

# The Pros and Cons of Internet Based Service Locators

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# Outline

- ◆ Why Service Locators for the Behavioral Health Field?
- ◆ What are the types (Availability Locators and Therapist Locators)?
- ◆ Who is running them and how do they compare?
- ◆ What are the successes?
- ◆ What are the failures?
- ◆ What is the future?

# Why Service Locators for the Behavioral Health Field?

- ◆ Until the Internet most services were accessed by referral, phone and the Yellow Pages.
- ◆ In rural areas where resources are scarce.
- ◆ In urban areas where needs are diverse.
- ◆ Solution: match consumer needs with provider services.



# The Technology



- ◆ Database technology allows high speed search with immediate results
- ◆ Internet technology provides access “anytime, anyplace”



# The Marriage

Need meets technology  
(and live happily thereafter?)

# What types of locators are there?



- ◆ Service Availability Locators
- ◆ Therapist Locators
- ◆ Multi service sites with search mechanisms

# Who is running the these sites?

- ◆ Non-profit - consumer oriented
  - Government
  - Community
- ◆ Non- profit - provider oriented
  - Professional
- ◆ Non-profit - combined
  - Healthcare
- ◆ Profit - single focus
  - Proprietary
  - Corporate
- ◆ Profit - broad focus
  - Health Web Sites



# A Comparison

<b>Name</b>	<b>Type</b>	<b>Results</b>	<b>Content</b>	<b>Usage</b>
HelpHorizons				
Psychbase				
SexualTherapy				

# The Successes

- ◆ Services Delivered
- ◆ Reported Success
- ◆ Usage
- ◆ Funding



# The Failures

- ◆ The casualties
- ◆ Who is making money, anybody?



# The Future

- ◆ What do we see?

