

Sensible Care Accelerates Growth as Behavioral Health Shifts from Access to Outcomes

Company momentum driven by expanding payer partnerships and a care model focused on patient engagement, continuity, and long-term outcomes

IRVINE, CA, UNITED STATES, April 29, 2026 /EINPresswire.com/ -- [Sensible Care](#), an end-to-end online behavioral health provider, today announced strong company momentum over the past year as the behavioral health

industry shifts from a focus on access to a deeper emphasis on patient outcomes, continuity of care, and effectiveness of care.



Sensible Care

Over the past several years, access to virtual mental health care has expanded rapidly, bringing millions of patients into treatment for the first time.

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Paul Kim, CEO

However, increased access alone has not consistently translated into improved outcomes. As the market matures, providers and payers alike are recognizing that the next phase of behavioral health will be defined not by how quickly patients enter care, but by whether they see meaningful improvement.

Many care models remain fragmented or transactional, often resulting in high patient drop-off and inconsistent treatment experiences. This has created a growing need for approaches that prioritize continuity, coordination, and measurable outcomes.

Sensible Care’s recent growth reflects this shift. The company has expanded its reach through new and deepened relationships with major payer partners while continuing to invest in a care model designed to support meaningful outcomes. By aligning provider experience, patient needs, and payer priorities, Sensible Care is seeing strong engagement, improved continuity of care, and high patient satisfaction.

“The first wave of virtual behavioral health focused on access, but access alone is not enough,” said Paul Kim, CEO of Sensible Care. “What matters now is whether patients actually improve in a timely manner and build resilience for the long term. We are empowering our clinicians with data and training to ensure every patient sees results when they come to Sensible Care.”

Sensible Care’s model is designed to improve long-term outcomes by focusing on consistency, coordination, and clinical depth. Key elements include:

- Encouraging and facilitating feedback-informed care
- Integrating therapy and psychiatry to enable coordinated, whole-person treatment
- [Employing clinicians in a full-time model](#) that promotes stability, reduces burnout, and enhances care quality
- Emphasizing comprehensive evaluations and ongoing treatment adjustments based on objective measures of patient progress

This approach is resonating with payers and partners seeking more cost-effective behavioral health solutions that can deliver measurable results in a timely manner.

Key Momentum Highlights

- Patient Growth: In the first 4 months of this year, we’ve already seen more patients than all of 2024.
- Provider Network Growth: 41% YoY net clinician growth
- Payer Partnerships: With the addition of Medicaid plans, we are now an in-network provider for nearly 90% of California’s population.

Sensible Care serves a diverse patient population, including [active-duty service members](#), [veterans](#), [families](#), and [children](#). These populations often require consistent, coordinated care within a finite period of time. The company’s model is designed to support these needs through stable provider relationships and care that adapts as patients progress.

“As the industry shifts toward outcomes, the focus has to be on whether patients are actually getting better, not just entering care,” said Dr. Paul Chung, Chief Medical Officer at Sensible Care. “That means delivering high quality, coordinated care, measuring progress over time, and giving clinicians the time and support they need to treat the whole person. We are seeing growing alignment across the healthcare system around this approach, and it is a key part of how we drive meaningful, lasting improvement for patients.”

Looking ahead, Sensible Care remains focused on advancing a model of behavioral health care that prioritizes:

- Sustained patient engagement and continuity of care
- Strong provider support through a stable, full-time model
- Deeper collaboration with payers to improve long-term outcomes

About Sensible Care

Sensible Care is a leading end-to-end online behavioral health provider founded and led by veterans. Patients are able to easily book same-week psychiatric and therapy video visits for individuals, couples and families, including children and adolescents, using the insurance they already have. Sensible Care offers transparent, in-network mental health care and accepts plans including TRICARE, Medi-Cal, Anthem, and more. The company currently provides telepsychiatry and teletherapy services to all of California, Texas, Florida, Nevada, New Mexico, North Carolina, Virginia, and Washington. For more information, visit <https://www.sensiblecare.com>

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