**Behavioral Health Consulting**

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There are an estimated 51.5 million persons in the United States who have suffered any form of mental illness (AMI), according to data from the "National Alliance on Mental Illness (NAMI)." According to the NAMI, one in five teenagers has or will acquire a major mental ailment at some point in their lives, with half of all lifetime cases beginning at the age of 14 or younger (Tompkins & Perloff, 2015). The crisis hasn't made matters any easier for those affected. It's a behavioral health crisis in its own right when one adds physician scarcity and the influence of Covid-19 to the crisis—where 42% of US individuals had symptoms of anxiety and depression in 2020, rising from 11% in prior years. One of the greatest opportunities to enhance health results and reduce healthcare costs is recognizing the link connecting physical health and mental well-being. The evidence presented here shows the demand for mental health consulting services.

Behavioral health consultants will do the behavioral health consultation. Behavioral health consultants are responsible for addressing and resolving behavioral challenges in collaboration with patients. These professionals' responsibilities as mental health and developmental experts include examining each patient's requirements and developing a treatment plan to reduce bad behavior and encourage positive choices. Patients' responses to treatment are monitored as they progress, and any necessary adjustments are made as to the patient's condition changes. Consultants in the field of behavioral health might operate in a wide range of contexts ("Call for investment in mental health services as suicide rate rises," 2015). Consultants in behavioral health may work in private medical or psychological practices or institutions such as mental health facilities, public health centers, schools, or other institutions offering comprehensive patient care and planning behavioral health interventions in conjunction with other treatments.

As a behavioral health consultant, one must meet various requirements depending on the nature of their work. Students must have completed at least one year of college-level study in psychology or a closely related discipline as a prerequisite. A master's degree in social work, psychology, mental health, or counseling is required to provide therapeutic services. " Licensed Clinical Social Workers (LCSWs)" and" Licensed Professional Counselors (LPCs)" are preferred by many businesses in most states (LCSW). To serve as a school counselor, a person does not necessarily need a master's degree in mental health counseling.

**Risks Linked with Launching a Behavioral Health Consultation Service**

There are various challenges in handling distinct sorts of healthcare specialties. But those that work in mental and behavioral health have particular hurdles. They include: The first issue is with the EHR's usability: An electronic health record system (EHR) must be tailored to the special needs of psychiatry. A psychiatry practices a particular patient group necessitates using a psychiatry EHR. It has advanced functionality for exchanging patient information, tracking treatment and drugs, and offering patient interaction. EHR software components vary greatly, making it challenging to find a good match. Only a specialty-specific EHR can address their urgent needs (Laderman & Mate, 2016). Financial barriers are also a problem: A lack of money stops many people from getting aid at all.

In some cases, a lack of funding sources can lead to inconsistency or insufficient therapy. Without insurance or financial aid, mental healthcare therapies are still prohibitively pricey. When a condition necessitates ongoing counseling, complex medication administration, or rigorous treatment plans, copays and deductibles can quickly mount up.

Additionally, there is a shortage of clinical safety. When EHRs do not ensure confidentiality, it causes problems for doctors and businesses. When people with mental illness seek treatment, they encounter specific patient protection concerns. Regretfully, there is still a shortage of understanding among healthcare providers and consumers regarding these distinct difficulties. Additionally, there is a dearth of evidence about these difficulties. The confidentiality of patients must be safeguarded by using distinct healthcare records and billing systems.

On the contrary, system isolation can make care coordination more challenging. As the last point, there is a lack of coordination. There are several instances where a psychiatry EHR platform does not work well with other health centers, this smooth exchange of EHR data necessitates excellent communication between medical systems. There are many fragmented data and disjointed reports due to disconnected systems, which makes it difficult to use their EHR systems effectively (Tompkins & Perloff, 2015). Adding insult to injury also harms patient care, practice efficiency, and revenue.

**Entrepreneurship in Mental Health Industry**

The startups connect people to mental health treatments in unique ways. Like Calm, a $2 billion company based in San Francisco, some aren't medical. Calm began as a mindfulness app with guided meditations and soothing music. The startup, which now distributes to corporations, claims to help customers relax and sleep better. These companies enable users to connect with therapists and other providers. Lyra and Modern Health in San Francisco require an employment arrangement. Still, Talkspace in New York and Better Help in Mountain View, Calif., allows anyone to fill out a questionnaire and book an appointment.

Being an entrepreneur has the benefit of providing a great platform for mentoring and inspiring young individuals interested in beginning their businesses, particularly in the healthcare industry. The traits of successful entrepreneurs in mental health include: The first trait is the desire to help. A drive to make a meaningful difference in the world is more vital than any schooling, formal training, or experience when it comes to success. It is especially true in the mental care profession, where practitioners strive every day to help individuals enhance their health and life quality by providing them with the equipment and information they require. A strong desire to impact is the foundation of this list and keeps us going whenever situations get difficult, stressful, or seemingly impossible. The deepest sense of fulfillment comes from knowing that an investor's efforts make a difference in someone else's life (Gist & Taylor, 2016). As an entrepreneur, giving back to the community is one of the finest achievements. Entrepreneurs must also be willing to make sacrifices. Most entrepreneurs pay the price for their insatiable thirst for success. Successful entrepreneurs are known for making compromises in their personal lives, limiting their vacations, or depriving themselves of time to pursue hobbies. As a co-founder, you're more likely to have to make sacrifices because of your shared vision. They may have a clear notion of how the firm should proceed, but as new people are brought on board, they need to reassess their plans for the company's future. However, relinquishing part of one's vision to work more effectively as a team is necessary.

**Business Structure**

**Professional Limited Liability Corporation**

If one needs to be licensed in a state-required profession such as medicine and mental health, a PC or PLLC is the best option. Some states do not allow LLCs to be formed by professionals who need a license to practice their specialty. In this situation, PCs or PLLCs are the closest alternatives. In general, PCs and PLLCs are subject to the following: For the most part, a practice's proprietors must all be licensed in the same field of work. Proof of licensing in your field is required for state approval. Depending on the state where your company is located, you may be limited in your freedom to choose a name. For example, if your firm is a Professional Limited Liability Company (PLLC), a person may be required to end the company name with "PLLC." Having a Professional Corporation or Limited Liability Company does not exonerate you from personal liability for malpractice or other charges brought against you. As a result, it is essential to have malpractice insurance (Gist & Taylor, 2016). Even so, the company's other owners will not be able to sue you for malpractice. PLLC entities are not recognized in all states. PCs and PLLCs are taxed differently, as are corporations. Double taxation is possible since PCs are often taxed like a C-Corporation, which means the PC pays taxes at the corporate rate. A PLLC is taxed like an LLC, which normally has pass-through taxation for its shareholders. As the last step, the state's professional licensing agency may require that one obtain their approval of your company's incorporation documents. The simplest method of protecting intellectual property is to put it in a separate limited liability corporation (LLC) that has been appropriately formed from the business itself.

**References**

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