



A CLOSER LOOK AT BEHAVIORAL HEALTH

And the impact of COVID-19

The increasing prevalence of behavioral health issues continues to be a top concern for employers. Meeting the needs of your employees facing mental health challenges takes looking at the bigger picture, in order to better treat the whole person. The critical first step is understanding the full scope of behavioral health conditions, their impact on your workforce and how the COVID-19 pandemic is already factoring in.

1 IN 5 adults

experience a diagnosable mental illness in any given year, more than half will go untreated¹

200M+ workdays

missed due to mental illness each year²

\$16.8B lost

in productivity due to mental illness each year²

¹ Center for Workplace Mental Health, American Psychiatric Association Foundation, "Investing in a mentally healthy workforce is good for business," 2020.
² Kelly Greenwood, Vivek Bapat, Mike Maughan, "Research: People Want Their Employers to Talk About Mental Health," Harvard Business Review, 2019.

A growing concern.

Before you can address the impact of any health condition on your workforce, you need a better understanding of the numbers behind it. For behavioral health, the stats are staggering.



Top 10 Behavioral Health Conditions³

Rank		2014	2018	Increase in prevalence (2014-2018)
1	Anxiety	11.2	15.5	39%
2	Tobacco Use Disorder	5.4	8.3	53%
3	Major Depressive Disorder	3.8	6.2	62%
4	Hyperactivity	4.1	5.0	22%
5	Substance Use Disorder	1.3	1.9	51%
6	Alcohol Use Disorder	1.4	1.8	25%
7	Bipolar Disorder	0.7	1.1	52%
8	Cognitive Impairment	0.6	1.0	51%
9	Psychotic Disorders	1.1	0.8	-26%
10	Intellectual Disabilities	0.1	0.1	—

Prevalence for Overall (Rate per 100)

³ Ages 18-64, Blue Cross Blue Shield Health Index.

"Behavioral health issues are going to impact not only the quality of life, but it's also going to have a significant impact on employee effectiveness, their working relationship, and their productivity on the job."

VP, HUMAN RESOURCES, RETAIL



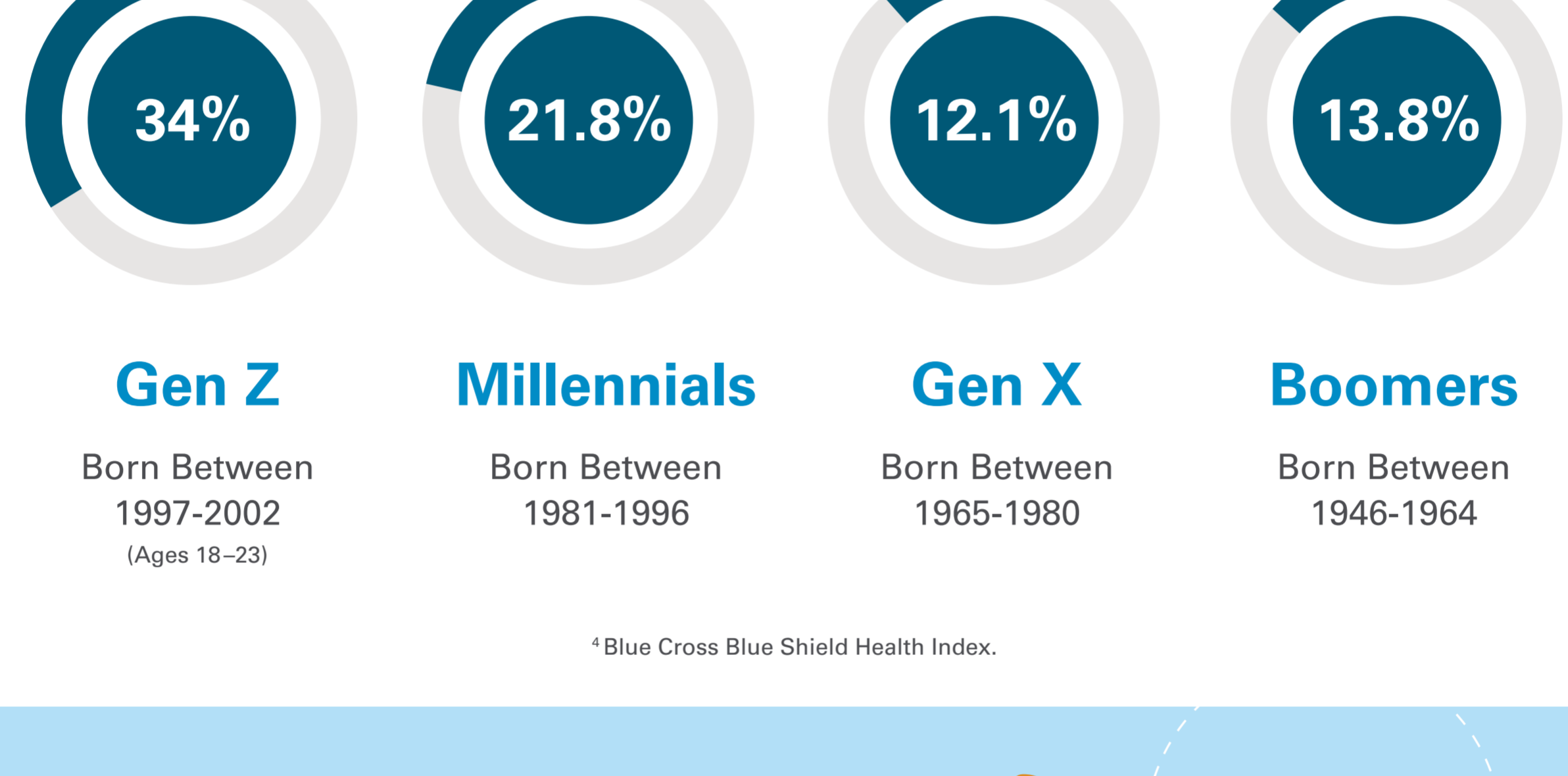
An all ages issue.

While the conditions affecting each generation the most can vary, the bottom line is that the impact of behavioral health is growing across all age groups.

Behavioral Health Conditions⁴

Increase in Prevalence (2014-2018)

- Anxiety
- Tobacco Use Disorder
- Major Depressive Disorder
- Hyperactivity
- Substance Use Disorder



Millennials and mental health.

By 2030, Millennials will make up 75% of the workforce, so it's critical that we continue to recognize and address the mental health challenges of this generation.⁵

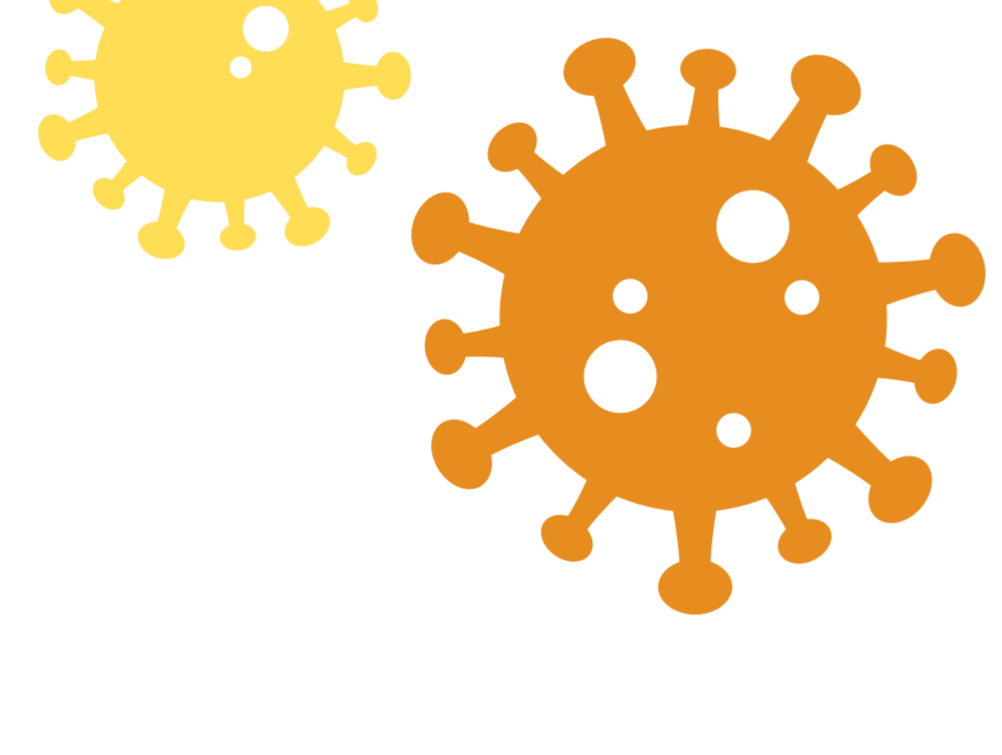
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6 OF THE 10 top health conditions affecting Millennials are behavioral health issues⁶

ONLY 49% of Millennials think of their mental health as 'very good' or 'excellent'⁸

⁵ Blue Cross Blue Shield, The Health of America Report®, The Health of Millennials, April 2019.
⁶ Blue Cross Blue Shield Association, National Generational Survey, 2019.



A challenging time.

As we continue adjusting to the new normal of COVID-19, it's important to keep an eye on the effect this pandemic is having on behavioral health. With so many of us worried about not just the disease itself, but its effect on our ability to keep working, we're seeing data that shows certain behaviors are on the rise since the outbreak began — especially among the younger generations.

27% are very or extremely worried about the coronavirus

Millennials (37%)
Boomers (22%)⁷

9% report losing their job since the start of the pandemic

Gen Z (14%)
Millennials (13%)
Gen X (7%)
Boomers (6%)⁷

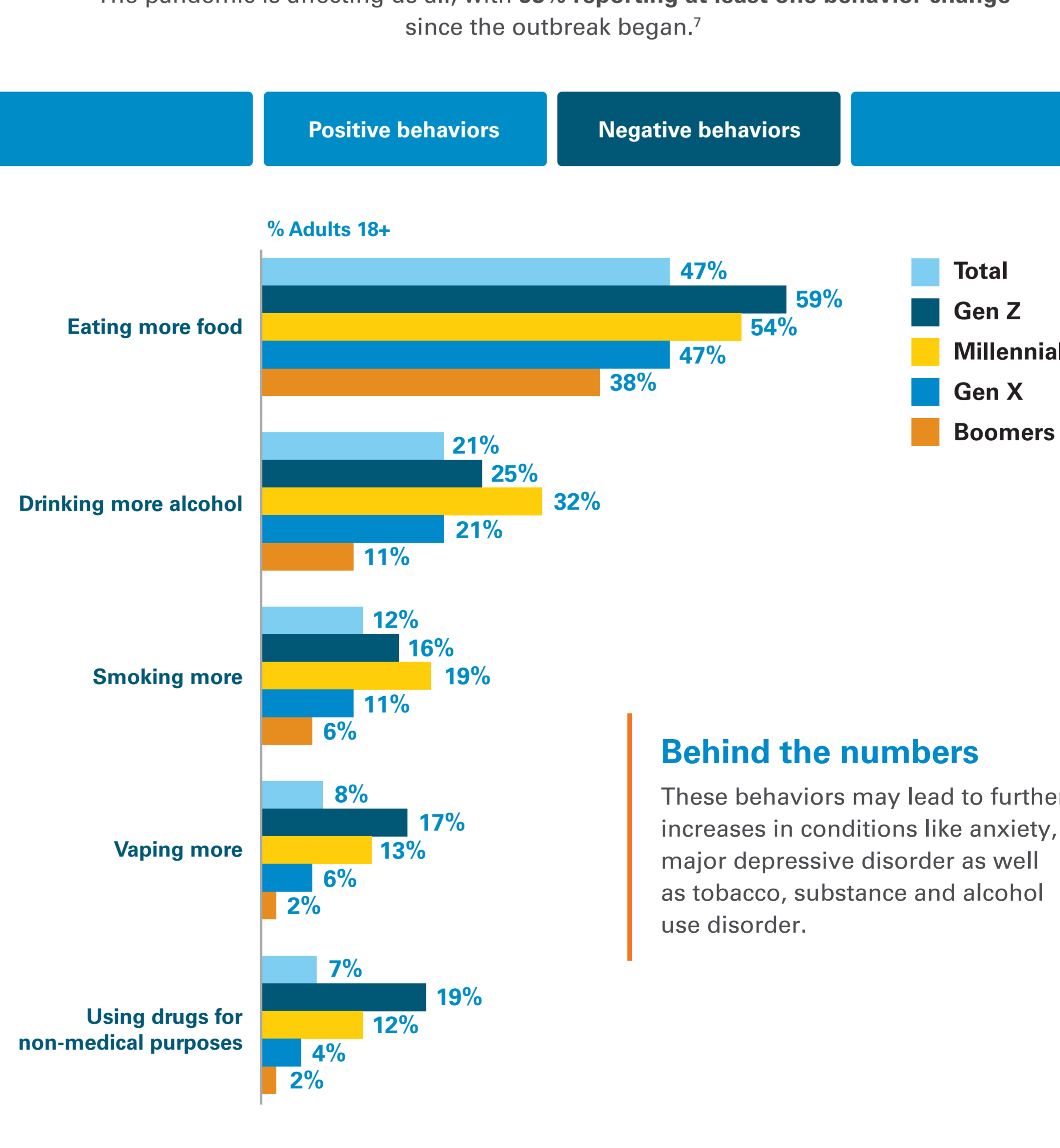
51% report having a CDC-identified underlying condition that puts them at greater risk

Gen Z (39%)
Millennials (34%)⁷

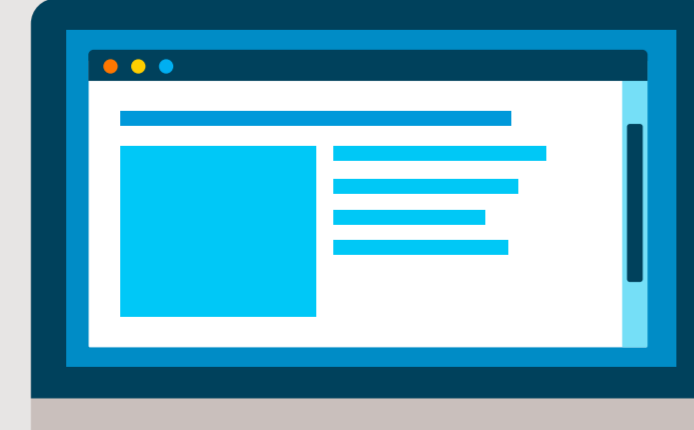
⁷ Blue Cross Blue Shield Association, COVID-19 National Pulse Survey, 2020

Behavioral Change Since the Pandemic Began

The pandemic is affecting us all, with **93% reporting at least one behavior change** since the outbreak began.⁷



Behind the numbers
 These behaviors may lead to further increases in conditions like anxiety, major depressive disorder as well as tobacco, substance and alcohol use disorder.



The good news:

Virtual care has increased 1.6x since summer 2019, and half that growth came since the start of the COVID-19 pandemic.⁸

23% used telehealth since the pandemic started

Millennials (30%) used Telehealth 2x more than Boomers (15%)⁷

8% started speaking with a therapist, counselor or mental health professional

Gen Z (17%)
Millennials (13%)⁷

75% of people with behavioral health conditions are continuing therapy services during COVID-19⁷

⁸ BCBSA National Generational Survey, 2019; BCBSA COVID-19 National Pulse Survey, 2020.

GIVING FULL HEALTH OUR FULL ATTENTION.

THIS IS HOW. The continued growth of behavioral health issues across all generations means the time for action is now. Finding solutions that improve outcomes for your employees and lower costs for your organization will require a full-on approach. We're here to help.

Stay tuned for our upcoming eBook and additional resources designed to help you take behavioral health head on at smarterbetterhealthcare.com.

