

6 Steps to Rethink Behavioral Health Engagement

Behavioral health conditions drive 3–6x higher medical costs, yet healthcare systems still treat them as separate from whole-person care. As a result, behavioral health is often deprioritized within models designed around traditional medical workflows.



However, among high-cost, high-utilization members, behavioral health conditions often drive utilization and avoidable costs. **Here are six questions to ask to ensure your network is ready to intervene in the moments that matter most:**

1 Ensure you have the right strategic partnerships to support end-to-end care navigation.

Health plans need *real-time coordination and navigation layers* that activate existing networks effectively, reducing complexity and driving timely follow-through.

2 Tailor care navigation tools toward members with complex or behavioral health needs

to accelerate placement and reduce friction. Help accurately match members to appropriate care with models that combine clinical assessment, real-time availability and human guidance.

3 Seamlessly integrate real-time data into existing workflows.

Integrated insights should support decision-making and trigger actionable next steps to maintain engagement workflows.

4 Leverage external expertise to help lift administrative burden.

Support care teams in streamlining coordination tasks, so they can focus on member care.

5 Utilize real-time tools to match members to available care.

Tailored navigation, real-time resource visibility and human-guided and AI-supported tools can reduce friction rather than add to it.

6 Continue follow-up with members beyond initial outreach.

Labeling members as unengaged can lead to changes in resource allocation and poor outcomes. What steps can you take to match members to readily available and appropriate next levels of care?



Why Now?

Implementing structured care navigation models have demonstrated **~20% reductions in avoidable ED and inpatient utilization**. Improve clinical and financial outcomes with aligned care navigation and real-time insights.

Contact us to discuss more about modernizing your care navigation strategy without added burden.