



# Five Common Myths About Behavioral Health





## MYTH

Behavioral healthcare is only for people in crisis.



## REALITY

Prevention and early intervention benefit the entire population.

Stress, sleep disruption and burnout affect most people long before a clinical crisis occurs. Addressing behavioral health early improves resilience, reduces escalation and lowers downstream utilization.





## MYTH

Members won't engage with digital behavioral health tools.



## REALITY

Well-designed digital tools significantly expand access and engagement.

Self-guided, private and personalized digital interventions reduce stigma and reach individuals who may never seek in-person care.

These tools normalize behavioral health support and scale efficiently across populations.





## **MYTH**

Prevention adds complexity to already fragmented systems.

## **REALITY**

Integrated behavioral health reduces fragmentation and simplifies access.

When behavioral health is embedded into existing care pathways, navigation improves, handoffs decrease and duplication across the care continuum is reduced.



## MYTH

Physical health treatment is only about diagnosing and fixing the medical issue.



## REALITY

Physical health events carry unavoidable emotional and psychological impact.

Anxiety, stress, fear and confusion influence recovery, adherence and outcomes. Effective care must address both physical and emotional needs to be complete.





## MYTH

Behavior change is a personal responsibility, not a healthcare priority.




## REALITY

Sustainable behavior change requires system-level support.

Lasting change depends on access, environment, education and ongoing reinforcement. Healthcare organizations that support behavior change see stronger adherence, improved outcomes and better long-term cost control.





Normalizing behavioral health as part of whole-person wellbeing removes stigma, increases early engagement and supports sustainable behavior change.

Integrated, prevention-focused approaches improve outcomes while reducing avoidable complexity and cost.

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