Supporting the Increasing Demand for Mental Healthcare
Resulting in Excess Costs, Lost Productivity, Turnover, and Suffering

Half of adults have mental health issues in their lifetime; 1 in 5 each year

Workplace stress alone produces **$190B in U.S. health cost** and $1T in global productivity loss annually[1]

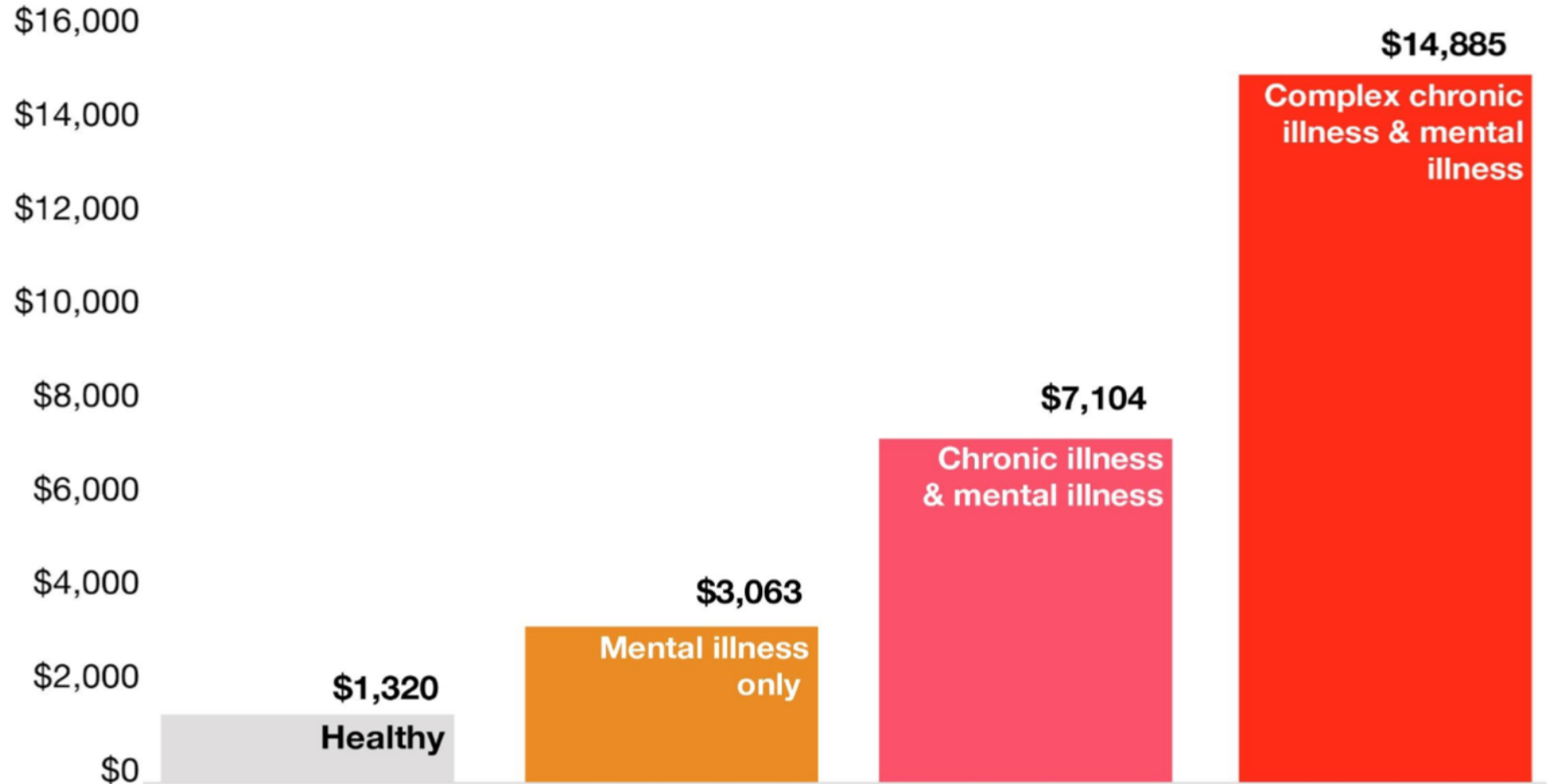**250,000** more behavioral health professionals needed to meet demand over next 5 years[2]

❖ **COVID-19** exacerbated mental health challenges -- **Anxiety and Depression rates 2X - 3X**
❖ **Increased rates likely to last 3-7 years!**

1 Harvard Business Review, "Burnout Is About Your Workplace," Not Your People, by Jennifer Moss, 12/11/19

BCBSA
WEBINAR SERIES

BlueCross BlueShield Association

Rising Costs of Comorbidities

- For millions of individuals, medical conditions are at least partially related to mental health

- Those with complex chronic illness and mental health use the ER 4x more and cost 5x more

Average annual per capita spending 2013-15 for individuals with employer-based insurance

$16,000	
$14,000	**$14,885** Complex chronic illness & mental illness
$12,000	
$10,000	
$8,000	**$7,104**
$6,000	Chronic illness & mental illness
$4,000	**$3,063**
$2,000	Mental illness only
$0	**$1,320** Healthy

Source: PwC Health Research Institute analysis of Medical Expenditure Panel Survey data for individuals with employer-based insurance, 2013-15

Polling Question

1. In your opinion, how effectively can digital behavioral health self-care tools be used to improve outcomes?

    a. Not effective

    b. Somewhat effective

    c. Very effective

    d. I'm unsure

# We Researched A New Model for Mental Healthcare: Organizations' Reported Wish List for a Population-Based System

✓ A Gateway – for all members, employees & patients – no cost to users

✓ Positive framework – destigmatize seeking help

✓ Evidence-based (what works) – work upstream

✓ Broad topics – engage people wherever they are in their journey

✓ Connect people to services and clinicians – when needed

✓ Anonymous and safe

<u>Integrated User Experience</u>:

Access

Self-Care

Equity

Triage

Professional Services

Analytics

Reframing the Mental Health Journey

Let's start with a "2D" positive framework....

Flourishing

Mental Illness ←———————————→ No Mental Illness

Languishing
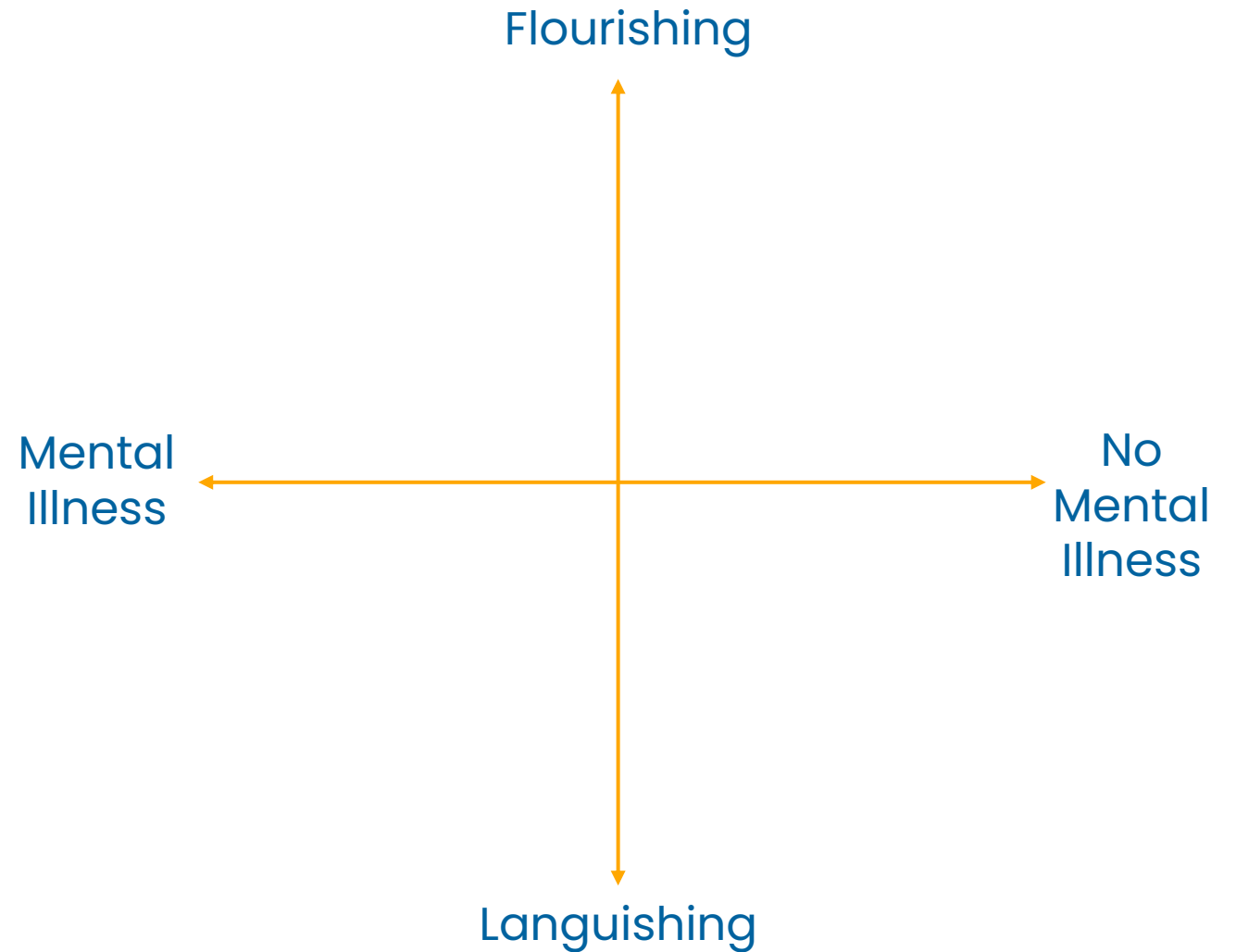
Reframing the Mental Health Journey

Let's start with a "2D" positive framework....

- People can see themselves in this framework

- Engages people to care about themselves

- Reduces stigma of single dimensional labeling

- Improves productivity and wellbeing

Flourishing

Mental Illness

No Mental Illness

Languishing
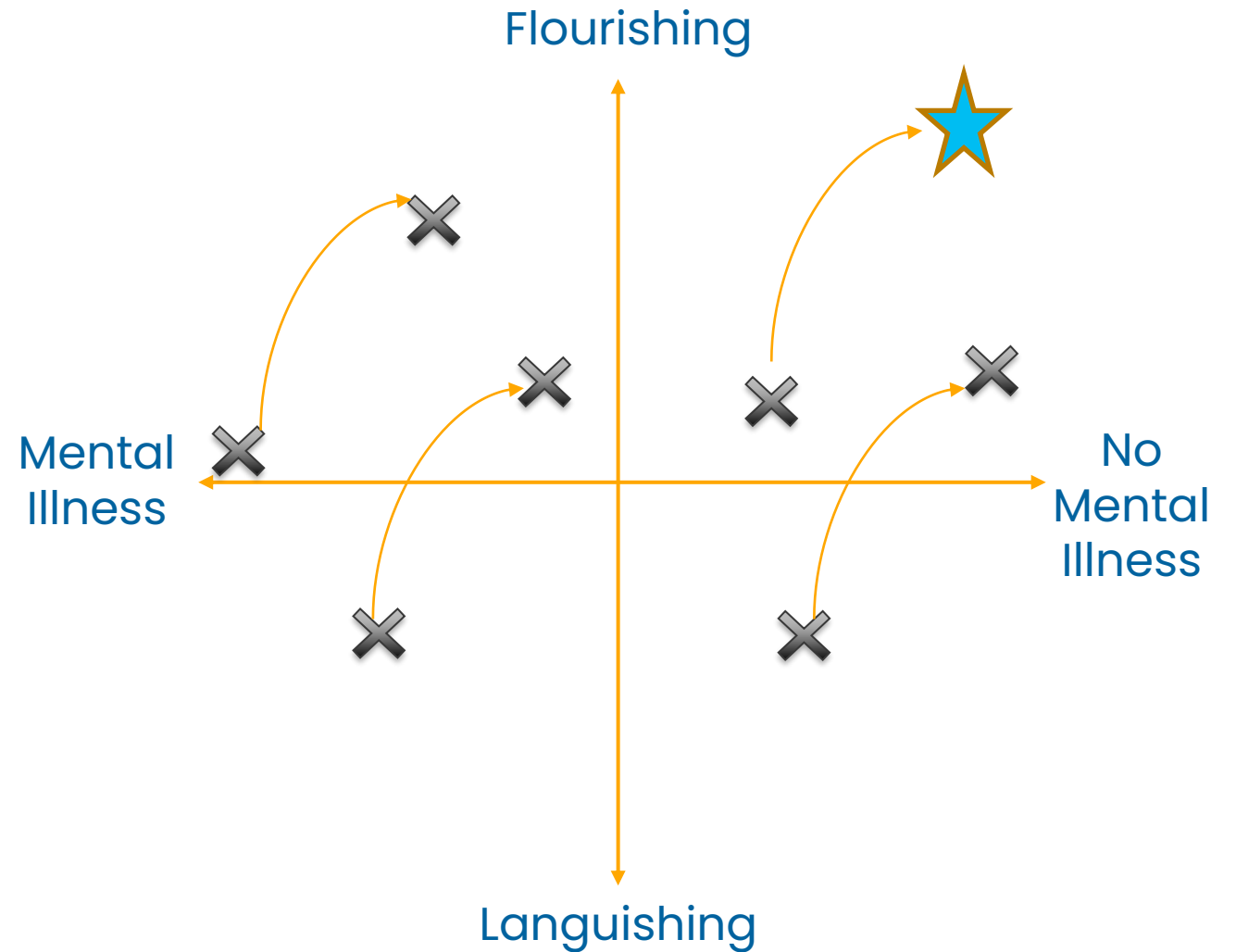
Population Mental Health
Full Continuum of Care

Self Care – 75%

Prevention	Early Intervention	Navigation

Evidence-based Self Care

+

Professional Services – 25%

Therapy	Medication

Digital Therapeutics and Care

Does this stuff really work? Yes.

- **Exercise.** 34% reduction in depression, as effective as antidepressant medication and psychotherapy.

- **Meditation/Mindfulness.** Reduces blood pressure, symptoms of irritable bowel syndrome, anxiety, depression, chronic pain, and insomnia.

- **Being in Nature**. Outdoor, nature-based exposures found to have a positive effect on stress relief.

- **Tai Chi.** Improves multiple outcomes including sleep, daytime functioning, depression, quality of life, and cognitive functioning.

- **Art Therapy.** 81% of Creative Art Therapy studies report reduction of stress.

- **Yoga.** 74% note significant decrease in stress and/or anxiety symptoms with Yoga.

- **Mindfulness-based Therapy.** Improved outcomes for depression, large meta-analysis.

- **Mindfulness-based Therapy.** To treat substance misuse relapse: 64% decreased risk of drug relapse, 69% decreased risk for alcohol relapse.

- **MD Guided Self-help Depression Program.** 51% reduction in depression symptoms and 49% reduction in anxiety symptoms.

The "Solutions" Landscape is Crowded and Confusing

Resulting in Decision Paralysis and Fragmented Solutions

20,000+ mental health apps - most of them point solutions - make it overwhelming and ineffective for members

Organizational changes versus personal transformation

Lack of up-to-date member data and analytics make it hard to optimally serve members and the aggregate population

Polling Question

2. How much of a priority is it for your health plan to add digital self-care tools for behavioral health in the next 12 months?

    a. Not a priority – we already have the digital tools we need

    b. Not a priority – for other reasons

    c. Somewhat of a priority

    d. Major priority

    e. I'm unsure

CredibleMind Mental Wellbeing Platform
Helping People Flourish in Their Daily Lives

- **Evidence Based Self Care**: Digital ecosystem of 230+ Topic Centers and more than 16,000 curated and vetted resources covering topics like depression, anxiety, sleep and substance misuse.

- **Provides for individual learning styles** with apps, podcasts, videos, online programs, articles, books and more.

- **Triage:** Scientifically validated and user-friendly assessments to help individuals understand their own mental health strengths and challenges and triage to right level of services.

- **Micro-targeting and customization features** enable users to find personalized resources relevant to their interests (filters, AI driven recommendations, etc).

- **Services (engagement and analytics):** provide content (blogs, newsletters, lists, etc) and communication, analytics and best practice sharing.

Outcomes of the CredibleMind Self-help Approach

- **85–90%** "thumbs up helpful" and would refer to a friend

- **71%** better understand mental health strengths and challenges

- **70%** feel better about themselves

- **61%** learned new skills/practices

- **57%** positively changed behavior

- **55** NPS

![CredibleMind logo]

Helping People to Flourish

- Whole person and Whole population approach

- Hyper-personalized and vetted mental wellbeing content

- Frictionless, consumer-grade digital experience

- Proactive Engagement and navigation to the right next steps

- Sustained behavior change

- Actionable analytics and insights

BlueCross
BlueShield
Association

Horizon Behavioral Health℠

Expanding Behavioral Health Access Through Innovative Solutions

Horizon Behavioral Health

Innovative Ecosystem of Solutions
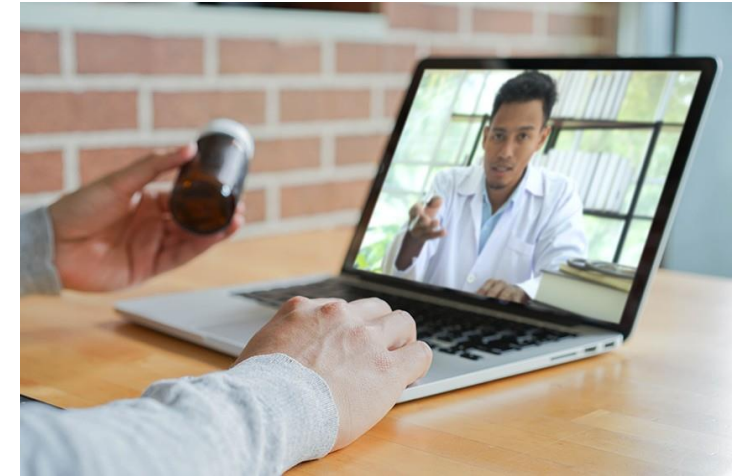
Virtual solutions we've brought to the market

- Improve speed to care
- Diversify network options for members
- Drive outcomes based care

Specialty providers treatments include those

- Treating eating disorders, obsessive compulsive disorder, and substance use disorders
- Providing Medication Assisted Treatment

In-Network virtual solutions are integrated with the health plan

- Increases number of referral paths
- Allows for bi-directional referrals
- Streamlines connection to care

Polling Question

3. From your vantage point, what is the most pressing concern in our behavioral health system?

   a. Access to care (wait times, availability of providers/services)

   b. Outcomes from care

   c. Workforce shortage

   d. Navigation into and transitions between levels of care

   e. Need for integration of physical and behavioral health

   f. Multi-Tiered system (Medicaid/Medicare and Commercial plan differences)

   g. Other

Horizon Behavioral Health in Action

Anxiety and depression

Alcohol and substance use disorder

Specialty programs

Emotional health and wellness

Self-referral

Predictive analytics

PCP/specialist provider

BH provider
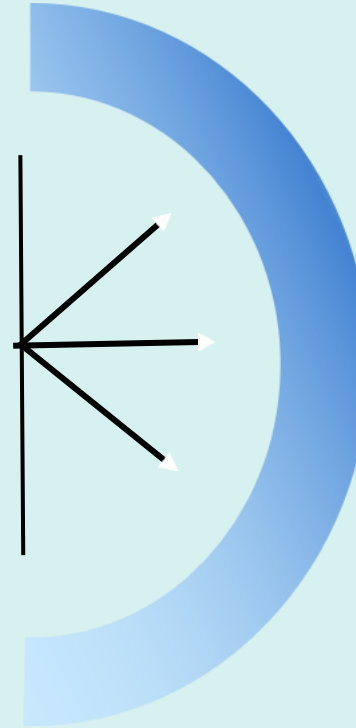
Digital front door
- Self-support resources
- Branching logic assessments
- Recommended treatment & support
- Direct appointment scheduling

Ecosystem
- Full suite of 15+ adult & pediatric clinical & non-clinical solutions

Integrated System of Care Program (ISC)
- For SMI & SUD members with PH & SDoH needs

Behavioral Health Digital Front Door

Our digital front door enables members to take assessments & directly schedule appointments
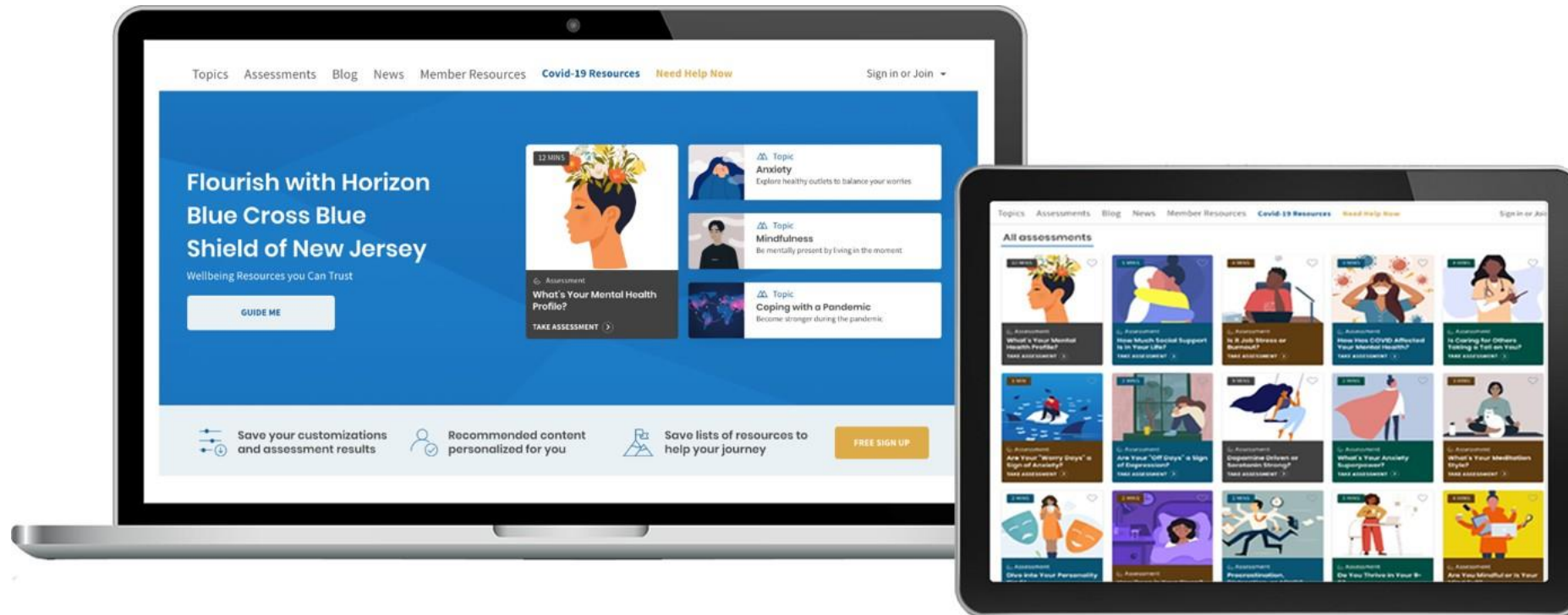
Members can access 1,000+ resources via our virtual front door
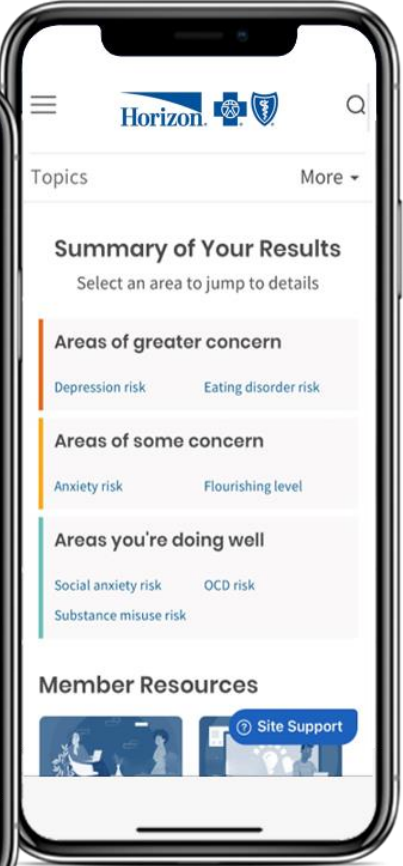
Virtual Platform Screenshots

Home Screen

Resources

Scrolling topics
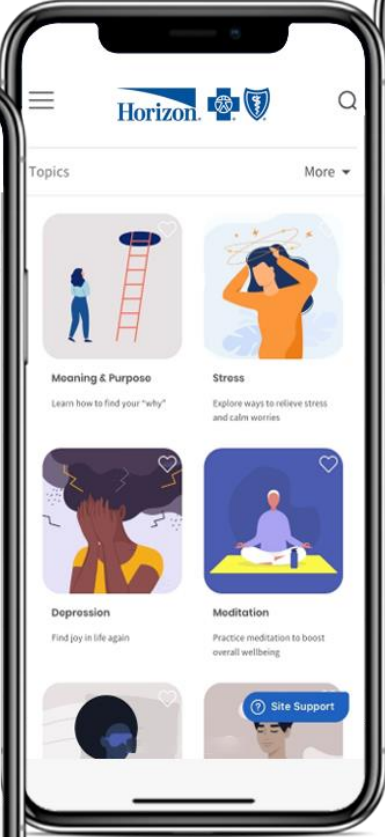
Assessments

Summary results

Help is on the Horizon: Wellness Check-In

Assessment Results

YOUR RESULTS FOR
"Help Is on the Horizon: Wellness Check-in"

Share

Summary of Your Results

Select an area to jump to details

Areas of greater concern	Anxiety risk	Depression risk	Substance misuse risk
	Flourishing level		
Areas of some concern	Social anxiety risk		
Areas you're doing well	Eating disorder risk		

Horizon Resources For You

Based on your assessment results, the in-network services below are recommended for you.

If you do not see any services based on your results or want to see a full list of all available services visit the resource page, the health plan directory, or, if you would like live help please contact Horizon Behavioral Health at **1-866-460-4910.**

Integrated System of Care

Support, navigation, and care for adults with serious mental illness or substance use disorder

✔ Whole person care
✔ Locations throughout NJ

✉ HEP_BH_Referral@horizonblue.com

Learn More

Virtual Substance Use Disorder Care

Recover from SUD at home with medication and online therapy

✔ Fully virtual
✔ Medication management available
✔ Available for ages 13+

Learn More

Office-Based and Virtual Substance Use...

Outpatient treatment for SUD including opioid and/or alcohol use disorder for adults

✔ In-person or virtual SUD treatment
✔ Medication assistance available
✔ Available for ages 18+

Learn More

Virtual Serious Mental Illness Treatment

Experienced providers specialized in virtual treatment for patients with Serious Mental Illness (SMI)

✔ Virtual care for bipolar I & II, personality disorders, schizophrenia, and more
✔ Case management and medication management available
✔ Available for ages 6+

Learn More

Questions and Answers