



# BLUE VISION<sup>SM</sup>

News for Employer Groups

July 18, 2025

## Mental Health Hub Puts Mental Wellness Within Easier Reach

*Applies to all groups*

Since the COVID-19 pandemic, the number of people seeking mental health care has been rising significantly nationwide, [especially for depression and anxiety](#). [↗](#) Blue Cross and Blue Shield of Texas has seen that increase as well among our members across the five states where we do business.

From 2021 to 2024, we saw a greater than 15% increase in the use of outpatient professional behavioral health services by members in our five states. Despite those increases, over the same period there was an 8% drop in members needing expensive acute inpatient psychiatric services. We achieved this reduction by focusing on providing a comprehensive system of care rather than relying on the traditionally provided fragmented care.

### A New Resource

In January 2025, we launched a new **Mental Health Hub** that is available via our member account portal, Blue Access for Members<sup>SM</sup>. Our BCBSTX behavioral health leaders developed this comprehensive solution to improve member access to the resources that could help them.

The digital one-stop-shop makes it easier for members to find what they need and receive care sooner. Since it launched, more than 35,000 members have accessed the Mental Health

Hub.

“Enabling members to easily connect to the right form of outpatient behavioral health care can make a big difference for those suffering from these concerns,” says Frank Webster, M.D., chief medical officer of behavioral health at BCBSTX. “It also can reduce the total cost of care by decreasing inpatient utilization, ER visits, treatment for comorbidities and out-of-network spend.”

**Member needs addressed:** The Mental Health Hub helps solve three key member and market needs:

1. **Personalization:** When a member completes a self-assessment outlining their symptoms and severity levels, a series of recommendations will appear based on their assessment results. These resources include providers, tools, videos and more.
2. **Integration:** The platform houses all current member-facing resources in a single location. Our clinical team will reach out to provide guidance and support if the following occurs:
  - The member completes a self-assessment and scores above a certain severity threshold.
  - The member has opted into sharing their data with their health plan.
  - The member does not select one of the recommended resources.
3. **Specialty care access:** The Mental Health Hub is connected to a variety of provider groups that each serve unique conditions, such as substance use disorder, pediatric mental health, eating disorders, and obsessive-compulsive disorders. This allows members to easily connect to the right care.

**Why it matters:** According to the [National Alliance on Mental Health \(NAMI\)](#), [about 1 in 5](#) Americans experiences mental illness each year. In addition to the human cost, this has a staggering effect on business productivity. Depression, in particular, costs U.S. businesses [\\$105 billion](#) [annually](#). And people with mental illnesses have a 40% higher risk of developing [cardiovascular and other metabolic diseases](#) [than the general population](#).

#### **Mental health by the numbers:**

- [35%](#) [of U.S. adults with mental illness also had a substance use disorder in 2023.](#)
- [23.1%](#) [of U.S. adults experienced mental illness in 2022 \(59.3 million people\). This represents 1 in 5 adults.](#)

- Depression is a [leading cause](#) of disability worldwide.

Contact your account representative to learn more about the Mental Health Hub and how your employees might benefit from the resource.

Sources: KFF, [The Implications of COVID-19 for Mental Health and Substance Use](#), March 20, 2023; National Alliance of Mental Health, [Mental Health by the Numbers](#), April 2023; National Alliance of Mental Health, [The Ripple Effect of Mental Health](#), April 2023; National Institute on Drug Abuse, [Co-Occurring Disorders and Health Conditions](#), Sept. 2024; National Institute of Mental Health, [Mental Illness](#), Sept. 2024; World Health Organization, [Depression](#).



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