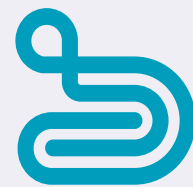


## SURVEY RESULTS

# Behavioral Health Growth Opportunities and Challenges

**Kipu**

&



**Behavioral Health Business**

## Navigating One of the Fastest-Growing Health Care Sectors

Behavioral health, mental health and substance use disorder treatment are some of the top areas of interest across the health care continuum today, and the rapid growth of behavioral health is ripe with opportunity. In fact, more than 40% of participants in our recent Behavioral Health Growth Opportunities and Challenges survey believe addiction and substance use disorder (SUD) treatment offer the greatest opportunities for the behavioral health industry.

From May 1 to May 26, 2023, Behavioral Health Business conducted this survey in partnership with Kipu Health to learn how providers are approaching the vast expansion of the behavioral health industry.

Behavioral Health Business is pleased to share these survey results in hopes that they will help providers understand some of the key industry trends, opportunities and challenges driving the fast-paced growth of this dynamic health care sector.



**Laura Lovett**

Editor

Behavioral Health Business

## Foreword from Kipu

In a rapidly evolving environment, where behavioral health plays a crucial role, numerous underserved communities are facing unprecedented challenges. The need for collaboration and the sharing of best practices among treatment centers has never been more critical. That's why we're excited to introduce our latest initiative: this survey result e-book.

We firmly believe that by coming together as an industry, we can drive positive change and pave the way for growth, effective payer negotiations, public advocacy, and more. That's why we partnered with Behavioral Health Business to gather insights from professionals like you. Your expertise and experience are invaluable in shaping the future of behavioral healthcare.

With this e-book, we aim to improve the overall operations, interactions, and communication within the behavioral health ecosystem. By hearing from professionals at the forefront of the industry, we can gain a deeper understanding of how strategic planning is being approached today and envision the future of behavioral healthcare.

We extend our gratitude to all those who participated in this survey. Your contributions are instrumental in bridging the gap between the realities of today and the potential of tomorrow. Together, we are building a stronger and more resilient behavioral health community.

## Behavioral Health Growth Opportunities and Challenges Survey Report

Results show the views of 164 professionals who identified as working for organizations that provide behavioral health, mental health and substance use disorder treatment, the majority of whom are C-suite leaders, directors or VPs. Participants provided an executive perspective on the trends, opportunities and challenges associated with the rapid growth of behavioral health.

**The survey, conducted online, asked about how companies of all sizes are:**



**Navigating growth trends, opportunities and challenges in behavioral health**



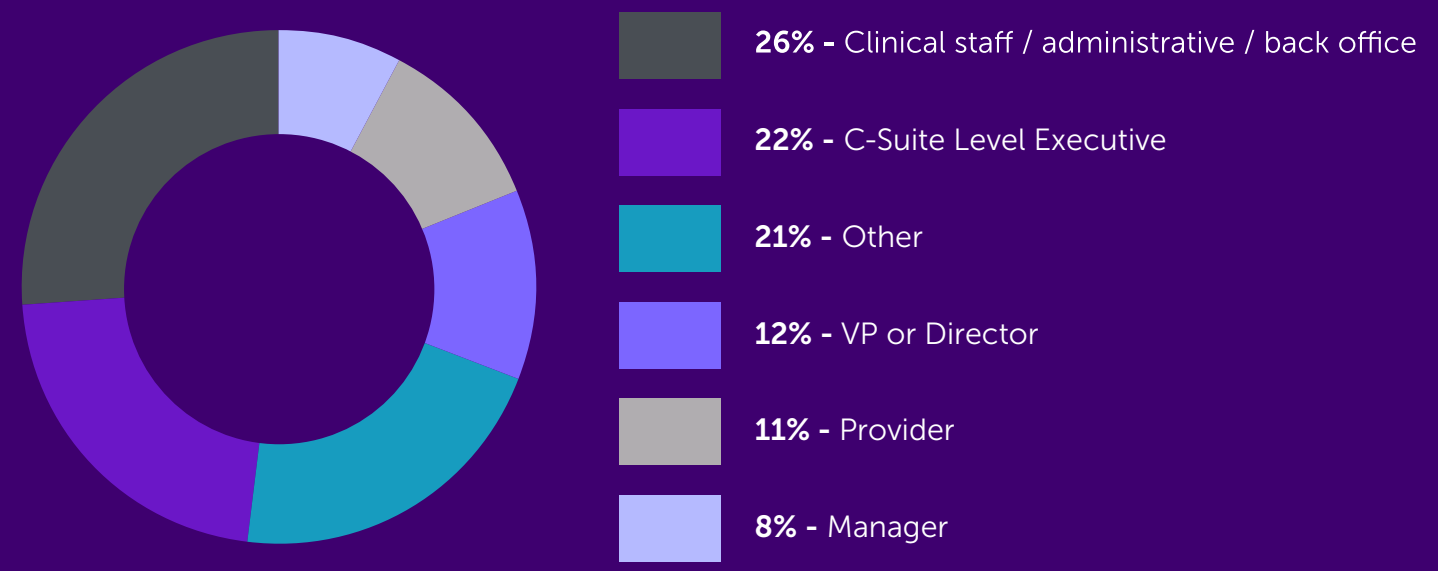
**Prioritizing sub-sectors of behavioral health as they approach service line expansion**



**Leveraging technology in their growth strategies**

## Survey Respondent Demographics

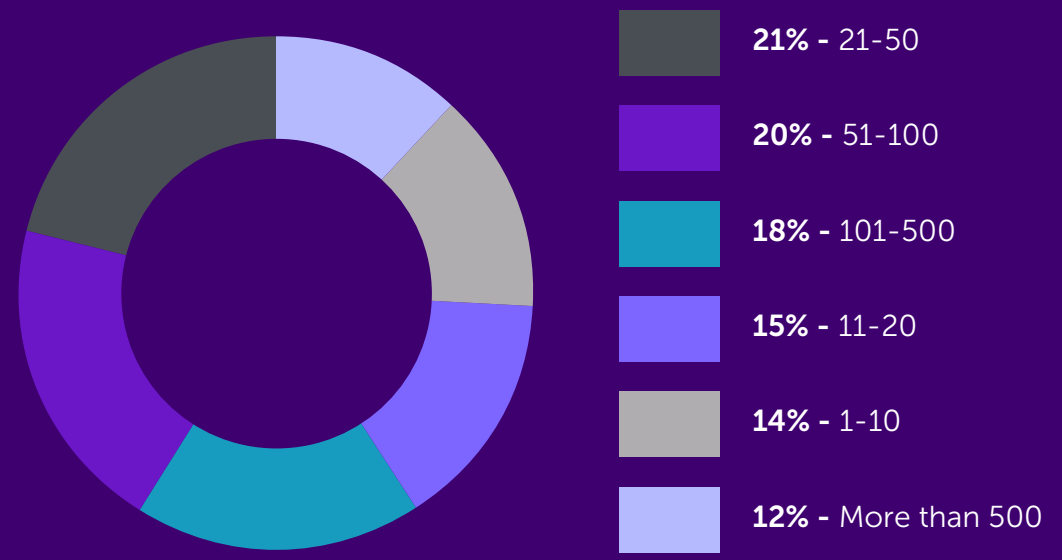
### Which of the following describes your job title / function?



### Levels of Care:

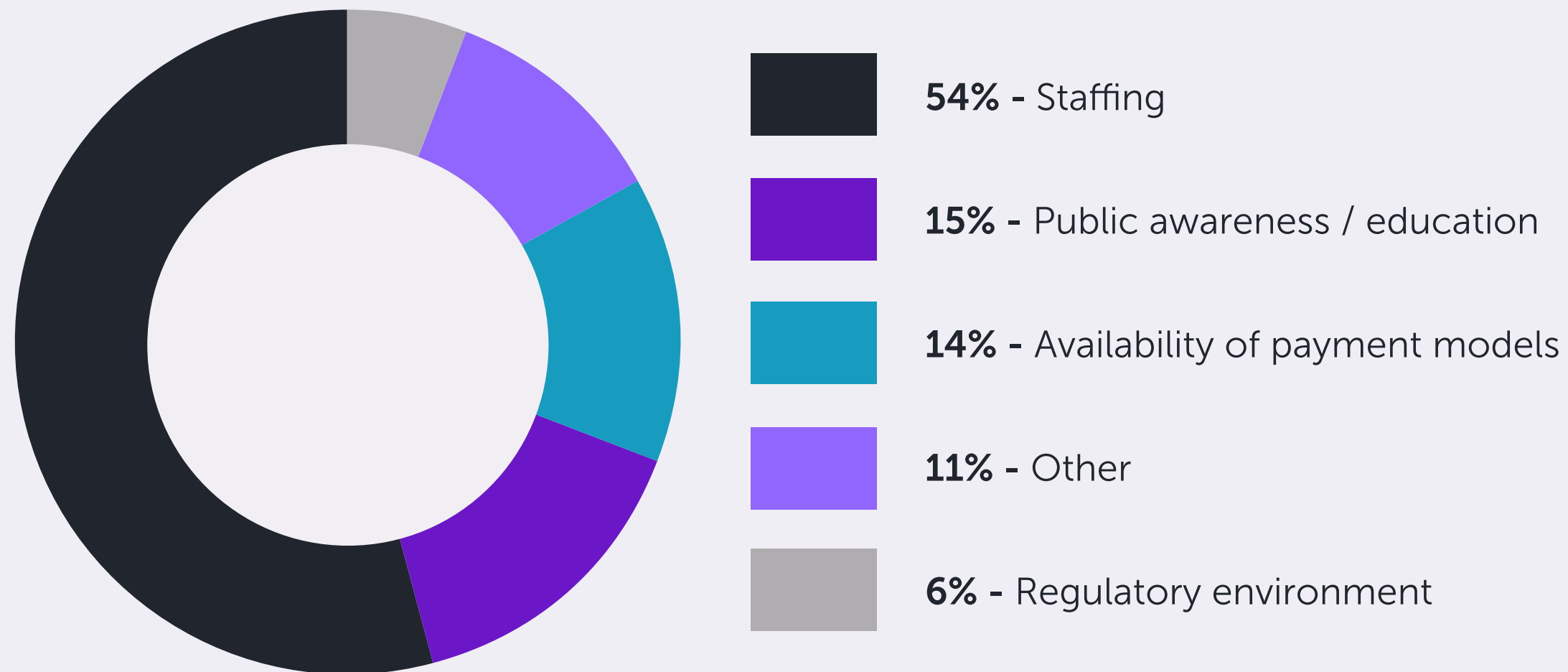
- Interdisciplinary team-based care
- Outpatient care
- Specialty outpatient programs
- Intensive outpatient
- Residential rehabilitation and treatment programs
- Medical detox

### How many patients does your organization serve on a daily basis?



# KEY TAKEAWAYS

Which of the following is the greatest growth challenge to behavioral health care providers?

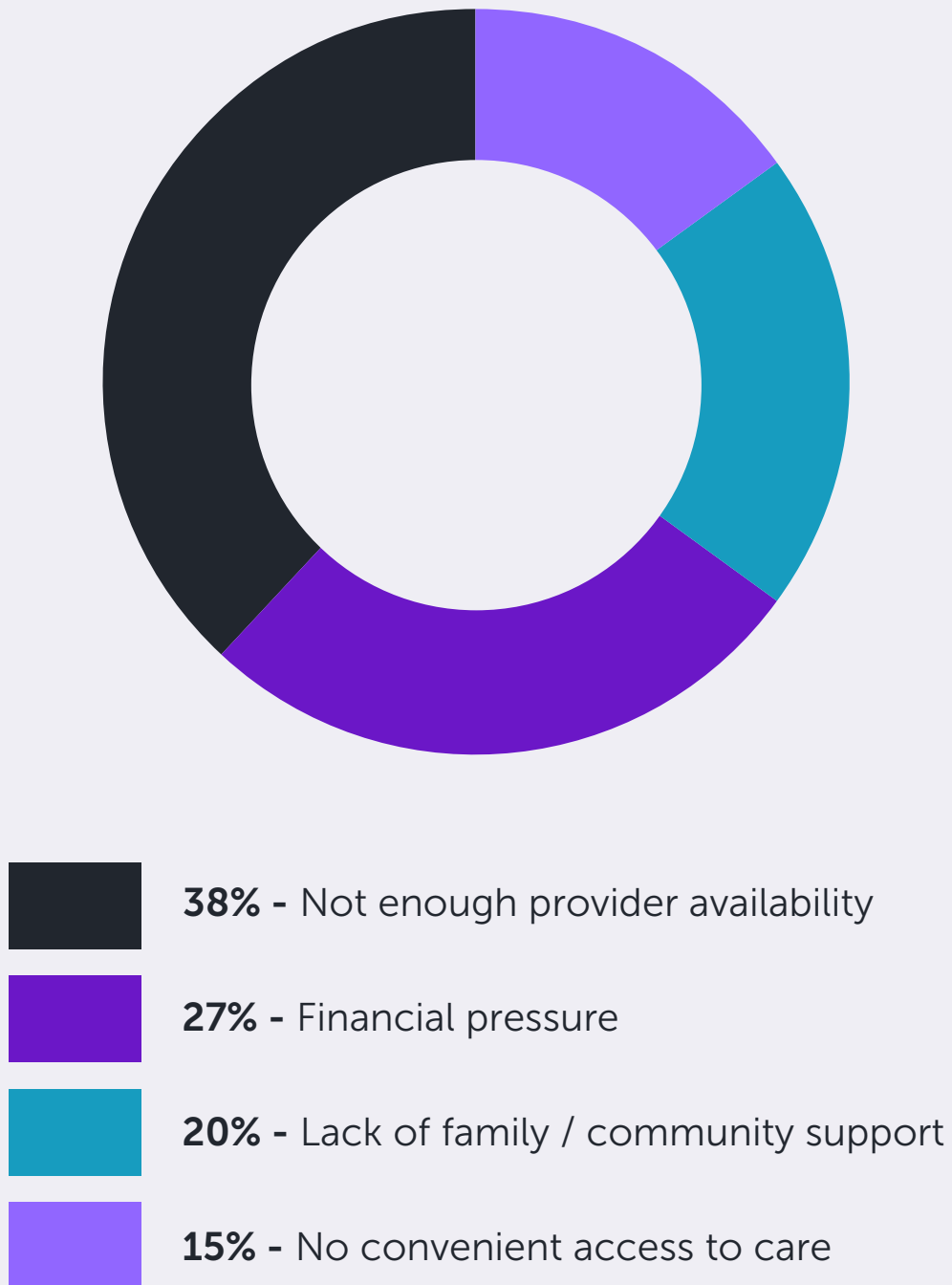


**Staffing is the number one pain point in behavioral health.**

Fifty-four percent of survey participants cited staffing as their organization's top growth challenge today.

# KEY TAKEAWAYS

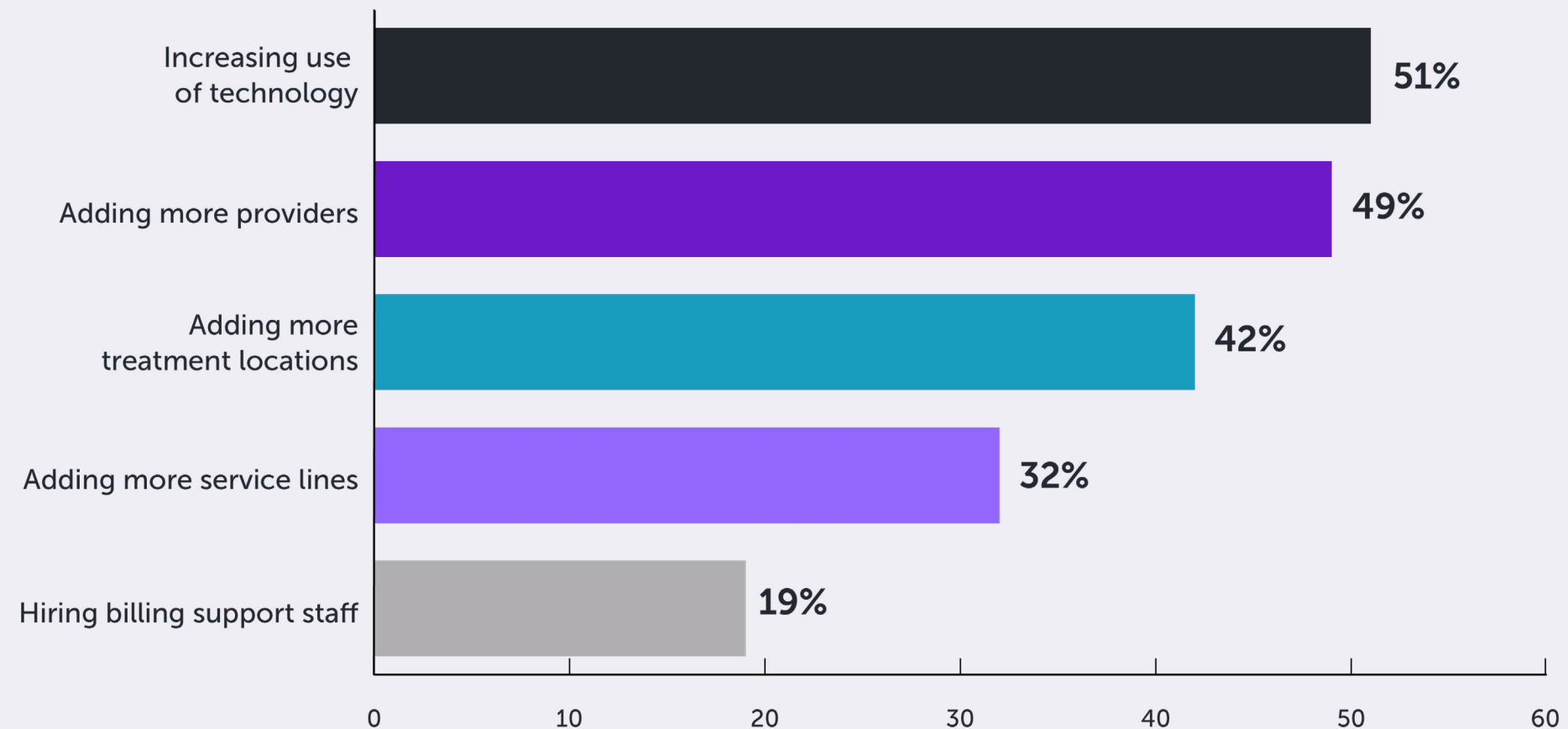
What is the biggest challenge patients face in receiving treatment?



**Provider availability is a significant issue in the behavioral health space.**

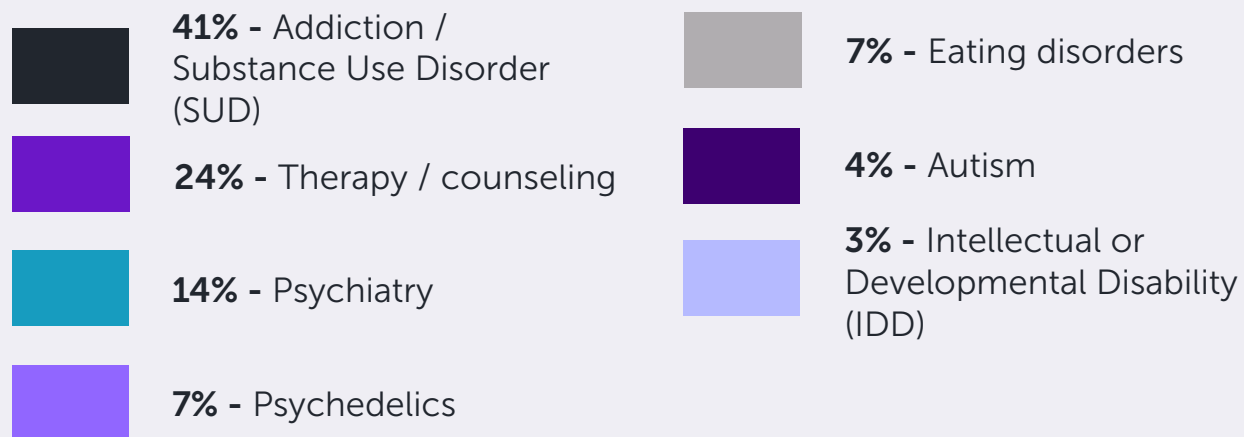
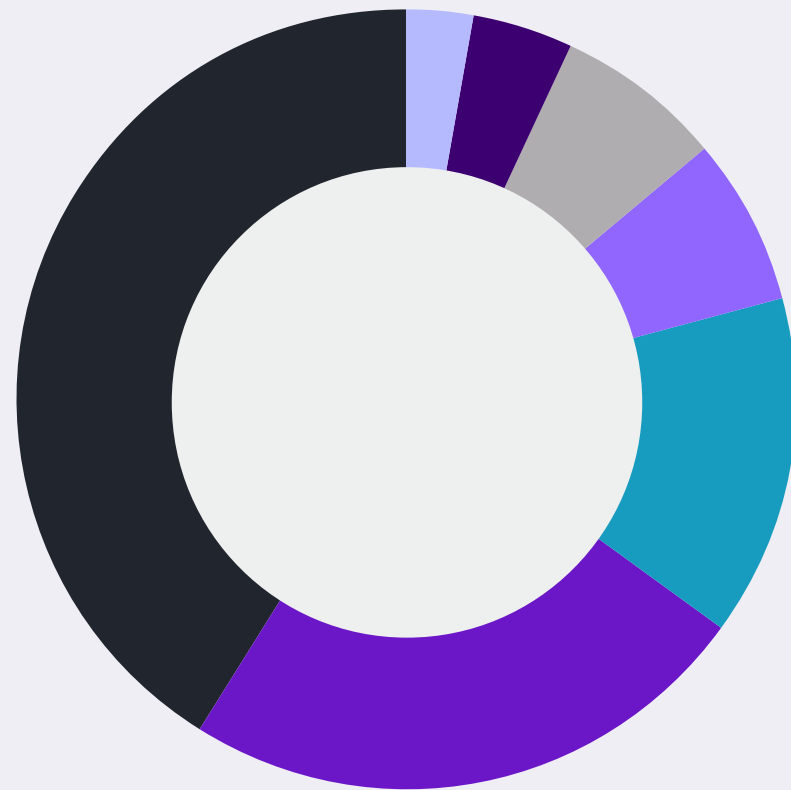
Thirty-eight percent of survey participants cited provider availability as the greatest challenge in delivering treatment, and nearly half are addressing it by increasing their use of technology and adding more providers, according to the survey.

How is your organization responding to these challenges?  
(Check all that apply)



# KEY TAKEAWAYS

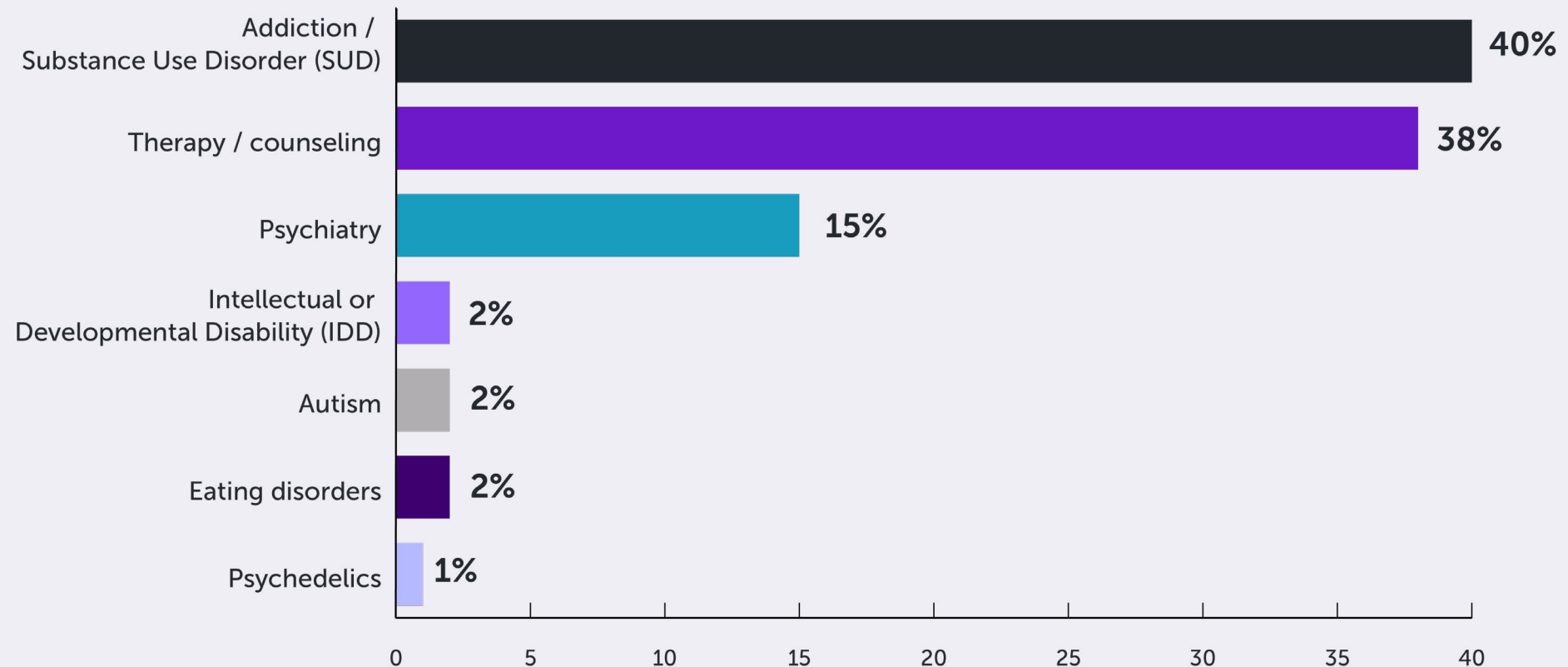
Which of the following services presents the greatest growth opportunity for the behavioral health industry overall?



Addiction recovery and substance use disorder treatment are the top areas of interest.

More than 40% of participants believe addiction and substance use disorder (SUD) treatment offer the greatest growth opportunities for the behavioral health industry, and these areas are projected to drive the most transaction activity throughout the year.

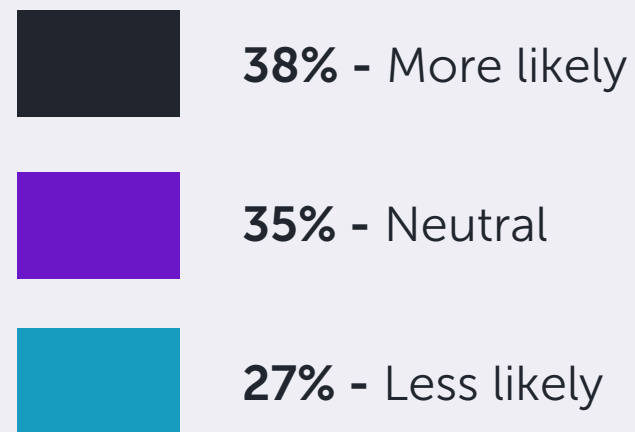
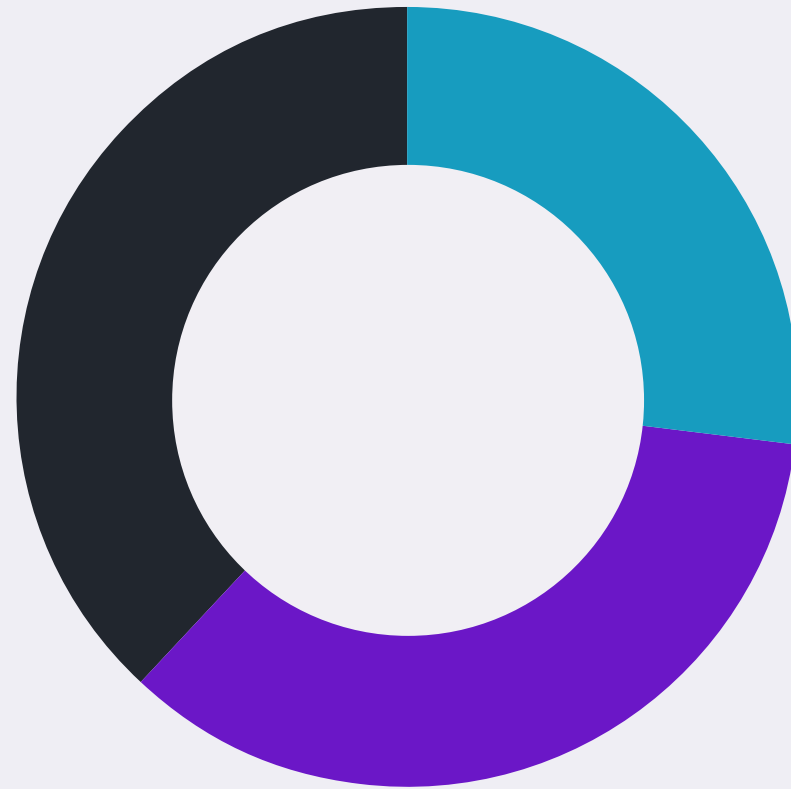
What sub-sector of behavioral health do you see driving the most transaction activity throughout the year?





# KEY TAKEAWAYS

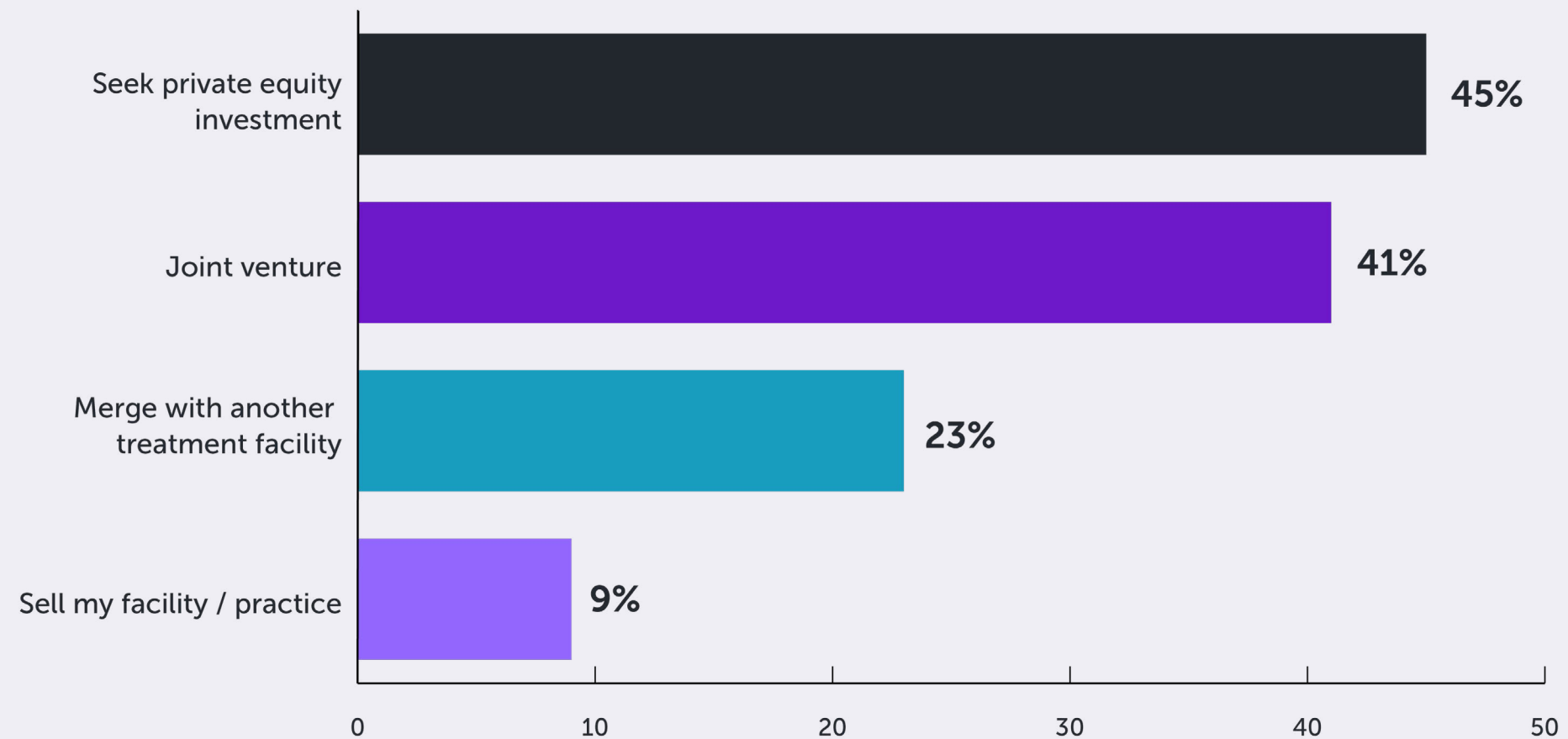
Is your company more or less likely to consider acquiring another organization now than a year ago?



Industry members expect M&A activity will increase in today's behavioral health landscape.

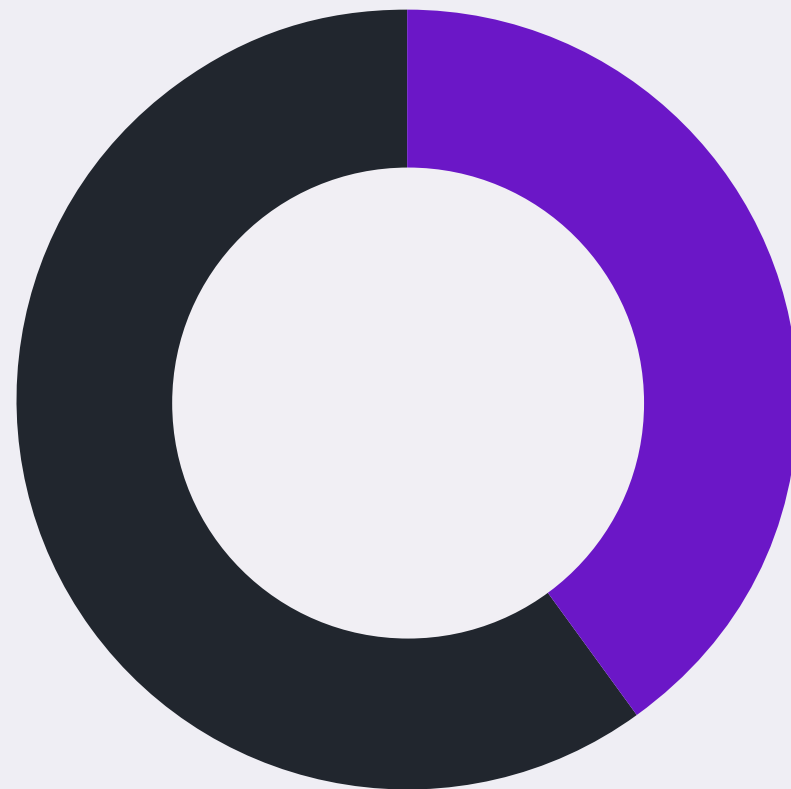
Private equity investments and joint ventures are the top strategies participant organizations are considering to fuel their growth, and 38% of respondents indicated that their organization is more likely to consider acquiring another company now than it was a year ago.


What strategies are you considering to fuel your growth?




# KEY TAKEAWAYS

Do you see evidence that payers are increasingly prioritizing behavioral health?



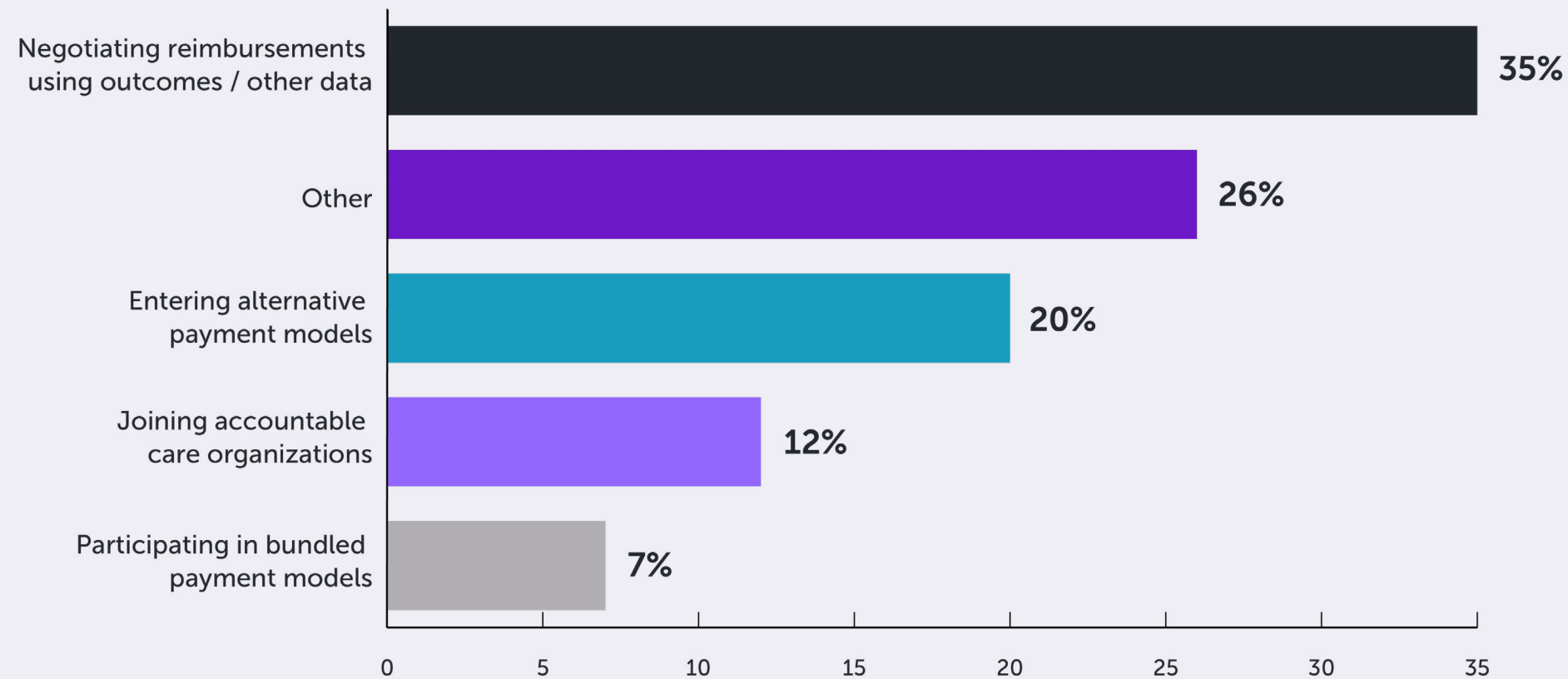
 **60% - Yes**

 **40% - No**

## Payers are prioritizing behavioral health.

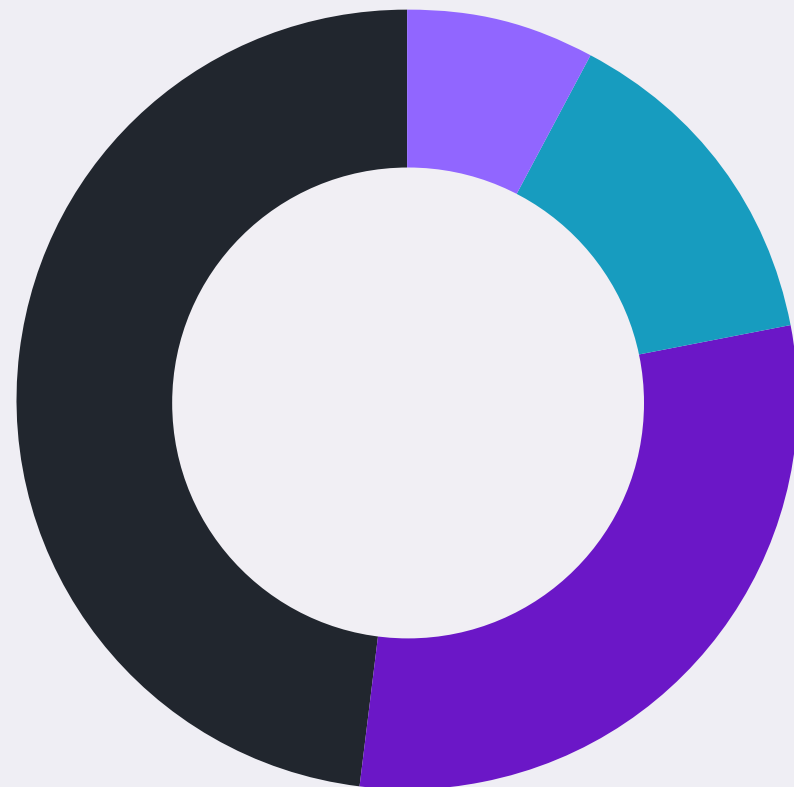
The majority of survey participants see evidence that payers are increasingly prioritizing behavioral health, giving providers leverage to negotiate and increase reimbursements using data.

What strategies are you implementing with payers to increase reimbursements?



# KEY TAKEAWAYS

What is the greatest barrier to implementing this new technology?

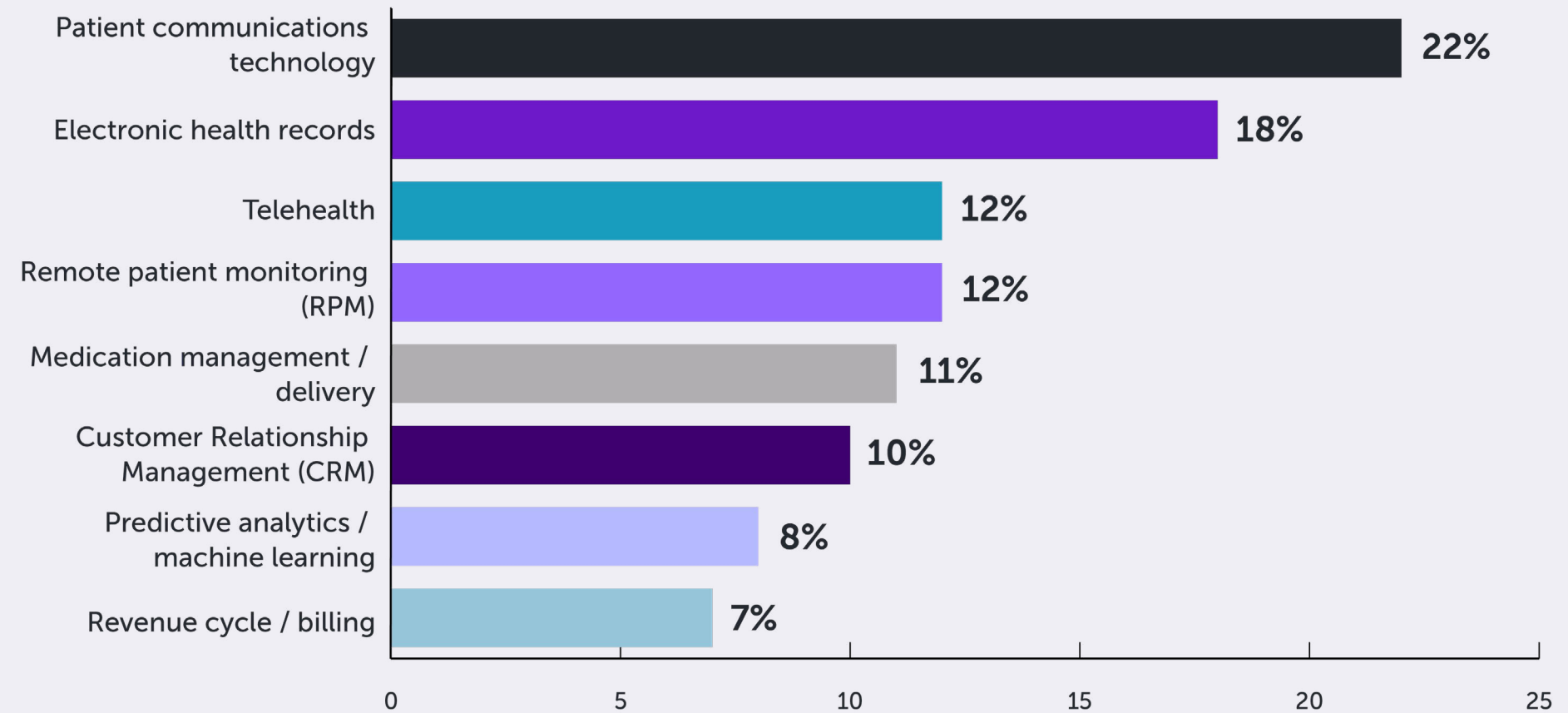


- 48% - Financial investment
- 30% - Staff training
- 14% - Concerns about disruption in clinical care
- 8% - Negative experience with a past technology provider

Providers want to invest in technology to help drive growth.

Patient communication solutions and electronic health records are the technologies that behavioral health organizations need most, but nearly half of respondents stated their company's finances are preventing them from investing.

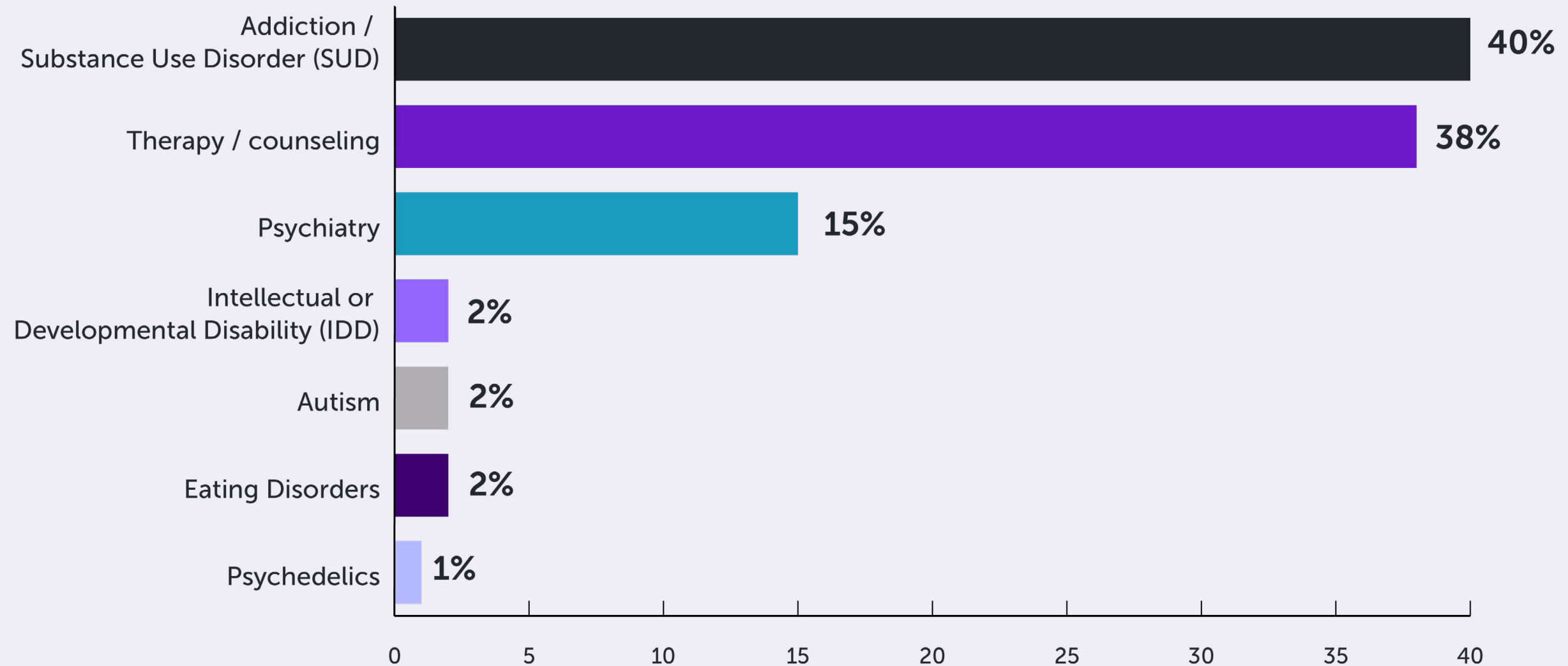
Which of the following technologies do behavioral health organizations need the most?



## ADDITIONAL SURVEY RESULTS

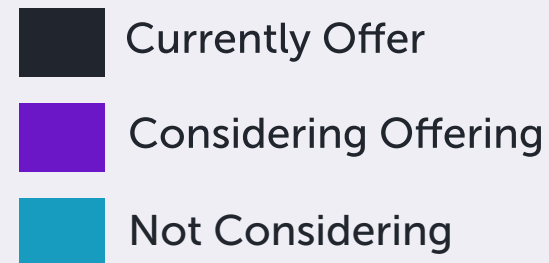
What sub-sector of behavioral health do you see driving the most transaction activity throughout the year?

Addiction / substance use disorder treatment and therapy / counseling are projected to drive the most transaction activity throughout the year, according to participants of the survey.

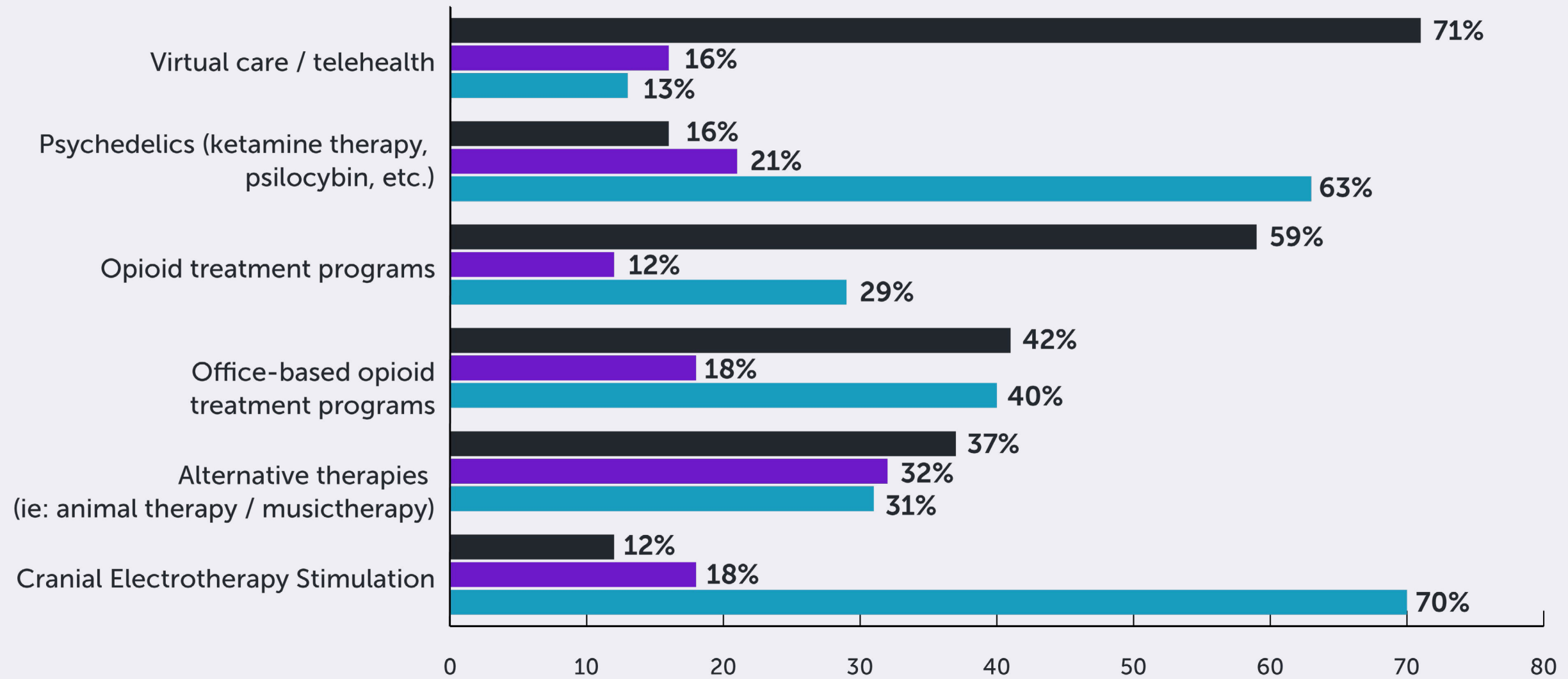


# ADDITIONAL SURVEY RESULTS

What are some options your organization is considering to diversify revenue streams in today's environment?



Alternative therapies such as animal therapy and music therapy are the top areas providers are considering to diversify revenue streams in today's environment, according to the survey.



## BRINGING IT ALL TOGETHER

The survey results have provided valuable insights into the rapidly growing behavioral health industry. With staffing and provider availability emerging as top challenges, organizations are actively seeking solutions to navigate these hurdles. The survey indicates that addiction recovery and substance use disorder treatment offer significant growth opportunities, while M&A activity is expected to increase. Payers are increasingly prioritizing behavioral health, and providers are eager to invest in technology to drive growth. By absorbing the information from this survey, providers can position themselves to keep ahead of change and seize the opportunities that lie within this dynamic healthcare sector. Partnering with Kipu enables organizations to leverage our range of products and solutions to drive growth, enhance patient care, and navigate the ever-evolving landscape of behavioral health with confidence. Together, we can forge a path towards a brighter future in behavioral health.

Learn more about how Kipu can keep you ahead of change  
by visiting [Kipuhealth.com](https://Kipuhealth.com).

**Kipu** &  **Behavioral Health Business**