstanding services offered by Soffer & Associates.



Thank you.

Schedule a Consult Today!

Email Us: ariella@drariellasoffer.com

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Visit our Website: drariellasoffer.com

