



## “Closing the Gaps in Student Behavioral Health Care”

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ProtoCall Services, the nation’s leading provider of behavioral health crisis line and contact center services to colleges and universities announced its acquisition of WellTrack, the leading on-line provider of interactive self-help therapeutic tools for college and university students across the US and Canada. ProtoCall has acquired WellTrack’s assets, intellectual property, and its key employees, who will continue to operate under the same WellTrack brand and leadership.

Founded in 2014 and based in New Brunswick, Canada, WellTrack has grown to serve over 70 universities with over 2 million students on those campuses. “Our platform uses innovative, research-based tools to help busy students stay more emotionally and mentally healthy. The WellTrack App is moving mental health forward and helping our customers move beyond the old-fashioned problems of long wait times and poor patient communication,” said UNB professor and WellTrack CEO and co-founder Darren Piercey, PhD.

“Our acquisition of WellTrack is an important addition to ProtoCall’s 26-year mission of closing the gap in immediate access to behavioral health care,” said Phil Evans, President and CEO of ProtoCall Services. “And now, with the massive disruptions caused by the coronavirus, closing these gaps are more important than any of us could have imagined just a few short months ago.”

ProtoCall serves nearly 300 colleges and universities by ensuring that students have 24/7 access to a licensed behavioral health clinician. “With WellTrack on board, we can now offer a more comprehensive set of resources to our campus partners by integrating the digital health platform with direct access to the call center,” said Evans.

“We’re excited that we have found a truly aligned partner in ProtoCall, with a mission that compliments and advances WellTrack’s own vision and purpose,” said Dr Piercey. “In addition to having WellTrack’s powerful digital resources in their pocket, we can offer our users the ability to immediately reach out to a live counselor, any time, with just a push of a button inside the App!”

While WellTrack has been focused on behavioral health in the Higher Education markets, ProtoCall's customer base extends to over 400 organizations including numerous Employee Assistance Programs and Community Mental agencies. Both organizations see significant opportunity to customize the WellTrack platform to address a much wider population with similar needs.

"From our first meeting with WellTrack, we felt this acquisition represented a one-of-a-kind opportunity for us to make a meaningful leap forward together in ensuring access to quality care for all of our current and future customers," said Evans. "And after getting to know the people behind WellTrack, we couldn't be more excited about being on the same team."

ProtoCall and WellTrack will continue to offer the same high quality, relationship focused-service that their customers have come to expect. Both current and new customers will soon be able to sign up for options for integrating the digital app experience with one-touch access to a call center clinician 24 hours a day.

You can learn more by visiting [www.welltrack.com](http://www.welltrack.com) and [www.protocolservices.com](http://www.protocolservices.com). For more information contact us at [info@protocolservices.com](mailto:info@protocolservices.com).