

Four Strategies to Boost Behavioral Health Engagement

Turning Insight into Action Across Your Member Population

1. Focus on the Moment of Action

Engagement begins when an individual considers taking the first step.

What to do:

- Provide clear next steps
- Reduce complexity and guide decision
- Make access easy to find

2. Personalize the Experience

Individuals engage when outreach feels relevant.

What to do:

- Tailor messaging using behavioral and demographic insights
- Reflect cultural and individual differences
- Deliver the right message at the right time

3. Make It Easy and Private to Start

The first step should feel safe and low-pressure.

What to do:

- Offer self-guided entry points
- Allow exploration before committing
- Avoid requiring diagnosis upfront

4. Design for a Modern Experience

Individuals expect intuitive, consumer-grade interactions.

What to do:

- Prioritize simple design
- Use clear, human language
- Remove unnecessary steps

Key Takeaway



Members don't need more awareness. They need a simpler, more human way to act. Scan the QR code to learn more at NovaOneHealth.com.

Sources: [OECD](#), [WHO](#)