

# Toward an Anchor Institution for Holistic Health: Reimagining Whole-Person Care for Communities



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Toward an Anchor Institution for Holistic Health: Reimagining Whole-Person Care for  
Communities

*A White Paper on Holistic Health Systems Innovation in Collaboration with The University of  
Texas at Austin and The Nurturing Place*

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### **About CONNECT**

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This report was developed by a graduate student consultant for educational and capacity-building purposes in partnership with The Nurturing Place. The views and findings expressed are those of the author and do not necessarily reflect the views of The University of Texas at Austin.

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Dr. Hue T. Mai is a public health scholar whose work centers on health equity, community well-being, and interdisciplinary collaboration. With a PhD in Health Behavior and Health Education from The University of Texas at Austin, Dr. Mai has authored 18 peer-reviewed publications and contributed to research spanning environmental justice, physical activity, maternal mental health, and HIV care—each driven by a deep commitment to improving outcomes for underserved populations.

Her academic strengths include advanced quantitative and spatial methods (SPSS, R, STATA, ArcGIS Pro), systematic reviews, program evaluation, and research communication. She has led or co-led multiple high-impact studies, including a global systematic review on the impact of COVID-19 on physical activity, a landscape analysis of environmental justice and health in Chicago, and an Austin-based study on neighborhood-level health disparities. Her ability to bridge technical research and community relevance has made her a valued collaborator among clinicians, academics, and nonprofit partners.

Dr. Mai is also a dedicated educator and mentor, having supported over 20 students in research methods and publication, and served as an instructor and teaching assistant in both U.S. and Vietnamese academic settings. Her contributions to The Nurturing Place research report reflect the breadth of her expertise—from mixed-methods study design to clear, persuasive synthesis of findings.

With intellectual rigor, cross-sectoral experience, and an unwavering focus on equity, Dr. Mai exemplifies the kind of scholar-practitioner who strengthens both the academic integrity and community impact of initiatives like The Nurturing Place.

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Priya Garg is the Founder and Chief Vision Officer of The Nurturing Place, a community-based initiative advancing holistic models of mental, emotional, physical, and spiritual well-being. With over two decades of experience at the intersection of finance, leadership, and social impact, Priya integrates a systems-level understanding of organizational growth with a deep personal commitment to individual and collective healing.

Priya’s professional background spans both nonprofit and for-profit sectors, where she has led financial strategy, organizational transformation, and capacity-building initiatives. She has served as Chief Financial Officer at the High Meadows Graduate School of Teaching and Learning—an innovative, competency-based program co-founded by MIT—guiding the organization through a successful merger with the University of Kansas. Her prior roles include fractional CFO for TopGolf International’s Asia expansion, Senior Director of Financial Planning & Analysis at Magnitude Software, and Director of Finance at Relay Graduate School of Education, where she oversaw growth

from \$17M to \$60M in annual revenue. Earlier in her career, she held roles at Morgan Stanley's Global Sustainable Finance group and in investment banking at SunTrust Robinson Humphrey.

Complementing her leadership experience, Priya has spent over twenty years immersed in transformational personal growth and development. She holds a two-year certification in Spiritual Psychology from the University of Santa Monica and has trained with Landmark Worldwide, Alison Armstrong, Upbuild, Tara Mohr, Kim Anami, and others. Her multidisciplinary learning integrates therapy, bodywork, ancient wisdom traditions, and experiential education to cultivate holistic awareness and well-being.

Priya earned her Bachelor of Business Administration in Finance from Emory University's Goizueta Business School, with a dual major in Political Science. She previously served on the board of Easterseals Central Texas and founded In Motion, a nonprofit offering performing arts programming for at-risk youth in New York City.

Now based in Austin, Texas, Priya is devoted to advancing integrative approaches to health and healing through The Nurturing Place, where she continues to bridge evidence-based practice, lived experience, and community wisdom to foster human flourishing.

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## **1. The Mental Health Crisis in The U.S. and The Need for Whole Person Wellness Solutions**

Mental health, as defined by the World Health Organization, is “a state of mental well-being that enables people to cope with the stresses of life, realize their abilities, learn and work well, and contribute to their community”<sup>1</sup>. However, achieving and maintaining this state has become increasingly challenging in the 21st century. In 2022, more than one in five U.S. adults were living with a mental illness (an estimated 59.3 million adults aged 18 or older)<sup>2</sup>.

The consequences of mental health crises, particularly loneliness and depression, are concerning. In the U.S., it is estimated that 32.1% of adults experience loneliness, and 24.1% report a lack of social support<sup>3</sup>. The highest burden is seen among young adults aged 18–34 years, as well as those with lower socio-economic profiles, such as individuals with lower education levels and income<sup>3</sup>. Regarding depression, data from the 2015–2020 National Survey on Drug Use and Health show that nearly 1 in 10 Americans and 1 in 5 adolescents and young adults experienced depression in the past 12 months<sup>4</sup>. As a result, 5.8 million emergency department visits were attributed to mental disorders in the U.S<sup>5</sup>. Economically, the cost of mental health-related consequences was estimated at approximately US\$ 2.5 trillion in 2010, a figure projected to rise to US\$ 6 trillion by 2030 due to both direct medical costs and indirect social and productivity losses<sup>6</sup>.

Historically, traditional religious institutions such as churches and religious centers have been primary sources for community support, spiritual guidance, and emotional comfort. Yet in recent decades, the sociocultural landscape in the U.S. has shifted, with more people seeking their own paths to holistic well-being rather than relying solely on traditional religious institutions such as churches and religious centers. This shift partially explains why 30% of American adults now identify as religiously unaffiliated<sup>7</sup>.

Addressing the mental health crisis warrants a holistic approach that recognizes the interconnectedness of body, mind, emotions and spirit<sup>8</sup>. This approach emphasizes the importance of treating the whole person rather than focusing solely on isolated symptoms, offering more sustainable and personalized care solutions for individuals facing mental health challenges<sup>8</sup>. Evidence suggests that spaces designed for healing and spiritual growth have a positive impact on reducing anxiety and depression<sup>9,10</sup>. Further, studies have shown that practices like mindfulness and yoga can complement traditional mental health treatments, leading to improved emotional regulation, lower stress, and improve overall psychological wellbeing<sup>11,12</sup>

To meet the increasing demand for holistic health services, the holistic health sector in the U.S. has experienced remarkable growth in recent decades<sup>13</sup>. However, the availability of accessible, community-based spaces for daily, sustainable healing remains significantly scarce. Thus, there is a critical need for affordable, holistic health healing centers that can provide individuals with consistent access to resources for physical, emotional, mental, and spiritual well-being.

## 2. The Nurturing Place

*The Nurturing Place* is a non-profit organization located in Austin, Texas, USA with a mission to heal the whole person—mentally, emotionally, physically, and spiritually. Structured much like a gym, *The Nurturing Place*, offers a variety of modalities to support holistic healing including therapy, support groups, classes, a library and resource center, and creative spaces. This multi-modality approach is intentionally designed to help participants consciously explore their experience in all four areas. Through this process, participants gain a deeper understanding of themselves and their experience of life, leading to transformation and growth.

### **The Foundation: Four States of Consciousness**

*The Nurturing Place* is grounded in the understanding that true well-being arises from balance across four essential dimensions of the human experience.

**Mental** – cultivating clarity, focus, and self-awareness

**Emotional** – building resilience and the capacity to feel, process, and integrate emotions

**Physical** – fostering a conscious connection to the body through care, movement, and restoration

**Spiritual** – anchoring in a sense of purpose, meaning, and connection to something larger than oneself

When one or more of these dimensions is neglected or overwhelmed, overall well-being is compromised. Sustainable healing and transformation require attention to all four states—each informing and supporting the others. *The Nurturing Place* is designed to help individuals access and align in these four areas, creating the conditions for both individual and collective flourishing.

There are four key aspects to the structure of *The Nurturing Place* that make it unique including: (1) the integration of supportive care with self-empowerment, (2) offering multiple evidence-informed modalities, (3) the adaptation of the proven gym model to the wellness context, and (4) an emphasis on affordability and accessibility. Together, these components form a comprehensive framework designed to address critical gaps in existing models of whole-person wellness in the United States.

In this white paper, we begin with voices from the field who frame the current state of whole-person wellness including gaps and needs both nationally and in Austin, Texas. Then we deep-dive into the nonprofit mental health and holistic health service options currently available in the Austin, Texas area – a microcosm of the broader national landscape. Next, we highlight each of the four unique aspects of *The Nurturing Place* – a response to the needs in the field. Finally, we expand the vision for the future of holistic wellness in the United States.

All of this is supported by existing literature and findings from our own research, which includes three distinct activities. First, we conducted a brief literature review to assess the effects of combining multiple modalities on various health outcomes, compared to single, conventional clinical treatments. Next, we performed a landscape analysis to understand the current state of nonprofit and for-profit holistic health services in the U.S. and the Austin area. This included an examination of the services provided, associated costs, insurance coverage, and the identification of gaps that require further attention. Finally, we conducted in-depth interviews with four holistic health service providers in Austin, Texas, to hear their perspective on the current state of holistic health both nationally and at the local level.

### **3. Voices from the Field: What Austin Practitioners See and What’s Needed Next**

To better understand the current landscape of holistic health services in the Austin area, we conducted in-depth interviews with four holistic health practitioners, all of whom are licensed social workers or therapists. The interviews explored a range of topics, including the current state of holistic health services, issues of accessibility and affordability, and the challenges of delivering holistic care in the Austin area. With over 100 years of combined experience serving thousands of clients, these practitioners offered a deep understanding of the holistic health landscape—its strengths, its gaps, and the solutions needed to move the field forward. From these conversations,

several key themes emerged, supported by detailed results and illustrative quotes from the interviewees.

### **Fragmentation and the Missing “Home Base”**

Participants consistently described the holistic health landscape as highly fragmented, with holistic health practitioners operating in professional silos. While each provider may offer specialized care, participants noted a widespread lack of communication and coordination across disciplines. As one participant explained, *“There are many practitioners here, but it’s very difficult to create collaborations on a large scale. People tend to be protective of their knowledge and wary of others.”* (P04, Male, Psychotherapist).

This protective culture and absence of shared leadership were seen as key barriers to building integrated, collaborative systems. As a result, clients are often left to coordinate their own care across multiple disconnected providers. Several participants described this as a significant burden for clients who must piece together services without support. As one participant noted, *“Many clients have shared their frustration with having to go to multiple places to get holistic care—one location for therapy, another for acupuncture, another for yoga, and so on.”* (P03, Female, Psychotherapist). The logistical, emotional, and financial strain of navigating disparate care systems was cited as a common source of frustration among clients. In response to these gaps, several participants voiced a strong desire for centralized hubs or anchor institutions that could support coordination, foster collaboration, and simplify access for clients.

### **Leadership, Structure, and Accountability Gaps**

Participants also highlighted how this fragmentation affects not just care delivery, but the overall structure of the holistic health field. Rather than working in unified systems, practitioners often cluster into loosely affiliated collectives without centralized infrastructure. One participant described this phenomenon by noting, *“Outside of practices, there are communities like Casa de Luz—all the offerings that are like a hub of support. But that’s like a hundred different businesses that are more of a community as opposed to one business that offers so many different things. They offer a lot of different services, but they’re really collectives of many small businesses rather than single, integrated organizations. So it’s more community-based than clinic- or practice-based. All of the retreat communities are, again, like collectives of practitioners that have come together.”*(P03, Female, Psychotherapist). While the co-location of diverse practitioners is often viewed as a step

toward integrative care, participants stressed that proximity alone is not enough to ensure meaningful collaboration or sustainable service delivery.

Specifically, participants emphasized that holistic care models involving diverse practitioners require more than shared physical space—they need strong leadership, a shared vision, and clear structure to manage interpersonal dynamics and align goals across disciplines. Without these core components, collaborative efforts quickly become fragmented.

Participants reflected on past efforts to establish collaborative holistic health initiatives, many of which fell apart due to the absence of leadership and governance frameworks. Lacking designated roles, operational procedures, or long-term planning, these models often devolved into loose associations that were vulnerable to internal conflict or simply unsustainable over time. As one participant noted, *“Maybe it’s not really being marketed or supported. But it’s more of this idea of let’s have massage therapists and yoga teachers, and everybody will come and just do their thing. But I really think you have to have vision, leadership, and structure for those things because personalities, communication, and all the other issues come up.”* (P01, Female, Clinical Social Worker). These findings echo broader organizational research, which underscores the importance of vision-driven leadership and structural support in successful team-based or integrative care environments<sup>14,15</sup>.

Taken together, these insights suggest that future efforts to build collaborative holistic health models should prioritize leadership development, organizational infrastructure, and systems for shared governance. Rather than relying on physical proximity or informal networks alone, sustainable models will require intentional design that supports communication, cooperation, and whole-person care.

### **Economic Barriers Limit Access and Continuity**

Participants consistently emphasized that the dominant private-pay model in holistic health care creates significant financial barriers, limiting access primarily to wealthier clients while excluding many in lower-income groups. As one participant explained, *“Then there’s private pay, where people with access to significant money—can get mental health care plus other services. But that’s a very small or very severely ill part of the population.”* (P01, Female, Clinical Social Worker). This reliance on out-of-pocket payment was described as a core challenge, with clients often forced to make treatment decisions based on cost rather than health benefit: *“For many*

*clients, cost is the deciding factor—it's not about what would benefit them most, but what they can afford.*" (P03, Female, Psychotherapist).

Participants also highlighted how economic drivers impact utilization across the socio-economic spectrum, despite ongoing need. One clinical social worker noted, *"Even insured clients are cutting back due to economic uncertainty—they aren't magically healed, but scared to spend money on care right now."* (P01, Female, Clinical Social Worker).

In light of these challenges, participants called for innovative business models that can increase affordability and equity. As one therapist reflected, *"One of my critiques of the system is that we desperately need new business models and organizations that allow people of all income levels to access holistic care."* (P02, Female, Therapist). Sliding scale pricing and membership models were cited as promising approaches. Several participants shared examples of successful efforts to scale access, noting, *"If every practice offered even a 10% commitment to sliding scale or pro bono spots, and each practitioner consistently had 3 open slots, more people would get help."* (P03, Female, Psychotherapist). The same therapist added, *"Moonstone is another—they have a lot of therapists, all of whom offer sliding scale spots... which is really helpful."* (P03, Female, Psychotherapist).

Overall, participants underscored that without changes to funding structures and pricing models, holistic care will remain inaccessible to many who could benefit from it.

### **Insurance Realities Shape (and Constrain) Holistic Care**

Participants expressed widespread frustration with the insurance-driven, diagnosis-based mental health system, which prioritizes quick symptom relief over deeper, long-term healing. Insurance companies hold outsized influence over treatment timelines and modalities, often dictating care that is misaligned with trauma recovery and making it difficult for people to heal on their own terms. One participant critiqued this model, emphasizing its lack of innovation and rigid focus on pathology rather than possibility: *"Insurance-based care is always diagnosis- and time-driven. It shapes treatment around what insurance will cover and how fast they want someone through the system, which doesn't support long-term healing."* (P02, Female, Therapist).

Insurance coverage's narrow focus on biomedical, diagnosis-driven treatments, frequently excludes many holistic modalities critical for comprehensive care. As one participant noted, *"Insurance will cover psychotherapy, group therapy, acupuncture, physical therapy, if there's a*

*medical referral. But most other holistic modalities are out of pocket.” (P03, Female, Psychotherapist).* This creates significant financial barriers, forcing clients to pay out-of-pocket for essential components of their care or to forgo important treatments altogether.

Reimbursement complexities further hinder providers’ ability to deliver integrated care. In the current system, many clients face a dehumanizing process of having to justify their ongoing need for care to insurance companies. As one participant explained, *“It feels horrible to put vulnerable clients in a position where they have to justify their need for care.”* (P03, Female, Psychotherapist). These demands for justification often place providers in an ethical dilemma regarding client privacy. The bureaucratic burdens of insurance ultimately deter many providers from joining insurance networks, deepening disparities in access to care.

Overall, participants called for a paradigm shift away from pathology-focused, insurance-driven care toward models that embrace holistic, trauma-informed, and culturally responsive approaches—supporting healing on clients’ own terms and fostering more equitable access to integrated mental health services.

### **Training and Safety: Trauma-Informed Care Is Uneven**

Participants consistently emphasized critical gaps in trauma-informed and culturally competent training across the holistic health and wellness fields, which have important implications for care quality and client safety. While therapists and social workers generally receive trauma and cultural competence training as part of their formal education, many other wellness providers—including allopathic medical practitioners and holistic wellness practitioners—lack this essential preparation. As one participant explained, *“The problem is that many of these practitioners don’t have deep training in trauma or PTSD, which underlies most mental health issues. So while they might be helpful on the surface, they’re not always equipped to address root causes.”* (P02, Female, Therapist).

Given this challenge, participants strongly voiced the need for centralized, affordable, and ongoing training programs that integrate clinical, cultural, and holistic perspectives. Such educational opportunities would not only elevate practitioner competencies but also promote interdisciplinary collaboration and consistency in trauma-informed care across diverse provider types.

## **Voices from the Field: Summary**

The national crisis requires models that treat mind, body, emotion, and spirit together. Austin’s landscape shows the barriers to getting there: services exist, but they are fragmented, costly, inconsistently trained, and difficult to navigate. People need one trusted, community-rooted place where therapy, movement, mindfulness, peer support, and creative healing are offered under one roof—with clear orientation, consistent standards, and transparent pricing.

### **4. The Mental and Holistic Health Landscape in Austin: Gaps, Trends, and Opportunities for Integrated Care**

Austin’s mental and holistic health landscape reflects both the vitality and fragmentation of the broader U.S. wellness system. The region hosts more than 220 mental health–focused nonprofits and over 1,700<sup>A</sup> licensed holistic and integrative health practitioners, underscoring a deep cultural commitment to well-being.<sup>16, 17</sup> Yet, this abundance masks structural imbalances: most nonprofit and clinical resources remain concentrated at the crisis end of the care spectrum—focusing on addiction, emergency intervention, and acute treatment—while holistic wellness services largely operate outside the reach of mainstream access, serving those with the financial means or cultural familiarity to seek them out.<sup>18</sup> Between these two poles lies a “missing middle”: a gap in preventive, community-based, and continuity-oriented care that supports individuals before crisis. *The Nurturing Place* is designed to fill this gap. By offering an accessible, multi-modality model that integrates mental, emotional, physical, and spiritual wellness, *The Nurturing Place* provides a foundational entry point for holistic care—one that complements Austin’s existing ecosystem while advancing a more equitable, proactive, and connected model of community well-being.

#### **4.1 The Nonprofit Landscape for Mental Health in Austin**

##### **Overview and Scale**

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<sup>A</sup> Estimate based on BLS occupational employment for massage therapists, chiropractors, acupuncturists, and dietitians/nutritionists in the Austin–Round Rock metropolitan area (May 2023); non-licensed holistic practitioners are not captured in these counts.

The Austin–Round Rock–Georgetown metro hosts a dense ecosystem of mental health–focused nonprofits. A recent scan of IRS-registered organizations identifies 223 mental health nonprofits in the metro area, collectively employing approximately 1,993 staff and reporting \$213 million in annual revenue and \$182 million in assets<sup>16</sup>. Within this field, 70 are classified as alcohol- and drug-dependency prevention/treatment organizations, 36 are mental health support-group organizations, 29 operate as mental health treatment centers, 18 are community mental health centers, and 5 run crisis hotlines or intervention services<sup>19</sup>.

### **Service Mix and Dominant Modalities**

Nonprofits in the region provide a mix of:

- **Clinical and community-based care**, including community mental health centers and outpatient or inpatient treatment programs<sup>16</sup>.
- **Education and peer support**, such as *NAMI Central Texas*'s free mental-health support groups and education programs<sup>20</sup>.
- **Crisis services**, including helplines, mobile crisis teams, and post-crisis stabilization pathways. For example, *Integral Care*—the Local Mental Health Authority for Travis County—operates a 24/7 crisis helpline and a Mobile Crisis Outreach Team (MCOT/EMCOT) that responds across the community<sup>21</sup>.

Even with this diverse service mix, substance-use–related organizations constitute the largest share of nonprofits in the region, with 70 organizations focused on addiction and recovery<sup>19</sup>. In general, crisis-oriented offerings—hotlines, mobile teams, and emergency diversion programs—dominate the visible landscape<sup>16</sup>.

### **Focus Area: Addiction and Recovery Organizations**

Given both need and funding patterns, addiction-focused nonprofits are among the most established locally. Key elements include:

- **Treatment and recovery providers**. The region features numerous nonprofit programs offering detoxification, residential and intensive outpatient treatment, recovery housing, and peer-recovery supports. Examples include *Communities for Recovery* (peer-led recovery support) and recovery-supportive programming integrated within community providers<sup>19</sup>.

- **Crisis diversion and entry points.** The *Austin–Travis County Sobering Center*—a nonprofit created by the city and county—serves as an alternative to jail or the emergency room for intoxication and is expanding its capacity to connect clients to treatment and longer-term recovery<sup>22</sup>.
- **Hospital and step-down linkages.** Psychiatric hospitals and community programs increasingly route individuals to recovery and rehabilitation supports such as *Austin Clubhouse*, a nonprofit “step-down” model focused on social, educational, and vocational recovery rather than clinical treatment<sup>23</sup>.

While precise facility counts vary by licensure and data source, federal and state directories confirm a robust concentration of substance-use treatment and recovery resources in Austin/Travis County relative to other nonprofit mental health subtypes<sup>24</sup> (Substance Abuse and Mental Health Services Administration [SAMHSA], 2024).

### **Predominant Emphasis on Crisis Intervention**

Multiple indicators suggest that the nonprofit ecosystem’s center of gravity remains anchored in crisis intervention. Dedicated crisis categories exist within the local nonprofit inventory (e.g., crisis hotlines/intervention nonprofits), and the Local Mental Health Authority emphasizes 24/7 crisis access and mobile response as system “front doors”<sup>21</sup>. The 988 Suicide & Crisis Lifeline is a highly visible pathway locally, with Integral Care participating in Texas’s network of 988-connected crisis centers. Callers in Travis County are routed to immediate support via phone, text, or chat<sup>25</sup>.

Additionally, ER/jail diversion infrastructure—notably the *Sobering Center*—explicitly targets acute episodes and rapid stabilization, underscoring how much nonprofit capacity is configured around short-term, high-acuity needs<sup>26</sup>.

### **The Missing Middle Layer: The Opportunity for Preventive and Wellness-Oriented Nonprofits**

Despite this robust infrastructure, Austin’s mental health ecosystem exhibits a significant structural gap between prevention and crisis intervention—a *missing middle layer* of nonprofits that focus on early engagement, continuity of care, and holistic well-being before individuals reach acute crisis or chronic illness.

This middle layer would include organizations that engage individuals before symptoms escalate to clinical levels or when they are seeking support but are deterred by stigma, cost, or lack of moderate-intensity options. Currently, most nonprofit resources are polarized: either high-acuity crisis and treatment services for severe disorders or low-cost, volunteer-run peer groups for those with the means and awareness to self-select into care. Few nonprofits provide sustained, structured, and accessible programming for people navigating mild to moderate mental health challenges, emotional stress, or transitional life phases—periods when early intervention is most effective at preventing escalation<sup>27,28</sup> (World Health Organization [WHO], 2021; SAMHSA, 2020).

The absence of this middle layer contributes to system strain: individuals often enter care too late, after symptoms have intensified into crises that require hospitalization or public-system intervention. By building community-based, habit-forming models of wellness engagement—similar to the role gyms play in preventive physical health—organizations like *The Nurturing Place* can fill this gap. This approach not only addresses unmet community need but also reshapes the mental health continuum, positioning proactive wellness and self-empowerment as standard, accessible, and normalized components of care<sup>29,30,31</sup> (Centers for Disease Control and Prevention [CDC], 2018; Keyes, 2007; Seligman, 2011).

### **Bridging the Gap in Austin’s Mental Health Continuum**

A microcosm of the broader national landscape, Austin’s nonprofit mental health sector is sizable and active, with the largest share of organizations concentrated in addiction and recovery and a system design that prioritizes crisis response (hotlines, mobile crisis teams, and diversion). While education and peer support are present, the prevailing pattern is reactive, crisis-first care—leaving a gap in sustained, preventive, and wellness-based services for individuals not yet in crisis but still in need of structured support. Expanding this “missing middle” is essential to achieving a balanced and effective continuum of care, a need highlighted in global mental health frameworks calling for far greater investment in upstream prevention and community-based supports<sup>32</sup> (WHO, 2022). National behavioral health guidance echoes this urgency, noting that early intervention and prevention services are critical for reducing system strain and preventing escalation into acute illness<sup>28</sup> (SAMHSA, 2020). The Nurturing Place is designed to operate directly in this space—strengthening wellness, normalizing self-care, and providing accessible programming that helps prevent crisis before it begins.

## **4.2 The Holistic Health Landscape in Austin, Texas: A Microcosm of National Trends**

Austin, Texas provides a vivid snapshot of how holistic health and wellness are evolving across the United States. Known for its progressive culture and high concentration of wellness practitioners, Austin reflects both the promise and the emerging opportunities within this growing field. The city's thriving ecosystem includes thousands of individual providers offering diverse modalities—from psychotherapy and yoga to acupuncture and sound healing—demonstrating a strong and expanding interest in integrative and preventive approaches to health<sup>17</sup>. Within this abundance lies significant opportunity: as most services currently operate independently and outside of traditional healthcare systems, there is growing potential to build stronger networks, collaborative models, and community-centered approaches that expand access and continuity of care. By examining Austin as a representative case, this analysis highlights how holistic wellness is flourishing as a vibrant and entrepreneurial movement—one that is now poised to evolve toward greater coordination, inclusivity, and sustainability across the wellness landscape.

### **a. Availability of Services**

Austin is a medium-large city (population ~1 million or more metropolitan) and is known for a robust wellness and holistic health scene.<sup>33</sup> Austin's population and relative wellness culture make it above average in practitioner density compared to many U.S. cities. With 3,000+ practitioners in Austin and the surrounding area, there is no lack of individuals providing single service holistic care support.<sup>17</sup> The most prevalent services offered by individuals include three core categories: psychotherapy, massage/acupuncture, and yoga/meditation - reflecting the dominant complementary and integrative health modalities identified by the National Center for Complementary and Integrative Health<sup>34</sup> (NCCIH, 2025).

To better understand the availability of coordinated holistic health options, this study focused on centers offering multi-modality care—those that combine two or more therapeutic disciplines under one roof to support whole-person well-being. Within a 100-mile radius of Austin, 13 such centers were identified. Each was assessed based on publicly available information regarding service offerings, pricing, membership models, and insurance information. The table below provides a comprehensive list of the facilities and locations included in this analysis.

**Table 1. Holistic Health Centers in Austin, Texas Offering Multi-Modality Treatment Options**

<b>Health Center</b>	<b>Address</b>
1 Alchemy Collective	805 W 10th St #400, Austin, TX 78701
2 Awkn	7600 Grove Crest Cir, Austin, TX 78736
3 3rd Eye Meditation Lounge	1701 Toomey Rd, Austin, TX 78704
4 Casa de Prana – Holistic Resource Center	7801 N Lamar Blvd D76, Austin, TX 78752
5 Casa de Luz	1701 Toomey Rd, Austin, TX 78704
6 Elevated Wellness in Lakeway	2951 Ranch Rd 620 S #102, Austin, TX 78738
7 Flow Yoga	Multiple locations across Austin, Cedar Park, Georgetown
8 Kuya Wellness	4401 Freidrich Ln Unit 300, Austin, TX 78744
9 Presence Wellness	4407 Bee Caves Rd Building 4, Ste 422, Austin, TX 78746
10 Serasana	7717 Southwest Pkwy #170, Austin, TX 78735
11 Sol Healing and Wellness Center	13805 Ann Pl, Austin, TX 78728
12 West Holistic Medicine	904 West Ave #109, Austin, TX 78701
13 Whole Body Healing Center	912 S. Capital of Texas Hwy, Austin, TX 78746

Holistic health centers in Austin offer a wide range of services including yoga, psychotherapy, meditation and workshops. Through a study of each center we learned that the most common services include yoga and psychotherapy, each offered at half of 13 centers. Table 2 provides a list of the most common services offered across the 13 centers studied.

**Table 2. Common Services at Holistic Health Centers in Austin, Texas**

<b>Service</b>	<b>Number of Centers Offering</b>
Workshops, Events & Community Classes	8
Yoga & Movement Classes	7
Psychotherapy / Counseling	6
Meditation & Mindfulness	6
Sound & Energy Healing	6
Acupuncture & Traditional Chinese Medicine	5
Massage & Bodywork	5
Integrative & Functional Medicine	4
Retreats / Immersive Experiences	4
Nutrition & dietary counseling	3
Sauna / Cold Plunge / Red Light Therapy / IV Therapy	3
Education / Training Programs	3

While the 13 centers studied offer a wide range of modalities, a closer analysis reveals four primary models within Austin’s multi-modality wellness sector. The first—centers that focus primarily on group classes—represents one of the most established and recognizable formats in the holistic wellness landscape. Among the centers reviewed, 3rd Eye Meditation Lounge and Flow Yoga exemplify this model, offering diverse class-based programming such as meditation, yoga, sound healing, and mindfulness practices. These class-based centers remain foundational to Austin’s holistic wellness community, while other models identified in this study illustrate emerging trends and expansions within the broader field of holistic health and well-being. Through our analysis, we identified three additional types of wellness spaces emerging in the Austin area: bio-recovery centers, multi-practitioner collectives, and wellness villages.

## **Bio-Recovery Centers**

Centers such as Awkn, Kuya Wellness, and the Whole Body Healing Center represent a growing wave of innovation in the wellness industry, emphasizing high-tech modalities that target the body’s physical recovery systems. Their offerings—often including sauna, red light therapy, cold plunge, and IV hydration or nutrient drips—reflect a biohacking-inspired approach to health optimization. This innovative “recovery lab” model underscores the growing value people place on physical vitality and longevity, while also reflecting an increasing interest in natural, non-pharmacological approaches to healing. Many of the therapies offered—such as sauna, cold plunge, red light, and hydrotherapy—draw inspiration from ancient practices that harness the body’s own capacity for restoration and balance. Their popularity demonstrates a cultural shift toward modalities that feel both science-informed and deeply rooted in nature’s wisdom, offering alternatives to more conventional, medication-based interventions.

## **Multi-Practitioner Collectives**

Centers such as Alchemy Collective, Casa de Prana, Presence Wellness, Serasana, and West Holistic Medicine represent an important expansion of Austin’s wellness landscape—multi-practitioner collectives operating under a shared business umbrella. These centers offer an array of à la carte services that span disciplines such as psychotherapy, energy healing, yoga, acupuncture, and integrative medicine. Clients typically enter through a central intake or scheduling process and are then matched with a practitioner within the collective who provides the requested service. Because multiple modalities exist under one roof, practitioners often have opportunities to communicate and collaborate, allowing clients to receive more personalized and well-rounded care than they might in a single-specialty setting. If a client’s needs evolve, there is often another provider within the same center who can address a different aspect of care, offering both continuity and convenience. This structure provides clients with variety, flexibility, and access to a broader spectrum of support, with services typically accessed on a per-session basis.

## **The Wellness Village Model**

Casa de Luz, Sol Healing, and Elevated Wellness in Lakeway exemplify a “village” model of wellness spaces—collections of independent businesses and practitioners who share a common physical location and a collective intention centered on healing, growth, and community. In these settings, individual owners or practitioners rent space within a larger campus, contributing their

own unique offerings such as yoga, counseling, bodywork, or nutritional services. Because tenants and programs often shift over time, the mix of available services can vary from month to month or year to year, creating a dynamic ecosystem of wellness experiences. This model fosters a spirit of collaboration and shared values around holistic well-being, while allowing each practitioner the autonomy to shape their own approach and clientele within a community-oriented environment.

## **b. Membership vs. À La Carte and What It Costs**

An analysis of pricing across the 13 centers revealed a wide range of cost structures and engagement models. Seven centers publicly shared pricing information, and five of these offered some form of membership option (see Table 3). Most centers operate on an à la carte basis, where clients pay per session rather than through integrated or insurance-supported systems. Only two of the 13 centers—West Holistic Medicine and Presence Wellness—explicitly accept insurance. Insurance coverage is not available for most holistic modalities such as yoga, meditation, or sound healing.

The six centers that did not publish pricing information generally fall into one of two categories:

1. **Wellness Villages**—loose consortia of independent businesses that co-locate in a shared campus without integrated operations (e.g., *Casa de Luz* and *Sol Healing*).
2. **Multi-Practitioner Collectives**—businesses that house a variety of wellness providers and modalities under one roof, offering diverse but individually priced services (e.g., *Casa de Prana*, *Whole Body Healing Center*, *Alchemy Collective*, and *Elevated Wellness*).

Membership models, when available, vary considerably in both structure and price—from approximately \$59 per month for yoga or meditation access to nearly \$500 per month for more comprehensive wellness or recovery programs. As anticipated, these membership offerings are most commonly associated with yoga studios and boutique wellness practices. The table below summarizes the types of services and pricing structures for the seven centers with publicly available information.

**Table 3. Service Costs and Membership Options at Selected Holistic Health Centers in Austin, Texas**

Center	Services & Costs	Membership
3rd Eye Meditation Lounge	\$59–\$99/month	Yes
Awkn	\$199–\$499/month	Yes
Flow Yoga	\$59–\$99/month	Yes
Kuya Wellness	\$190–\$394/month	Yes
Presence Wellness	Therapy \$70–\$200; integrative psychiatry \$200–\$375; some insurance accepted	No
Serasana	Massage \$50–\$170; acupuncture \$120–\$170	No
West Holistic Medicine	Initial visit: \$550; follow-ups \$125–\$250; memberships \$165–\$300/month	Yes

Among centers that offer membership models, pricing varies widely. Lower-cost memberships, such as those at yoga and meditation studios, tend to emphasize group participation and accessibility. In contrast, higher-tier memberships—often found at bio-recovery or integrative wellness centers—are geared toward clients seeking more personalized or advanced services. While this range offers flexibility, consistent access can still be cost-prohibitive for individuals incorporating holistic care into their long-term wellness journey.

In addition, community-oriented services that foster connection—such as peer support groups, creative workshops, or drop-in gatherings—are offered inconsistently across centers. These types of programs represent a meaningful opportunity to expand inclusive, low-barrier engagement. Table 4 provides an overview of the centers offering membership options, along with a summary of the services that are included in the membership.

**Table 4. Membership Models and Included Services at Select Holistic Health Centers in Austin, Texas**

Center	Membership Cost (Monthly)	Summary of Included Services
3rd Eye Meditation Lounge	\$59–\$99	Unlimited access to group classes including yoga, meditation and sound healing
Awkn	\$199–\$499	Access to guided breathwork, meditation, and yoga sessions; higher-tier memberships include personalized coaching and private healing sessions
Flow Yoga	\$59–\$99	Unlimited access to yoga and meditation classes across multiple studio locations
Kuya Wellness	\$190–\$394	Access to wellness lounges, saunas, cold plunges, and meditation rooms; includes member-only events and discounts on coaching and therapeutic services
West Holistic Medicine	\$165–\$300	Includes monthly physician consultations, prescription refills, lab coordination, and access to educational gatherings; discounts available for acupuncture and osteopathic therapy

These cost patterns illustrate an important structural gap: holistic wellness in Austin currently serves a relatively narrow segment of the population. While Austin’s holistic wellness ecosystem is robust and growing, cost structures and service models can limit participation for many. Most existing models serve individuals who are already wellness-oriented or have discretionary income to spend on health services. *The Nurturing Place* seeks to address this by establishing a scalable, community-based model that broadens participation and strengthens the ecosystem as a whole.

### 4.3 The Nurturing Place: A Foundational Entry Point for Holistic Wellness

*The Nurturing Place* introduces a foundational layer to Austin’s holistic wellness landscape—an accessible, community-centered model designed to make whole-person care approachable for all. Much like how the YMCA has long served as an entry point for families to explore sports and recreation, *The Nurturing Place* offers individuals and families the opportunity to “try out” holistic wellness in a welcoming, low-barrier environment. By combining affordability, flexible engagement, and a broad mix of gentle, natural modalities, it allows people to experience healing practices without the high financial or time commitments that often accompany boutique or specialized centers.

The findings from both the nonprofit mental health landscape and the holistic health ecosystem analysis reinforce the need for an integrated, affordable, and community-rooted model. Austin’s nonprofit mental health sector remains heavily concentrated in crisis response and recovery services, leaving a significant gap in preventive, wellness-oriented, and early-intervention supports. Similarly, the city’s holistic wellness sector, while vibrant and innovative, largely operates as a private-market system accessible primarily to those already engaged in wellness or with discretionary income. Across both systems, the opportunity lies in creating a “missing middle”—a bridge that connects preventive mental health, emotional well-being, and holistic care within an inclusive, sustainable framework.

*The Nurturing Place* is designed to fill this critical gap. Through sliding-scale memberships, acceptance of insurance for therapy, and transparent, inclusive pricing, it removes the financial and systemic barriers that prevent many from accessing holistic care. Integrated programming—including yoga, therapy, support groups, creative expression, and access to a community resource library—creates a cohesive healing environment that mirrors the interconnected nature of human wellness.

By doing so, *The Nurturing Place* not only expands access but also serves as a vital connector within Austin’s broader ecosystem—introducing new participants to holistic wellness and naturally linking them to more specialized care as their needs evolve. Just as the YMCA helps families discover a child’s interest in sports before moving into more advanced programs, *The Nurturing Place* provides an accessible foundation that cultivates curiosity, confidence, and continuity in wellness. In this way, it strengthens both the mental health and holistic wellness

landscapes—creating a more connected, inclusive, and sustainable model for well-being in Austin and beyond.

## **5. The Four Unique Aspects of The Nurturing Place**

Across Austin’s vibrant yet fragmented wellness landscape lies a powerful opportunity—to create a place that unites support, empowerment, and community under one roof. While the city offers abundant options for both crisis care and specialized wellness, many people remain without an accessible, ongoing path to healing. *The Nurturing Place* was created to fill that space in between.

Rooted in community and guided by research, *The Nurturing Place* introduces a new model for whole-person wellness built on four key pillars: 1) integrating supportive care with self-empowerment, 2) offering multiple evidence-informed modalities, 3) adapting the proven gym model to holistic health, and 4) ensuring affordability and accessibility for all. Together, these pillars create a living framework that makes holistic healing not just possible, but practical—transforming wellness into a shared community resource.

### **5.1. Integrating Supportive Care with Self-Empowerment**

One of the most persistent challenges in the U.S. wellness landscape is the lack of integration between supportive care and personal empowerment in the healing process. While access to professional expertise and clinical treatment is essential, true and lasting well-being also depends on an individual’s ability to participate actively in their own growth and recovery<sup>27</sup> (WHO, 2022). Today, people seeking mental or emotional support often find themselves navigating between two distinct yet incomplete paths: a clinical, professional-led approach that offers structure and medical expertise but can limit personal agency, and a self-directed approach that promotes independence but often lacks guidance and continuity. This section explores the strengths and limitations of both models and introduces a more balanced framework—one that integrates supportive care with self-empowerment to create a more sustainable, person-centered pathway to wellness.

### **a. Clinical/Professional-Led Approach**

In the United States (U.S.), whole-person wellness is still dominated by a clinical, professional-led model rooted in the biomedical approach<sup>35</sup>. Typically, care begins with a primary care physician who may provide a brief screening before referring patients to psychiatrists or psychologists. If symptoms warrant further evaluation, the physician refers the patient to a mental health specialist such as a psychiatrist or psychologist<sup>36,37</sup>. Treatment most often centers on prescription medication, with little ongoing guidance, counseling, or lifestyle support<sup>35</sup>. This approach reflects the prevailing biomedical model, which emphasizes diagnosing and managing mental health conditions by treating symptoms through biological means—such as targeting chemical imbalances—rather than addressing root causes or the broader social, emotional, and spiritual dimensions of wellness<sup>35</sup>.

This model provides important benefits - expert diagnosis and regulated pharmacological treatments - but its limitations are significant. Patients are often expected to navigate a fragmented and complex system involving multiple providers, long wait times, and high costs, which can be particularly burdensome for those with limited resources or inadequate insurance coverage<sup>38-40</sup>. Moreover, individuals frequently relinquish autonomy in their care, relying heavily on healthcare professionals to make decisions—especially when treatment centers around medication. This professional-led model may leave patients feeling disengaged from their healing process and ill-equipped to develop sustainable self-care practices. Overall, while the clinical approach plays a vital role in addressing acute and chronic mental health conditions, its narrow focus on symptom management and biological factors limits its effectiveness as a holistic, person-centered solution.

### **b. Self-Directed Approach**

In contrast to the professional-led approach, a growing number of individuals are turning to self-directed approaches to manage their mental health and overall wellness. This often begins with informal efforts such as searching online for therapists, asking friends and family for recommendations, or using a mental health app<sup>41</sup>. While this approach offers greater autonomy and the flexibility to tailor care to one's unique needs, using the self-directed approach only can have substantial limitations.

A primary challenge of the self-directed model is the absence of a structured or supportive system to help individuals navigate the complexities of their mental health journey. For example,

unguided, internet-based self-help tools—such as mental health apps—often present users with a confusing array of options, without offering the ongoing guidance necessary for meaningful progress<sup>42</sup>. Without proper guidance, people are left to make critical decisions about health and wellbeing without sufficient knowledge and skills. This lack of coordination and ongoing support can lead to confusion, inconsistent progress, and difficulty sustaining meaningful improvements in mental and emotional well-being<sup>42</sup>. As a result, the self-directed model, while empowering in theory, often falls short of delivering holistic and equitable care in practice.

### **c. Harmony in Care: Integrating Supportive Care with Self-Empowerment**

While both the professional-led and the self-directed model can be helpful in certain situations, they may not support long-term healing or sustained behavior change on their own. The professional-led approach can provide valuable expertise and structure, but it may also lead to a sense of dependence, making it harder for individuals to maintain progress once that support is no longer available. In contrast, the self-directed model offers flexibility and personal control, but it can lack the consistency, accountability, and the guidance needed to make well-informed and lasting changes.

Without a thoughtful balance between supportive structures and personal empowerment, these approaches may not fully address the complex and ongoing nature of whole-person wellness. A more balanced model that incorporates both tailored guidance and opportunities for individuals to engage in their own growth may offer a more sustainable path toward well-being.

### **d. How The Nurturing Place Integrates Supportive Care with Empowerment**

At *The Nurturing Place*, we embrace a balanced “Yin-Yang” approach to whole-person wellness—one that honors both external support and internal empowerment. Rooted in ancient Eastern philosophy, the Yin-Yang principle emphasizes the dynamic interplay between seemingly opposite forces—such as structure and freedom, guidance and autonomy, or rest and activity—and suggests that true harmony arises when these forces are in balance. This concept has been successfully applied across various fields, including psychology, health, and social sciences, as a framework for understanding human behavior and promoting well-being.

At *The Nurturing Place*, this principle guides how we design and deliver all of our services. Individuals are offered personalized guidance to help them get started, while also being given the

space and tools to explore, grow, and take ownership of their own wellness journey. One example of this is our open creative playground. This space is open to all community members and is available throughout the day, stocked with art supplies, natural materials, and simple prompts to spark creativity. While we provide initial structure and inspiration, individuals are encouraged to follow their own ideas and express themselves freely. This reflects our core belief that healing and growth happen most meaningfully when people are supported, not directed, and trusted to engage in their own process at their own pace.

## **5.2. Multi-Modality Care**

*The Nurturing Place* is built on the understanding that whole-person wellness requires more than isolated practices or short-term interventions—it requires an integrated, accessible, and sustainable system of care. Our model is designed to embrace multi-modality care, weaving together diverse approaches—movement, therapy, mindfulness, creativity, continuous learning and peer support—so that healing is continuous, layered, and adaptable to each individual’s journey.

### **a. Why Multi-Modality?**

Multi-modality refers to the integration of diverse approaches that address multiple dimensions of well-being—physical, mental, emotional, and spiritual—in a cohesive and intentional way. Rather than relying on a single method or discipline, a multi-modal approach combines practices such as movement, mindfulness, peer support, creative expression, continuous learning, and spiritual or reflective practices to support the whole person. This approach recognizes that health and healing are not one-dimensional, but instead stem from the interplay between body, mind, emotions, and spirit. Scientific evidence has shown that multi-modal interventions tend to be more effective in promoting long-term wellness than single-modality approaches, particularly in areas such as stress reduction, emotional regulation, and quality of life. By honoring the complexity of the human experience, multi-modality offers a more balanced and sustainable path toward overall health and personal transformation.

## b. The Effectiveness and Efficacy of a Multi-Modality Approach to Wellness

A growing body of research demonstrates that multi-modality care—integrating conventional treatments with complementary, holistic therapies—produces stronger and more sustainable outcomes than single-modality approaches. These integrated interventions consistently outperform traditional care in areas such as mental health, chronic pain, maternal well-being, and recovery from illness or surgery.

### Our Literature Review Approach

To ground this white paper in evidence, we conducted a literature review to examine whether and how multi-modality approaches are more effective in improving health and wellness compared to single-modality treatments (e.g., medication alone).

Using PubMed, we searched for peer-reviewed studies with the following terms: *multi-modalities, holistic care, integrative care, alternative medicine, comprehensive care, interdisciplinary care, multi-component interventions, multidimensional therapy, whole-person care, combined therapy, adjunctive therapy, biopsychosocial approach, complementary and alternative medicine, lifestyle medicine, behavioral and physical health integration, patient-centered care, hybrid treatment approach, complex interventions.*

Figures 1 and 2 below summarize the findings. Figure 1 illustrates the types of modalities commonly combined with conventional treatments (e.g., medications, chemotherapy, surgery, etc.). Figure 2 highlights the primary health outcomes studied.

**Figure 1. Modalities Studied in the Literature**



**Figure 2. Health Outcomes Studied in the Literature**



Across this evidence base, the literature consistently shows that multi-modal interventions outperform conventional care alone. The most common combinations include yoga integrated into clinical care, acupuncture and herbal therapies alongside medical care, and behavioral and psychological interventions integrated with physical treatments.

### **Evidence of Impact**

#### **Yoga and Mental Health**

- **Psychiatric Conditions:** Evidence supports yoga’s effectiveness for individuals experiencing schizophrenia, anxiety disorders, substance use disorders, and mild cognitive impairment<sup>43</sup>. It has been associated with improved emotional regulation and reduced psychiatric symptoms when used alongside conventional care<sup>44</sup>.
- **Maternal Mental Health:** A randomized controlled trial by Davis et al. (2015) followed 46 pregnant women in the United States who exhibited symptoms of depression and

anxiety. Participants who engaged in an 8-week yoga program showed significantly greater reductions in anxiety and depression than those who received standard treatment<sup>45</sup>.

### **Acupuncture and Herbal Remedies**

- **Mental Health and Pain Relief:** Acupuncture has shown strong results in treating anxiety, depression, and chronic conditions such as sciatica—often with fewer side effects than pharmaceutical alternatives<sup>46,47</sup>
- **Pregnancy-Related Nausea:** Acupuncture and ginger have proven more effective in alleviating nausea and vomiting during pregnancy than many standard medications<sup>48</sup>.

### **Psychological Therapy and Support**

- **Surgical Recovery:** Meditation, talk therapy, and hypnosis are proven to reduce stress and improve recovery. Nurse-led psychological support following spinal surgery in scoliosis patients, for example, has been linked to meaningful improvements in both physical recovery and mental health outcomes<sup>49</sup>.
- **Mindfulness-Based Physical Activity:** Programs that combine exercise with mindfulness training have been found effective in reducing psychological distress and enhancing emotional resilience<sup>50</sup>.

In one randomized controlled trial involving 360 adults, participants were divided into three treatment groups: integrative care, acupuncture, and conventional care. After 24 weeks, both the integrative and acupuncture groups reported significantly lower levels of anxiety and depression, along with improved quality of life, compared to those receiving conventional care alone<sup>51</sup>.

These outcomes reinforce the growing consensus that integrative therapies can play a key role in comprehensive health strategies.

Collectively, these findings affirm that multimodal, holistic approaches consistently outperform conventional treatment alone in the areas of mental health, chronic pain, maternal care, and post-surgical recovery. Incorporating complementary therapies—like yoga, acupuncture, mindfulness, and psychological support—into standard care enhances patient outcomes and offers an accelerated path to healing.

### c. Accessibility of Multi-Modality Services

In the U.S., two main types of structures currently offer multi-modality care, but both fall short of meeting widespread community needs.

- **Addiction Treatment Centers:** While some facilities integrate counseling, medical care, and holistic practices such as yoga, mindfulness, or acupuncture, these programs remain the exception rather than the rule. According to the 2022 National Substance Use and Mental Health Services Survey, there are roughly 14,700 addiction treatment facilities nationwide, yet only 15% of the 24,200 combined addiction and mental health facilities offer integrated care<sup>52</sup>. This leaves the vast majority of individuals with limited access to whole-person support.
- **Wellness Retreats and Holistic Centers:** Immersive retreats and holistic centers provide mental, emotional, physical, and spiritual healing, but they typically come at a premium cost and are not covered by insurance (discussed further in the section on affordability). Due to their varied structures, no reliable count of multi-modality centers exists, though IBISWorld (2024) estimates approximately 295,000 alternative healthcare providers across the U.S.—most of whom are individual practitioners operating outside of coordinated, community-based models<sup>53</sup>.

This landscape exposes a critical gap: multi-modality care is either siloed within narrowly focused treatment centers or restricted to high-cost, inaccessible retreats. *The Nurturing Place* addresses this gap by offering accessible, community-based, and insurance-compatible holistic care—bridging the divide between fragmented clinical services and exclusive wellness programs.

### d. How Multiple Modalities Are Applied at The Nurturing Place

*The Nurturing Place* operates as a multi-modality center intentionally designed to support the full spectrum of well-being—physical, mental, emotional, and spiritual. Most people seeking healing hit plateaus. For example, after 10 therapy sessions, progress may stall—not because healing is complete, but because the next step is unclear or inaccessible. *The Nurturing Place* solves this by offering diverse, integrated healing paths under one roof, so progress never stagnates and members can continue their journey with clarity and support.

Programming includes classes like yoga, meditation, tai chi, and Bendable Body for movement and mindfulness; individual and group therapy for emotional and psychological health; and support groups that provide a compassionate environment for shared healing through challenges like grief, addiction, and trauma. The space also includes a library and resource center for reflection and learning, and a creative playground for artistic expression and embodied growth.

*The Nurturing Place* offers variety, accessibility, and a structure that makes it easy to show up consistently without having to figure out the next step alone. Members can participate in a movement class one day, explore their emotions in therapy the next, and spend quiet time in the library or engage in creative play on another. For those who feel lost or overwhelmed, an optional holistic intake process provides a personalized support plan to guide their path forward.

By weaving together these modalities in one welcoming, flexible space, *The Nurturing Place* offers not just healing—but transformation, ensuring that individuals are continually supported on their journey toward wholeness.

### **5.3. Leveraging the Widely Successful Gym Model**

*The Nurturing Place* leverages the proven gym membership model, applying its accessibility, affordability, and community orientation to holistic health so that members can engage consistently without financial or logistical barriers.

#### **a. The Power of the Gym Model**

Gyms offer a highly effective environment for physical activity. They provide dedicated spaces equipped with a comprehensive range of tools and expert guidance, making it easier for individuals to access a well-rounded workout routine. With a variety of machines, free weights, cardio equipment and classes, gyms enable people to engage in aerobic and strength training exercises tailored to their specific needs and preferences. While limited evidence indicates the direct impact of regular gym attendance on health outcomes<sup>54</sup>, there is strong and solid evidence showing that regular exercise has a profound impact on cardiovascular fitness, muscle strength, and weight management, as well as significant mental health benefits such as increased self-esteem, and reduced stress, anxiety, and depression<sup>55-59</sup>. Given that the gym is one of the most common places for

physical activity and has been shown to be highly effective, leveraging this model within the holistic health field can greatly improve the chances of success.

### **b. The Gym Model Case Study: Lessons from the YMCA in Building Inclusive, Mission-Driven Health Ecosystems**

The YMCA (Young Men's Christian Association) serves as a powerful case study of a successful and inclusive gym model. Originally established in 1844 in London to provide a safe and supportive environment for young men, the YMCA has since grown into a global network of community-centered facilities dedicated to promoting physical, mental, and social well-being. Globally, the YMCA operates in 120 countries with over 12,000 centers, positioning itself as a leader in healthy living through programs that support youth empowerment, community resilience, and social inclusion<sup>60</sup>. In the United States alone, there are over 2,650 YMCA locations serving approximately 11 million people across 10,000 communities, offering accessible fitness programs, swimming facilities, health education, and childcare services<sup>61</sup>.

The YMCA has played a pivotal role in shaping and expanding the landscape of sports and active living, both in the U.S. and globally. Specifically, the YMCA invented and popularized sports such as basketball, volleyball, gymnastics, futsal, racquetball, and the development of swimming pools. Another notable contribution to healthy living is the creation of the Boy Scouts of America, which grew out of YMCA work<sup>62</sup>. Founded in 1910, the Boy Scouts of America (BSA) is a youth organization focused on character development, leadership, outdoor skills, and community service. In 1959, the YMCA of the USA pioneered the first nationally organized scuba diving course and certified its first scuba diving instructors<sup>62</sup>. These innovations demonstrate the YMCA's critical role as a foundational institution within the physical wellness ecosystem, advancing access to movement, fitness, and lifelong health.

### **c. How The Gym Model is Applied at The Nurturing Place**

At *The Nurturing Place*, we leverage the widely successful gym model's operational and financial structure. Philosophically, we utilize the gym model's power of numbers to democratize access to whole-person well-being. When a large number of people support a service, it becomes more accessible and affordable for many—an essential principle behind our community-based approach.

One primary source of revenue at *The Nurturing Place* is membership fees. The organization serves a broad demographic by implementing a sliding scale membership fee, ensuring that individuals from various financial backgrounds have access to *The Nurturing Place's* offerings. Operationally, we mirror the gym model by offering a structured environment that provides consistent access to diverse programs and guided support, while embracing individual autonomy. (more details about this are available in **section 5.1**).

Table 5 presents a side-by-side comparison of how the gym model and *The Nurturing Place* facilitate transformation through structure, support, and diversity.

**Table 5. A Side-by-Side Comparison of the Gym Model vs. The Nurturing Place**

Category	Gym Model	The Nurturing Place Model
Diverse Options	Offers a wide range of machines and weights to target different muscle groups and fitness goals.	Offers a wide range of healing modalities to address mental, emotional, physical, and spiritual roadblocks.
Professional Instruction	Certified trainers provide personalized workout plans, guidance on form, and injury prevention advice.	Certified therapists, instructors, and guides provide personalized healing plans and tools for trauma healing and prevention.
Structured Environment	Dedicated space encourages routine and consistency in exercise.	Dedicated space encourages routine and consistency in healing and growth.
Social Support	Fosters a sense of community to motivate and keep people accountable.	Fosters a sense of community to motivate and keep people accountable.
Variety of Activities	Offers group fitness classes, swimming pools, and other activities to keep workouts engaging.	Offers classes, therapy, support groups, a library, and creative spaces to keep the healing and growth process engaging.

#### 5.4. Affordability

As already shared in the landscape analysis, even when effective holistic health services exist, they are too often financially out of reach. This Affordability Gap — driven by high out-of-

pocket costs and limited insurance coverage — ensures that holistic care remains a privilege rather than a shared resource. Together, these gaps highlight the urgent need for innovative, accessible models like *The Nurturing Place*, which bridges both divides by offering integrated, community-based, and financially sustainable whole-person care.

### **Why Affordability Must Be Addressed**

The classification of holistic services as “alternative” has created a systemic gap in coverage, excluding millions of people from receiving whole-person care. Without meaningful policy change or innovative delivery models, these services will remain accessible only to those with disposable income or supplemental insurance.

Affordability is not just a matter of access—it is a matter of equity. Expanding financial access to holistic care is critical for addressing the root causes of mental, emotional, physical, and spiritual distress. Making these services financially accessible ensures that all individuals—regardless of socioeconomic status—can benefit from transformative healing practices and sustain long-term wellness.

### **The Affordability Challenge of Holistic Wellness Care in the U.S.**

Despite rising demand for whole-person and integrative care, affordability remains one of the greatest barriers to access in the United States. Most holistic services are not covered by insurance, leaving individuals to pay out-of-pocket. Table 6 shows average out-of-pocket costs for services most relevant to *The Nurturing Place*'s model—therapy, support groups, yoga/holistic movement, gym memberships and wellness retreats. These figures illustrate the significant financial burden placed on individuals seeking whole-person care without insurance support. The data illustrate how fragmented and costly access to these essential modalities can be when pursued individually.

**Table 6. Average Cost for Wellness and Healing Services in the U.S (Uninsured)**

Type of Service	Average Cost
Individual Therapy	\$100–\$200 per session
Group Therapy (therapist-led)	\$30–\$80 per session
Peer Support Groups (e.g., AA)	Free or donation-based
Yoga / Holistic Classes	\$15–\$30 per class; \$100–\$200 monthly memberships
Gym Memberships	\$40–\$80 monthly
Wellness Retreats	\$500–\$5,000 per program (not covered by insurance)

Sources: *Octave, Mira Health, IHRSA, Wise, Yoga Alliance, TherapyDen, Gymdesk, Alcoholics Anonymous, and Verywell Mind* <sup>63–71</sup>

### Insurance Coverage of Holistic Services

Insurance coverage across these modalities is inconsistent. While mental health therapy is more often covered under parity laws, group therapy is only sometimes reimbursed, and yoga, peer-led groups, and wellness retreats are generally excluded.

**Table 7. Insurance Coverage of Common Wellness Services in the U.S.**

Type of Service	Insurance Coverage	Notes
Individual Therapy	Yes	Covered under most plans, but reimbursement rates are low
Group Therapy (therapist-led)	Sometimes	Coverage depends on diagnosis and provider; many are self-pay
Peer Support Groups	Not applicable	Typically free/donation-based; not billable to insurance
Yoga / Holistic Classes	No	Considered elective or lifestyle-based

Type of Service	Insurance Coverage	Notes
Gym Memberships	Rarely	Some wellness programs subsidize, but usually not covered
Wellness Retreats	No	Considered elective and not eligible for coverage

Sources: *Medicare.gov, Blue Cross MN, NCCIH, Addiction Centers*<sup>72-76</sup>

Even when therapy is technically covered, significant barriers limit true access. In-depth interviews with licensed therapists revealed three recurring issues:

- **Low reimbursement rates:** Insurers often pay only a fraction (as little as 30%) of the provider’s standard fee, discouraging therapists from accepting insurance.
- **Privacy concerns:** Reimbursement processes may require submission of detailed session notes, raising confidentiality issues.
- **Provider burnout and client frustration:** Many therapists eventually opt out of insurance networks, leaving clients to face high costs or disrupted continuity of care.

### The Gap and the Opportunity for The Nurturing Place

The current system forces individuals to choose between fragmented, costly, or narrowly focused options:

- Peer-led groups like alcoholics anonymous are free but limited in scope and disconnected from other modalities.
- Therapist-led group therapy and individual therapy offer depth but are often financially out of reach.
- Yoga studios or gyms provide fitness or yoga but rarely integrate diverse practices such as qi gong, tai chi, or sound healing.
- Wellness retreats offer multi-modality programming but are prohibitively expensive and inaccessible for daily use.
- Self-directed learning is abundant but overwhelming without credible guidance.
- Creative outlets (e.g., art studios, makerspaces) exist but are usually disconnected from whole-person healing.

*The Nurturing Place* bridges the affordability and access gap by providing an affordable, sliding-scale membership that unlocks a full suite of holistic supports.

Membership includes peer-led support groups, yoga, mindfulness and other holistically-oriented classes, creative and outdoor healing spaces, and guided access to curated learning resources. Individual and group therapy are offered at an additional cost—but members receive discounted rates below market prices, and *The Nurturing Place* will accept insurance to further reduce financial barriers. This dual approach makes therapy more accessible than the current system, while allowing the membership model to remain sustainable for all. By weaving together professional care, embodied practices, guided learning, and creative expression, *The Nurturing Place* ensures that no one hits a financial or systemic barrier in their healing journey. To illustrate how *The Nurturing Place* bridges these gaps and redefines accessibility in holistic wellness, Table 8 compares current wellness options with *The Nurturing Place*'s integrated, community-centered model.

**Table 8. Case Comparison: Current Options vs. The Nurturing Place**

<b>Service Type</b>	<b>Current Options</b>	<b>The Nurturing Place</b>
<b>Peer Support</b>	Free groups (e.g., AA); valuable but narrowly focused and disconnected	Peer-led circles integrated into a continuum of care with therapy, yoga, and creative practices.
<b>Group Therapy</b>	\$30–\$80 per session; limited or no insurance coverage	Available at discounted member rates, with insurance accepted to lower costs further.
<b>Individual Therapy</b>	\$100–\$200 per session; systemic insurance barriers.	Offered at reduced member rates, with insurance compatibility for greater affordability.
<b>Yoga / Movement</b>	Studios or gyms focus narrowly on one or two modalities; memberships \$100–\$200/month	Unlimited yoga, meditation, tai chi, qi gong, sound healing, and more included in membership.
<b>Gym Memberships</b>	\$40–\$80/month; affordable but limited to physical health	Sliding-scale membership providing integrated healing across mental, emotional, physical, and spiritual health.

Service Type	Current Options	The Nurturing Place
<b>Learning Resources</b>	Self-directed; scattered, overwhelming, and often costly to curate	Curated library and resource center with guided recommendations tailored to members' challenges.
<b>Creative &amp; Play Spaces</b>	Art studios or makerspaces can be expensive and disconnected from healing	Outdoor creative playground where members heal through art, expression, and play
<b>Wellness Retreats</b>	\$500–\$5,000 per program; cost-prohibitive and not covered	Ongoing, affordable, and community-based wellness included in membership

*Source: Information on peer support group accessibility and cost is drawn from Alcoholics Anonymous World Services and Verywell Mind<sup>70,71</sup>. Data on individual and group therapy pricing and insurance coverage are based on analyses from Octave, and Therapy Den<sup>65,68</sup>. Pricing estimates for yoga and movement memberships reference Gymdesk and Yoga Alliance<sup>66,69</sup>. National average gym membership pricing is drawn from the International Health, Racquet & Sportsclub Association<sup>67</sup>. Average cost ranges for wellness retreats are adapted from Wise's national cost overview and Mira Health's analysis of holistic treatment costs without insurance<sup>63,64</sup>.*

### **How The Nurturing Place Addresses Financial Barriers to Holistic Care Services**

*The Nurturing Place* was designed to dismantle financial barriers to holistic care. Its sliding-scale membership model, modeled after the success of the YMCA, ensures that fees are based on financial need. Using the U.S. Federal Poverty Guidelines as a framework, membership costs are aligned with income so that no one is excluded due to financial constraints. This approach is further strengthened by a cross-subsidization model, in which higher-paying members help offset costs for those with fewer resources. This shared investment fosters community ownership and ensures that services remain accessible, inclusive, and sustainable for all.

As a nonprofit organization, *The Nurturing Place* reinvests revenue directly back into programming and community support. This allows us to expand services, reduce costs for underserved populations, and continuously improve access to whole-person care. By combining affordability with sustainability, *The Nurturing Place* ensures that holistic healing is not a luxury, but a community resource available to everyone.

## **6. The Vision for The Future**

### **6.1. Filling a Critical Gap**

As previously highlighted, in our interviews with seasoned therapists and holistic health practitioners—many with over 30 years of work in the field—a shared concern consistently emerged: the absence of a stable, trusted institution to guide, support, and grow the field of whole-person healing.

Unlike the allopathic medical system—with its hospitals, insurance networks, and training institutions—holistic health lacks centralized, community-rooted institutions that provide reliable access, clear orientation, and public trust. This absence has tangible consequences:

- Individuals often do not know where or how to begin
- Access is constrained by geography, cost, and cultural misalignment
- Practitioners operate in silos, limiting collaboration and growth
- No scalable model exists to integrate holistic care into everyday systems

Without an anchor, holistic health remains fragmented, episodic, and inaccessible to the majority who could benefit from it.

### **The Role of Anchor Institutions in Ecosystem Transformation**

In many sectors, “anchor institutions” serve as essential stabilizers, innovators, and catalysts for large-scale change. These organizations provide consistent, accessible entry points into a system while simultaneously setting standards, nurturing talent pipelines, and stimulating surrounding infrastructure<sup>77</sup>. The YMCA offers a compelling example. They anchor the global sports industry by offering affordable, inclusive access to physical activity—often serving as the first point of contact for families and youth. By reducing financial and cultural barriers, the YMCA has become a trusted institution for youth sports in cultivating health, leadership, and community resilience.

In the holistic health field, no such anchor currently exists. The landscape remains fragmented—comprised of scattered providers, episodic care, and cost-prohibitive services<sup>78</sup>. For many individuals, especially those unfamiliar with holistic modalities or facing financial

constraints, the experience of navigating wellness options can be overwhelming and isolating<sup>79</sup>. This fragmentation impedes continuity of care, stifles innovation, and leaves many without the guidance or support necessary to begin or sustain a healing journey.

### **The Nurturing Place: An Anchor for Holistic Healing**

*The Nurturing Place* addresses these gaps by providing a unified structure—one that combines trusted entry points, affordable care, and guidance across modalities. Its purpose extends beyond delivering services—it seeks to provide the steady center of gravity around which a new ecosystem of healing can grow.

By offering dependable, affordable, and culturally inclusive access to multi-modality wellness services, *The Nurturing Place* intends to normalize holistic care and make it a sustainable part of daily life. It acts as both a physical and conceptual “home base” for whole-person healing—supporting individuals in navigating their wellness journeys while also nurturing the infrastructure needed to scale this work nationally. To fulfill this role, *The Nurturing Place* integrates four essential functions:

**Physical Infrastructure:** A welcoming, multi-use facility that brings together diverse healing modalities—movement, emotional support, creative expression, and reflection—under one roof.

**Client Orientation:** Onboarding, wellness coaching, and navigation support to help members identify services that best meet their needs, particularly for those new to holistic care or historically lacking access to such spaces.

**Practitioner Ecosystem:** *The Nurturing Place* acts as a hub for providers to co-locate, collaborate, and receive supervision and training. It also connects clients to a broader national network, ensuring continuity of care even beyond its physical walls.

**Cultural Leadership:** Through storytelling, programming, and public engagement, *The Nurturing Place* elevates community healers, challenges the perception of holistic wellness as a luxury, and advocates for policies that treat wellness as a public good. By assuming this anchor role, *The Nurturing Place* is not merely filling a service gap—it is building the foundation for a scalable, sustainable, and inclusive wellness ecosystem.

By acting as an anchor, *The Nurturing Place* does more than meet immediate community needs—it builds the foundation for a scalable, sustainable, and inclusive ecosystem of whole-person care. Just as the YMCA transformed global access to physical fitness, *The Nurturing Place* has the potential to transform access to holistic wellness, making healing not a privilege, but a community resource available to all.

## **6.2. Normalization and Habit as Foundations for a Preventive Mental Health System**

### **Stigma as a Barrier to Care and the Impact on Families**

Despite increased awareness, stigma remains one of the foremost barriers to care. According to the CDC, stigma manifests in multiple forms—often resulting in discrimination and discouraging people from seeking help<sup>80</sup>. SAMHSA data show that nearly three-quarters of adults with mental illness who did not seek treatment did not perceive a need for it, illustrating how cultural attitudes, shame, and misperception maintain the “treatment gap”<sup>81,82</sup> (SAMHSA, 2022; National Institute of Mental Health, 2023).

When individuals decline or delay seeking help, the effects ripple outward into their family systems. Family members and loved ones often become informal caregivers—managing crises, emotional volatility, financial burdens, and uncertainty without formal training or structured support. According to the National Alliance on Mental Illness (NAMI), at least 8.4 million U.S. adults provide unpaid care to someone with a mental or emotional health challenge, spending on average 32 hours per week on caregiving activities<sup>83,84</sup>.

When the person in need does not access services, families often carry the dual burden of maintaining day-to-day functioning and managing risk (e.g., relapse, crisis). This dynamic exacerbates isolation, intensifies stigma, and undermines family wellness and resilience.

### **Need for Support for Caregivers and Household Systems**

Given the scale of caregiver involvement and the documented burden, it is essential to regard caregivers and families not only as part of the “patient’s network” but as a population in need of structured support themselves. Research suggests that caregiver well-being is strongly tied to better outcomes for the person receiving care: for example, access to peer support, respite, and psycho-education reduces burden and improves quality of life<sup>85,86</sup>.

Moreover, when family systems lack support, they may inadvertently reinforce stigma or avoid early help-seeking because of fear, shame, or lack of knowledge about the benefits of treatment. Addressing stigma must therefore include family-oriented strategies: normalizing help-seeking, providing safe spaces for family members to process their experiences, and creating environments where mental-health care is not only for the “patient” but for the household.

### **Normalization and Habit as Foundations for a Preventive Mental Health System**

From a systems perspective, the combination of early intervention, normalization, and habitual engagement in mental, emotional, physical and spiritual wellness represents a paradigm shift from reactive treatment to preventive health promotion. *The Nurturing Place* applies this framework by fostering consistent participation in supportive and restorative practices before symptoms reach clinical thresholds. This approach reflects a growing evidence base demonstrating that early, routine engagement in mental-health and community-based wellness activities mitigates the progression of stress-related disorders and significantly reduces reliance on crisis services<sup>27,87</sup> (WHO, 2021; SAMHSA, 2020). Analogous to the gym model—where regular physical exercise maintains physiological resilience and prevents chronic disease—habitual participation in holistic wellness routines strengthens psychological and emotional adaptability<sup>30,31</sup> (Keyes, 2007; Seligman, 2011). As these practices become normalized cultural behaviors rather than remedial responses, the underlying social and psychological conditions that precipitate acute mental-health crises are gradually removed. In effect, the creation of sustained, accessible spaces for holistic self-care redefines wellness as a collective habit, thereby reducing the systemic demand for crisis intervention altogether<sup>29,88</sup> (CDC, 2018; WHO, 2022).

### **Toward a New Cultural Baseline for Health**

*The Nurturing Place* integrates this understanding by providing programs that address stigma reduction, family and caregiver support, and early-intervention access pathways. By doing so, it recognizes that well-being is not an individual pursuit—it is a networked, relational process that thrives when supported by community infrastructure.

*The Nurturing Place*'s ultimate vision is to redefine what society considers “normal” health behavior. In the same way the YMCA made physical fitness accessible and routine, *The Nurturing Place* seeks to make holistic wellness—mental, emotional, and spiritual—a public good that

transcends socioeconomic and cultural boundaries. When care is habitual, accessible, and celebrated, the stigma dissolves not through campaigns, but through participation.

This is the next frontier of health equity: a culture in which tending to one's inner life is as normalized as tending to one's body, and where every person—whether thriving, struggling, or somewhere in between—has a place to engage in healing, reflection, and growth. *The Nurturing Place* stands ready to lead that transformation, anchoring a future where wellness is not exceptional, but essential.

## **7. Conclusion: A Call to Action**

The time for fragmented, inaccessible, and inequitable approaches to wellness has passed. Communities are calling for solutions that address the whole person—mind, body, heart, and spirit—in ways that are affordable, inclusive, and sustainable. *The Nurturing Place* represents more than a center for healing; it is a model for what the future of wellness can and must become. With the support of funders, partners, and community leaders, we can build an anchor that not only transforms individual lives but also reshapes the entire ecosystem of care. Together, we have the opportunity to ensure that whole-person healing is not a luxury for the few, but a shared foundation for the many.

## APPENDIX

### Austin Mental Health Non-Profit Landscape

Category	No. of Orgs	Focus / Population Served	Severity & Issue Areas	Typical Services	Role in Landscape
Alcohol & Drug-Dependency Treatment Centers	≈70	Individuals/families affected by substance use; some youth-focused	<b>Moderate</b> –severe: addiction, depression, anxiety, trauma	Detox, residential/outpatient care, recovery housing, relapse prevention, peer recovery coaching	Crisis stabilization, treatment entry point, prevention education
Mental-Health Support-Group Organizations	≈36	Peer-led groups for individuals/families; low- or no-cost	<b>Mild</b> –moderate: depression, anxiety, grief, PTSD, bipolar, caregiver stress	Peer groups, psychoeducation, coping workshops, family support	Peer connection, stigma reduction, education
Mental-Health Treatment Centers	≈29	Clinical therapy and psychiatric care for adults, youth, families	<b>Moderate</b> –severe: depression, bipolar, OCD, PTSD, eating disorders	Therapy, psychiatric evaluation, medication management, crisis care	Clinical treatment, symptom management, coordinated care
Community Mental Health Centers	≈18	Individuals with serious and persistent mental illness (SPMI), substance use disorders (SUD), disabilities; uninsured/low-income	<b>Severe/chronic</b> : schizophrenia, bipolar disorder, major depression, co-occurring substance use disorders (SUD)	Case mgmt, therapy, meds, crisis hotline, 24/7 outreach, integrated care, housing/vocational supports	Safety net, crisis response, long-term care continuity
The Nurturing Place	Pilot	Whole-person wellness for adults across all wellness levels; accessible across income, race, gender	<b>Early</b> –moderate: stress, anxiety, burnout, mild depression; prevention for broader population	Coaching, somatic practices, mindfulness, small groups, connection-based community, habit-forming wellness routines	<i>The missing middle</i> : early intervention, normalization, stigma reduction, habit-building; prevents escalation to crisis and supports caregivers

### Comparative Overview of Multi-Modality Wellness Models in Austin

Model Type	Representative Centers	Primary Focus	Integration of Mind, Body, and Spirit	Care Continuity & Collaboration	Business Model	Client Experience
Class-Based Wellness Centers	Flow Yoga, 3rd Eye Meditation Lounge	Group classes, mindfulness, movement	<b>Moderate</b> – primarily physical and mental	<b>Limited to class instructors</b>	Monthly memberships, drop-ins	Accessible, community-driven, consistent schedule
Multi-Practitioner Collectives	Alchemy Collective, Casa de Prana, Presence Wellness, Serasana, West Holistic Medicine	Diverse services under one business umbrella	<b>Moderate</b> – multiple modalities available, but largely independent	<b>Medium</b> – practitioner collaboration varies	Per-session, à la carte	Personalized and convenient with multi-modality options
Wellness Villages	Casa de Luz, Sol Healing, Elevated Wellness	Shared physical campuses with independent practitioners	<b>Variable</b> – depends on individual practitioners	<b>Low to moderate</b> – informal collaboration	Space rental model	Community atmosphere; evolving range of services
Bio-Recovery Centers	Kuya Wellness, Awkn, Whole Body Healing Center	Physical recovery, performance, longevity	<b>Low</b> – focus primarily on physiological well-being	<b>Low</b> – limited interdisciplinary connection	Tiered memberships, packages	High-tech, rejuvenating, short-term results oriented
The Nurturing Place (Proposed)	—	Integrated healing and wholeness across physical, emotional, mental, and spiritual dimensions	<b>High</b> – all modalities aligned under a shared healing philosophy	<b>High</b> – collaborative care planning, shared practitioner communication, continuity of care	Hybrid: membership + care pathway model	Deeply relational, integrative, and transformative healing experience

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