

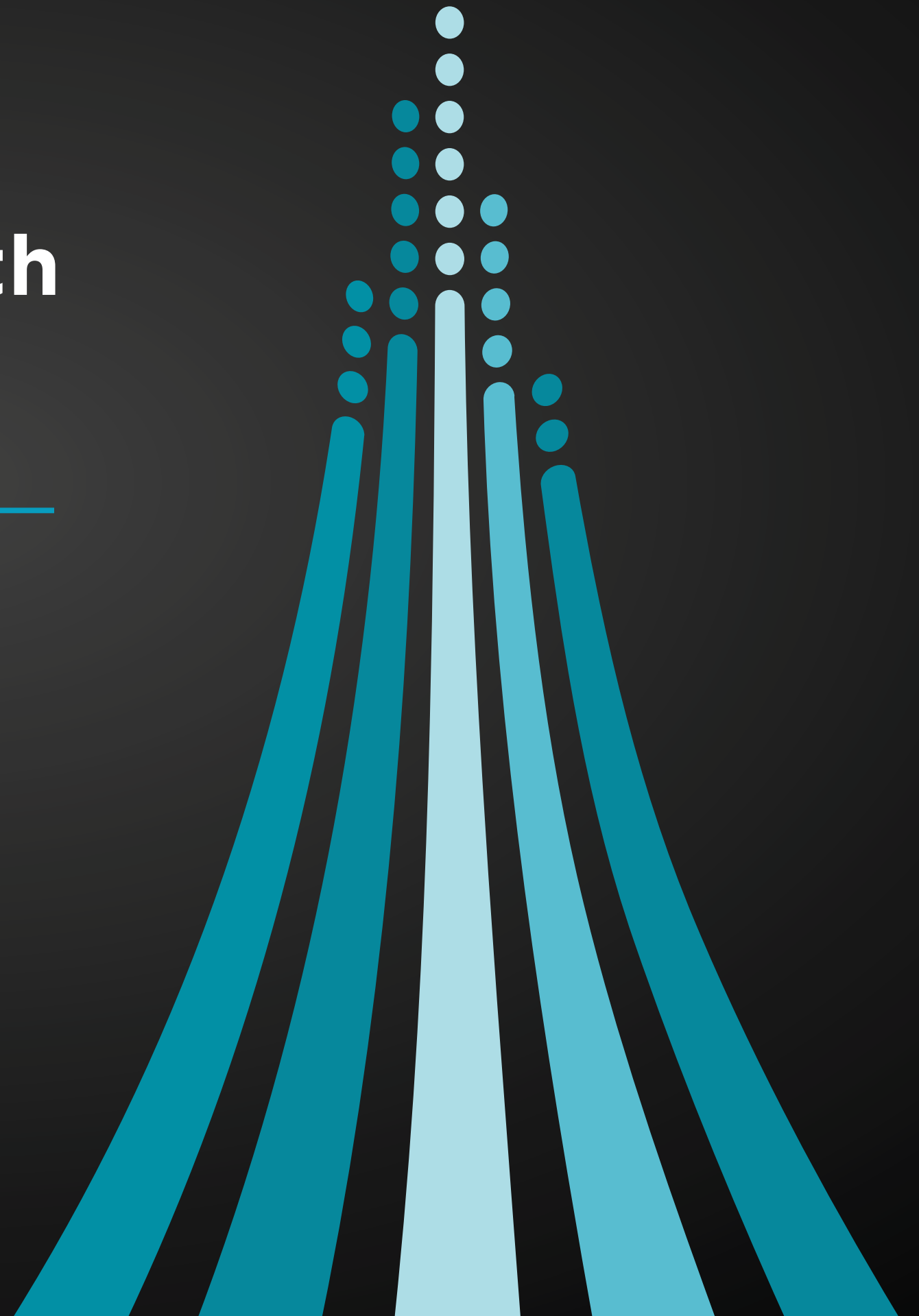
Survey eBook:


# 2023 Behavioral Health Outlook

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Behavioral Health Business





## Survey eBook: **2023 Behavioral Health Outlook**

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Behavioral health providers are developing their growth strategies for 2023 with the best interest of their patients at heart. Treating underserved populations, pursuing value-based relationships and expanding service offerings are the top three opportunities in behavioral health for 2023, with mental health representing the most attractive investment target in behavioral health, according to Behavioral Health Business's annual outlook.

From November 14, 2022, to December 26, 2022, Behavioral Health Business conducted this survey to learn about the top trends, challenges and opportunities in the year ahead, as well as how providers are preparing to navigate them.

Behavioral Health Business is pleased to share these survey results in hopes of giving providers a broader look at the behavioral health landscape as it takes shape in 2023.

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**Laura Lovett**  
Editor, Behavioral Health Business



# Executive Summary

## 2023 Behavioral Health Outlook

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Results show the views of 150 professionals who identify as working for organizations that provide treatment for behavioral health, mental health and substance use disorders, all of whom shared an outlook on the state of the behavioral health industry in the year ahead.

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

- Navigating a challenging staffing environment
  - Investing in technology
  - Delivering greater value and access to care
  - Driving growth through partnerships and other referral sources
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## Key Takeaways

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**Staffing will be a significant pain point in 2023.** More than half of providers cited staffing as the biggest challenge to the behavioral health industry in 2023. Additionally, nearly 80% of respondents indicated that staffing changes will also be the greatest area of financial strain in the behavioral health industry for 2023.



**Providers are focused on value and accessibility.** Treating underserved populations, pursuing value-based relationships and expanding service offerings are the top three opportunities in behavioral health for 2023, with mental health representing the most attractive investment target in behavioral health.



**Growth opportunities abound in behavioral health.** Providers expect to see the greatest growth in partnerships during 2023, citing online and internet searches, community referrals, and physician offices as the greatest anticipated referral growth sources.



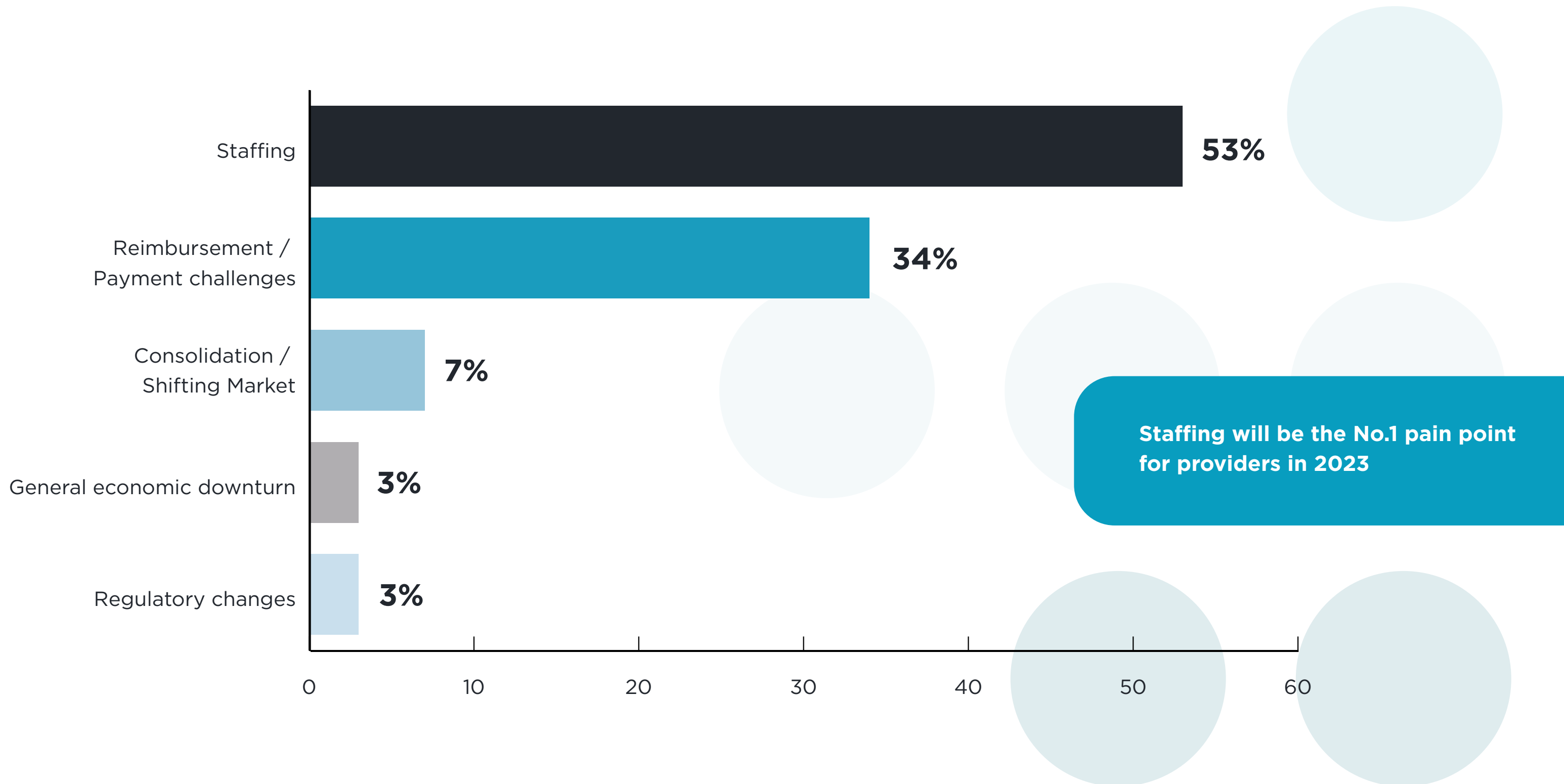
**Telehealth will play a significant role in behavioral health care delivery.**

When it comes to digital health care tools, more than half of survey participants are most excited about telehealth in 2023. Thirty-eight percent of respondents believe telehealth use in behavioral health will increase relative to 2022.

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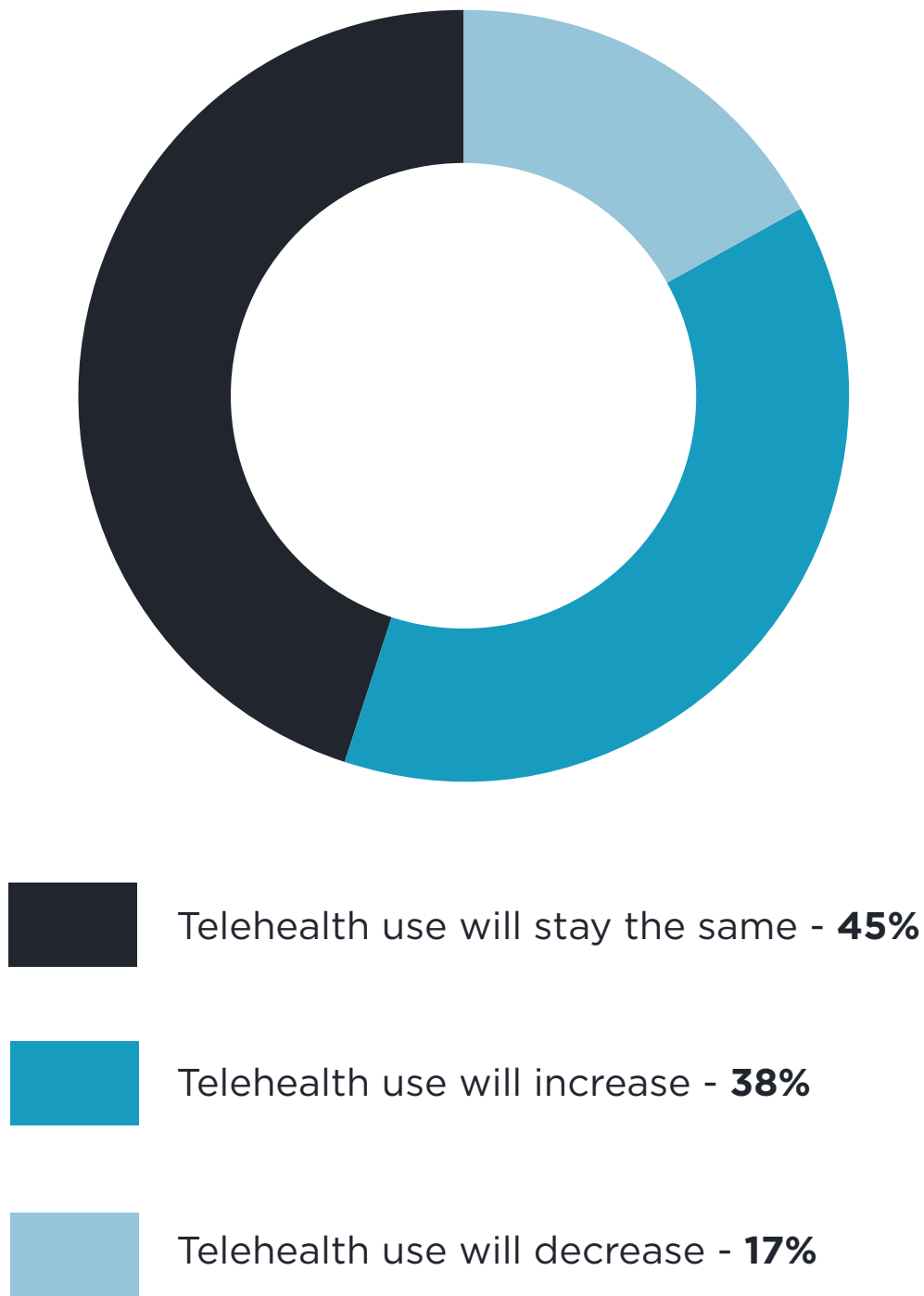


## What is the biggest challenge to the behavioral health industry in 2023?



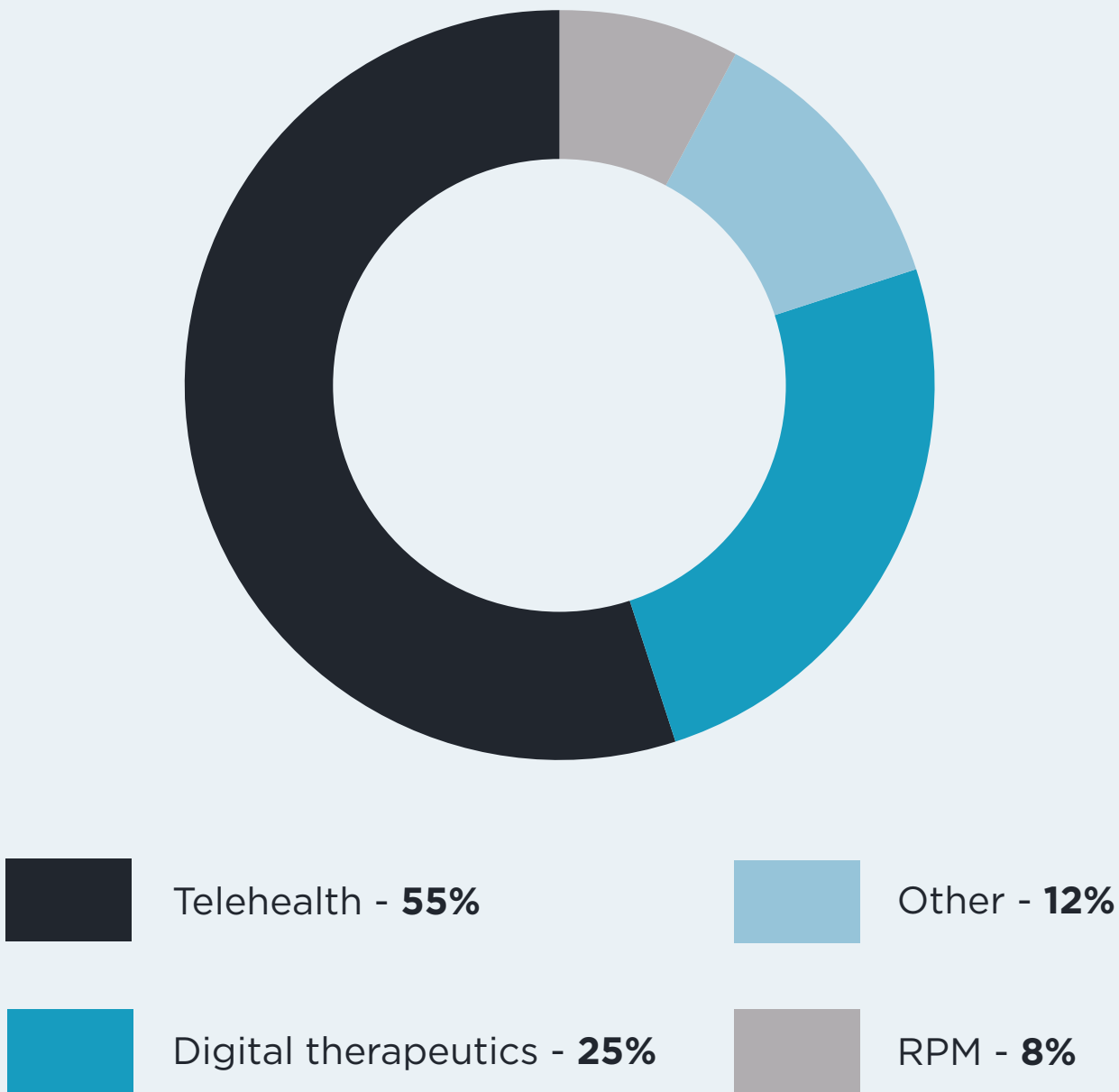
# How do you expect telehealth use in behavioral health will change in 2023 relative to 2022?

Thirty-eight percent of respondents believe telehealth use in behavioral health will increase relative to 2022

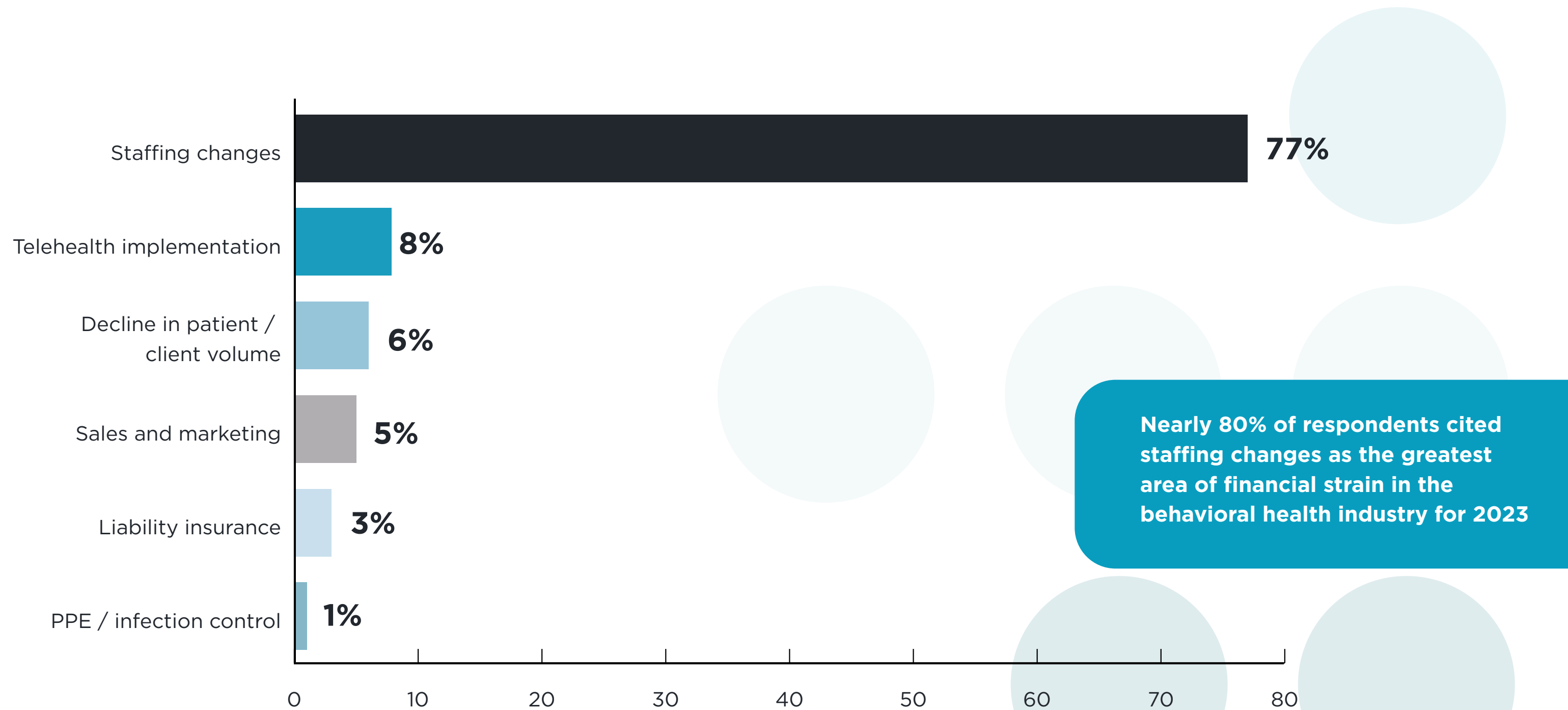


# What digital health tool are you most excited about in 2023?

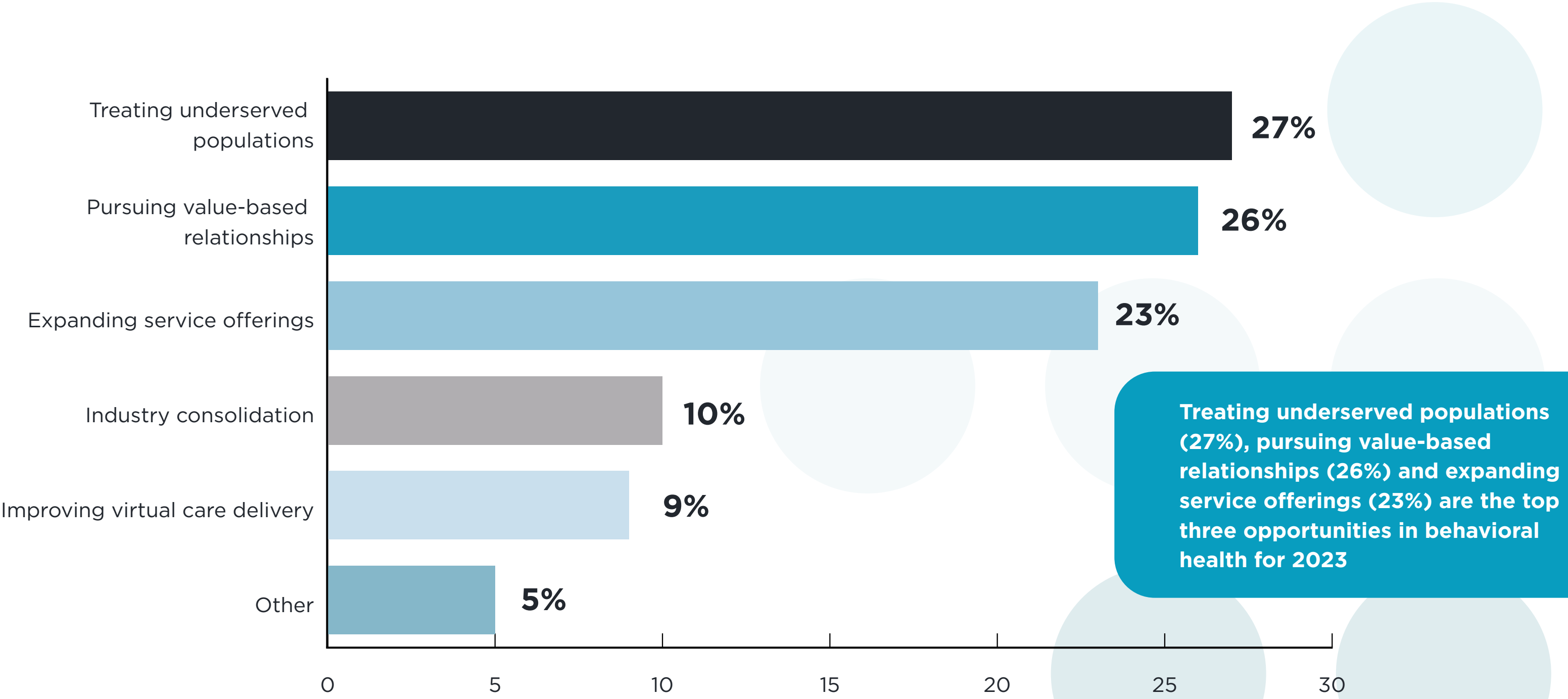
When it comes to digital health tools, more than half of survey participants are most excited about telehealth in 2023



**What is the greatest area of financial strain the behavioral health industry will face in 2023?**



# What is the greatest opportunity for the behavioral health industry in 2023?



**Treating underserved populations (27%), pursuing value-based relationships (26%) and expanding service offerings (23%) are the top three opportunities in behavioral health for 2023**



# Where will behavioral health providers see the greatest growth in 2023?

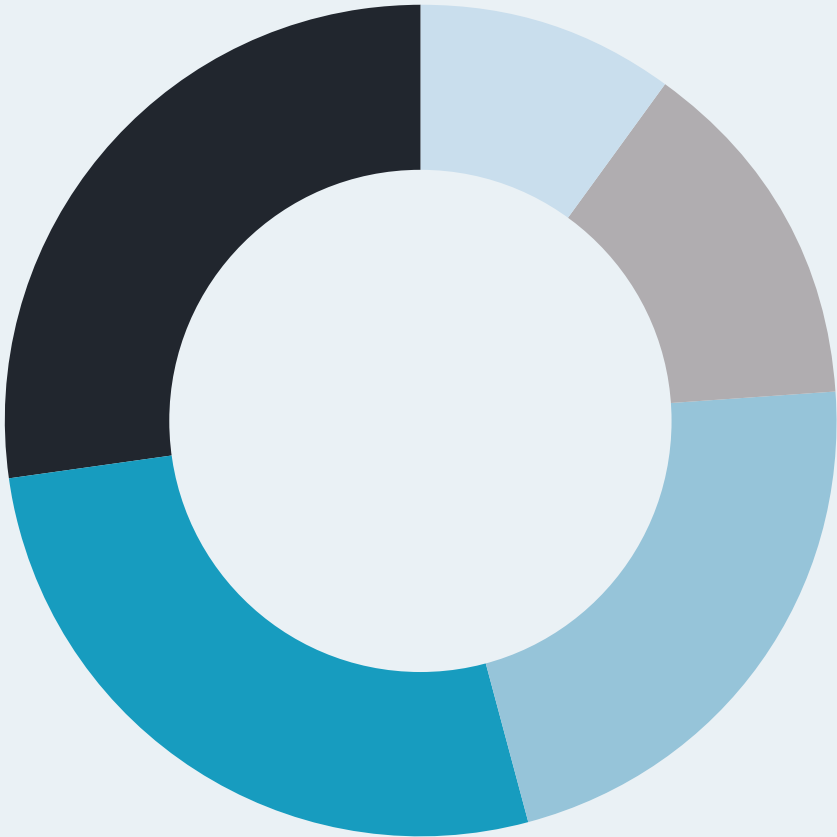
Behavioral health providers expect to see the greatest growth in partnerships during 2023



- Partnerships - **47%**
- Organic growth - **31%**
- Acquisitions - **22%**

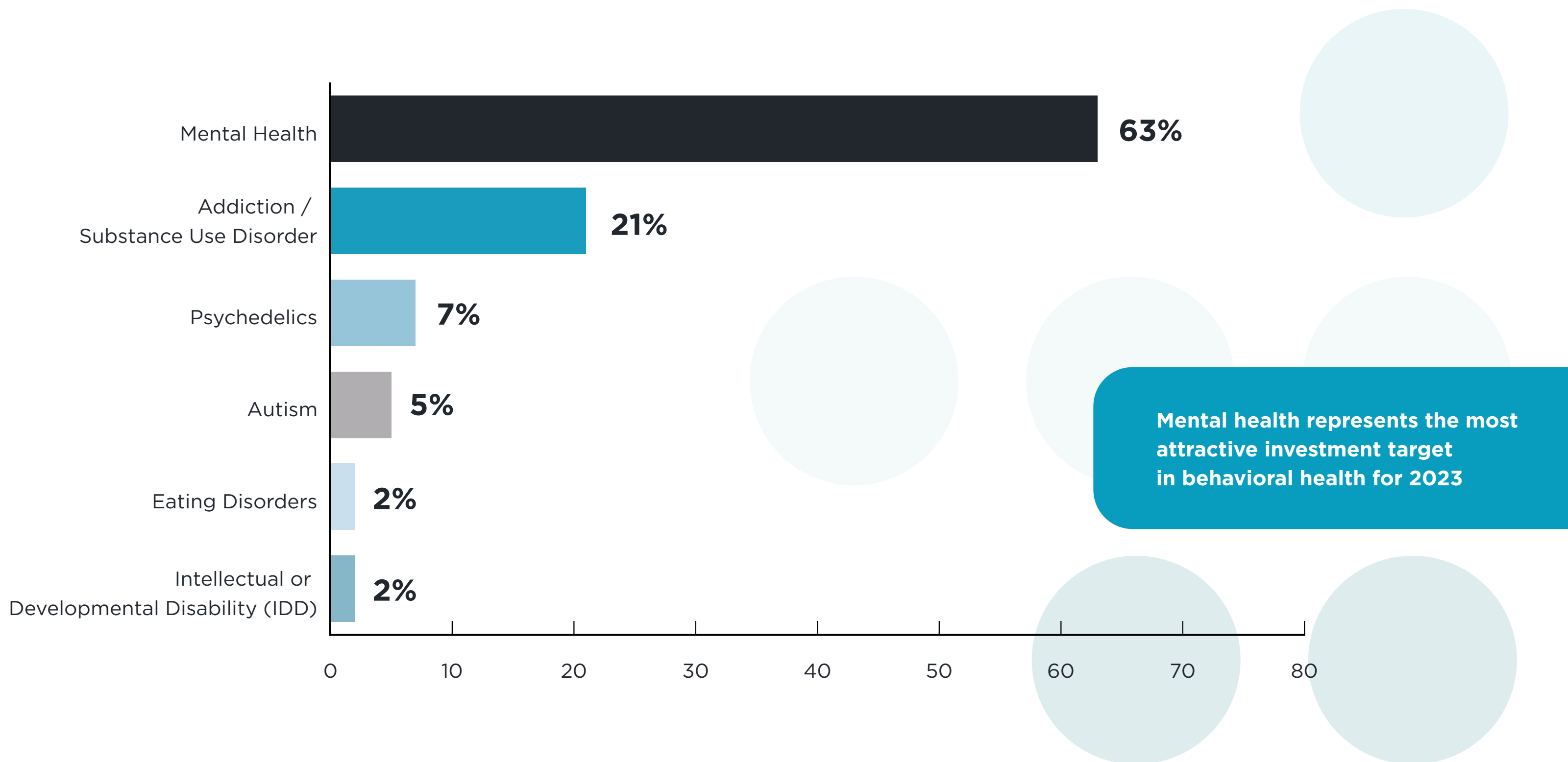
# Where do you anticipate referral growth will be greatest in 2023?

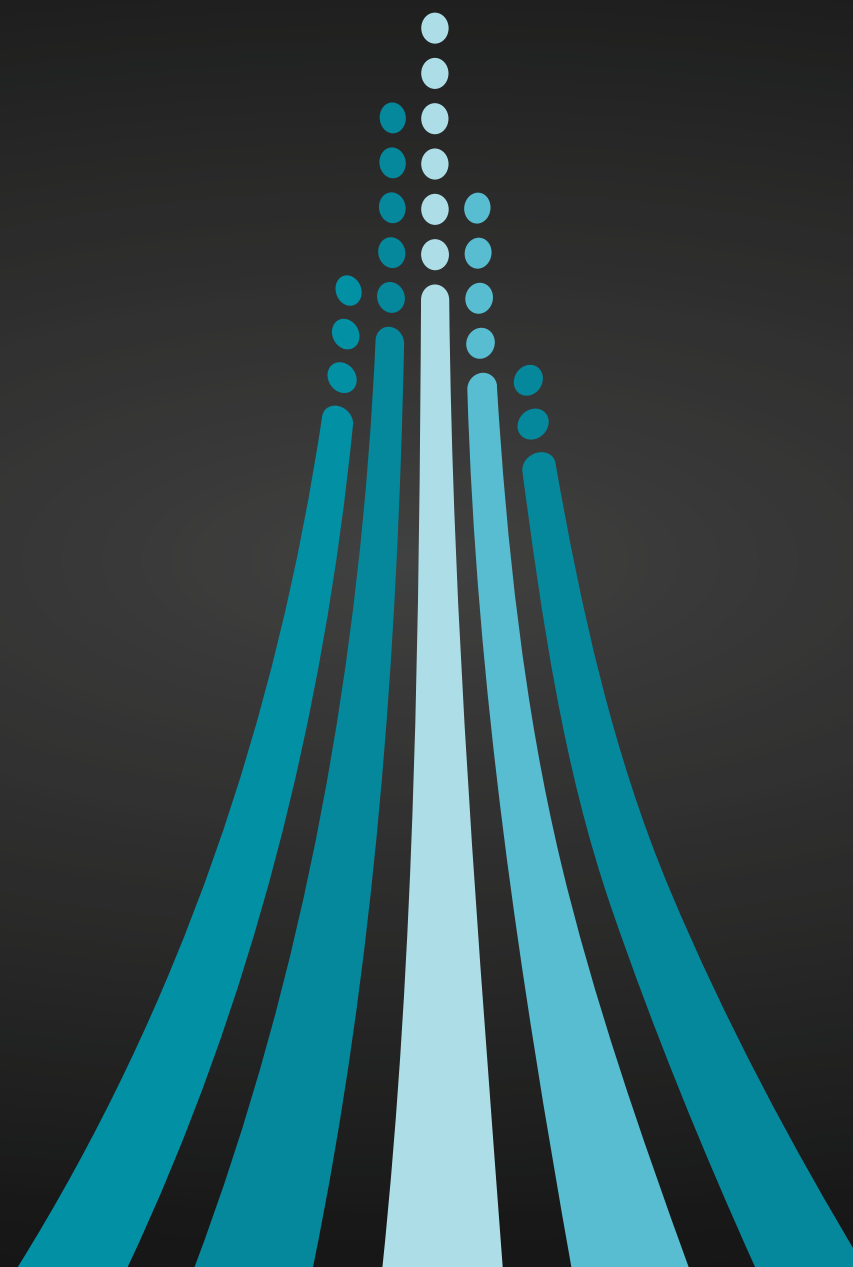
Online and internet searches (27%), community referrals (27%), and physician offices (22%) are expected to be the greatest referral growth sources in 2023



- Online / Internet search - **27%**
- Community referral - **27%**
- Physician offices - **22%**
- Another behavioral provider - **14%**
- Hospitals - **10%**

## Which of the following represents the most attractive investment target in behavioral health in 2023?





For more Information, contact us at:  
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