CredibleMind

Affinity Forum

Advancing Population-Based Behavioral Health

Inside and Outside the Hospital Walls

Session 3:

Scaling Impact and Measuring Success

In collaboration with:

American Hospital Association™

Advancing Health in America

Welcome!

Moderator

Nancy Myers, PhD

Vice President of Leadership and System Innovation

American Hospital Association

Today's Panel

Jonathan Adler, MD

Assistant Professor, UMass Chan School of Medicine

Chief Medical Officer, CredibleMind

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

Real world case examples and implementation strategies to:

- Scale behavioral health initiatives
- Define and measure success
- Sustain program growth
- What's next

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Population Behavioral Health:

Session 1 & 2 Recap

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

250K
clinicians short of demand

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

3 in 4 want to start with self-care

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

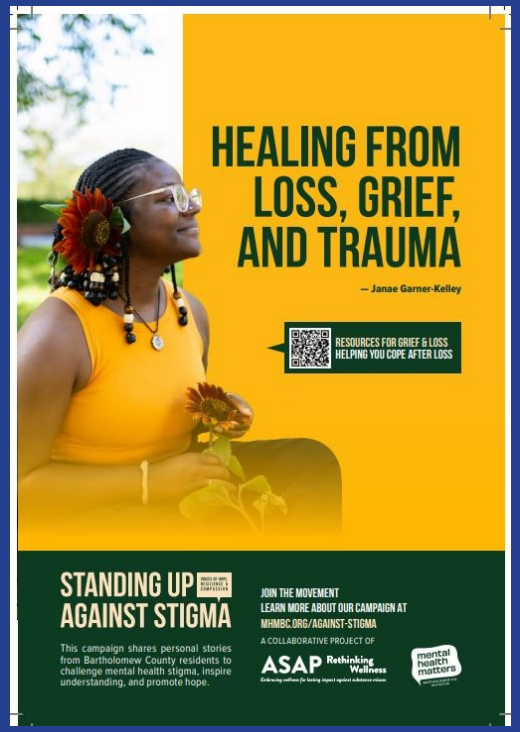
Recap: What roles does technology play?

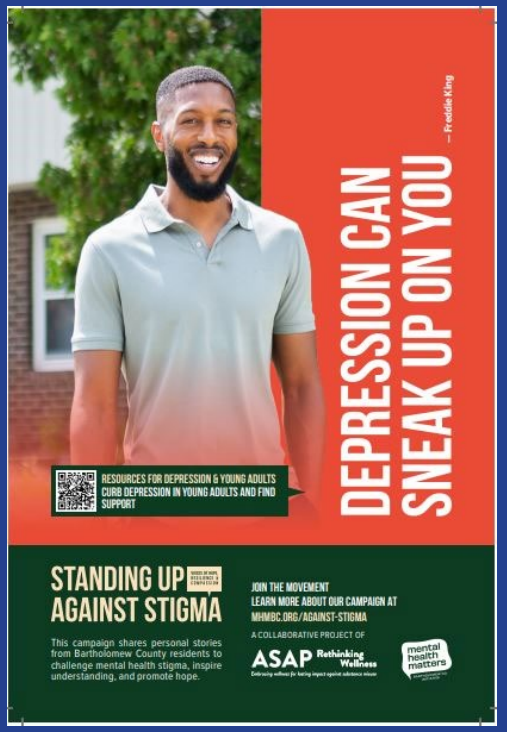



- Lower Access Barriers
- Identify Risk Early
- Personalize Self-care & Navigation
- Capture Real-world Data
- Guided Intervention Pathways
- Data Driven Risk Discovery & Insights
- Treatment Decision Support

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

Recap: Technology helps scale real-world reach and coalition-building for community-wide deployment





Setting Key Success Indicators

Recap: Four Pillars of a Population Behavioral Health Model

JOURNAL OF MEDICAL INTERNET RESEARCH Adler & Van Brunt

Viewpoint

It is Time to Realize the Promise of the Digital Mental Health Transformation: Application for Population Mental Health

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Abstract

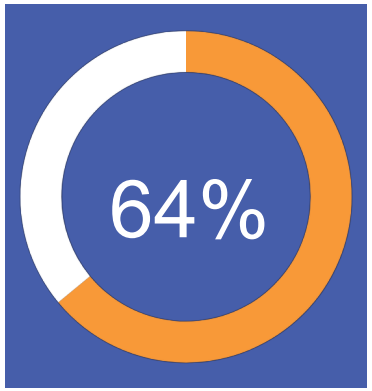
The past 25 years have seen the explosion of digital health care—from 1s and 0s initially serving most researchers for accomplishing their work, to the creation of smartphones, mHealth, and more recently artificial intelligence. The revolution for digital mental health is no longer in its infancy, as new tools are created to address mental health, sometimes even undergoing evaluation for adoption and efficacy. In fact, a recent study reporting on National Health Interview Survey data (annually conducted by the National Center for Health Statistics) indicated that, in 2024, 40% of adults reporting serious psychological distress used a digital health tool, which has increased from 21% in 2017 and 10% in 2013. Given the widespread access to digital tools and the potential of digital mental health, it is time for a new paradigm of care to address the mental health crisis in the United States. Reactive care, consisting largely of medication and counseling provided to those already experiencing severe or debilitating symptoms of mental anguish, is not adequate to address the needs of 22.8% of the US population (>55 million people) experiencing symptoms of a mental illness, and the larger number of people with preclinical mental health concerns. A population mental health approach is needed that includes early identification, intervention, and prevention, in addition to reactive care.

J Med Internet Res 2025;27:e63791; doi: 10.2196/63791

- Digitally-integrated Access
- Validated Screening & Triage
- Evidence-based Self-care
- Screening Informed Clinical Care

System-level KPIs

Meaningful Engagement with evidence-based resources



Examples

- ✓ Completed assessment
- ✓ Selected local resource
- ✓ Engaged a resource

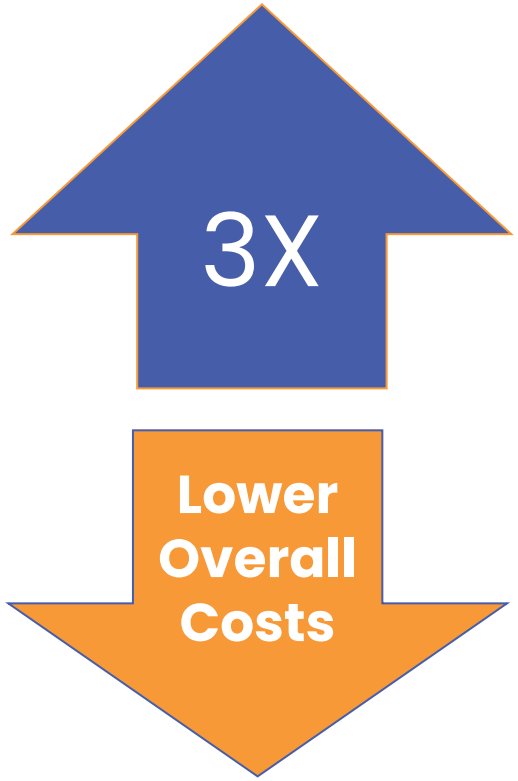
Assessment & Triage to the right level of care

34%
Complete a Validated Assessment

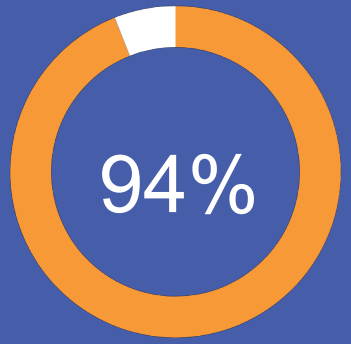
77%
Select a Self-care Resources (Low Risk)

71%
Select a Clinical Resources (Higher Risk)

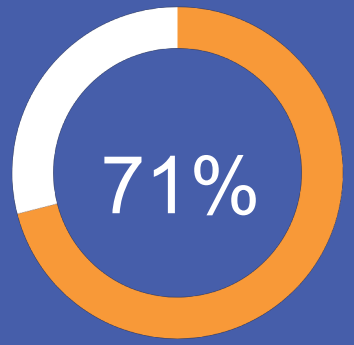
Cost-efficiency of screening-informed care



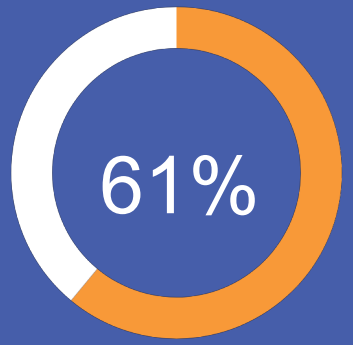
Patient-level KPIs



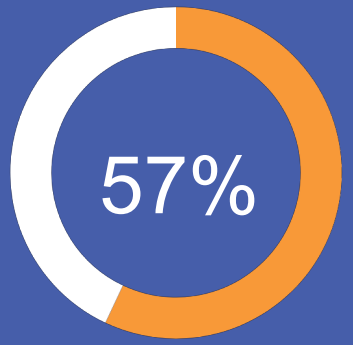
Like the resources (“thumbs up”)



Better understand their wellbeing

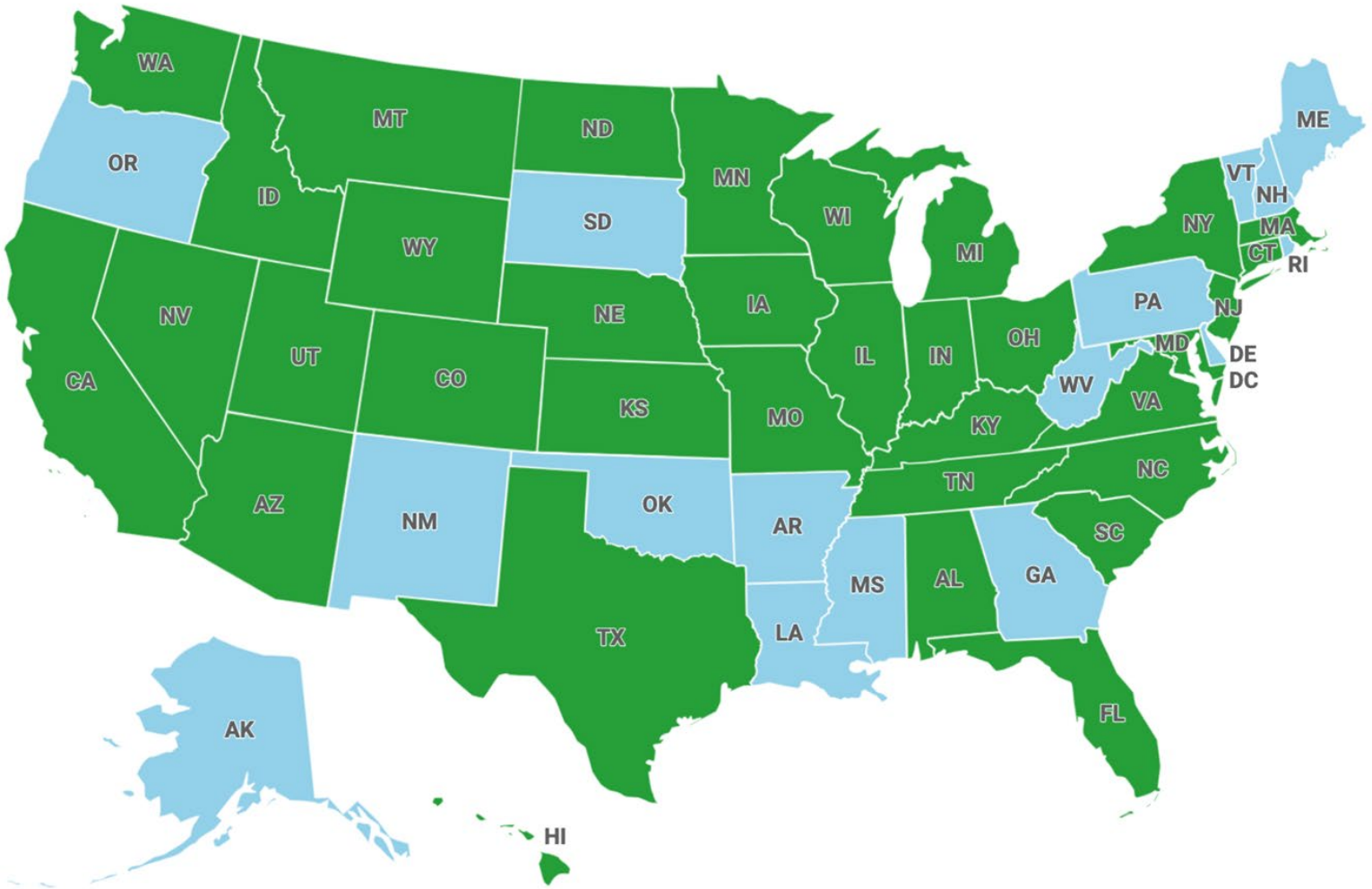


Learn a new skill or practice



Make a positive behavior change

Nation-level KPIs



KPIs

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

Tying KPIs to the Communities You Serve

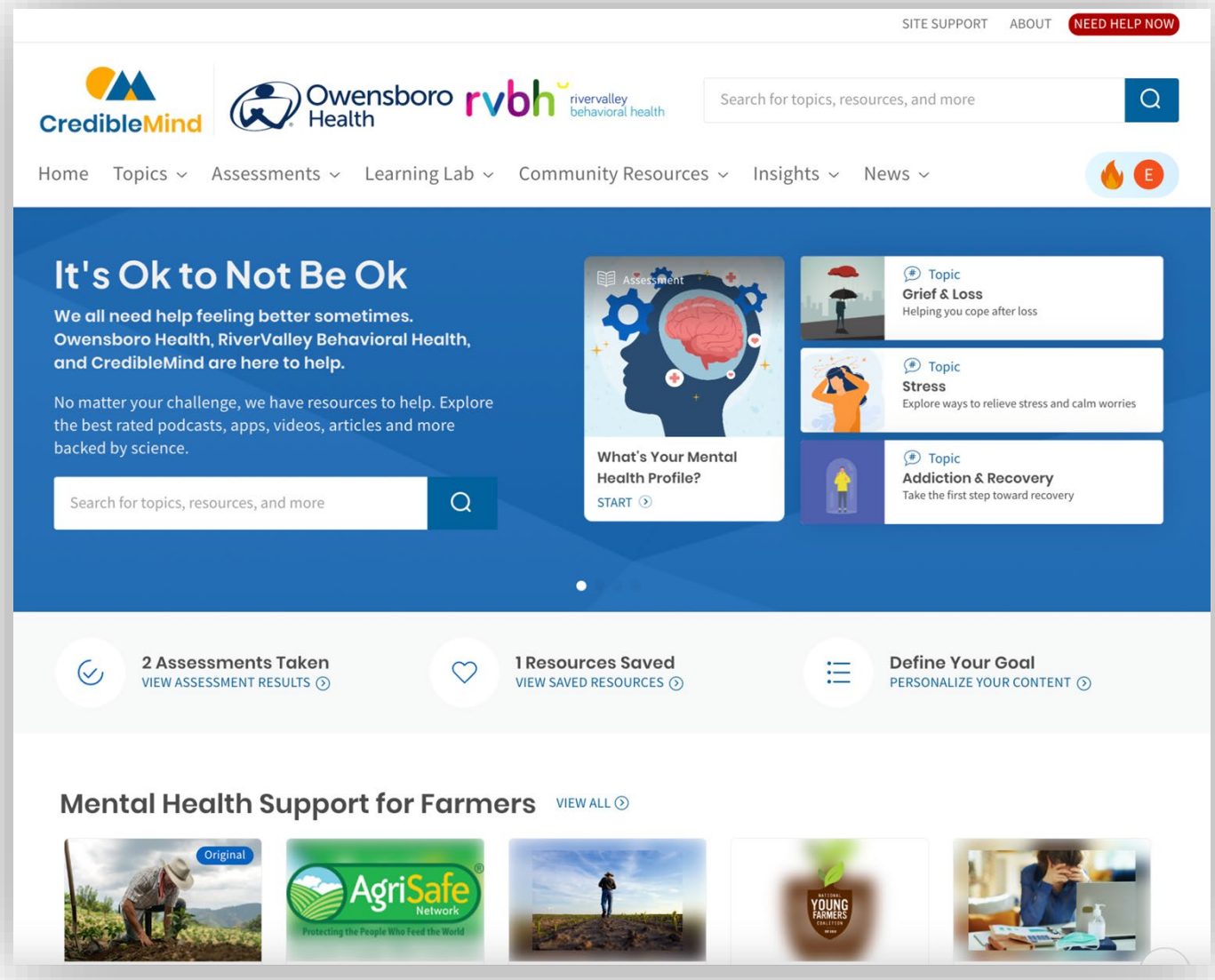
	Community Members	The Health Workforce	In / Out Patients
Value Drivers	• Community access • Reach at-risk groups • Impact CHNA findings	• Staff resilience • Clinician retention • Patient satisfaction	• BH-related ED admits • Reduced readmissions • Better quality scores
Sample KPI	**Over 20,000 community members engaged. 40% with SDOH needs**	**Voluntary turnover in clinical staff is reduced by 5%**	**Readmits among BH-comorbid cases are reduced by 10%**

Perspectives from the field

Debbie Zuerner, MS

Director of Community Engagement

Owensboro Health



Jonathan Adler, MD

Assistant Professor, UMass Chan School of Medicine

Chief Medical Officer, CredibleMind

Population Behavioral Health Pillar	Sample Key Performance Indicator	Sample Metrics
Digital Access	Engagement Stigma reduction Reach	**% accessing platform**; repeat usage, time spent Usage by demographics Reach to underserved groups
Community Screening	Screening uptake Risk Identification Stigma reduction	**% completing screenings** **Screening distributions** Severity distribution % engaging in help-seeking
Evidence-based Self-care	Engagement Clinical outcomes Functional outcomes	Engagement/activation rates Distribution of topics Self-reported outcomes Absenteeism, work satisfaction
Connection to Care	Care coordination Follow-through System impact	**% at high risk who access care** % referred accessing EAP % in treatment in 30 days Reduced ED visits crisis episodes

Discussion

Next steps

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Let's talk.

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Learn more.

healthycommunities.org/community-behavioral-health-solutions

Join us.

HCC Academy
Live Virtual Workshop
Thursday, Jan. 29, 2026
11 to 3 CT

aha.org/center/hcc/academy

healthiertogether.aha.org

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Thank you!

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