What is population-based mental health and why do you need it?

The 411 on how to solve for the big issues.
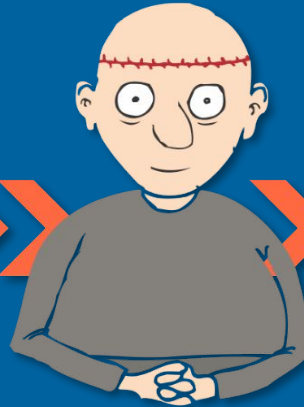
Deryk Van Brunt, DrPH, CEO
April 26, 2022

Mental Health Care: How we got here…

Demonic Possession

Blood Letting

Lobotomies

Psychopharmacology and Talk Therapy

Guess what. It's still not working.

Today's discussion

- We are in a mental health crisis.

- You've got high-cost acute care covered but what are you doing to preemptively address the 75% who are struggling on their own?

- Today you'll see how to:

  - Meet individuals where they are in their mental wellbeing journey
  - Engage people consistently
  - Improve health equity
  - Attract and retain talent
  - Protect your bottom line

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The U.S. Mental Health System is Broken
Resulting in Excess Costs, Lost Productivity, and Suffering

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

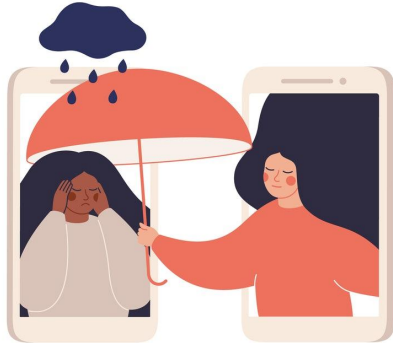Workplace stress alone produces **$190B in U.S. health cost** and $1T in global productivity loss each year[1]

COVID has exacerbated mental health challenges; example anxiety and depression 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

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The 1-2-1 Patient/Provider Model Isn't Sustainable

Traditional

Teleh

- Currently most of the treatment happens in outpatient settings
    - EAP, coaching, medication management, or traditional counseling sessions
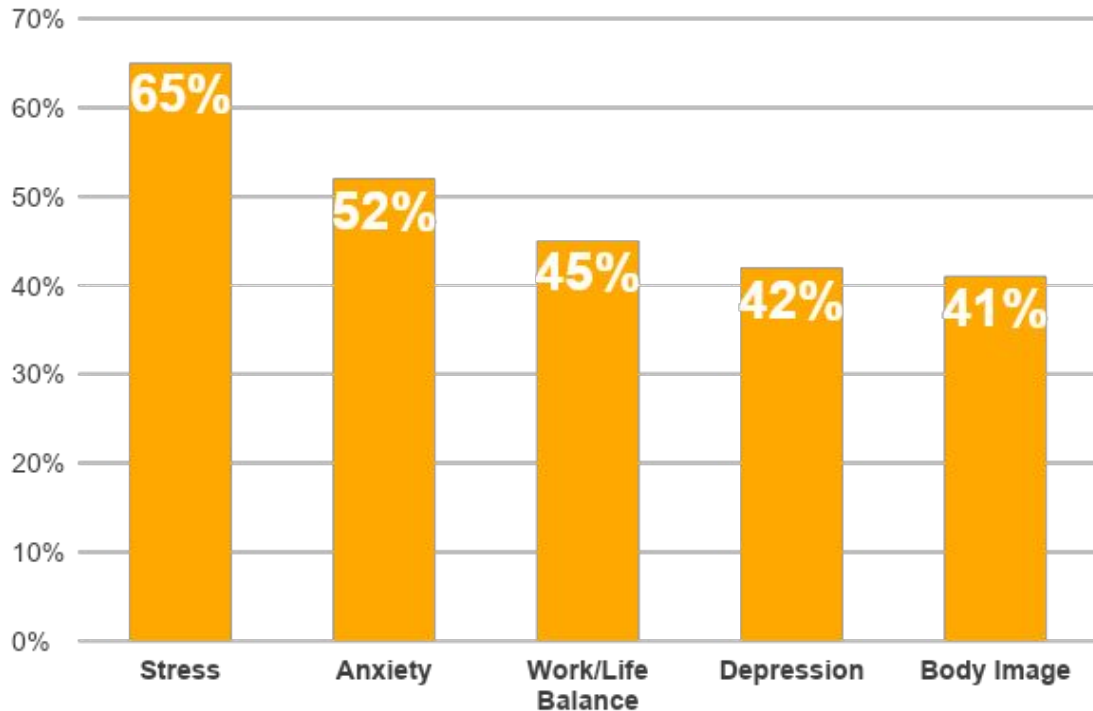- BUT… there is a shortage of 400,000 mental health professionals!

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MY "AH HA" MOMENT.

THE THERAPIST WILL SEE YOU WHEN SHE CAN

What if we could pull 75% out of this line into something more productive?

What companies put on their wish list for a **population-based system**

Positive framework. Destigmatize seeking help.

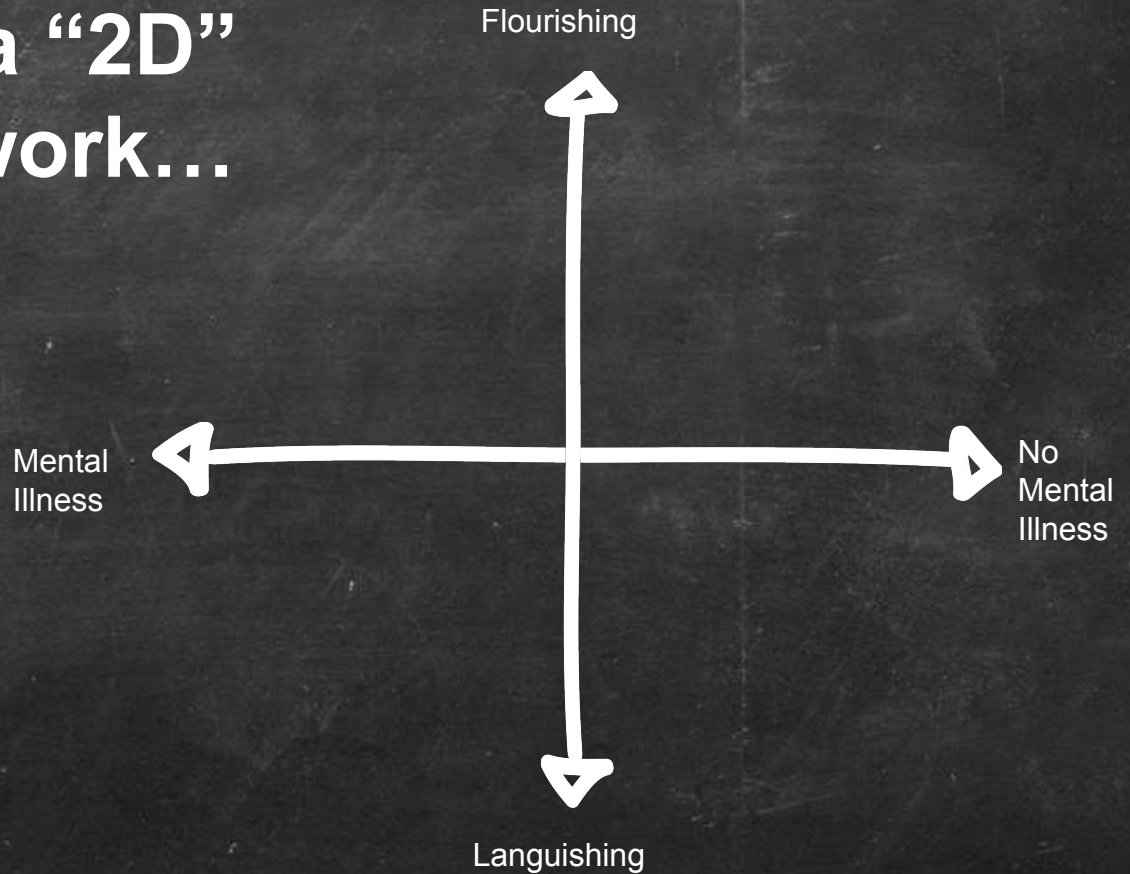**Broad topics.** Engage people wherever they are in their journey.

Evidence-based (what works). Work upstream.

Connect people. When needed to services and professionals.
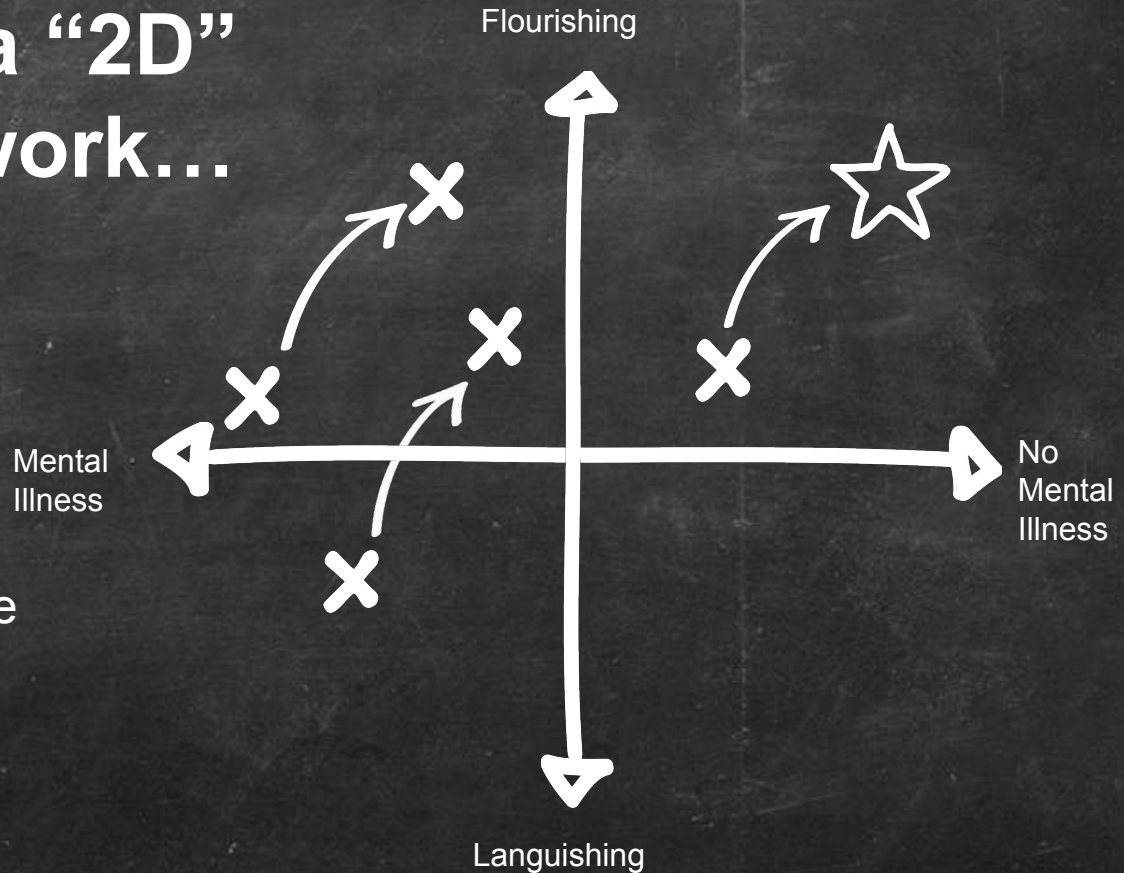
For all employees. No cost to users.

Anonymous and safe

Let's Start with a "2D" Positive Framework…

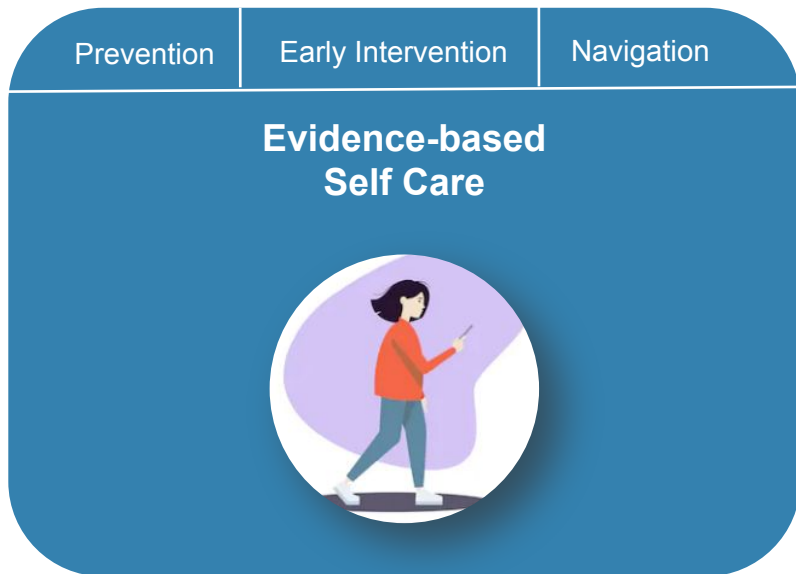Flourishing

Mental Illness

No Mental Illness

Languishing

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

Flourishing

Mental Illness

No Mental Illness

Languishing

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.

Mental Health Self-Care Platform

- Focused on prevention and early intervention

- Integrates pathways to more acute care resources as appropriate

- Personalized based on needs and learning style

For Discussion Back Home:

Do You Feel You Have Engagement in Mental Health Programs?

Planning for success…

- Leadership that fosters mental health culture
- Energize engagement
- "No wrong door" access to personalized information
- Evidence-based tools and resources
- Portfolio of assessments to meet people where they are…
- Stepped Care Model of self-care, peer support, health coach, therapist, psychiatrist/MD (online therapy)
- Outcomes and data to refine strategies
- Reinforce good culture AND be evidence based… celebrate "wins"

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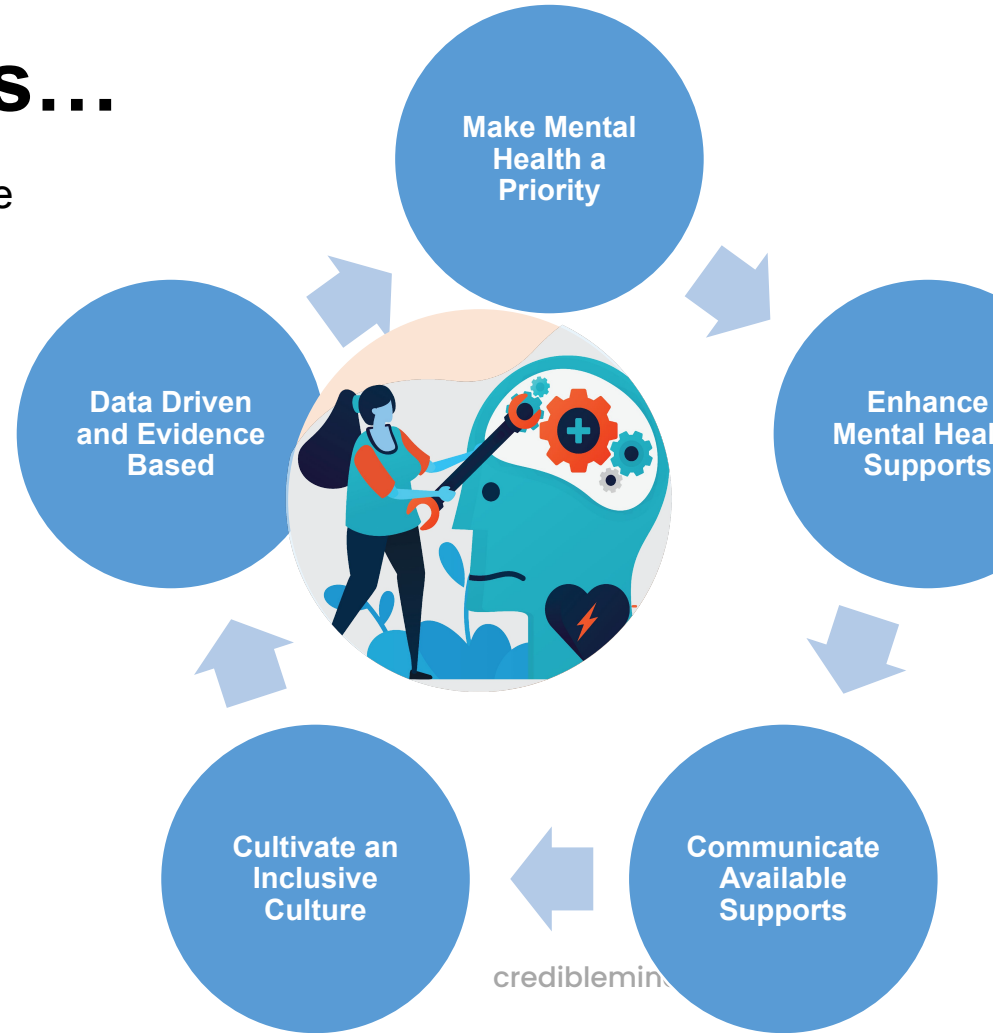
Take away action plan..

✔ **Increase engagement** to existing benefit programs and resources with a "better front door" and "no wrong door"

✔ Promote a personalized experience with **early intervention and prevention self-care** tools

✔ Ensure a culture of **psychological safety** by enlisting leadership and champions

✔ Ensure health equity with a **population-based mental health** platform…meet your people where they are

✔ **Attract and retain talent** by proving you care about your people's wellbeing

✔ **Capture data you're missing today** - early intervention & prevention self-care – to use as a business decision tool
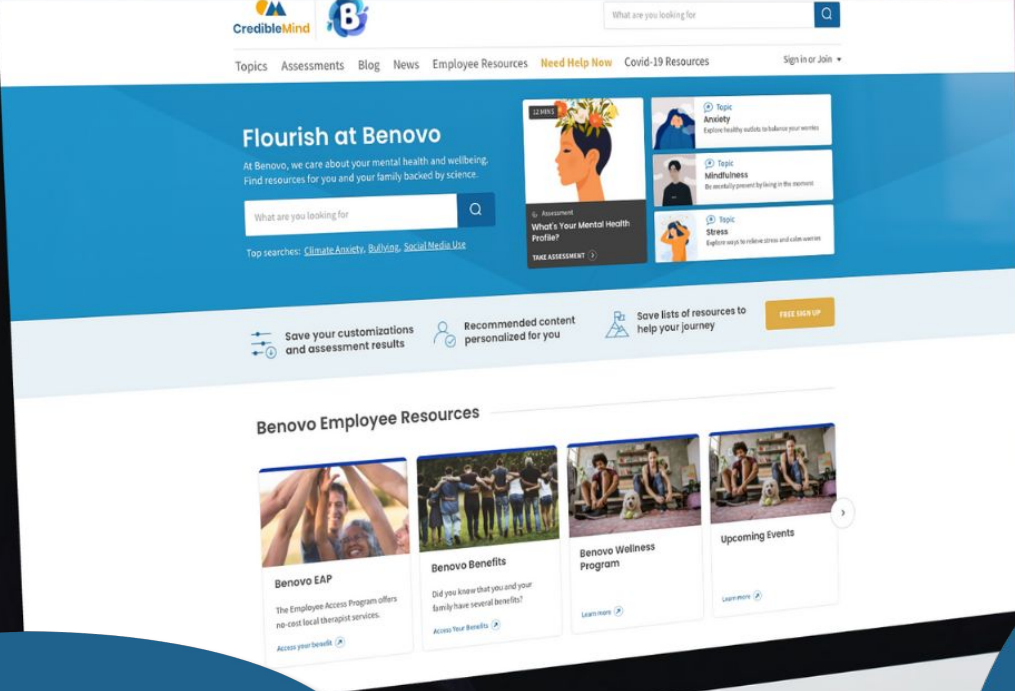
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Deryk Van Brunt, DrPh
Deryk@crediblemind.com

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Kathy Carlton
Kathy@crediblemind.com

Mental health self-care:

- **Ensure** healthy equity
- **Attract** and retain talent
- **Reduce** stigma
- **Intervene** early
- **Build** resilience
- **Protect** the bottom line
- **Foster** better outcomes