

Affinity Forum

Advancing Population-Based Behavioral Health

Inside and Outside the Hospital Walls

Session 2:

**Harnessing Digital
Health to Expand
Mental Health Care
Access**

In collaboration with:



Welcome!

Moderator



Nancy Myers, PhD

Vice President of Leadership
and System Innovation

American Hospital Association

Today's Panel



Julie Orben

Project Manager, Mental Health
Matters

Columbus Regional Health



Deryk Van Brunt, DrPH

Clinical Professor, UC Berkeley
School of Public Health

Founder and CEO,
CredibleMind



Debbie Zuerner, MS

Director of Community Engagement
Owensboro Health

What We'll Cover Today

- Recap: Population Behavioral Health for hospitals – what it is, and why it matters
- Ways to use digital tools, data, and AI to expand access to behavioral health care
- How technology can drive engagement, care navigation, and early intervention
- Building collaboration—and a business case—to scale solutions across communities

In collaboration with:



Population Behavioral Health:

Recap



Recap: What's driving the need for a new approach?

3 in 4

patients start with
self-care

122M

live in an area with a
mental health care
resource shortage

8 to 10

years from symptoms
to treatment

2X

readmission rate
with a mental health
comorbidity

4X

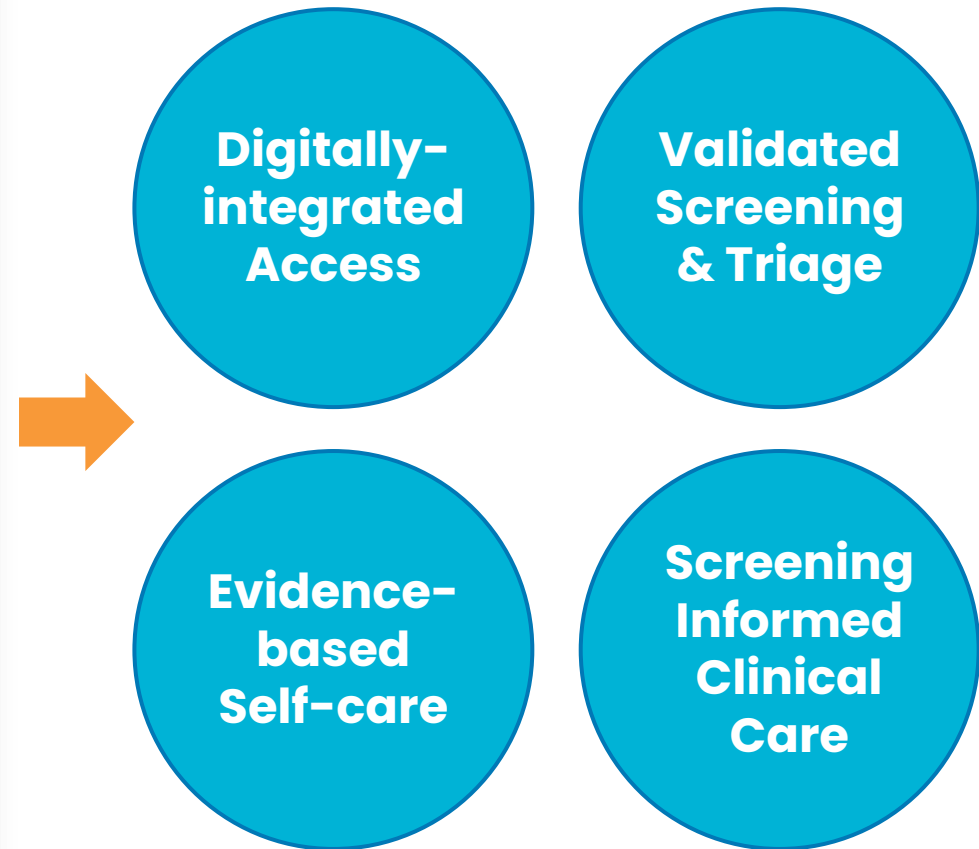
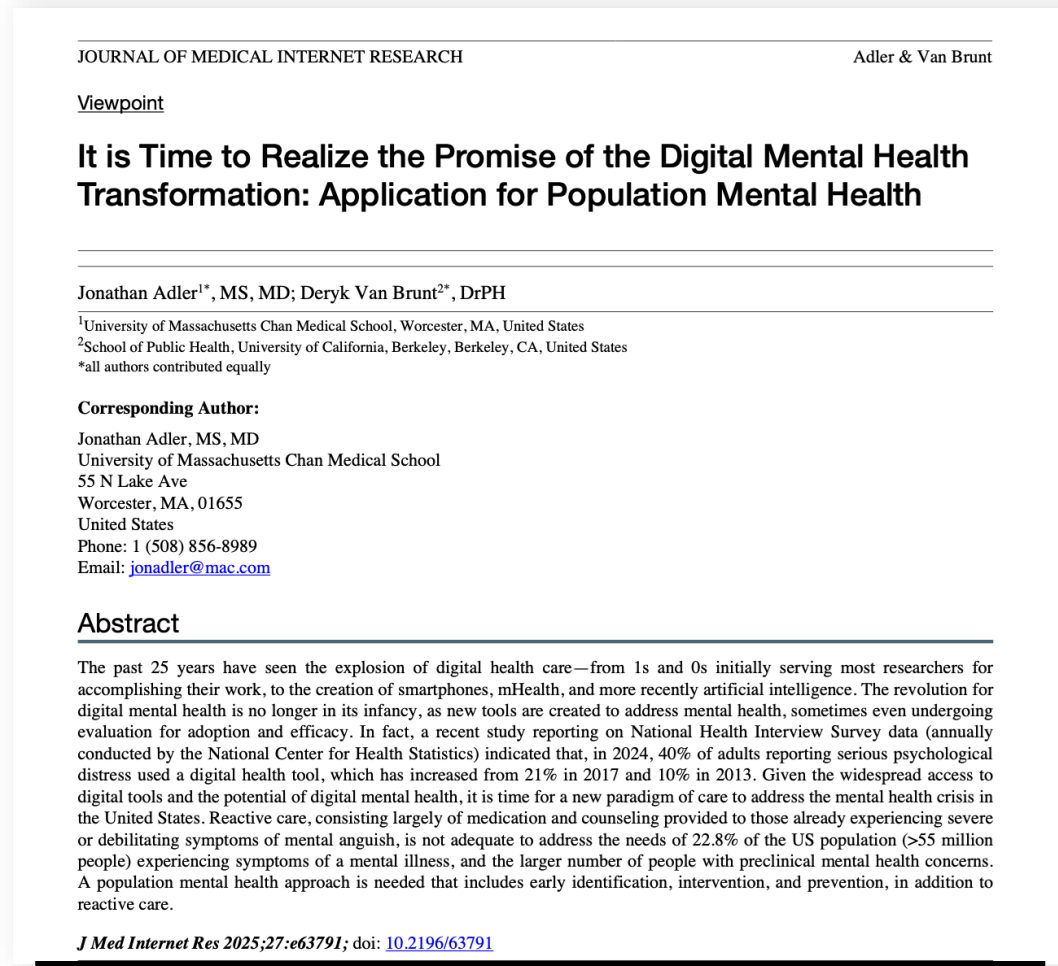
ED use in complex chronic
illness with mental health
comorbidity

5X

the cost in these cases.

250,000 Clinicians short of demand. **we can't "treat" our way out.**

Recap: Four Pillars of a Population Behavioral Health Model



Population Behavioral Health:

**How it looks,
how it scales,
key results**



Technology plays an essential role...



**Lower
Access
Barriers**



**Identify
Risk Early**



**Personalize
Self-care &
Navigation**



**Capture
Real-world
Data**

**Guided
Intervention
Pathways**

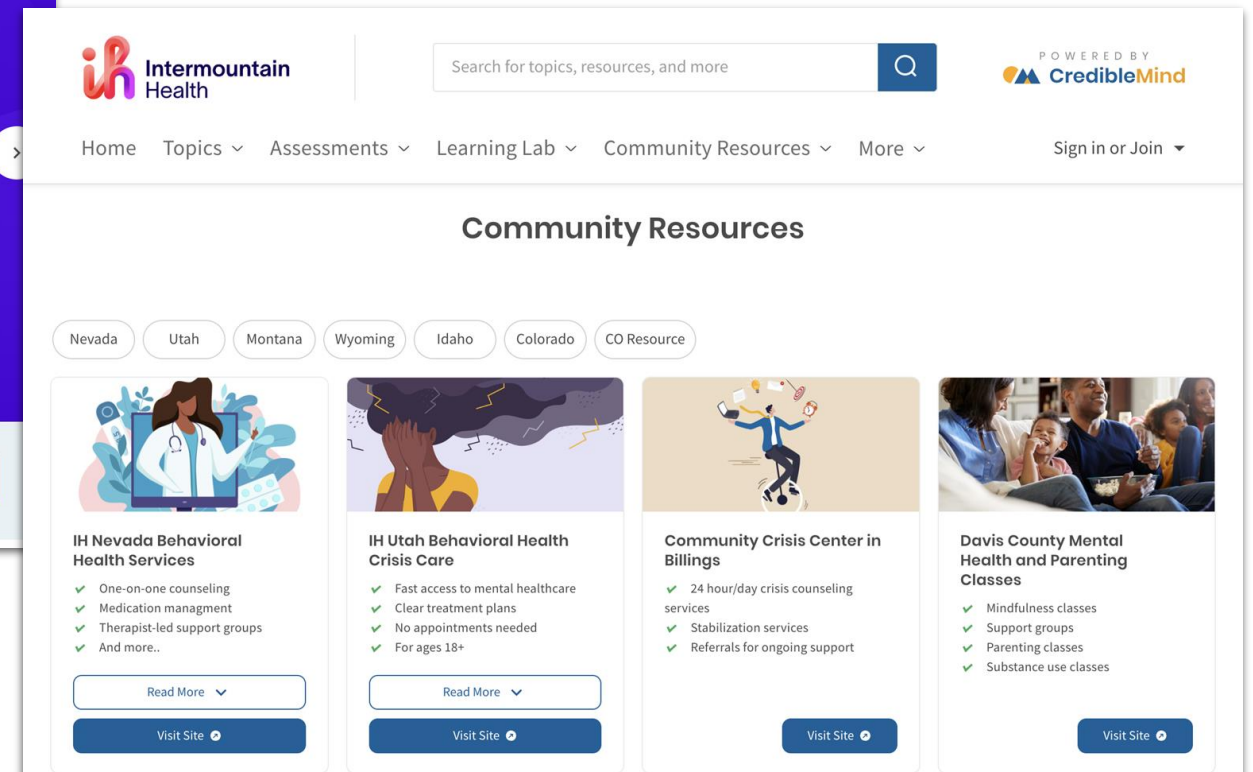
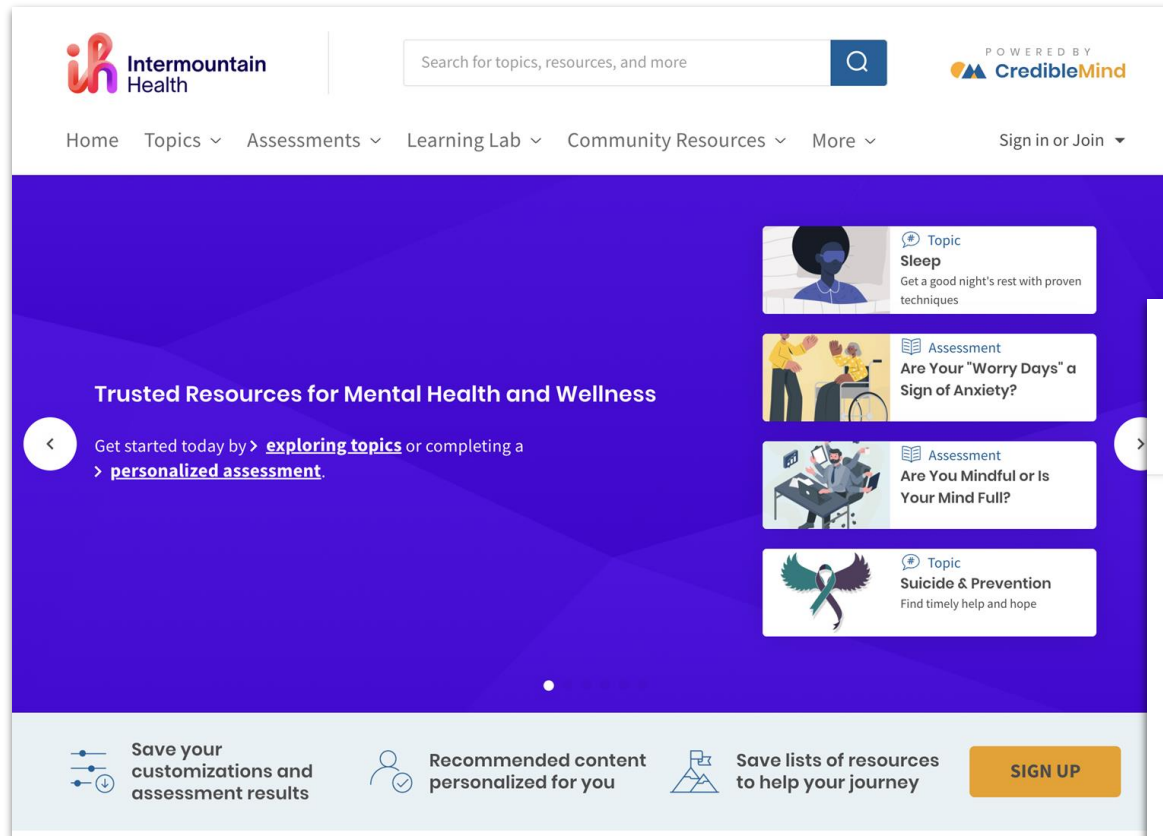
**Data
Driven Risk
Discovery
& Insights**

**Treatment
Decision
Support**

...AI – safely and ethically applied – accelerates impact.

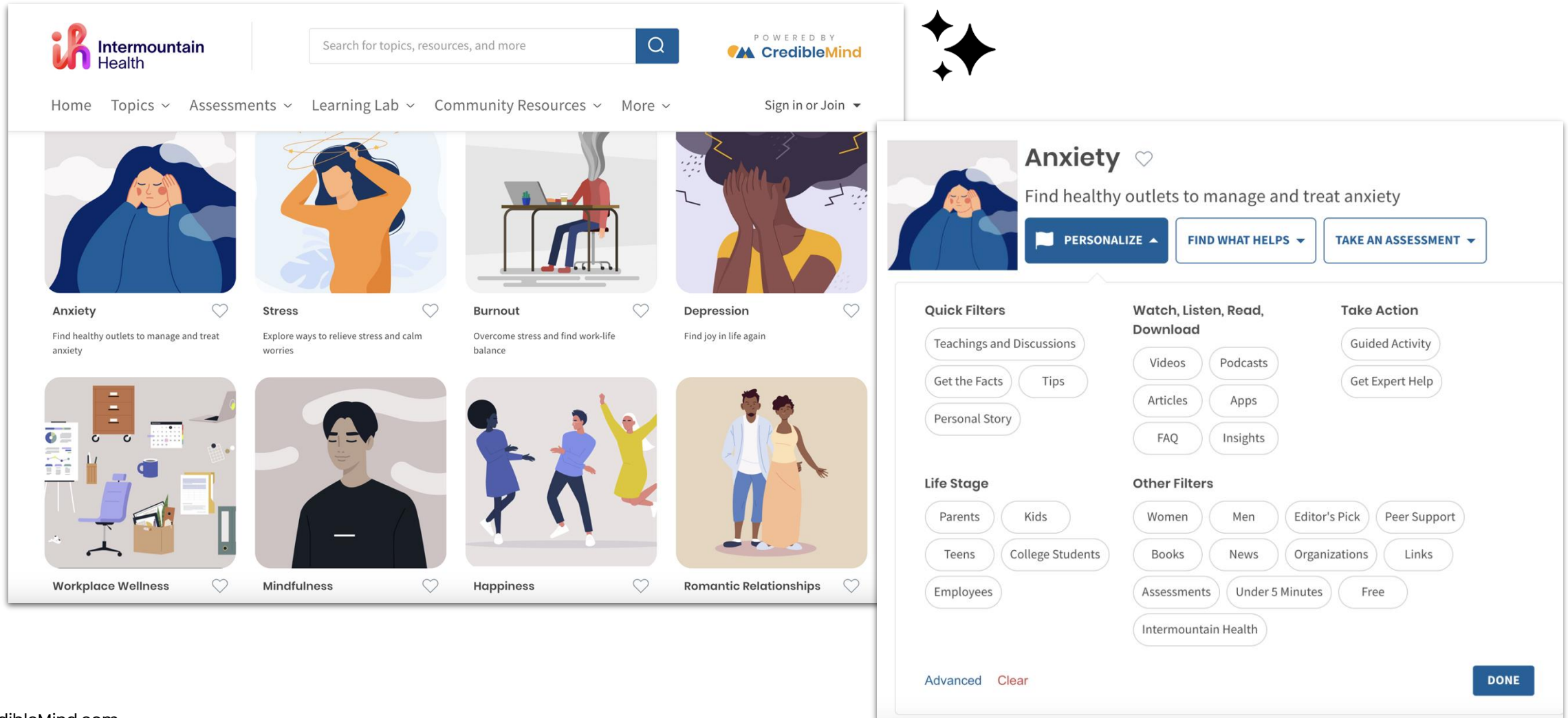
What it looks like

A community-tailored “digital front door” for self-care + system resources



What it looks like

Resource finding and matching with AI support and hyper-personalization



The screenshot displays the Intermountain Health website interface, powered by CredibleMind. The main navigation bar includes links for Home, Topics, Assessments, Learning Lab, Community Resources, and More, along with a search bar and a sign-in/join option. A grid of eight topic cards is shown, each with an illustration and a brief description: Anxiety, Stress, Burnout, Depression, Workplace Wellness, Mindfulness, Happiness, and Romantic Relationships. A detailed view of the 'Anxiety' topic is overlaid on the right, featuring a heart icon, a description, and three primary action buttons: 'PERSONALIZE', 'FIND WHAT HELPS', and 'TAKE AN ASSESSMENT'. Below these are three filter sections: 'Quick Filters' (Teachings and Discussions, Get the Facts, Tips, Personal Story), 'Watch, Listen, Read, Download' (Videos, Podcasts, Articles, Apps, FAQ, Insights), and 'Take Action' (Guided Activity, Get Expert Help). Additional filters include 'Life Stage' (Parents, Kids, Teens, College Students, Employees) and 'Other Filters' (Women, Men, Editor's Pick, Peer Support, Books, News, Organizations, Links, Assessments, Under 5 Minutes, Free, Intermountain Health). The interface concludes with 'Advanced' and 'Clear' options, and a 'DONE' button.

Intermountain Health | Search for topics, resources, and more | POWERED BY **CredibleMind**

Home Topics ▾ Assessments ▾ Learning Lab ▾ Community Resources ▾ More ▾ Sign in or Join ▾

Anxiety ❤️
Find healthy outlets to manage and treat anxiety

PERSONALIZE **FIND WHAT HELPS** **TAKE AN ASSESSMENT**

Quick Filters

- Teachings and Discussions
- Get the Facts
- Tips
- Personal Story

Watch, Listen, Read, Download

- Videos
- Podcasts
- Articles
- Apps
- FAQ
- Insights

Take Action

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Life Stage

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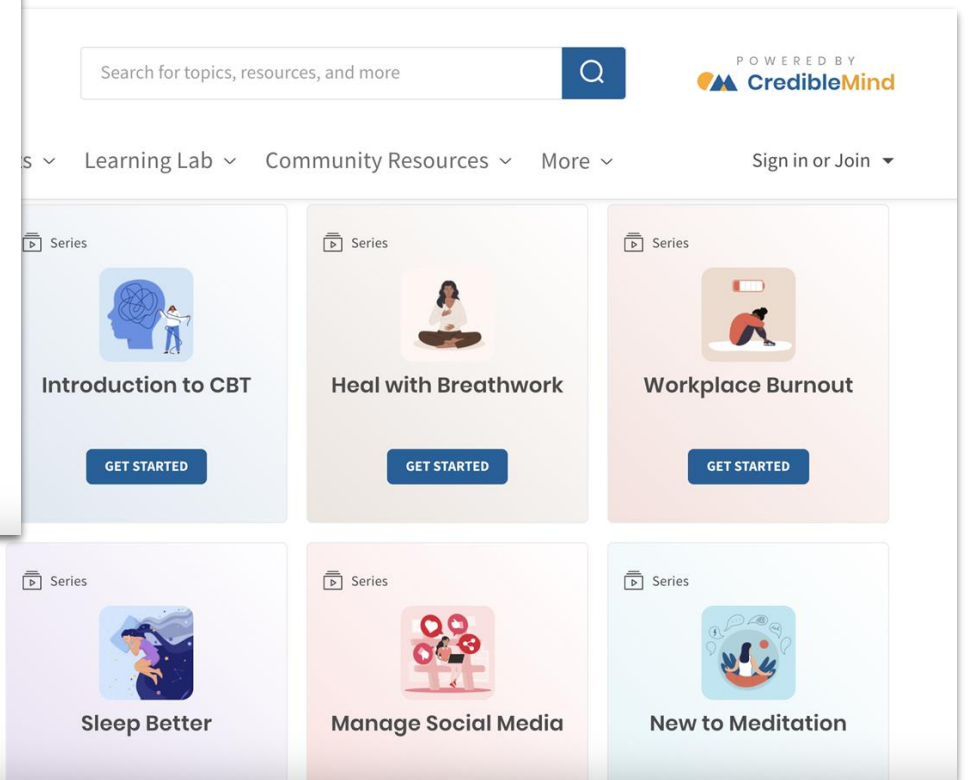
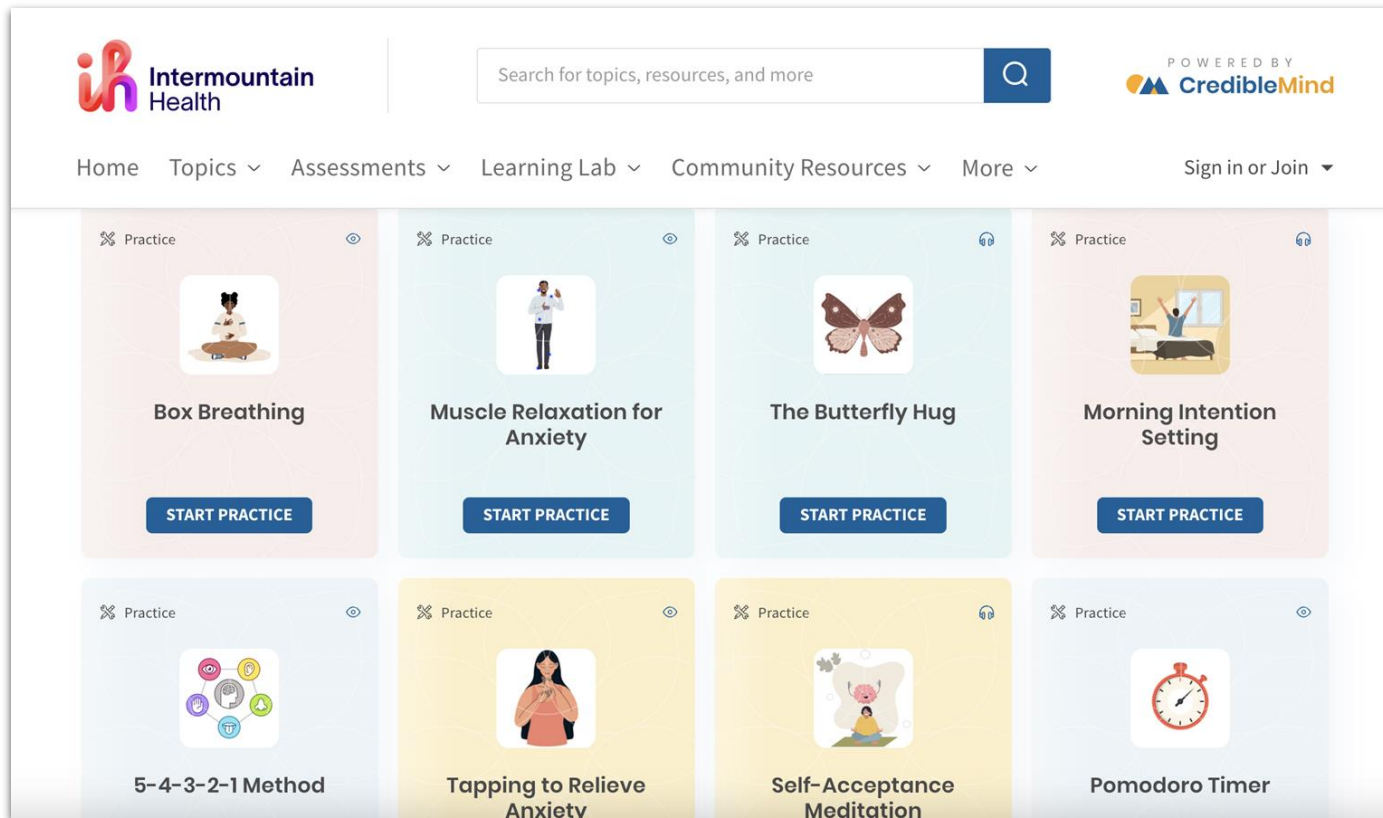
Other Filters

- Women
- Men
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- Assessments
- Under 5 Minutes
- Free
- Intermountain Health

Advanced Clear **DONE**

What it looks like

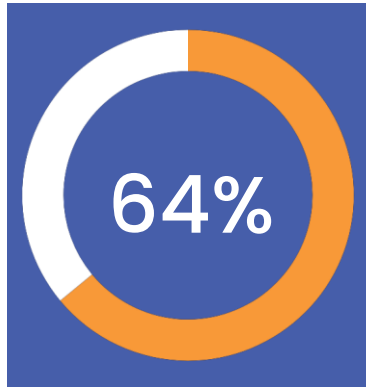
20+ validated screenings, 100+ topics, 15,000+ vetted resources



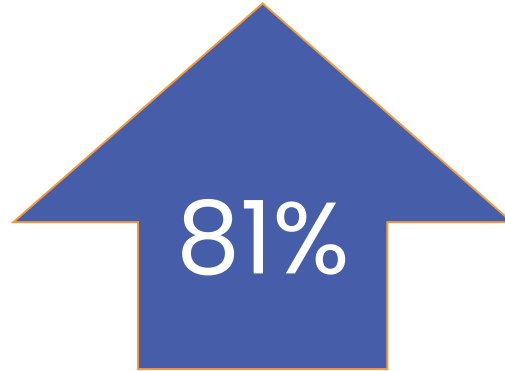
[illegible]

- 200+ Communities
- 446,000+ community members engaged
- 2.6M+ minutes of time spent on the site
- Over 50M with access, nationwide

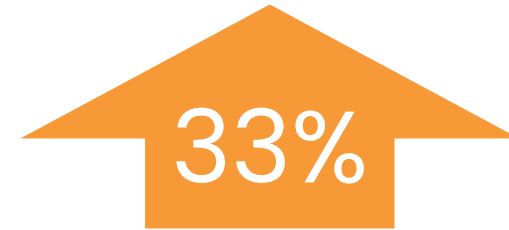
Key Results: meaningfully engagement, effective triage



- ✓ Completed assessment
- ✓ Selected resource
- ✓ Searched Topic
- ✓ Used Topic Center
- ✓ Selected local resource
- ✓ Played, watched, listened, or read

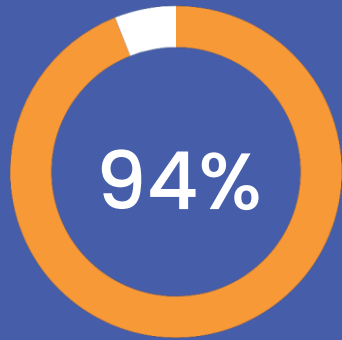


Those screened at low to moderate risk **are 81% more likely** than those at high risk to **use self-care resources**

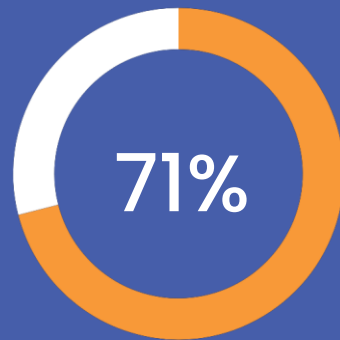


Those screened at high risk are **33% more likely** than those at low to moderate risk to **use clinical and local resources**

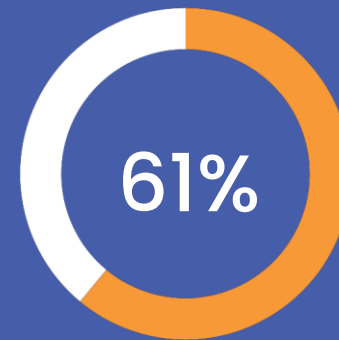
Key Results: improvements in self-reported knowledge, confidence, skills, behaviors



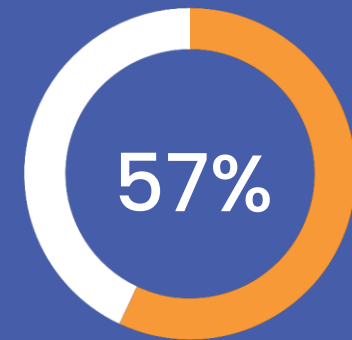
Like the resources
("thumbs up")



Better understand
their wellbeing



Learn a new skill or
practice



Make a positive
behavior change

Which communities can be reached with a **Population-based approach?**



**Community
Members**

**The Health
Workforce**

**In / Out
Patients**

Perspectives from the field



Columbus Regional Health



Julie Orben

Project Manager, Mental Health
Matters

Columbus Regional Health



Columbus Regional Health



Julie Orben

Project Manager, Mental Health Matters

Columbus Regional Health

English

SITE SUPPORTABOUTNEED HELP NOW

mental health matters



Search for topics, resources, and more

Q

POWERED BYCredibleMind

HomeTopicsAssessmentsLearning LabCommunity ResourcesInsightsNewsSign in or Join

Resources for Mental Health and Wellbeing



Life can be hard and it can be difficult to ask for help or even know where to go for help.

You are at the right place with access to free, expert vetted health and wellbeing resources as well as community based resources. Join our [email list](#) and stay up to date on all the ways we're making mental health matter in Bartholomew County.

AssessmentWhat's Your Mental Health Profile?

TopicSelf-CareLearn to take care of yourself and your health

TopicAging & LongevityContinue to thrive while aging gracefully

TopicAnxiety and Young AdultsExplore outlets to overcome anxiety

 Save your customizations and assessment results

 Recommended content personalized for you

 Save lists of resources to help your journey

SIGN UP

Columbus Regional Health



STANDING UP AGAINST STIGMA

VOICES OF HOPE, RESILIENCE & COMPASSION

REAL PEOPLE. REAL STORIES. REAL HOPE.

Find stories and resources you can relate to at mhmbc.org/against-stigma



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ASAP Rethinking Wellness
Embracing wellness for lasting impact against substance misuse



CredibleMind



HEALING FROM LOSS, GRIEF, AND TRAUMA

— Janae Garner-Kelley

RESOURCES FOR GRIEF & LOSS
HELPING YOU COPE AFTER LOSS

STANDING UP AGAINST STIGMA

THIS CAMPAIGN SHARES PERSONAL STORIES FROM BARTHOLOMEW COUNTY RESIDENTS TO CHALLENGE MENTAL HEALTH STIGMA, INSPIRE UNDERSTANDING, AND PROMOTE HOPE.

JOIN THE MOVEMENT
LEARN MORE ABOUT OUR CAMPAIGN AT MHMBC.ORG/AGAINST-STIGMA

A COLLABORATIVE PROJECT OF



ASAP Rethinking Wellness
Embracing wellness for lasting impact against substance misuse



mental health matters
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DEPRESSION CAN SNEAK UP ON YOU

— Freddie King

RESOURCES FOR DEPRESSION & YOUNG ADULTS
CURB DEPRESSION IN YOUNG ADULTS AND FIND SUPPORT

STANDING UP AGAINST STIGMA

THIS CAMPAIGN SHARES PERSONAL STORIES FROM BARTHOLOMEW COUNTY RESIDENTS TO CHALLENGE MENTAL HEALTH STIGMA, INSPIRE UNDERSTANDING, AND PROMOTE HOPE.

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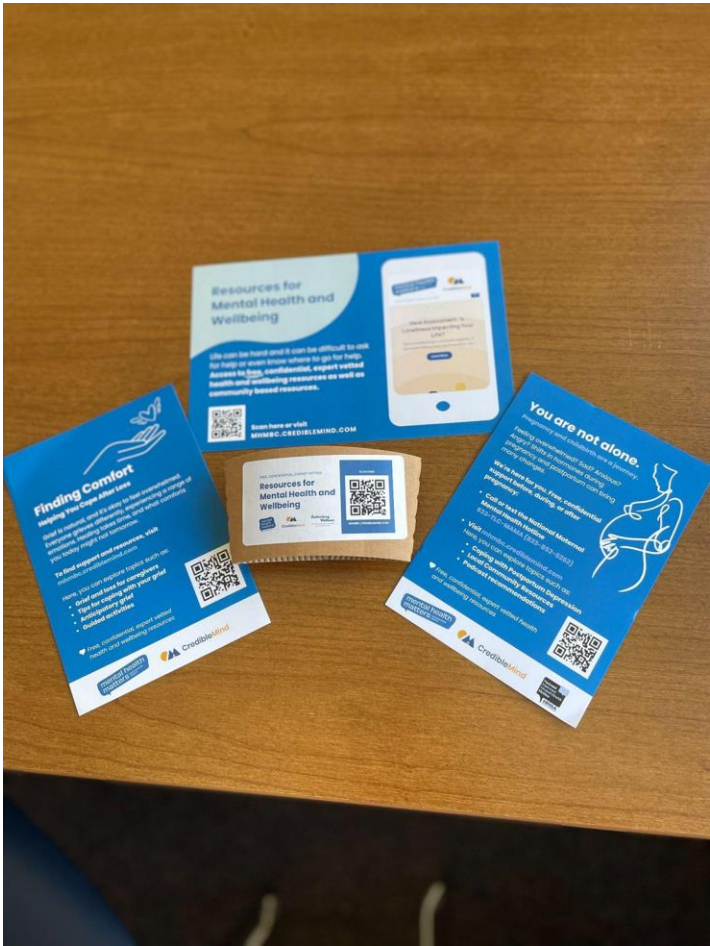


ASAP Rethinking Wellness
Embracing wellness for lasting impact against substance misuse



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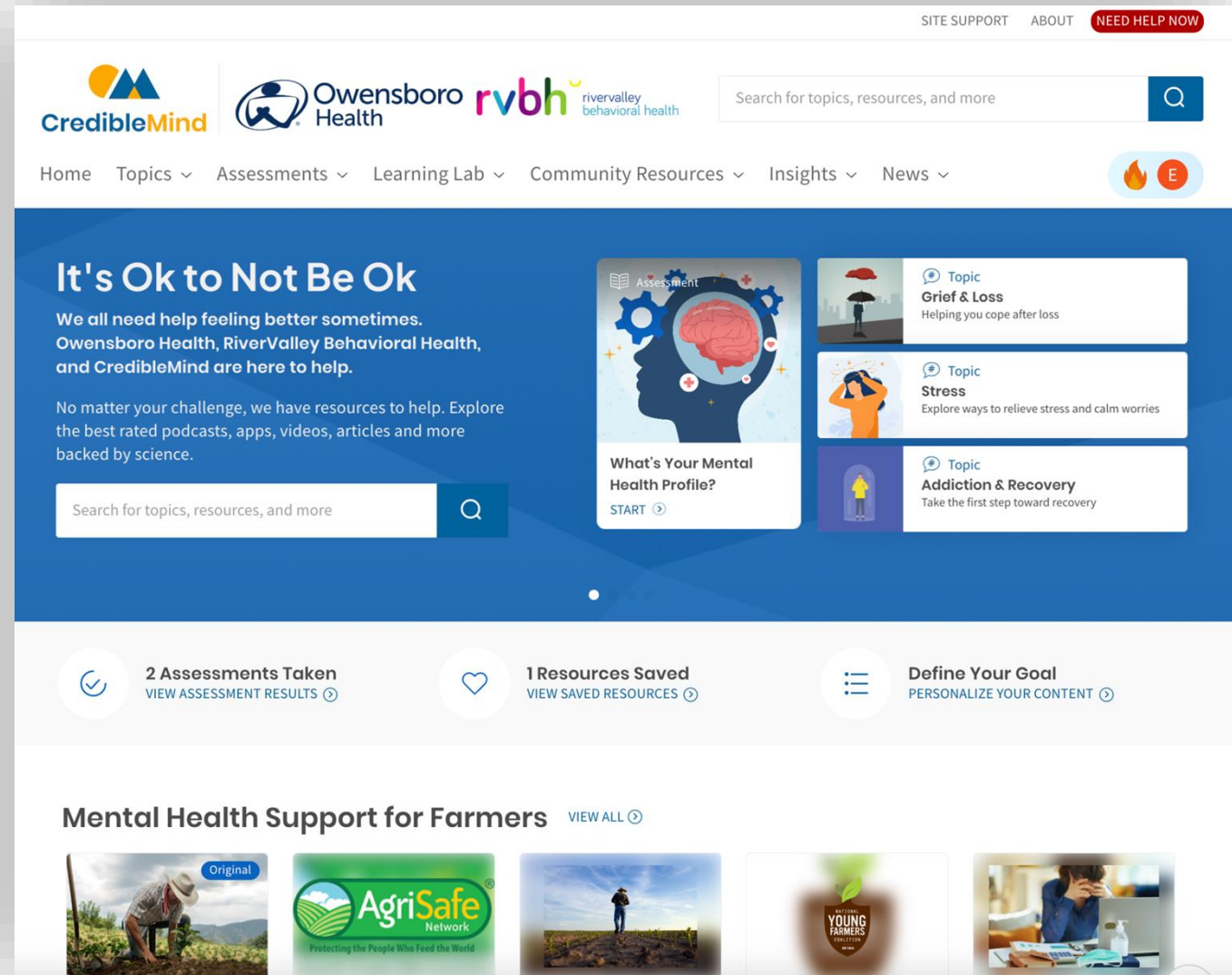
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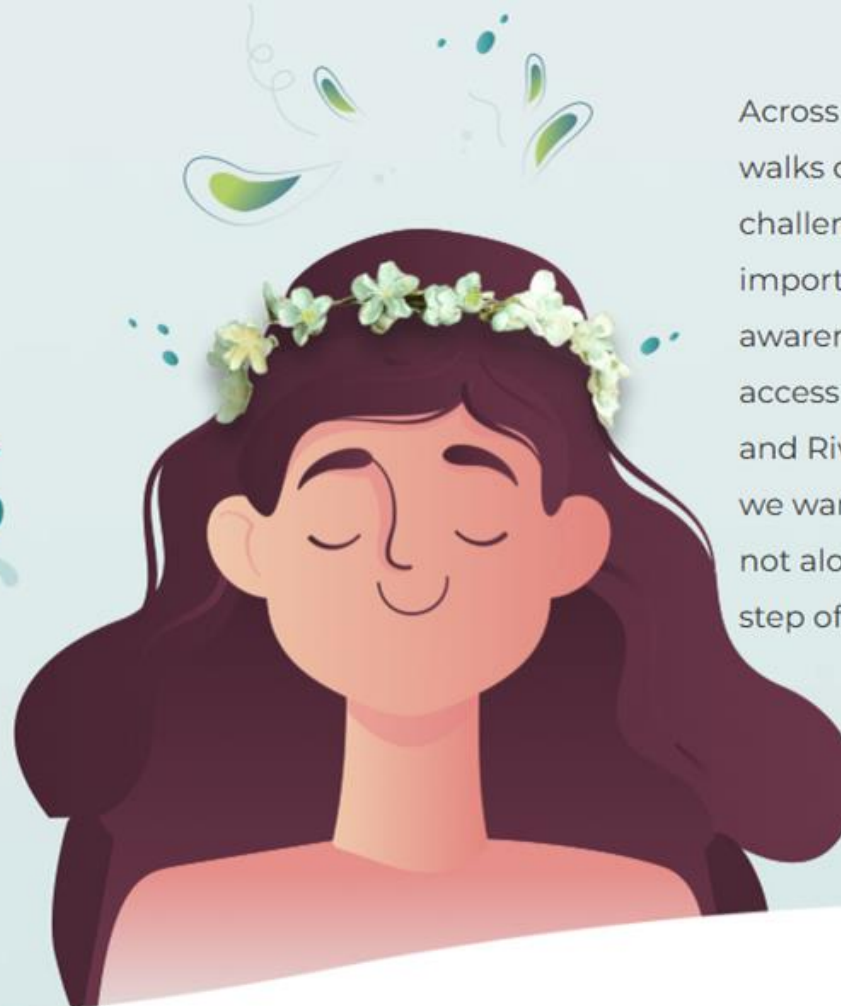
Owensboro Health



Green River Regional Mental Health Collaborative

Your **MENTAL HEALTH MATTERS**

"Mental health is a vital part of our overall well-being, shaping the way we think, feel, and navigate daily life."



Across Kentucky, individuals from all walks of life face mental health challenges—making it more important than ever to raise awareness, offer support, and ensure access to care. At Owensboro Health and RiverValley Behavioral Health, we want you to know that you are not alone. We are here for you, every step of the way.

Campaign Messaging



Your Mental Health Matters

- Your well-being is important
- You deserve to feel supported, safe, and heard.
- Mental health affects every area of your life: relationships, work, sleep, even physical health.
- Prioritizing your mental health isn't selfish—it's necessary.
- You matter. How you feel matters. And help is always available.



Seeking Help is a Sign of Strength

- It takes courage to ask for help
- Facing your emotions shows self-awareness and resilience.
- Therapy, support groups, and professional care are tools
- Just like we rely on experts for physical care, we should do the same for our mental well-being.
- Strong people take care of their minds.



It's OK to not be OK

- Life can be overwhelming, and emotions are part of being human.
- Struggling doesn't make you weak
- Acknowledging that you're not OK is the first step toward healing.
- We all have hard days. You're not alone in feeling this way.
- Mental health awareness means creating space for honesty, vulnerability, and support.



Mental Health IS Health

- We go to the doctor when we feel sick—why not talk to someone when we feel mentally unwell?
- Preventive care matters: just like annual check-ups, mental health check-ins can keep things from becoming a crisis.
- Mental health IS health—it affects how we think, feel, sleep, eat, and connect with others.

YOUR MENTAL HEALTH *Matters*

You deserve to feel safe,
supported and heard.



988 | SUICIDE & CRISIS
LIFELINE

Learn more at
healthymindsky.org



Discussion



Session 3 Preview:

Topics

Real world case studies and implementation strategies to:

- Scaling behavioral health initiatives
- Define and measure KPIs
- Apply analytics to refine intervention strategies
- Drive impact on quality, outcomes, and budgets
- Setting meaningful reporting outcomes to support program growth.

We're saving your seat: Thursday, Nov. 6, 2025 | 12:00 p.m. CT

In collaboration with:



Thank you!

Coming up: Session 3

**Measuring Success
and Impact**

11/6/25 | noon CT

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404-721-5964

