

Partner Webinar

Solving It Together:

Building an Earlier, More Coordinated Community Response to Behavioral Health Needs

August 26, 2026

In collaboration with:



Today's Panel



Deryk Van Brunt, DrPH

Clinical Professor, UC Berkeley
School of Public Health

Founder and CEO,
CredibleMind



Jonathan Adler, MD

Assistant Professor, UMass
TH Chan School of Medicine

CMO, CredibleMind



Julie Orben

Project Manager, Mental
Health Matters

Columbus Regional
Health

CredibleMind Behavioral Health Hub for AHA members

Special Collaboration



Advancing Health in America



Bringing evidence-based
digital solutions to improve
community behavioral
health at scale.

Fast Facts

- Program start: 2025
- 200+ communities have joined
- Improving mental health access, providing self-care, driving high engagement, obtaining positive outcomes, data capturing insights
- Available to communities, and the workforce that serves them!

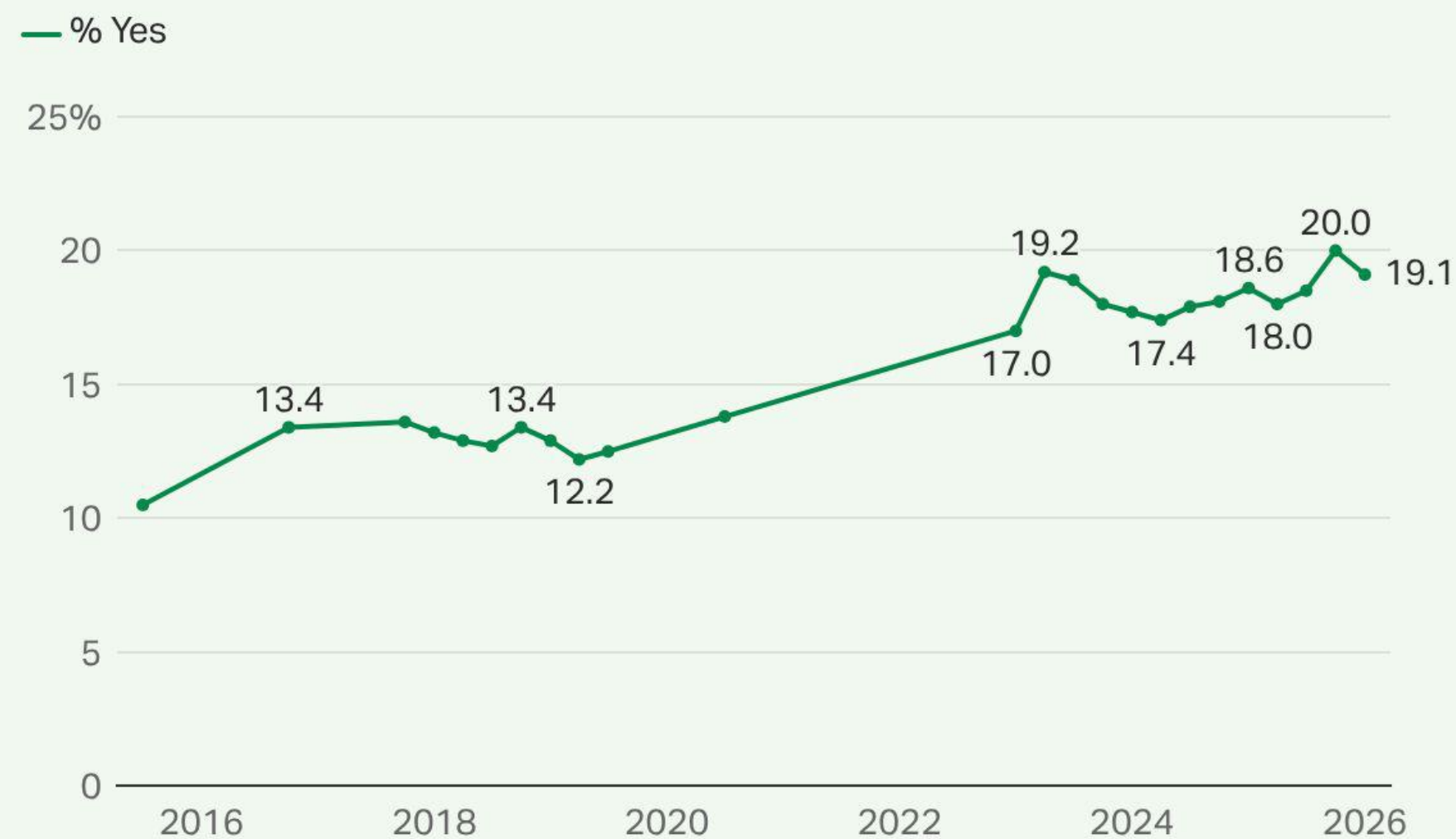
National View of Mental Health:

How are we doing as a nation?

Rising depression rates, circa COVID, staying elevated

U.S. Depression Rate Hovers Near Historical High

Do you currently have or are you currently being treated for depression?



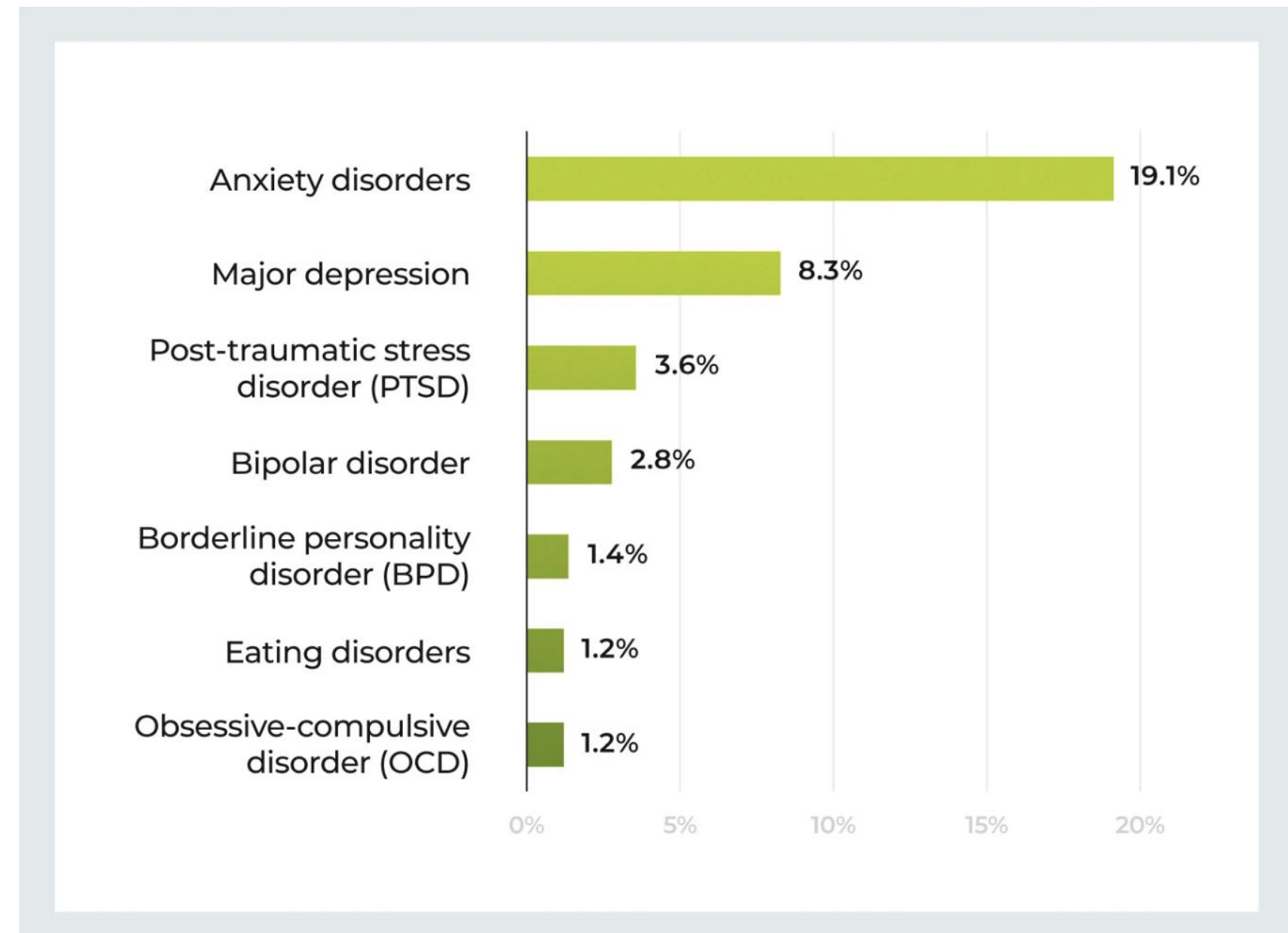
Data were not collected in 2021 or 2022.

GALLUP®

Drilling Down on Mental Health in the U.S.

- **Over 122 million people live in a mental health workforce shortage area (2024)**
- 27% of the mental health need in shortage areas was met by mental health providers

[Kaiser Foundation x CNN 2022 study](#)



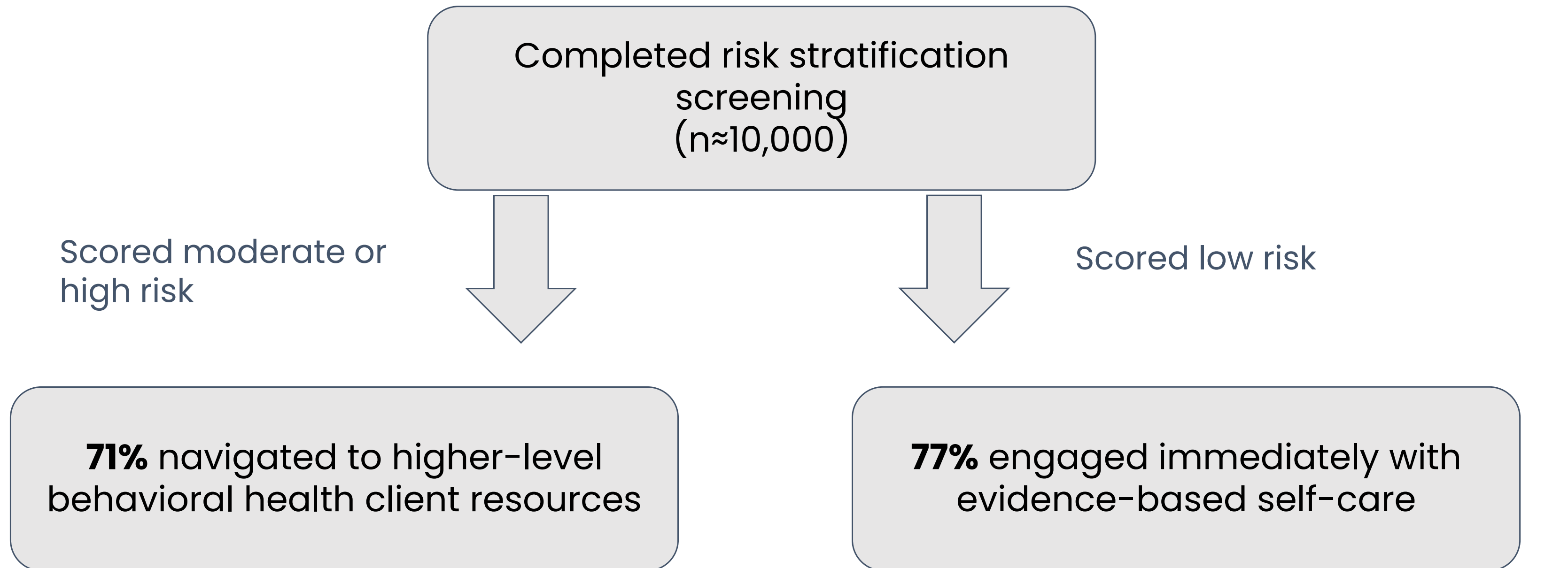
Prevalence of mental illnesses in U.S. adults over the past year [via NIH](#)

Early Intervention Works!

- **Exercise** – **34% reduction in depression**, as effective as antidepressant medication and psychotherapy.
- **Mindfulness-based Therapy** – Shown to be as effective as Lexapro for anxiety.
64% decreased risk of drug relapse, 69% decreased risk for alcohol relapse.
- **Yoga** – Meta study of 35 trials: **74% note significant decrease in stress and/or anxiety symptoms with yoga.**
- **Tai Chi** – Randomized controlled trials with older adults show improvement **in sleep quality and duration, daytime functioning, depression, quality of life, and cognitive functioning.**
- **Being in Nature** – Across 36 studies, outdoor, nature-based exposures found to have a **positive effect on stress relief.**
- **Art Therapy** – **81%** of Creative Art Therapy studies **report reduction of stress.**
- **Depression Prevention among adolescents** – Meta-analysis of 35 trials with ~6,000 participants.
- **MD Guided Self-help Depression Program** – **51% reduction in depression** symptoms and **49% reduction in anxiety** symptoms.

Population Screening at Scale

Self-triage to appropriate level of care



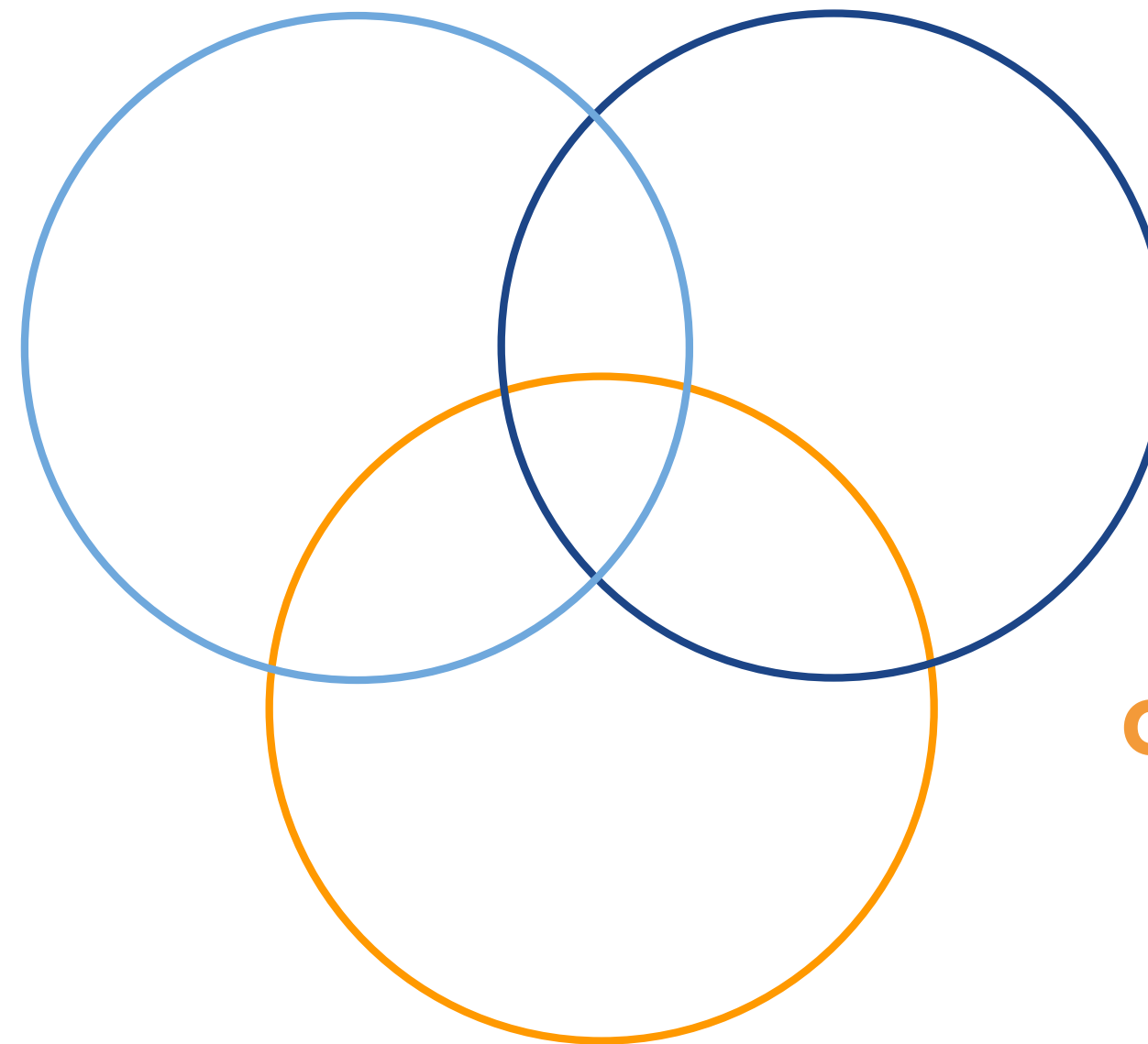
Source: 2025 payer client data

Hospitals and the Communities They Serve

Shared platforms enhance collaboration

Hospital or System

- Deep clinical capacity
- ADT awareness
- CHNA & Implementation Strategy



Community/Stakeholders

- Whole population, patients and non-patients
- Where most mental health need lives
- Screening, Prevention, Self-care
- LHD, LBHD, CBOs, schools, faith, employers

CredibleMind

- Shared digital orchestration layer
- Validated assessments
- Evidence-based resources
- Data & analytics for CHNA impact
- Schedule H, Part I

Four Pillars of Population Behavioral Health

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

Jonathan Adler^{1*}, MS, MD; Deryk Van Brunt^{2*}, DrPH

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*all authors contributed equally

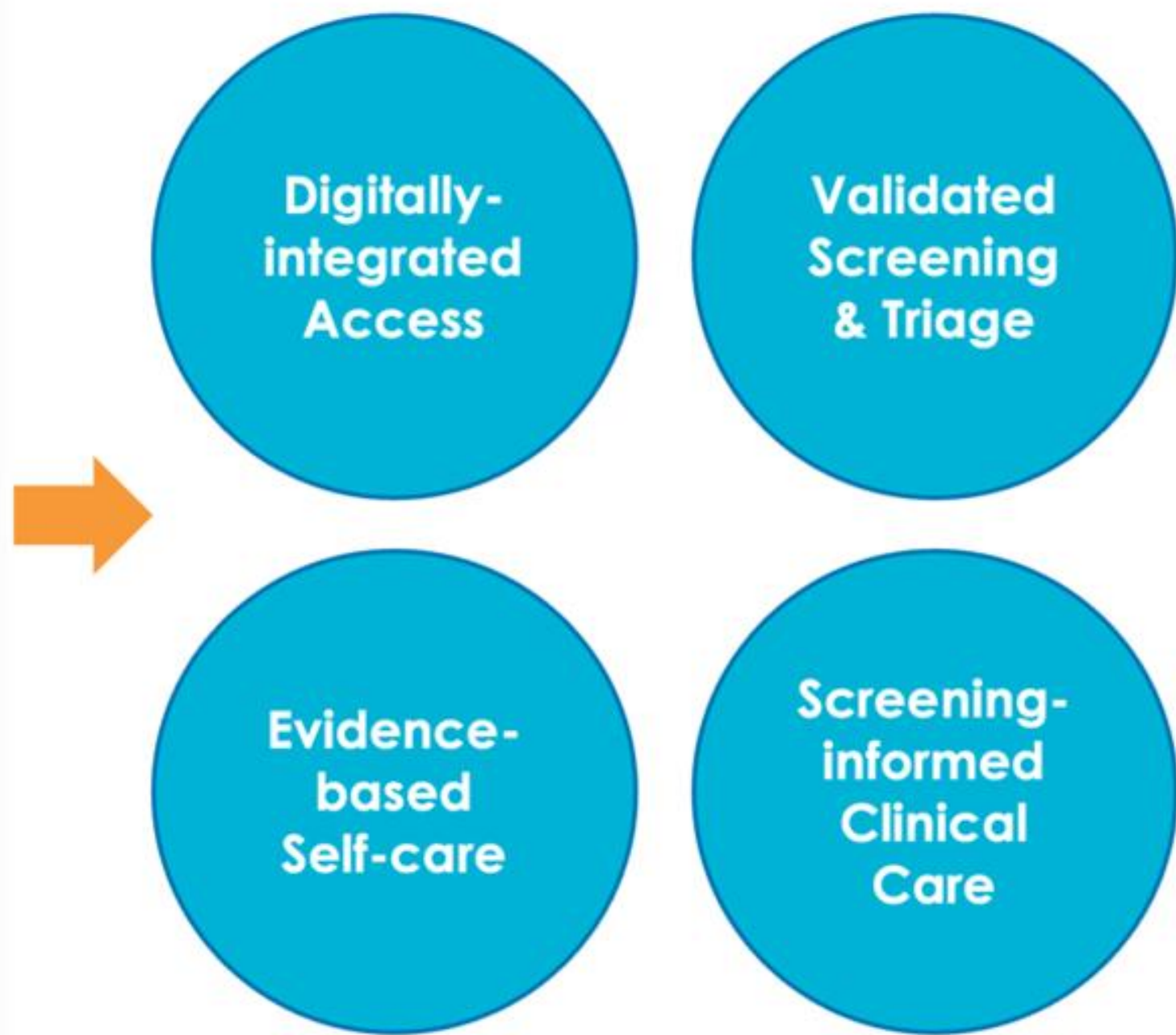
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Abstract

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](https://doi.org/10.2196/63791)



Community Health Response:

**Insights from CredibleMind
Behavioral Health Hub
for AHA members**

We Can't Clinically Treat Our Way Out of This

We are 250,000 behavioral health therapists short... we can't clinically treat our way out of this.

250K

Therapists Short

The massive gap in US clinical capacity makes relying solely on traditional 1-on-1 therapy unsustainable.

1. Early Intervention

Deploy digital platforms and resources to reach people before they reach a clinical crisis point.

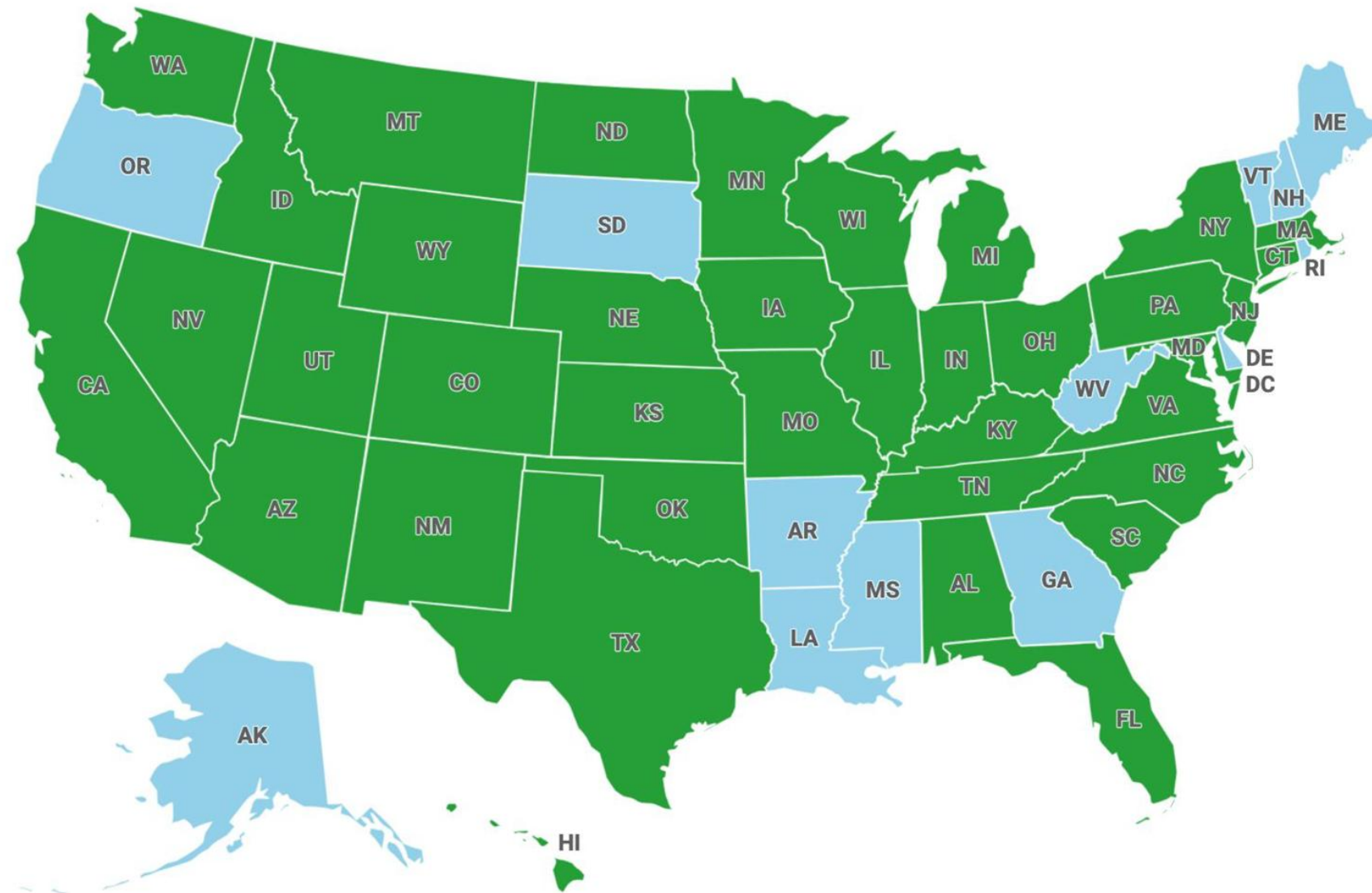
2. Empowering Self-care

Provide evidence-based tools, self-assessments, and strategies to help individuals manage well-being.

3. Triage for Efficiency

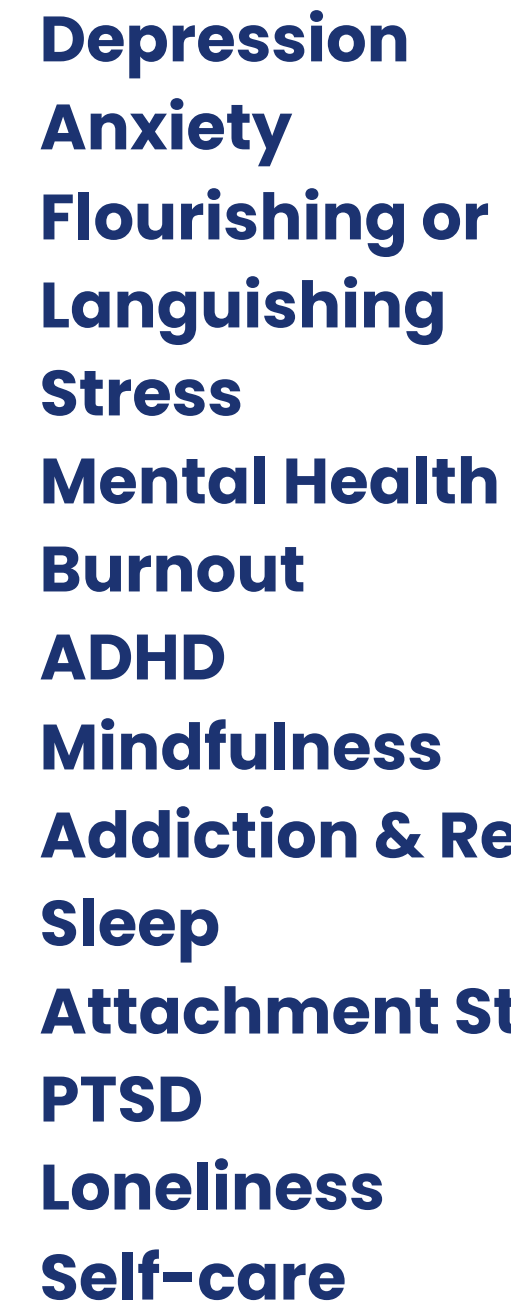
Route individuals automatically to the appropriate level of support to optimize clinical resources.

CredibleMind Footprint Is Growing



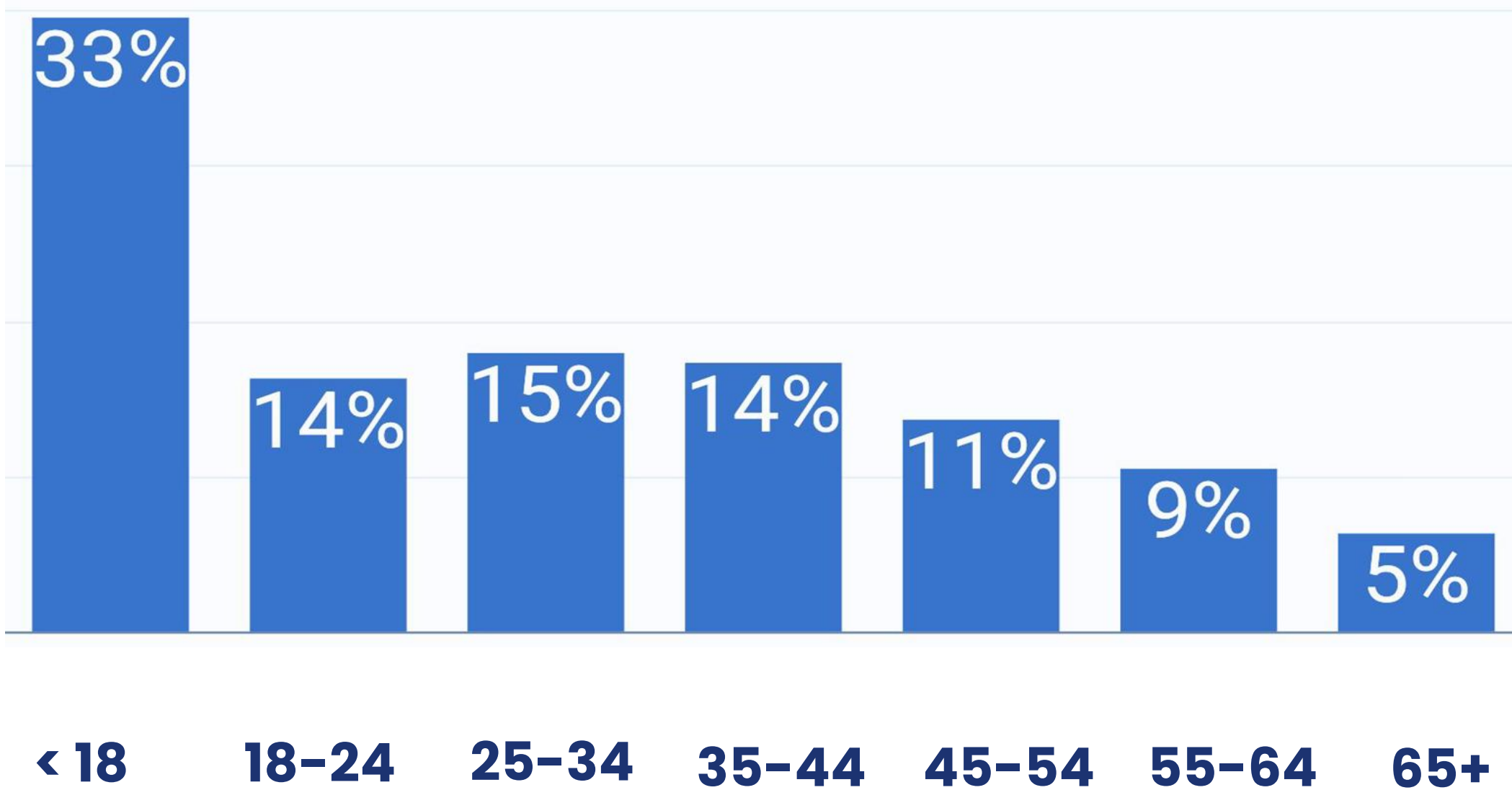
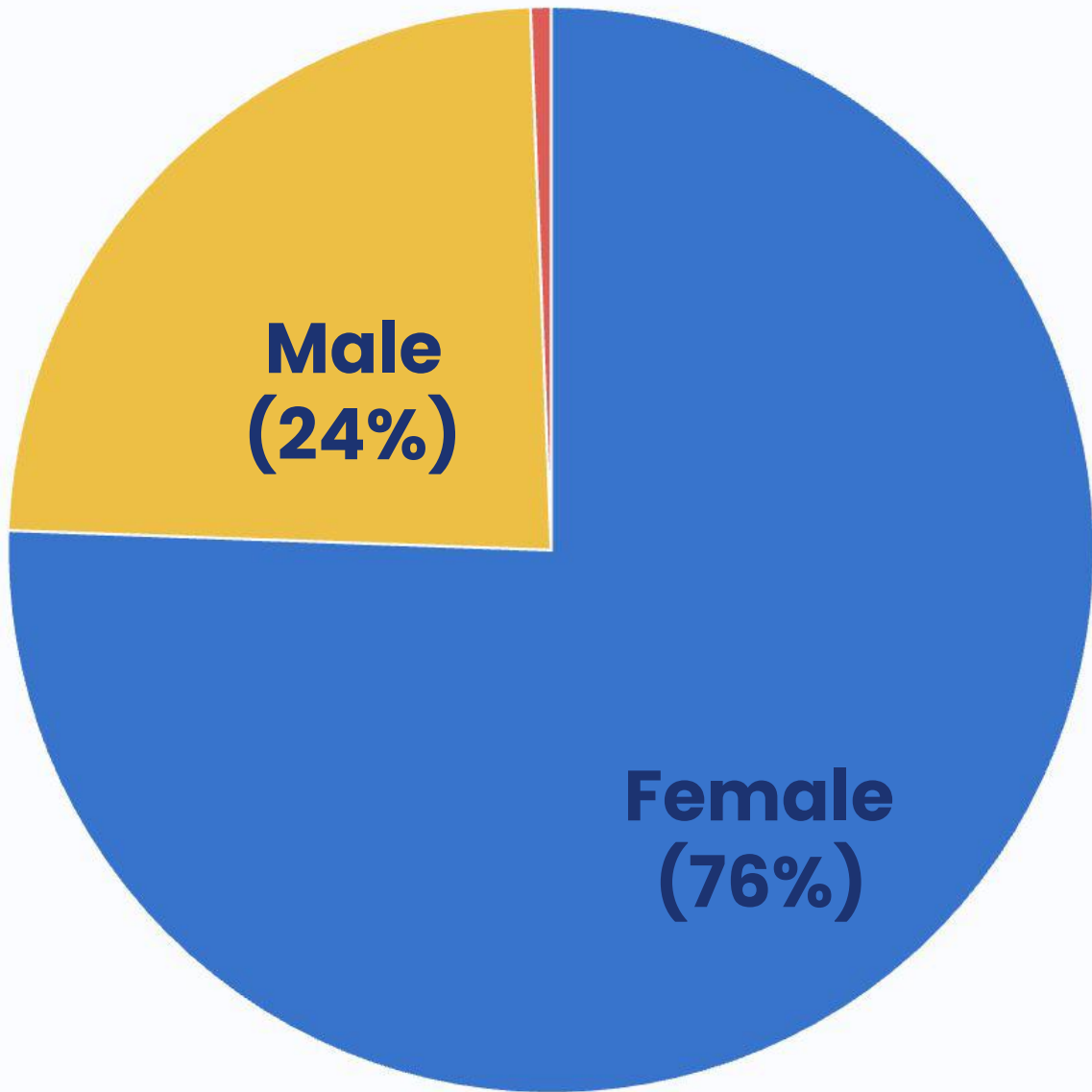
Fast Facts

- 200+ communities have joined
- Over 400,000 community members have engaged
- Over 2 million minutes of time spent on the site!



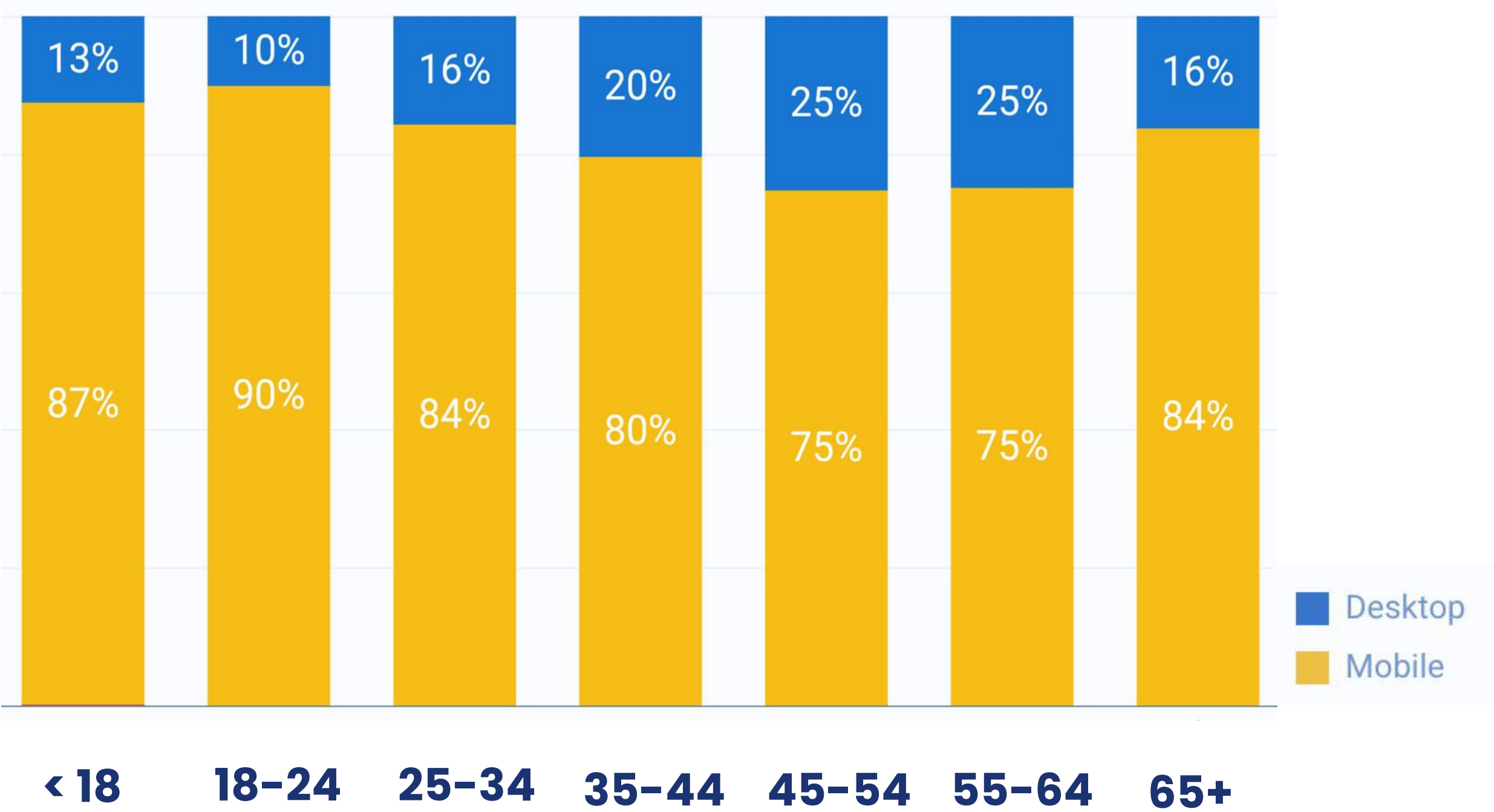
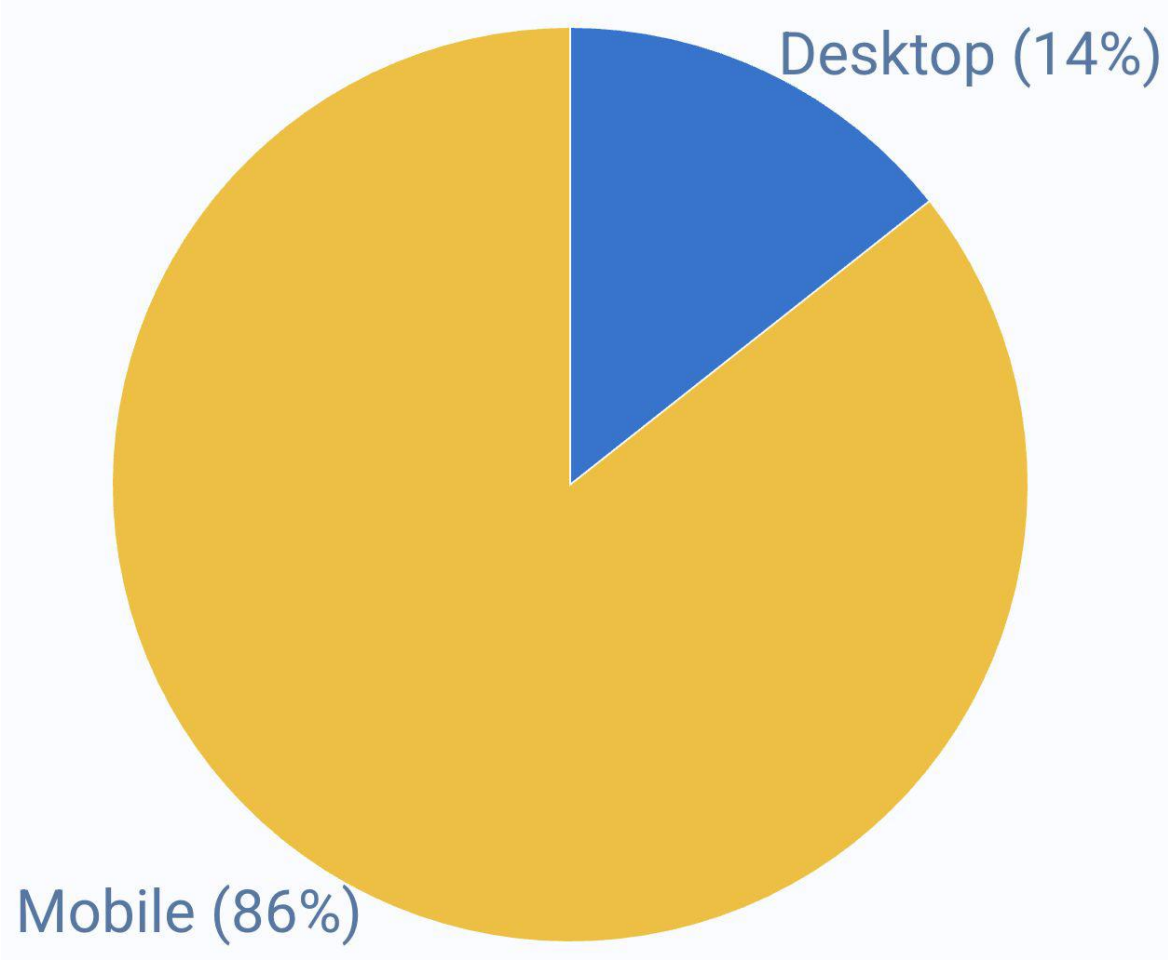
Parenting
Trauma
Leadership
Exercise & Body
Movement
Personality Types
Resilience
Postpartum Depression
Romantic Relationships
Meditation
Cognitive Behavioral
Therapy
Suicide & Prevention

User Characteristics (2026)



Note: these analyses are of Community sites, from August 1, 2023 to present.

How Users Connect (2026)

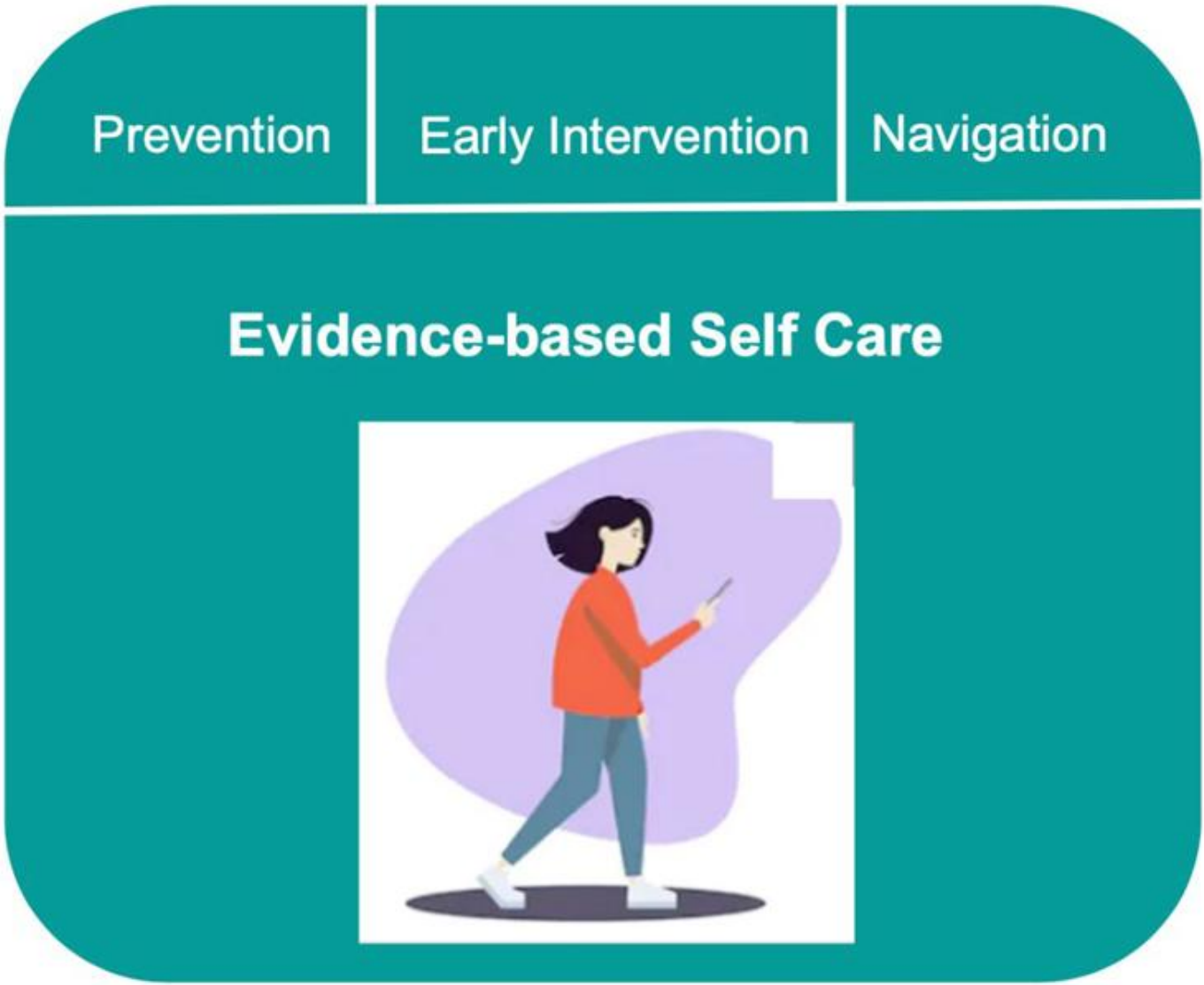


*CredibleMind Behavioral Health Hub
for AHA Members:*

How It Works

How It Works

Resilience and Self Care – 75%



Professional Services – 25%

+



The AHA Behavioral Health Hub is...

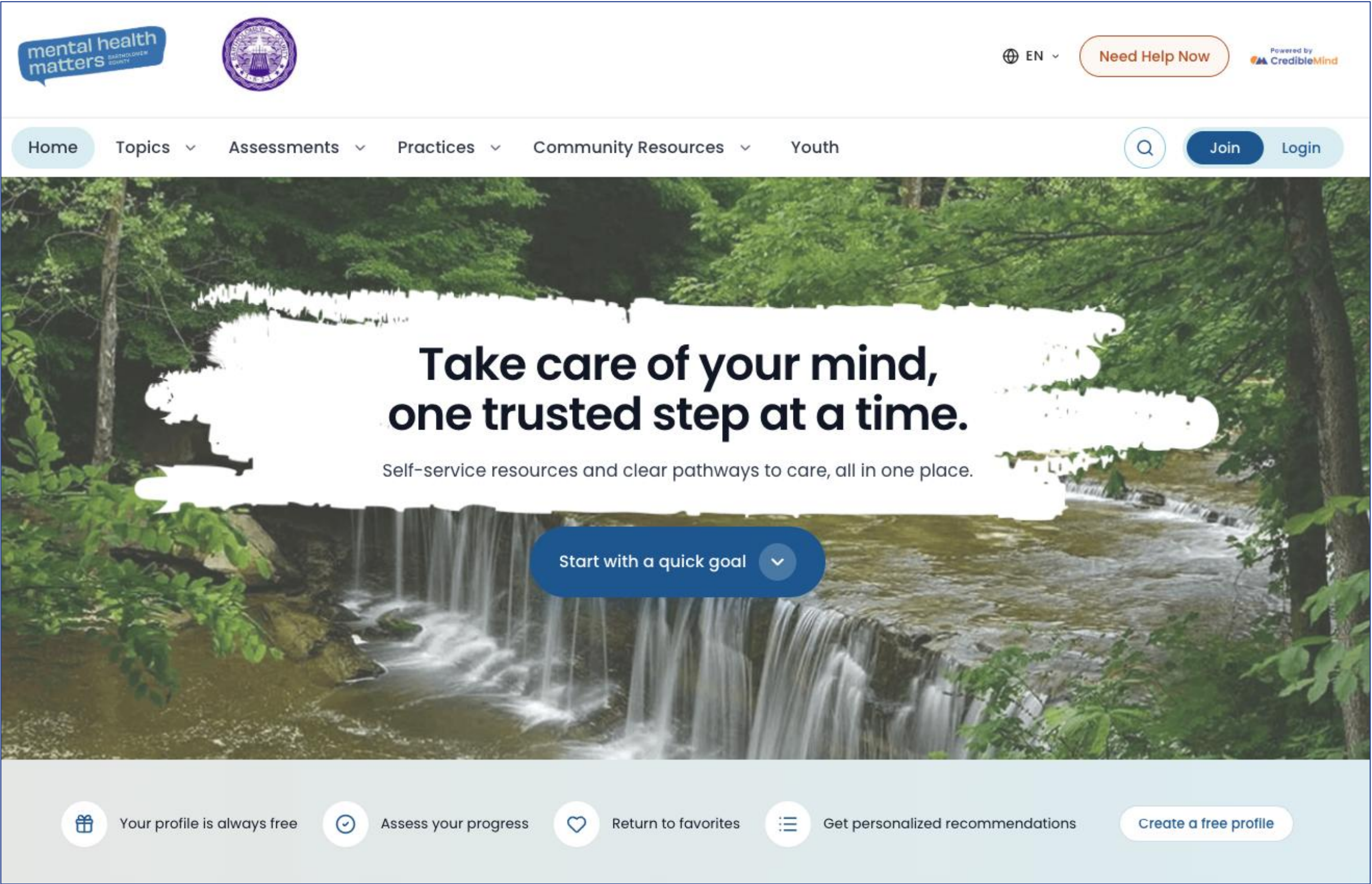
A digital mental health platform localized for your community

Available to everyone, including workforce and residents, for early intervention and navigation to resources

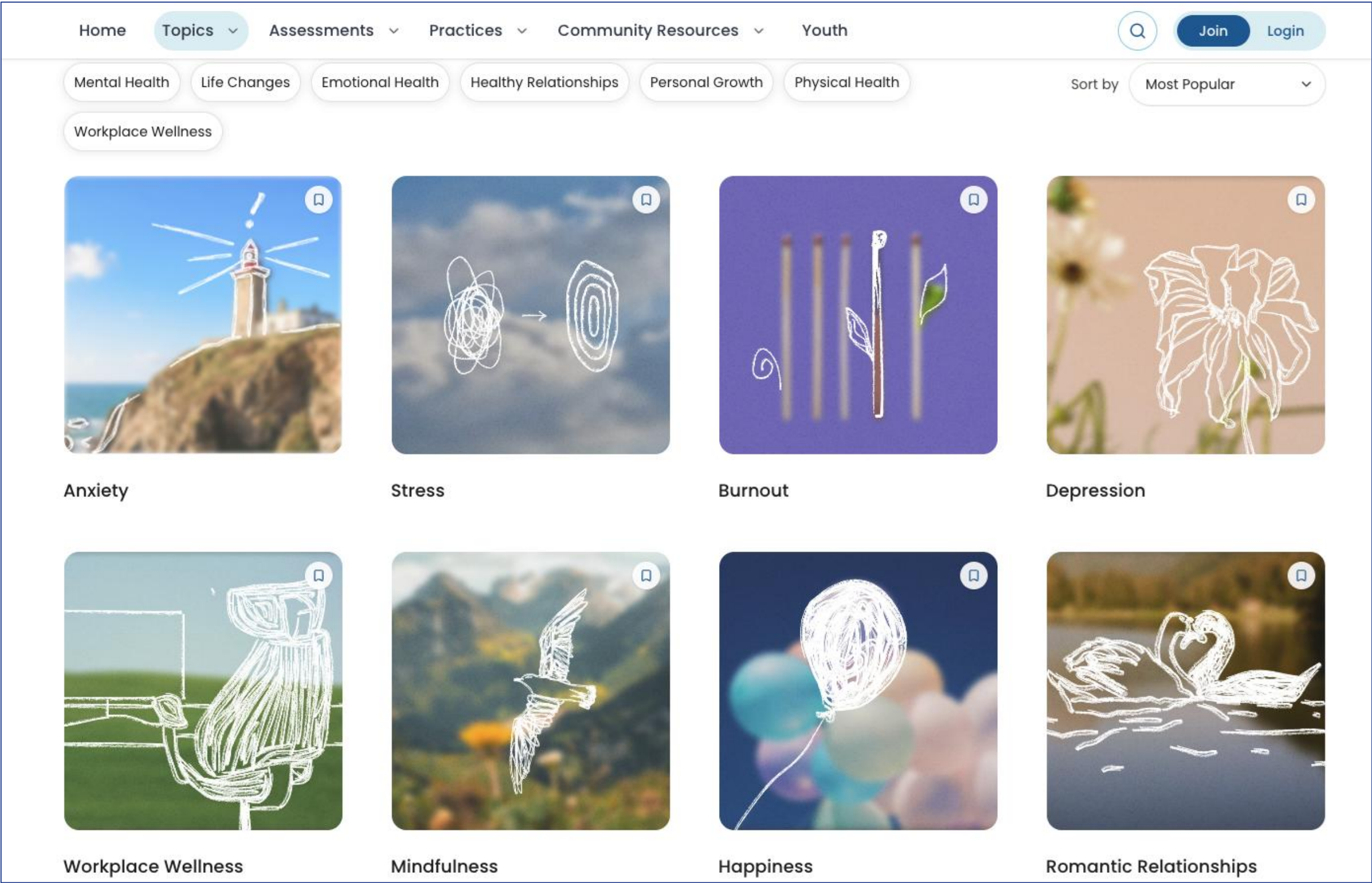
Benchmark reporting with real-time community and workforce analytics

Best practice sharing with other leaders to become data-driven and evidence-based

How It Works: SelfCare



How It Works: SelfCare



How It Works: SelfCare

Anxiety

 Reviewed by experts

Feeling stressed or worried is a normal part of life, but when anxiety becomes overwhelming, it can start to affect your mental, emotional, and physical health.

You're not alone—around 4% or 301 million people worldwide live with an anxiety disorder. The good news is there are many proven ways to manage it. Click on Learn More to understand what anxiety is and how it works or find resources below that can support your healing.

[Read more](#) ▾

Looking for something else? Try:

Cognitive Behavioral Therapy →

Sleep →

Doctors & Medication →

Bodywork, Healing, and Relaxation →

Breathing Practices →

Creative Expression →

Exercise & Body Movement →

Herbs & Supplements →

Take an assessment



 Assessment

1 min

Are Your "Worry Days" a Sign of Anxiety?

3 / 3





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Overview

Common Questions

Get Started

What Helps

The Library

How It Works: SelfCare

ON THIS PAGE

Overview

Common Questions

Get Started

What Helps

The Library

FIND ANSWERS

Common Questions

FAQ

Are stress and anxiety the same thing?

No, stress and anxiety are not the same things, though they share similarities. You may feel the same physical symptoms when stressed or anxious such as a fast heart rate, inability to focus, difficulty sleeping, an upset stomach...

See answer →

FAQ

What is an anxiety disorder?

Everyday your brain and body produce and regulate hormones within your body that influence your mood, energy, and alertness. When you are stressed, your body activates your stress response system, releasing hormone...

See answer →

FAQ

What are the main symptoms of anxiety?

Feeling nervous, anxious, or on edge Difficulty controlling worry, especially about a variety of activities or responsibilities (e.g., work, school, family) Feeling easily fatigued Having difficulty concentrating or experiencing...

See answer →

How It Works: SelfCare

ON THIS PAGE

Overview

Common Questions

Get Started

What Helps

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TRY IT NOW

Getting Started

Learn the basics

1 / 4

←

→

Understanding Anxiety: Symptoms, Causes and Treatments

Video

5 min

Understanding Anxiety: Symptoms, Causes and Treatments

Build a skill

1 / 4

←

→

Dropping Anchor

Practice

5 min

Dropping Anchor

Find care options

1 / 4

←

→

Options Behavior Health Hospital

Mental Health & Addition Treatment Center

Visit Site

ON THIS PAGE

Overview

Common Questions

Get Started

What Helps

The Library

EVIDENCE AT A GLANCE

What Helps

Great Evidence

Strong, consistent research

Cognitive Behavioral Therapy

Exercise & Body Movement

Meditation

Psychotherapy

Good Evidence

Well-studied, helpful for many people

Doctors & Medication

Friendships & Social Support

Herbs & Supplements

Nutrition

Yoga

How It Works: SelfCare

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Q Search titles and authors...

Recommended

Filters

Clear All

Type

Clear

Videos

Podcasts

Articles

Books

Organizations

Practices

Insights

Apps

Assessments

Series

Audience

Clear

Parents

Kids

Teens

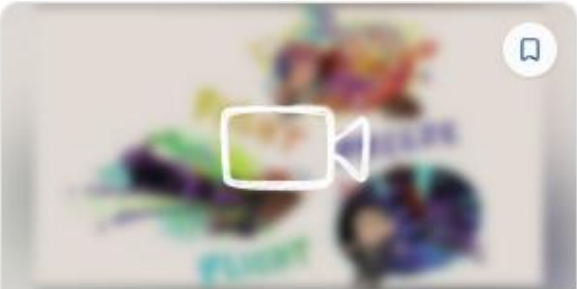
College Students

Women

Men

Black Voices

Employees



Video2 min

Fight Flight Freeze – A Guide to Anxiety for Kids



Podcast48 min

183 — How to Permanently Heal Your Anxiety by Addressing the Root Cause with Dr. Nicole Cain



Article

Your Anxiety Does Not Define You



Book

Hattie Harmony: Worry Detective



Organization

New England Center for OCD & Anxiety



Practice5 min

The Butterfly Hug

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How It Works: SelfCare

Assess your wellbeing

Learn more about your mental, emotional, and social health



Assessment6 min

How Is Your Self-Compassion?



Assessment5 min

Is Loneliness Impacting Your Life?



Assessment3 min

What's Your Attachment Style?



Assessment12 min

What's Your Mental Health Profile?



Assessment3 min

Are You Mindful or Is Your Mind Full?



Assessment2 min

Are Your "Off Days" a Sign of Depression?



Assessment1 min

Are Your "Worry Days" a Sign of Anxiety?



Assessment2 min

Dive into Your Personality Big 5!



Assessment9 min

Dopamine Driven or Serotonin Strong?

How It Works: SelfCare

Available in many languages...

Arabic	French	Japanese	Soomaali
Armenian	German	Khmer	Spanish
Bangla	Greek	Korean	Swahili
Canadien français	Gujarati	Lao	Tagalog
Chinese Simplified	Haitian Creole	Nepali	Tamil
Chinese Traditional	Hebrew	Polish	Telugu
English	Hindi	Portugues	Thai
Farsi	Hmong	Punjabi	Ukrainian
	Italian	Russian	Urdu
			Vietnamese
			Yiddish

How It Works: Reporting Dashboards



Let's hear from the experts in the field



Case Study **Columbus** **Regional Health**

About Columbus Regional Health



- 105-year history
- 225 bed not-for-profit
- Primary and specialty care network
- Serving south central Indiana
- Cleveland Clinic Connected
- Numerous nationally recognized programs



About Mental Health Matters



If you are experiencing a mental health crisis, please call the **Be Well Crisis Helpline at 2-1-1** or **Suicide & Crisis Lifeline at 988**.



Community CampaignsResourcesAmbassadorsAboutfCredibleMind

About Mental Health Matters

We are a community-wide initiative created to address challenges and improve the mental health system for the wellbeing of youth and adults in Bartholomew County.

Our Partners

Resource Team

- City of Columbus
- Bartholomew County
- Columbus Regional Health
- Centerstone of Indiana
- Bartholomew Consolidated School Corporation
- United Way Bartholomew County



Guiding Team

- People with Lived Experience
- Racial, Gender and Ethnic Group Advocates
- Employers
- Faith Communities
- Youth Advocates
- Elder Advocates
- Rural Advocates
- Neighborhood Advocates
- Mental Health Support Groups

What It Looks Like

mental health matters



EN

Need Help Now

Powered by CredibleMind

Home

Topics

Assessments

Practices

Community Resources

Youth

Take care of your mind,
one trusted step at a time.

Self-service resources and clear pathways to care, all in one place.

Start with a quick goal

Your profile is always free

Assess your progress

Return to favorites

Get personalized recommendations

Create a free profile



























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

mental health matters

ASAP Rethinking Wellness

CredibleMind



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

JOIN THE MOVEMENT
LEARN MORE ABOUT OUR CAMPAIGN AT
[MHMBC.ORG/AGAINST-STIGMA](https://mhmbc.org/against-stigma)

A COLLABORATIVE PROJECT OF
ASAP Rethinking Wellness

mental health matters



HEALING FROM
LOSS, GRIEF,
AND TRAUMA

— Janae Garner-Kelley

RESOURCES FOR GRIEF & LOSS
HELPING YOU COPE AFTER LOSS

STANDING UP
AGAINST STIGMA

JOIN THE MOVEMENT
LEARN MORE ABOUT OUR CAMPAIGN AT
[MHMBC.ORG/AGAINST-STIGMA](https://mhmbc.org/against-stigma)

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mental health matters

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Some keys to our success so far

- 1 **Emphasis on clarity, inclusivity and authenticity.** Pair evidence-based strategies with lived experience storytelling.
- 2 **Stand Up to Stigma campaign** utilizes storytelling via social media, newsletters, and traditional media outlets.
- 3 **Partner network** includes schools, employers, faith-based organizations, and our health department. CredibleMind hosts the resources.
- 4 **Ambassador network.** We equip trusted community members to carry messages into workplaces, neighborhoods, and peer groups.
- 5 **Community events and displays** using banners, posters, and presentations to spark dialogue and promote hope and resilience.

MHM by the numbers

- Reached 342,000+ residents with 1.1 million impressions through digital campaigns.
- Generated 7,026 clicks to full-length lived-experience stories.
- Achieved a 97.5% empathy lift, with nearly all survey respondents reporting increased compassion.
- Reached 104,000+ Spanish-speaking residents through bilingual campaigns.

National stats

- 77% screened low risk choose self-care
- 71% at elevated risk navigate to care
- 57% report behavior change
- 94% “thumbs up” selected resource



Mental Health Matters Community Dashboard

Performance Measures

Short term localized measures that represent key data points within the five Mental Health Matters community areas of focus. These will be updated on an annual basis and could change from year to year.

Knowledge/Perception

1. Percentage of calls - associated with mental health (Barth Co Sheriff & Columbus Police)
2. Number of calls – to 988, Stride, mobile crisis line (Centerstone, CCBHC)
3. Trained People - number of individuals certified in Teen, Youth, and Adult Mental Health First Aid
4. % of people - who visit CredibleMind and used a topic

System Access

1. Wait time - time it takes from call to intake evaluation (Centerstone)
2. Wait time - time it takes from intake evaluation to treatment (Centerstone, CCBHC)
3. Wait time - time it takes to access psychiatric/medication services (Centerstone, CCBHC)

Mental Health Provider Pipeline

- National Rate - number of mental health providers per 100,000 population (NPPES)
- State Rate – number of mental health providers per 100,000 population (NPPES)
- County Rate – number of mental health providers per 100,000 population (NPPES)

Programs/Services

1. Number of Adult mental health crisis evaluations - from ER visits (CRH)
2. Number of Youth mental health crisis evaluations – from ER visits (CRH)
3. Number of Students recommended - for mental health services (BCSC)

Basic Needs

1. Homelessness – annual count of unhoused (City of Columbus)
2. Poverty - individuals who achieved income above 200% of the poverty rate in Avenues to Opportunity Program (United Way)
3. Number of Families - who receive support with basic needs by working with United Way Funded/Partner Organizations (United Way)
4. People with insurance - % of people in Bartholomew County with any kind of

Community Indicators

Long term focused data points that indicate how overall community efforts have influenced broad community change. No one entity or organization can change these indicators on their own. These community indicators will be updated during the periodic CRH Community Health Needs Assessment.

People have easy access to mental health services and clear information about their choices

1. % of adults - who report a time in the past year when they needed mental health services but were not able to get them
2. % of adults - who rate the ease of accessing local mental health services as fair or poor
3. % of area people with children under the age of 18 in the household - who are aware of local resources for children's mental health

Residents of all ages feel empowered and connected to each other and our community

1. % of adults - who report “fair”/”poor” mental health
2. % of children - who report “fair”/”poor” mental health

People from all backgrounds in the community share a hopeful view of the future

1. % of people - considered suicide in the past year
2. % of children (5-17) - with symptoms of depression
3. Suicide rate - per 100,000 people
4. % of adults - with symptoms of depression

What the best do better.

**The best practices driving
engagement and positive outcomes**

What the Best Do Better: 5 Best Practices

**Build a Broad
Coalition**

**Have a Strong
Champion**

**Use Local Digital
Advertising**

**Tap into Multiple
Channels of Reach**

**Keep the Message
Fresh & Frequent**

What the Best Do Better: Best Practice Analysis

Top Quartile Performers

12% of population, since launch

Bottom Quartile Performers

4% of pop.



What the Best Do Better: Integrate the Message

Creative Publicity & Messaging



Billboard in Minnesota



Billboard in Nebraska

Farm State of Mind

Healthy farmers strengthen our communities

- Fluctuating markets, financial uncertainty, and extreme weather events can make farming very stressful.
- Farmer suicide rates are **2 to 5 times higher** than the national average.



Follow these steps to support someone struggling with mental health or suicidal thoughts:

Ask about thoughts of self-harm 

Persuade them to talk to a professional 

Connect to 988 Crisis & Suicide Lifeline 



RockCounty.CredibleMind.com/lists/mental-health-support-for-farmers

Postcard in Wisconsin

Community Events



Health Fair in Fishers, IN

QR Code Access

ARE YOU STRUGGLING?

CredibleMind is a **free, confidential, anonymous** online platform available **24/7** to help you understand and care for your mental health.

You Are Not Alone.

Your Mental Health Matters.



fvhd.crediblemind.com





An initiative of the Farmington Valley Health District

Campaign in Farmington, CT

Key Insights

Insights: High Levels of “Meaningful Use”

64%

Completed an assessment

Selected a resource

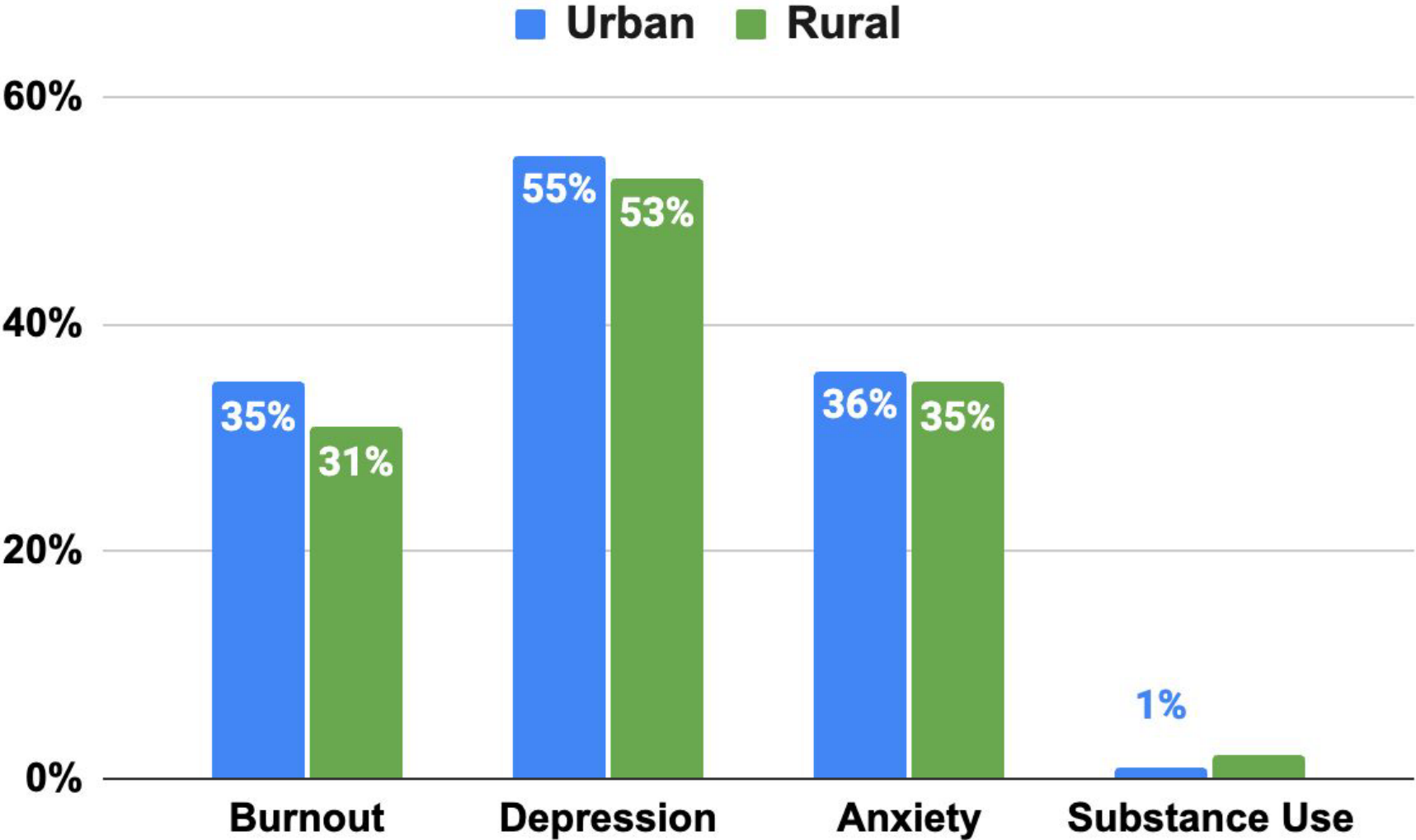
Searched a topic

Used a Topic Center

Found or selected a local resource

Played / watched / listened / read

Insights: Urban vs. Rural Comparison



Urban communities...

- Slightly higher rates of burnout, depression, and anxiety

Rural communities...

- 112% higher risk of substance misuse
- 178% higher rates of suicidality in rural communities (NAMI)

Insights: Improvements in self-reported knowledge, confidence, skills, and behaviors

94%

**Like the
resources
("thumbs up")**

71%

**Better
understand
their well-being**

61%

**Learn a new
skill or
practice**

57%

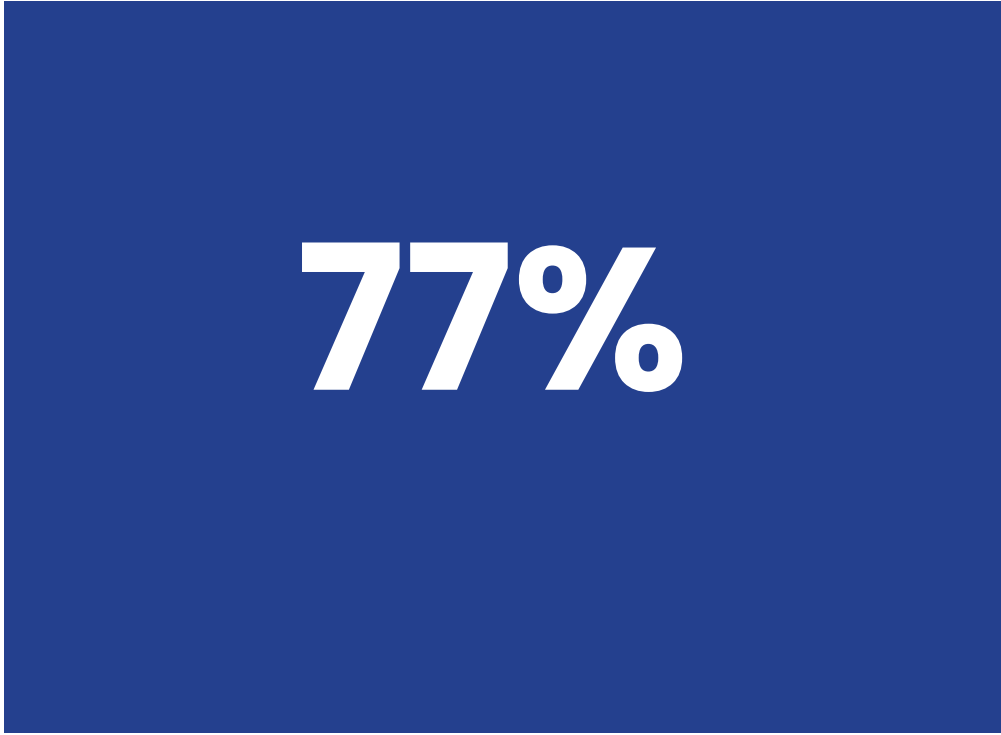
**Make a positive
behavior
change**

Insights: Effective triage to the right resources



71%

of moderate- to high-risk members selected in-network clinical care, promoting early intervention.

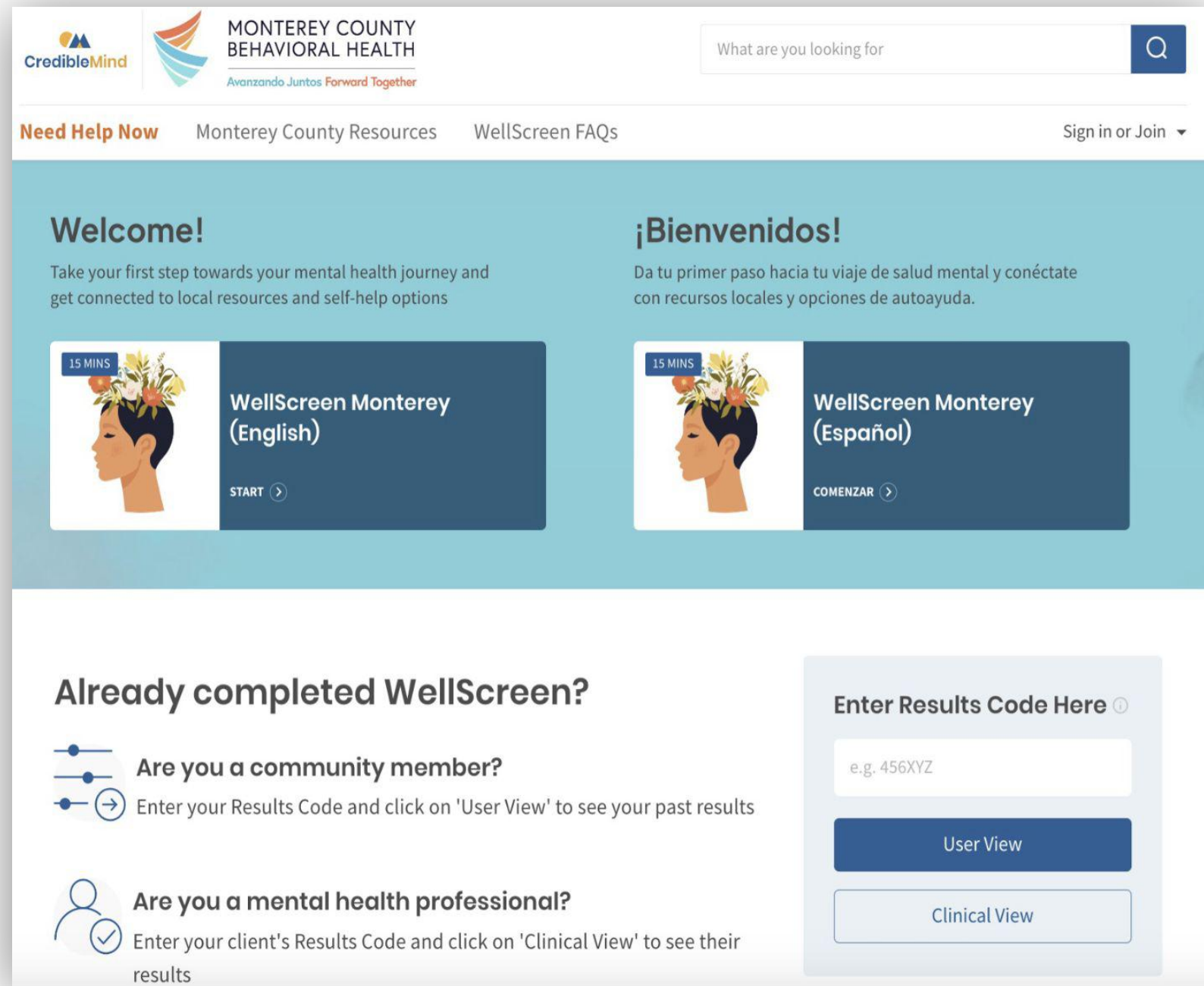


77%

of low-risk members chose self-care, preserving in-network clinical capacity.

Note: Analysis includes organizations promoting triage, including health plan, employer, and health systems. Client resources are treated as clinical for this analysis.

Insights: Monterey Coalition Behavioral Health



The screenshot shows the WellScreen Monterey website. At the top, there's a header with the CredibleMind logo, the Monterey County Behavioral Health logo, a search bar, and navigation links like 'Need Help Now', 'Monterey County Resources', 'WellScreen FAQs', and 'Sign in or Join'. The main content area has a 'Welcome!' section with a 'WellScreen Monterey (English)' button and a '¡Bienvenidos!' section with a 'WellScreen Monterey (Español)' button. Below this, there's a section for 'Already completed WellScreen?' with instructions for community members and mental health professionals to enter their results codes and view their results.

Results

(3rd party independent analysis by UC Berkeley)

- Tripled the number of community members accessing county behavioral health resources and support
- Greater reach to youth, Spanish speakers (> 50% of county pop), high risk community members (61% had moderate to severe risk in comorbid BH and SUD)
- Decreased overall system costs despite the increase in clients served.

**AHA Behavioral Health Hub is a
community of innovation
promoting engagement,
self-care, and triage.**

Innovation Roadmap Highlights – 2026/2027

NOW

**Redesigned
Experience**

NEXT

Smart Search

**Safe AI-Powered
resource finder**

SOON

Guided Journeys

**For rising and comorbid
behavioral health risk**

What you can do: A roadmap to population mental health

1

Partner to amplify your success. Work with Behavioral Health and local stakeholders.

2

Customize for your community. Localize branding, resources, languages, and referral paths.

3

Benchmark to bring focus. See your local data, gain insights, and apply best practices.

4

Get in touch – we’re here to help! Low lift: We help design and launch in two weeks (not months)!

In collaboration with:



Partner Webinar

Solving It Together:

Building an Earlier, More Coordinated Community Response to Behavioral Health Needs



Questions?

Scott Dahl, VP of Business Dev.
scott@crediblemind.com

In collaboration with:

