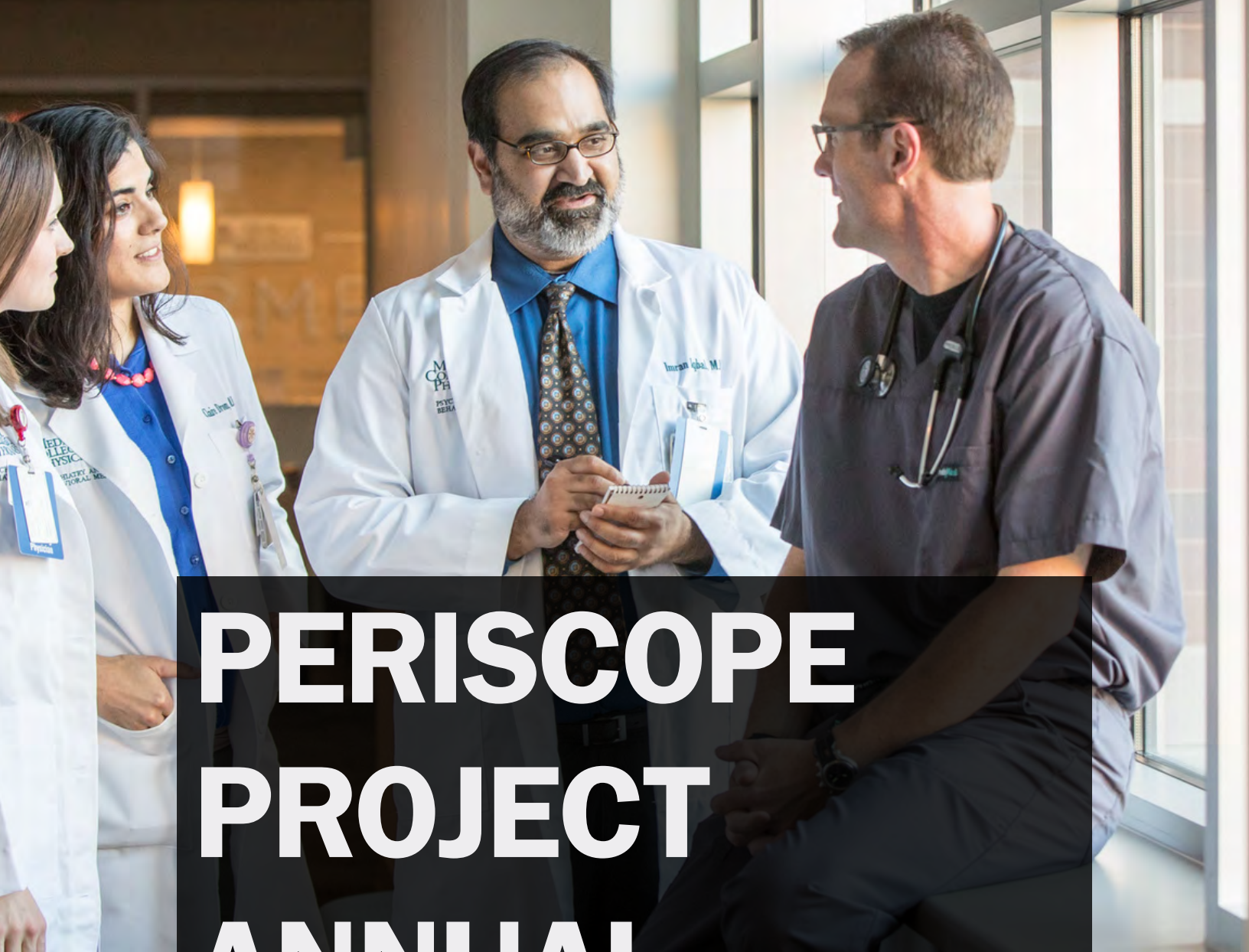




PERISCOPE PROJECT ANNUAL REPORT

July June
2024 - 2025

Wisconsin's Perinatal Psychiatric Access Program's operational data
highlighting the eighth year of operations

ABOUT THE PERISCOPE PROJECT

The Periscope Project (Periscope), a project of the Medical College of Wisconsin Department of Psychiatry and Behavioral Medicine, was created in 2017 to address gaps in perinatal mental health care options in Wisconsin. The Periscope Project (Periscope) is a perinatal psychiatric access program building capacity in front line health care professionals by offering three core services at no cost to utilizing health care providers or the patients they care for.

VISION

For all women in Wisconsin of childbearing age to have access to evidence-based perinatal mental health care.

SERVICES

Three core services offered to health care providers at no cost. Services are designed to build capacity in front line health care providers to diagnose and treat perinatal mental health (PMH) conditions.

Teleconsultation

Consultation regarding the mental health or substance use condition of a perinatal patient between an eligible health care professional and a sub-specialty perinatal psychiatrist within 30 minutes.

Resource Information

Sharing information with providers on local available resources that support the mental health and well-being of pregnant/postpartum individuals and their families.

Education

Educating health care providers on topics related to the treatment and diagnosis of perinatal mental health disorders through live presentations and online tools.



CUMULATIVE SERVICES PROVIDED



3,783

Provider to perinatal psychiatrist
teleconsultations



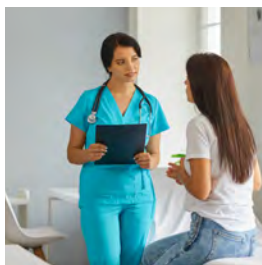
1,385

Received PMH
resource information



4,025

Educational presentations live and
recorded



1,276

Unique utilizing health care
providers and professionals

STATEWIDE INTEGRATION

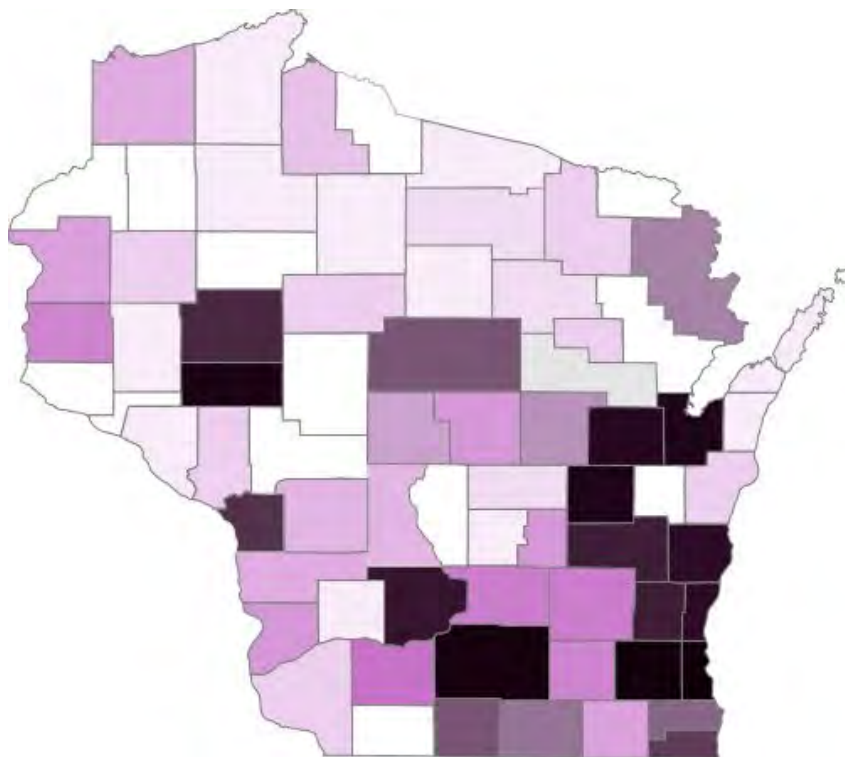
Periscope has had inquiries from 96% of Wisconsin counties where births occur in a healthcare facility.

HIGHEST UTILIZING COUNTIES

- Milwaukee (47%)
- Waukesha (8%)
- Dane (8%)
- Eau Claire (5%)
- Brown (4%)

UTILIZATION BY PUBLIC HEALTH REGION

- Southeastern (53%)
- Northeastern (18%)
- Southern (16%)
- Western (9%)
- Northern (4%)



“ I appreciate the ability to review these difficult patients with Periscope. This patient, in particular, has been quite a challenge and with the limited availability of psychiatrists in the area - especially accepting BadgerCare - I am afraid things could have been much more difficult for this patient.

Family Medicine Physician, Eau Claire ”

YEAR 8 DASHBOARD

“

Thank you for talking with one of our nurses regarding acute anxiety needs for a patient who called the clinic. This was so much more efficient than requiring her to make an appointment with a provider or seek emergency room care!

Midwife, Oshkosh

”



624

Provider to perinatal psychiatrist teleconsultations



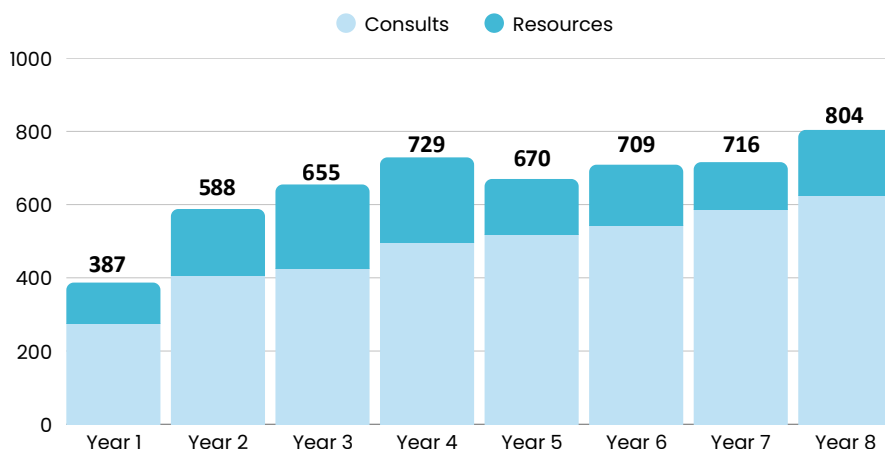
180

Received PMH resource information



747

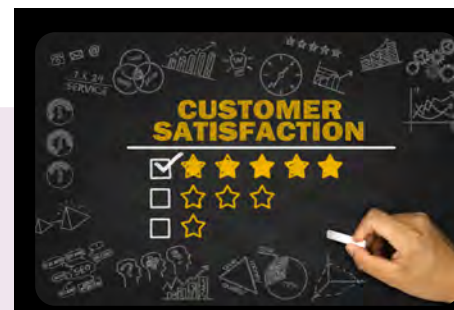
Educational presentations live and modules viewed



Beginning in year eight, Periscope began reporting 'encounters' as the total number of provider-to-provider consultations plus the number of PMH resources requests. This measurement better aligns with the methodology by Wisconsin's pediatric psychiatry access program, WI CPCP.

Based on a post-utilization survey with a 36% response rate, 100% of year eight respondents agree or strongly agree:

- They were **satisfied with the service they received**
- Indicate their most recent encounter **helped them to more effectively manage their patient's care**
- Indicate they **will incorporate the information they learned in the future care of patients**



ALL AREAS OF PRACTICE NEED SUPPORT

Perinatal patients typically engage with health care providers 20–25 times throughout a routine pregnancy and the first year of their baby’s life. These visits span a wide range of specialties, including obstetrics, family medicine, pediatrics, and behavioral health for those with existing mental health conditions. Each of these encounters represents a valuable opportunity to discuss perinatal mental health (PMH) concerns and conduct screenings. Recognizing the diversity of provider types involved in perinatal care, Periscope remains accessible to all disciplines and areas of practice that interact with perinatal individuals.

Most Common Type of Provider Inquiring

Psychiatric Nurse Practitioner
198 inquires (29%)

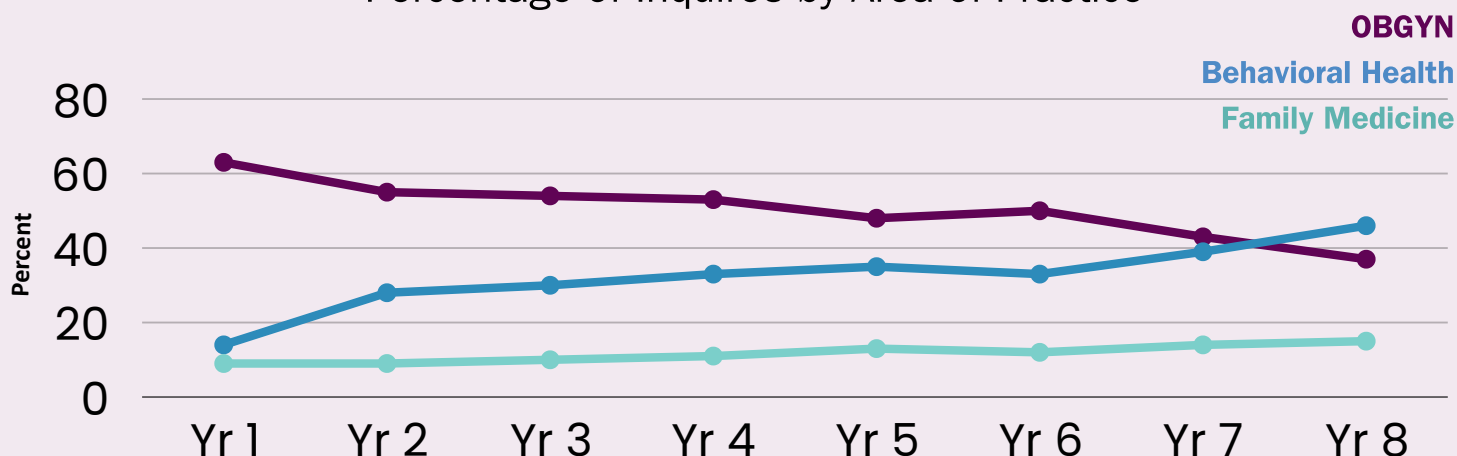
OBGYN Physician
122 inquires (18%)

Psychiatric Physician
98 inquires (14%)

Certified Nurse Midwife
86 inquires (13%)

Family Medicine Physician
79 inquires (12%)

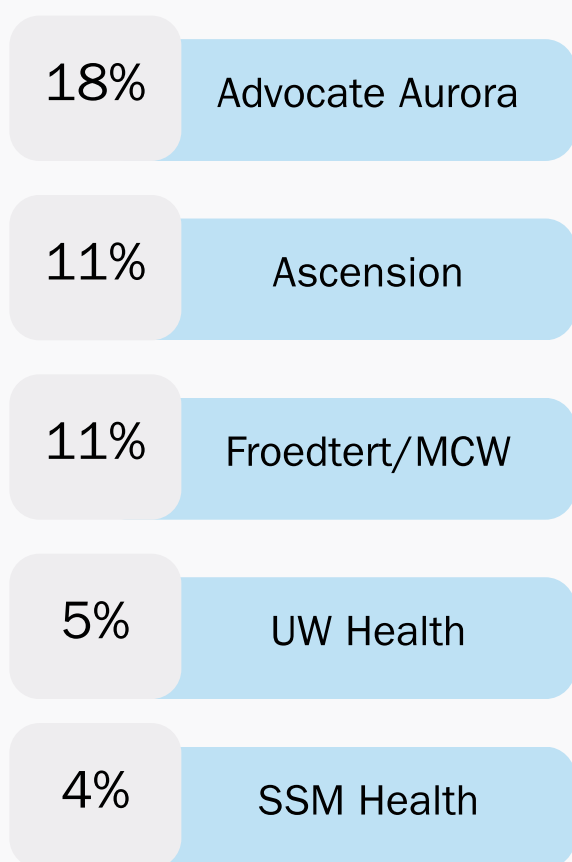
Percentage of Inquires by Area of Practice



In Year 8, inquiries from psychiatric prescribers, including psychiatrists and behavioral health nurse practitioners, continued their steady growth and became the most frequent source of consultation, surpassing obstetrics and gynecology providers. This trend highlights the limited availability of PMH expertise across Wisconsin and underscores the critical role Periscope plays in supporting psychiatric providers. As outreach efforts have expanded into more rural communities, inquiries from family medicine providers have also increased. These providers are uniquely positioned to offer preconception planning and late postpartum care—two phases where proactive mental health support is essential, especially given that most maternal deaths due to mental health conditions, including overdose, occur during the late postpartum period.

REACHING WOMEN REGARDLESS OF HEALTH SYSTEM AFFILIATION

Highest Utilizing Health Systems



Expanding access to perinatal mental health care across Wisconsin necessitates collaboration with all major health systems, and Periscope is successfully accomplishing this integration. The Periscope psychiatry team, composed of MCW faculty with clinical practices at Froedtert, has long-standing ties with both the OB/GYN and Psychiatry departments at Froedtert, predating Periscope's launch in 2017. This foundational relationship positioned Froedtert/MCW as an early leader in Periscope utilization.

Over the past three years, Advocate Aurora has consistently been the highest-utilizing health system, with Ascension matching Froedtert/MCW's engagement in two of those years. In Periscope's eighth year, SSM Health has shown notable growth in utilization, while Mayo Clinic and UW Health have maintained steady involvement. Periscope responded to real-time clinical questions from over 40 health systems, private practices, and county health departments—demonstrating its broad reach and responsiveness across the state.

This widespread and growing participation highlights the success of Periscope's outreach efforts. Providers statewide are building trust with the Periscope psychiatry team, resulting in more women receiving high-quality mental health care during the perinatal period, regardless of where they seek care. This diffusion of utilization underscores Periscope's value as a statewide resource and its critical role in improving maternal mental health outcomes across Wisconsin.

Health sites and systems with greater than 1% utilization from highest to lowest: Oakleaf Clinic, American Behavioral Clinics, Mayo Clinic, Bellin, ThedaCare, Outreach Community Health, Sixteenth Street Clinic, ProHealth, Moreland OBGYN, Roger's Behavioral Health, Aspirus, Women's Care of Wisconsin, North Central Healthcare

“The Periscope Project is an invaluable resource - after submitting my consult question, I received a comprehensive and thorough response with information that will allow me to provide safe and evidence-based care to my patient during her pregnancy. Will absolutely use this resource again.”

Psychiatrist, Milwaukee

INCREASED REACH

How Did you Hear About Periscope?



Outreach efforts remain central to Periscope's program growth. The most effective referral source continues to be trusted colleagues, accounting for 71% of new consultations or enrollments. Presentations by the psychiatry team and marketing materials contribute 10%, while professional networks such as the American College of Obstetrics and Gynecology (ACOG) and Wisconsin Association of Perinatal Care (WAPC) account for 9%. Outreach remains focused on obstetric practices, with increasing engagement from family medicine providers—who play a critical role in caring for patients with opioid use disorder, particularly in underserved and rural communities. Family medicine physicians were the largest first time utilizing provider type in year 8 demonstrating the success in reaching this provider group.

Outreach Presentations to Clinics and at Conferences

First Time in Front of Group (24)

Repeat Effort (13)



170

New health care providers inquired for the first time

From 34 counties

Milwaukee (44), Dane (19), Waukesha (12), Brown (12), and Winnebago (11)

More than 30 health systems/clinics

Advocate Aurora (23), Froedert/MCW (17), Ascension (14), UW Health (10), and ThedaCare (8)

Both prescribing and non-prescribing health care professionals in diverse areas of practice

Family Medicine Physicians (35), Psychiatric Nurse Practitioners (34), Psychiatrists (25), and Certified Nurse Midwives (20)



TIMELY ACCESS TO CARE

Despite their prevalence, PMH conditions are often under-recognized, underdiagnosed, and undertreated. While screening initiatives have helped providers identify patients experiencing mental health symptoms, a critical gap persists: many healthcare providers lack the training and confidence to treat mental health conditions during pregnancy and lactation. As a result, patients are frequently referred to psychiatric providers. However, access to psychiatric care is limited, with some Wisconsin counties lacking providers entirely, and waitlists can stretch for months. Even when patients are seen, most psychiatric providers do not have specialized training in perinatal mental health, further delaying appropriate care.

When have providers been in contact with patients at the time they contact Periscope?

Periscope is helping to close these gaps by empowering frontline healthcare providers to deliver timely, informed mental health support. Providers are now reaching out to Periscope the same day they see a patient, enabling immediate consultation and collaborative treatment planning. This rapid response model allows patients to bypass traditional barriers and receive effective care faster—ultimately improving outcomes for both parent and child.

43%

Same Day

Before, during, or after appointment and inpatient

43%

Seen Recently

Appointment was more 1 day or more ago

13%

Correspondance

Patient reached out online or by telephone

Periscope advertises a 30-minute turnaround for provider-to-provider phone consults during business hours, but typically performs better—75% of calls are connected to a psychiatrist within 15 minutes.

“

I am so grateful for the Periscope Project.

I would not be able to get this help timely or likely at all. The perinatal psychiatrist is so helpful!

”

Midwife, Eau Claire



What would the provider do if they did not contact Periscope about their patient?

- ✓ Consulted another professional
- ✓ Researched on their own
- ✓ Referred patient to mental health

PATIENTS WHO BENEFIT

Perinatal Mental Health (PMH) conditions are the most common complications during pregnancy, affecting up to one in five women. Periscope supports health care providers in addressing mental health concerns across the perinatal spectrum. The majority of consultations initiated by providers involve mood and anxiety disorders, a trend that has remained consistent since the program's inception. Over time, however, there has been a noticeable increase in consultations related to less common diagnoses, such as Attention Deficit Hyperactivity Disorder (ADHD), Substance Use Disorder (SUD), and psychotic disorders. This shift reflects both the growing utilization of Periscope's services from psychiatric providers and an increased comfort level among frontline health care providers in managing more complex mental health conditions during pregnancy and lactation.

Perinatal Status at the Time of Consultation

15%
Preconception

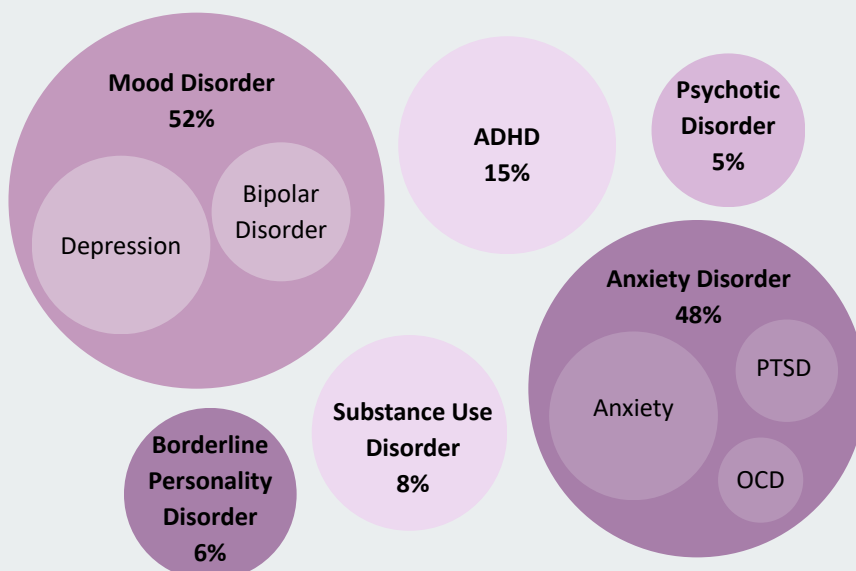
55%
Pregnant

29%
Postpartum



Over the years, Periscope has seen an increase in preconception and 1st trimester consultations. This shift indicates that healthcare providers are increasingly utilizing the access program earlier in the perinatal period, allowing them to identify and intervene with mental health symptoms sooner. This proactive approach reflects Periscope's success in encouraging earlier intervention, ultimately leading to better outcomes for mom and baby.

Most Common Diagnostic Concerns



EDUCATIONAL IMPACT

Periscope consistently delivers high-quality PMH education. This component includes on-demand presentations for clinics, organizations, and conferences; free webinars; introductory online modules; and a downloadable provider toolkit.

In year eight, Periscope continued to strengthen and expand its educational offerings. With increased time for perinatal psychiatry, the program nearly doubled the number of on-demand presentations compared to the previous year. Additionally, a second webinar series dedicated to opioid use disorder (OUD) was launched in 2025, addressing the intersection of PMH and substance use with targeted, expert-led content. As part of this expanded focus, Periscope collaborated with the Academy of Perinatal Harm Reduction to add a new resource to the provider toolkit: Using Harm Reduction with Clients Who Use Substances. This addition supports providers in delivering compassionate, evidence-based care to individuals navigating substance use during the perinatal period.

Provider Type Participating the Most



**6 Webinar Sessions
to 229 attendees**

Registered
Nurses



**30 On-Demand Presentations
to 666 attendees**

OB/GYNs



**711 Online Modules
inclusive of 6 modules**

Medical
Students

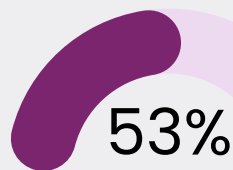
Periscope is effectively reaching a wide range of healthcare providers across Wisconsin—spanning various disciplines, levels of training, and geographic locations. By engaging a wide range of health care professionals, Periscope is building capacity at multiple levels of the healthcare system. This inclusive approach ensures that PMH knowledge is not only disseminated broadly but also integrated into everyday practice, maximizing the potential to make a meaningful and lasting impact on maternal mental health outcomes statewide.

SHARING PERINATAL MENTAL HEALTH RESOURCES STATEWIDE

Sharing perinatal mental health (PMH) resources is a vital component of Periscope's mission. While provider-to-provider consultations and educational offerings help clinicians build capacity and improve patient care, many individuals experiencing PMH challenges require a broader range of support to manage symptoms and maintain wellness. To meet this need, Periscope maintains a curated list of statewide resources, each with specialized training and experience in addressing mental health conditions during the perinatal period.

Periscope most frequently assists providers in connecting patients to psychotherapy services (53%), PMH support groups (48%), and psychiatric care options (38%). Although providers can reach out specifically for resource referrals, Periscope's triage staff routinely ask all inquiring providers whether they would like resource recommendations. In some cases, the Periscope psychiatry team may recommend psychotherapy, substance use treatment, peer-to-peer support, or a psychiatric evaluation as part of the patient's care plan.

Through this robust resource component, Periscope helps ensure that patients receive comprehensive care, ultimately improving outcomes for individuals navigating mental health challenges during the perinatal period.



received PMH resources after being
offered or recommended to by Periscope

Maintaining a database of PMH resources is valuable, but its effectiveness is greatly enhanced when combined with Periscope's real-time provider-to-provider consultation model. Most referrals to PMH resources didn't come from direct requests for information—instead, they emerged organically during consultations with Periscope staff or psychiatrists. These trusted experts often recommend or connect providers to appropriate resources during these interactions, resulting in more individuals receiving support than would have through the database alone.

THANK YOU



For more information contact theperiscopeproject@mcw.edu