

## 7th World Congress on Mental Health, Psychiatry and Well-being

### Erin Ramachandran

Director, Mental Health & Wellness Program, USA, E-mail: [mentalhealthstrong@outlook.com](mailto:mentalhealthstrong@outlook.com)

**The global behavioural health market size is propel to reach around US\$ 240 billion by 2026 and estimated to grow at CAGR of 2.5 % over the forecast time frame.**

As a consequence of the increasing incidence of mental health disorders and increased demand for behavioral health treatments the global demand for health facilities is increasing. Increased awareness and social acceptance of comportemental health problems will provide conduct health suppliers with favorable market opportunities. Clinical advances in treatment and treatment have produced both psychological and detoxification treatments with fresh and enhanced processes. The development of the behavioral health industry is driven by online consulting and day care. The development of fresh treatments and programmes, favorable supply and demand are some other variables that are anticipated to increase behavioral healthcare market growth.

#### Key Players & Strategies

Key players operating in the market are Acadia Healthcare, The MENTOR Network, Universal Health Services, Inc., Behavioral Health Network, Inc., CareTech Holdings PLC, Strategic Behavioral Health, Ascension Seton, North Range Behavioral Health, Pyramid Healthcare, and Promises Behavioral Health.

Core services providing a broad variety of behavioral health facilities and fresh model delivery, such as home-based and telepsychiatric services, are devoted to competitiveness on the global health market. Other main approaches taken by leading players to grow their company are mergers, acquisitions and partnership agreements. In February 2019, for example, Universal Health Services, Inc. concluded a SoutheastHEALTH partnership to provide high quality behavioral health services. This partnership allowed the firm to consolidate its market position.

Although behavioral health services are highly needed and urgent, the adherence of patients continues low. Increased incidences of behavioral problems involve better

and better access to therapy and advice. This has concentrated competition attention on the development or acquisition of care centres for collaborations and joint ventures. Health systems invest in a number of specific emergency facilities, including holding units, telepsychiatry and health-related behavioral emergency units.

Skyrocketing expenses for healthcare continue to haunt people facing health issues. Leading service suppliers continue to offer high costs of behavioral healthcare. However, as the preference of people and patients is increasing for accessible care, behavioral market players seek to compete with low-cost suppliers to achieve a broader base of consumers. The adoption of a cooperative health model covering primary care facilities will probably show favorable economic returns and reimbursements.

Many policies in the developing countries, especially those in the Asia-Pacific economies, are likely to give competitive development possibilities to enhance the strategy towards dealing with behavioral health problems.

A fresh domestic behavioral health platform, Promises Behavioral Health, was announced in March 2019. It would work in a 12-state programme, including programs for vetera, and in seven countries it offers a variety of treatment alternatives for sexual addiction, drug abuse, dietary disorders, traumas and other mental health disorders.

With a number of large organisations and service suppliers, the worldwide behavioral health industry is extremely fragmented. Although there are organized main players in this market, the bulk of the market is served by small-scale regional operators and professionals. In efforts to extend the reach of consumers, leading firms are also acquiring hospitals and comparable care facilities.

