

**Welcome!**

# **Digitally Integrate Behavioral Health to Elevate Experience and Streamline Navigation**

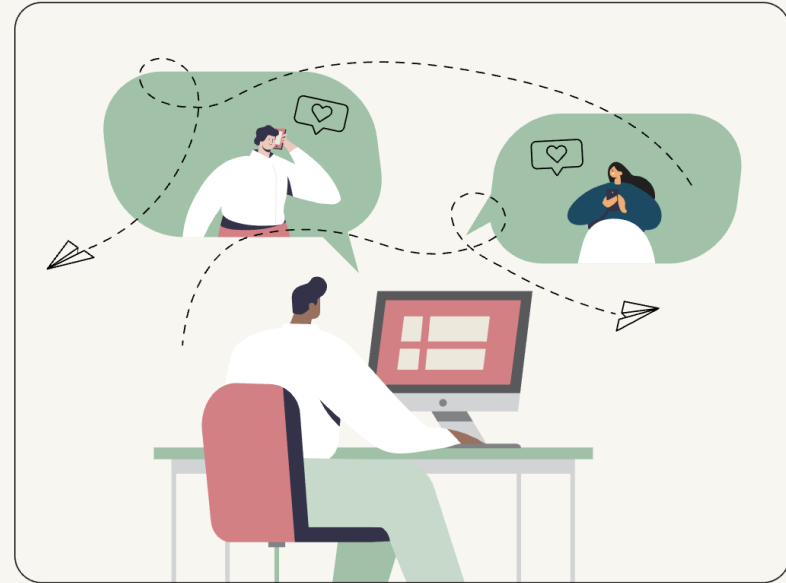


Apr 2, 2025



11:00 am EDT

Presented by



# Our Speakers



**Aaron Kessinger**  
**Michael Best Strategies**



**Clayton Nicholas, MBA**  
**CredibleMind**



**Jennifer Christian-Herman, PhD**  
**Blue Shield of California**

# Poll Question #1

**Do you proactively screen members for behavioral health challenges today?** Check all that apply.

- We screen all members routinely
- We screen those who call in
- We screen them as part of our digital programs
- We rely on our network providers to screen them
- We do not screen members

## Poll Question #2

What Behavioral Health-specific care navigational support do you offer? Check all that apply.

- We have a resource center on our website
- We offer phone-based general care navigation
- We offer phone based behavioral health care navigation
- We offer AI Chat care navigation help (generally)
- We offer AI Chat Behavioral Health navigation (specifically)

## Poll Question #3

**Where is your organization in integrating Behavioral Health into a “whole person” model (physical and mental healthcare together)?**  
Check one.

- We have a fully integrated model today
- Work is in progress toward an integrated model
- We're considering it but haven't yet started
- We're not considering it.



# **Michael Best Strategies<sup>®</sup>**

## **Healthcare Innovation Group**

Aaron Kessinger | Principal

## Mental Health Expanding Landscape



- Federal and state laws mandate that Payers have parity for mental health services
- We've come a long way since 2009 (parity)
  - 2023 Final rules and clarifications released
  - Medicaid is the single largest payer of mental health services\*



It is becoming widely understood that mental health issues have a significant impact on Physical health and costs, prompting CMS to begin coverage for coaching



- Payers are increasingly covering a wider range of mental health services through:
- Value-based care
  - Integrating mental health into PCP settings
  - Embracing telehealth and digital mental health tools
  - Focusing on prevention and screening
  - Future: AI

\*Medicaid.gov

## Challenges Payers Face Today

### Provider shortage:

- Substantial percentage of US in shortage areas
- Long wait times
- COVID exacerbated the already existing landscape
- Low reimbursement versus medical

### Navigation:

- Lack of knowledge of what care is available to them from their carrier
- Members already struggling are not sure **where to go** or how to initiate care
- PCPs try to help, but still lack guidance

### Engagement:

- Mental health stigma
- Application fatigue
- SDOH challenges – can they access care options provided?
- Will virtual coaching options improve engagement

### Measurement:

- Increasing quality metrics requirements & screening, MIPS\*
- Stronger rules to enforce, MHPAEA
- Establishing ROI to align to investments

\*Merit-Based Incentive Payment System [CMS]



## Where are Payers Seeing Opportunities?

### Telehealth and Digital Mental Health Tools

- Expands Access, and coaching options
- Additional Engagement opportunities
- Creates a defined path for improvement

### Data and Outcomes

- VBC arrangements allow more access to specific quality measurements and outcomes
- More focus on measures that lead to long-term engagement

### Integration with Primary Care

- Whole person care
- Chronic Care

### Prevention and Early Intervention

- Screening tools for better guidance
- Caregiver resources
- Easy and navigable tools

# Some themes from our in-progress research on Behavioral Health Member Navigation with your peers...

## Most

Say improving Behavioral Health is a “top 3 priority.”

## Top Gaps

- Network size
- 1:1 Coaching
- Integration with physical health

## 2 in 3

Screen members proactively to support triage and navigation.

## > 50%

Are considering or working on a “whole person” care model.

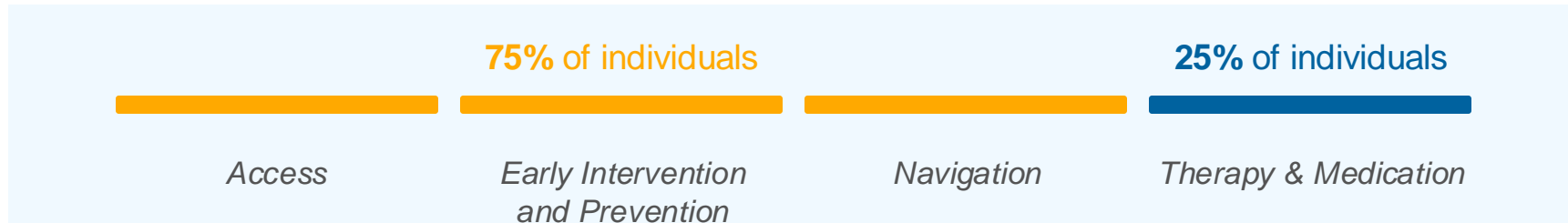
**...if you would like to participate in this study and receive results, please let us know!**



**The Behavioral Health  
Activation Platform**  
**Light the path to better mental  
health for members.**

April 2, 2025

# We need to bend the trend with a population-based approach that works “upstream”



## Examples:

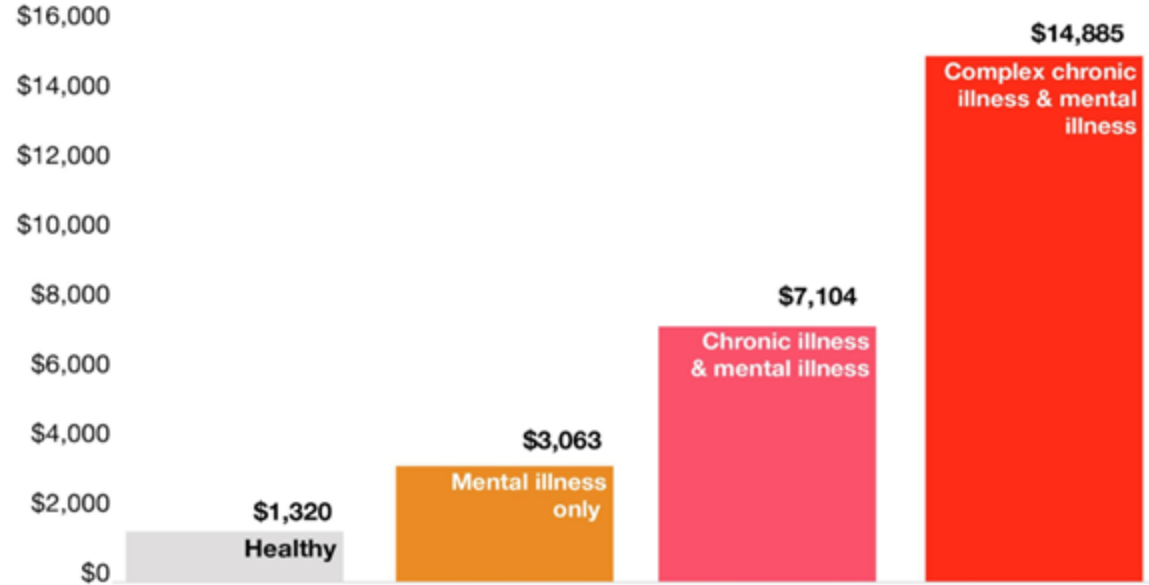
- Mindfulness
- Meditation
- Art Therapy
- Sleep Hygiene
- Yoga
- Guided Self-help Interventions



# Rising Costs of Comorbidities

- Mental illness compounds the effects of chronic illness for millions of people
- **2x readmission rate** for patients with mental health and comorbidity
- 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



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

# That's why we created CredibleMind.

CredibleMind now *reaches over 40 million people*, through over 120 customers in over 200 communities across the U.S.

## Our Solutions: CredibleMind Platform



## Digital Ecosystem SelfCare

- Custom resources
- 20+ assessments
- 100+ topic centers
- 20,000+ resources
- Learning Lab
- Engagement analytics
- Communication kits

## Tailored Triage SmartScreen

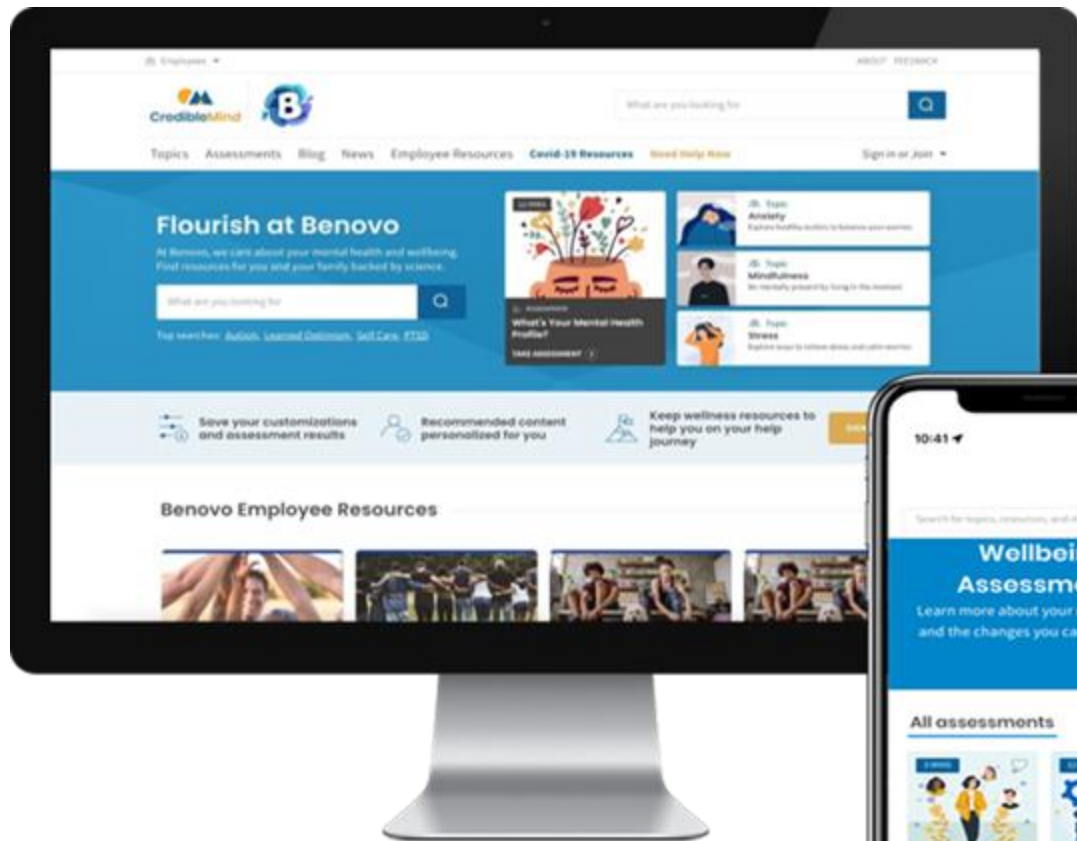
- Validated assessments
- Custom questions
- Custom referral rules
- Care navigation
- Custom resources
- Clinician summary
- EMR integration option

## Live Navigation Support CareAdvocate\*

- Member profile
- Search & send resources
- Close-loop tracking
- Gap-in-care alerts
- Aggregate summaries
- Care coordinator view
- Clinician view

\* Launching Spring 2025, features roadmapped and subject to change.

# CredibleMind







Search for topics, resources, and more



**Mental Health** >

Life Changes >

Emotional Health >

Healthy Relationships >

Personal Growth >

Physical Health >

Spiritual Health >

Wellbeing at Work >

[VIEW ALL TOPICS](#) >

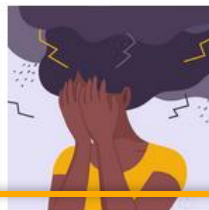
**Top Topics**



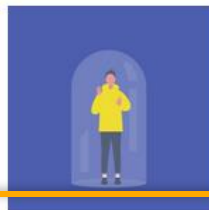
**Anxiety**



**Stress**



**Depression**



**Addiction & Recovery**

**More Topics**

ADHD  
 Anxiety and Young Adults  
 Bipolar Disorder  
 Borderline Personality Disorder  
 Cognitive Behavioral Therapy  
 Depression and Young Adults  
 Dialectical Behavior Therapy

Eating Disorders  
 Flourishing or Languishing  
 Gaming for Wellbeing  
 Hypnosis  
 OCD  
 Online Therapy  
 Overcoming Stigma  
 Postpartum Depression

Psychotherapy  
 PTSD  
 Suicide & Prevention  
 Therapy & Support Groups  
 Trauma  
 Schizophrenia  
 Seasonal Affective Disorder  
 Social Anxiety



[VIEW ASSESSMENT RESULTS](#) >



[VIEW SAVED RESOURCES](#) >



[VIEW RECENT RESOURCES](#) >





diab



Results for: "diab"

Others also search for: [compassion](#) [resilience](#) [stress](#) [trauma](#)

TOPICS



Living with Diabetes



Living with Chronic Illness



Dialectical Behavior Therapy



Living with a Disability



Coping with a New Diagnosis

[See All Topics](#)

RESOURCES



**COURSES**  
**The Flourishing Course**



**LINKS**  
**The Little Frontier Clinic**



**LINKS**  
**Resources for Military and Frontline**



**LINKS**  
**Youth Support**



**INSIGHTS**  
**Mental Health Perspectives: Understanding Autism and How People...**



**ARTICLES**  
**Diabetes, depression can be predicted from Facebook posts**



**LINKS**  
**Resources for New or Expecting Parents**



**LINKS**  
**Local 211**



**LINKS**  
**Benovo Employee Assistance Program Advantages**



**LINKS**  
**Care for Pediatric Mood Disorders**



**INSIGHTS**  
**Let's Talk Therapy: Understanding Different Types and What to Expect**



**VIDEOS**  
**Diabetes and Depression, What You Need to Know**



**LINKS**  
**Benovo's Health Pal**



**LINKS**  
**Benovo Therapists**



**LINKS**  
**Aunt Bertha for Benovo**



**INSIGHTS**  
**Six Approaches to Living and Thriving with a Chronic Illness**



**ARTICLES**  
**Diabetes and Mental Health**



**ARTICLES**  
**Diabetes and Depression: What You Need to Know**



Search for topics, resources, and more

🔥 🔔 7 C Clayton >



## Living with Diabetes ♡

Support your mental wellbeing while living with diabetes

PERSONALIZE FIND WHAT HELPS TAKE AN ASSESSMENT

Whether you're living with type 1, type 2, or gestational diabetes, you know that managing diabetes is not easy. The lifestyle changes you've had to make, such as being mindful of what you eat, can affect not only your day-to-day but also your relationships and your mental health. In fact, research has shown that people living with type 1 or type 2 diabetes are at an increased risk for depression, anxiety, and eating disorders.

Some people may also develop something called "diabetes distress" which has elements of stress, depression, and anxiety. It may be caused by being afraid of having very low blood sugar or not having proper family support or health care services. Therefore, it's very important that any diabetes management you undergo also includes strategies to support your mental health. We have resources below to help you start.

Quick Filters: Teachings and Discussions Get the Facts Articles Videos

### Benovo Employee Resources

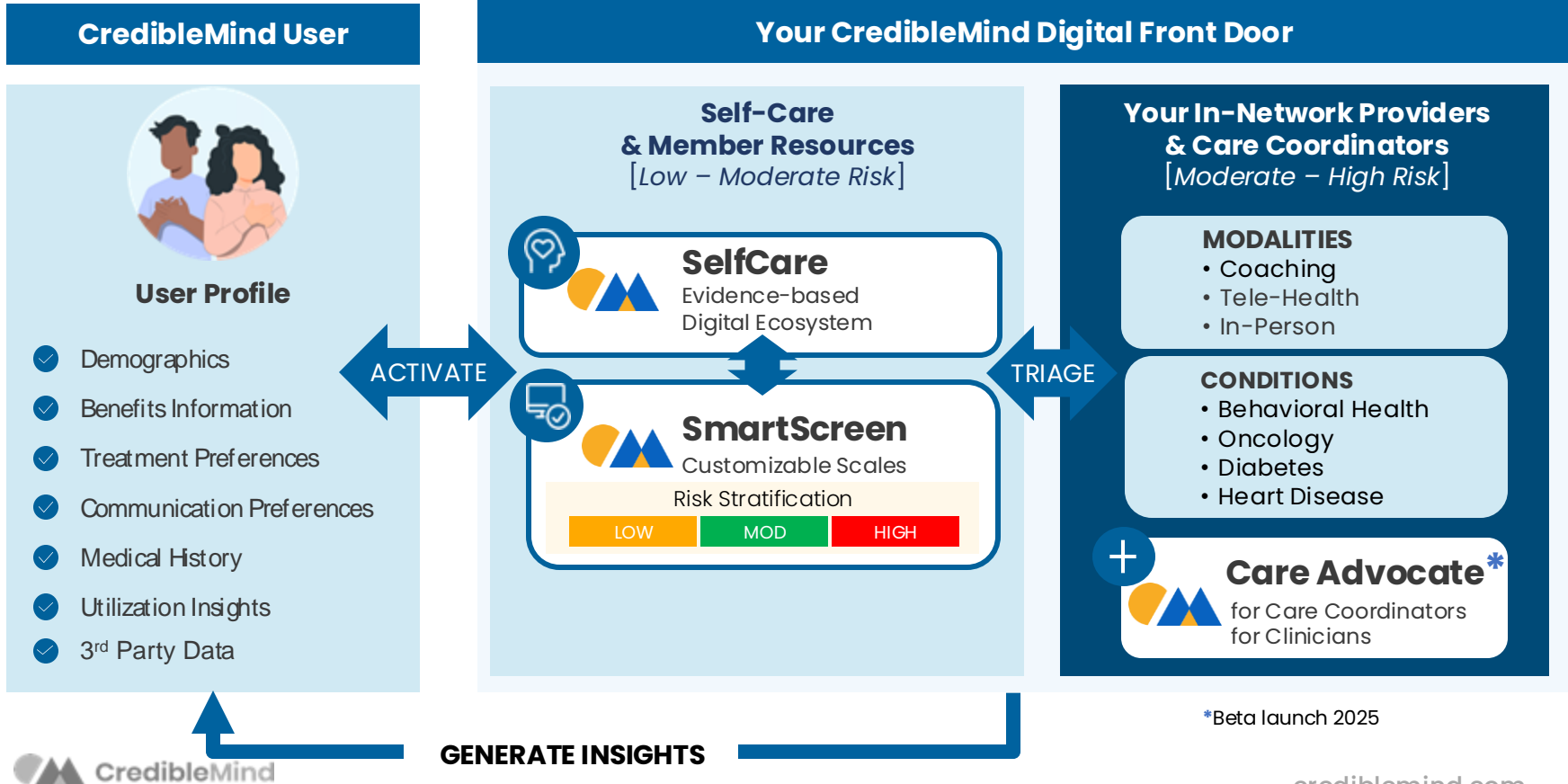


The Little Frontier Clinic  
Check-ups and screenings

Visit Site


## Benovo Employee Resources

# Personalized Digital Mental Health Care Navigation



# We help you achieve meaningful engagement.

Meaningful engagement means moving the metrics that matter to your organization. Not just clicks.

Meaningful Engagement Examples		The Details
<b>Guiding those at lower risk to evidence-based self-care.</b>	<b>81%</b>	81% more likely to use self-care vs. a clinical resource. <sup>1</sup>
<b>Guiding high risk members to clinical resources.</b>	<b>33%</b>	33% more likely to use a clinical resource vs. low/moderate risk. <sup>1</sup>
<b>Changing relevant health behaviors.</b>	<b>57%</b>	57% of those who use a resource report positive behavior change. <sup>2</sup>
<b>Satisfying members with resources they find valuable.</b>	<b>90%</b>	90% "thumbs up." <sup>2</sup>

1. CredibleMind Book-of-Business Analysis for health plans, employers, and health systems.

2. CredibleMind book-of-business analysis, all markets.

3. Monterey County WellScreen study using CredibleMind SmartScreen, as reported by county administrators.

# Put us to work for you.

Meaningful engagement. Results that matter.

***"In four months with CredibleMind we had more users than in 2.5 years with our prior solution. We're also seeing a strong user satisfaction rate of over 85%."***

*— CredibleMind Hospital System Customer*

***"In our first year of implementing the CredibleMind solution, we saw a double digit increase in use of in-network vs. out-of-network mental health services."***

*— CredibleMind Health Plan Customer*





**Behavioral health:**  
Improving experience with  
digital integration &  
navigation

# Blue Shield of California fast facts

**A rated**

nonprofit, over 80  
years of stability

**\$25B**

annual  
revenue

**6M**

members and  
growing

**7,500+**

dedicated  
employees





# Our North Star

To create a healthcare system that is worthy of our family and friends and sustainably affordable.

## How we'll get there



Create a personal, equitable, high-quality experience



Serve more people



Be financially responsible



Be a great place to do meaningful work



Stand for what's right



Be digital-first; make health care simple

## Who we are

Human. Honest. Courageous.

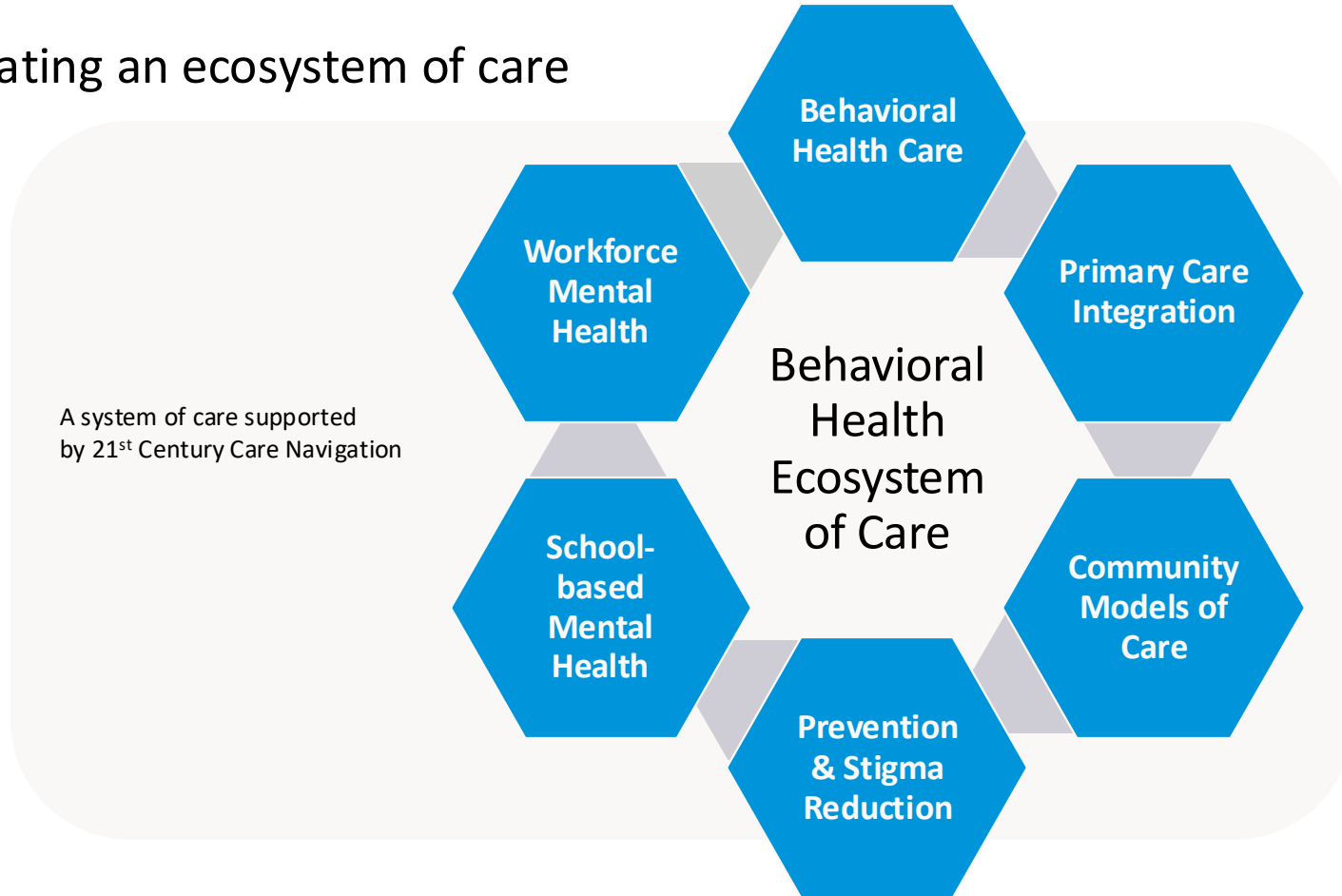






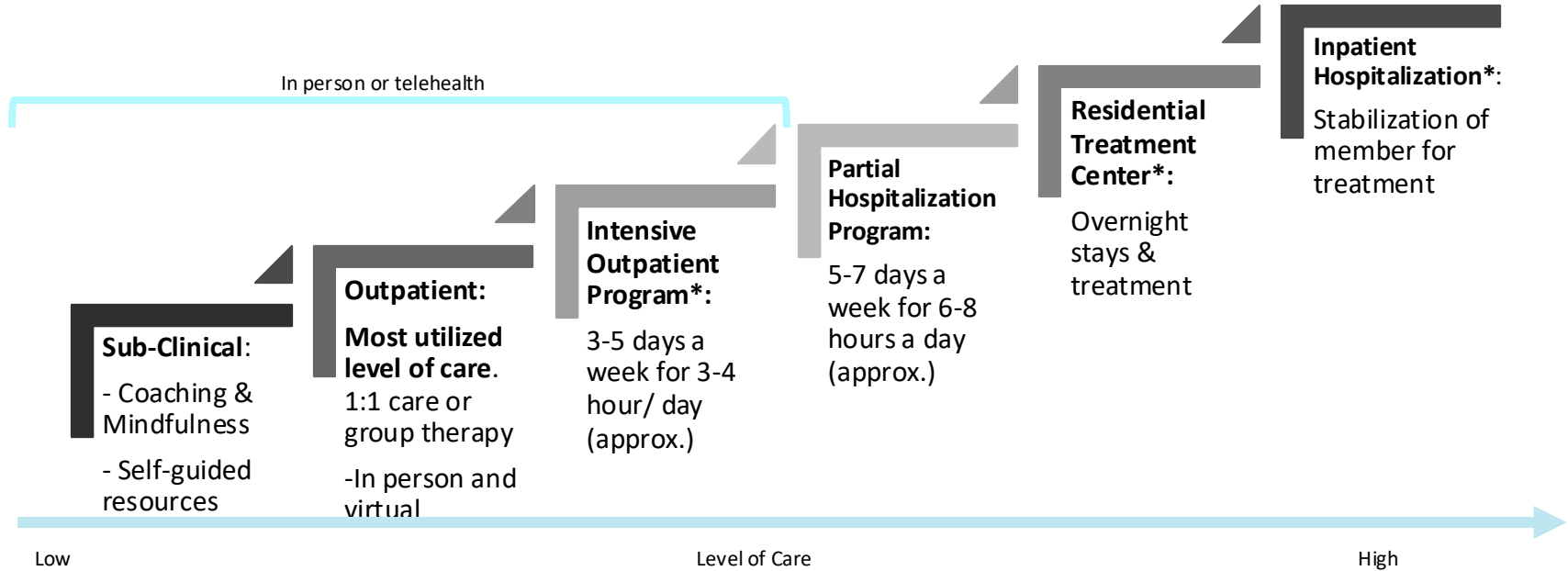
# Behavioral Health Navigation

# Creating an ecosystem of care



# Spectrum of behavioral health care

Navigation can support members to get the right level of care at the right time.



# Digital access to support our members

The screenshot shows the top navigation bar with the Blue Shield of California logo, a search bar, and links for Plans, Find a doctor, Be well, and Get more. A yellow banner at the top contains a warning icon and the text: "Are you having a mental health crisis? Call or text 988 to reach a specialist on the suicide and crisis lifeline." Below this is a large image of a man and a woman embracing. The main heading reads "Mental health & substance use resources". A sub-heading states: "From therapy to self-guided help, you have access to a range of behavioral health benefits. If you're struggling, we're here to support you." Below the image are two columns of content. The left column is titled "Therapy for mental health" and describes services provided by therapists and social workers, listing conditions like depression, anxiety, substance use disorders, relationship conflicts, and trauma. It includes a link to "Search for a provider". The right column is titled "Self-guided help for your well-being" and lists self-assessments, articles, videos, and podcasts for anxiety, stress, work, and parenting. It also lists on-demand programs for meditation, mindfulness, and confidential text-based coaching, with a link to "Access self-guided resources".

The screenshot shows the top navigation bar with the Blue Shield of California logo, a search bar, and links for Home, Topics, Assessments, Insights, Learning Lab, Resources, and Provider Search. A user profile for "Amanda" is visible. A red "Need Help Now" button is present. The main heading reads "Welcome to your mental health resource hub". A sub-heading states: "Here you can find articles, videos, podcasts, and programs designed to help you flourish. Not sure where to start? You can explore by topic, read an article or take an assessment. It's up to you." Below this is a blue button labeled "Find mental health tips" and a link to "Learn more, start with an assessment". A woman's portrait is on the right. At the bottom, it says: "If you think you are experiencing a mental health emergency, please call 988".

+7% increase in page approval rating

# Single access point

Immediate **self-care tools** and connection to **available benefits** and programs

CredibleMind supports our members to:

## Take assessments

Learn about depression, anxiety, and more

## Find mental health services

Explore benefits and programs

## Read articles

Get help to cope with loss, sadness, or burnout

## Learn ways to strengthen resilience

Reduce stress, improve sleep, and help focus.



# What's next?

Continuing to build our ecosystem of care

<b>Integrated behavioral health</b>	<b>Children &amp; Youth Behavioral Health Initiative</b>	<b>Value based payment models</b>	<b>Health Equity</b>
Continuing to expanding integrated behavioral health through the Collaborative Care Model	Expanding access for youth behavioral health services through schools	Supporting value-based payment models for behavioral health	Creating a network as diverse as our membership

**Your Questions**



CredibleMind

**Thank you!**

For a copy of these slides, or to learn more, contact:

**Igor@CredibleMind.com**