

Beacon Media + Marketing and Thrizer Partner to Release 2025 State of Mental Health Insurance and Marketing Report

ANCHORAGE, AK, UNITED STATES, January 21, 2025 /EINPresswire.com/ -- Beacon Media + Marketing and Thrizer have collaborated to release the highly anticipated 2025 State of Mental Health Insurance and Marketing Report. This comprehensive study provides valuable insight into the current landscape of mental health insurance and marketing in the United States, based on hundreds of surveys conducted with Mental and Behavioral Health Clinic owners.

The report aims to establish benchmark data to guide professionals across the mental health industry, helping mental health professionals, marketing directors, operations managers, and other key stakeholders make informed decisions about insurance practices and marketing strategies. The ultimate goal is to improve outcomes for practices and clinics of all sizes and specialties, enabling them to thrive in an ever-evolving industry.



Key Findings from the Report:

- The landscape for insurance-based and private pay practices remains complex, but the insights provided in this report simplify the navigation process.
- Mental health professionals are increasingly examining insurance acceptance, private pay options, and the effectiveness of practice marketing.
- Despite challenges in the insurance and marketing domains, the report's data offers actionable takeaways that can guide practices toward success.

Report Highlights: Mental Health Professionals Speak Up

Insurance: Only 53% of therapists say accepting insurance is “worth it,” with many earning significantly less than desired. The average reimbursement rate is \$112 per 50-minute session, prompting many mental health professionals to reconsider their participation in insurance panels. Financial concerns, including the desire to earn more and reduce overhead, are the primary drivers for exiting insurance networks.

Marketing: On the marketing front, many mental health professionals are underinvesting in their marketing efforts. A surprising 67% are not spending enough to grow their practices, and 98% of respondents spend \$999 or less per month on marketing. This data highlights a need for education on appropriate marketing budgets and the importance of using effective strategies like SEO, blogging, and Google Ads to reach a wider audience.

Conclusion

This new report underscores the need for mental health professionals to reassess their approaches to insurance acceptance and marketing. The data sheds light on key areas for improvement, offering mental health practices the tools needed to thrive in today’s complex landscape.

For more information or to verify the report, [click here](#).

[About Beacon Media + Marketing](#)

Beacon Media + Marketing is a leader in driving growth for mental health organizations across the U.S. Beacon helps practices achieve long-term success through customized digital marketing strategies and dedicated mental health marketing teams.

[About Thrizer](#)

Thrizer is transforming the out-of-network therapy experience by offering a transparent, simple payment platform that streamlines insurance claims and empowers clinicians to charge the rates they deserve. Their solution streamlines the reimbursement process, making it easier for both clinicians and clients.

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