

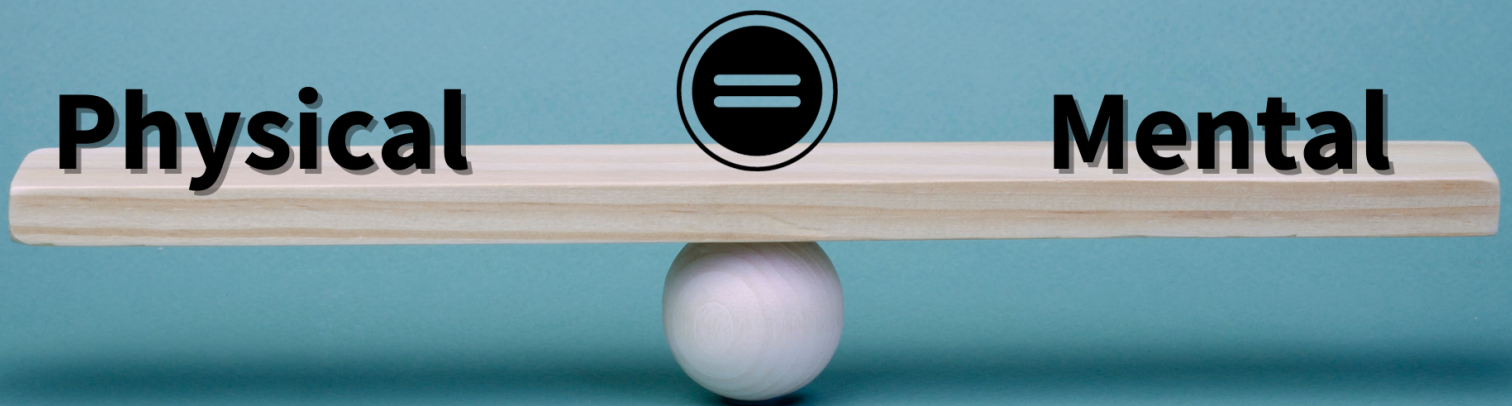


**2024**

# **Ohio Mental Health Parity Annual Report**

---

Ohio Department of Insurance  
Ohio Department of Mental Health and Addiction Services  
RecoveryOhio



**Mike DeWine**  
Governor

**Jon Husted**  
Lt. Governor

# Table of Contents

<b>Purpose of Report</b>	<b>03</b>
<b>The Law</b>	<b>04</b>
<b>Partner Organizations</b> Ohio Department of Insurance Ohio Department of Mental Health and Addiction Services RecoveryOhio	<b>05</b>
<b>Actions Taken in 2023</b> Ohio Department of Insurance Ohio Department of Mental Health and Addiction Services RecoveryOhio	<b>08</b>
<b>Ongoing Efforts for 2024</b> Ohio Department of Insurance Ohio Department of Mental Health and Addiction Services RecoveryOhio	<b>20</b>
<b>Contact Information</b>	<b>21</b>



## **Purpose of This Report**

Pursuant to Ohio Revised Code (ORC) 3901.90, “The Superintendent of Insurance, in consultation with the Director of Mental Health and Addiction Services, shall develop consumer and payer education on mental health and addiction services insurance parity and establish and promote a consumer hotline to collect information and help consumers understand and access their insurance benefits.

The Ohio Department of Insurance (ODI) and the Ohio Department of Mental Health and Addiction Services (OhioMHAS) shall jointly report annually on the departments’ efforts, which shall include information on consumer and payer outreach activities and identification of trends and barriers to access and coverage in this state.

The departments shall submit the report to the general assembly, the joint medicaid oversight committee, and the governor, not later than the thirtieth day of January of each year.”



## The Law

The primary laws that are used for regulatory and compliance oversight are the Federal Mental Health Parity and Addiction Equity Act (MHPAEA) and Ohio’s Mental Health Law as defined by ORC 1751.01, 3923.28, 3923.281, and 3923.282.

Both MHPAEA and the state law work together to help achieve parity among mental health benefits and medical/surgical benefits.

MHPAEA, often referred to as “mental health parity,” generally requires that mental health conditions and substance use disorders (MH/SUD) be treated by a health plan in the same or similar manner as the plan treats benefits for medical and surgical conditions and disorders. Financial requirements such as co-pays, deductibles and out-of-pocket maximum limitations applied to mental health and substance use benefits should not be more restrictive than for medical/surgical benefits.

Similarly, any treatment limitations—such as prior-authorization requirements, visitation limits or treatment setting restrictions—that may apply to mental health and substance use benefits may be no more restrictive than for physical health benefits.

# Partner Organizations



The Ohio Department of Insurance (ODI) regulates the business of insurance in Ohio. Its mission is to serve and protect Ohio consumers through fair and efficient regulations, assist and educate consumers, and promote a competitive marketplace for insurers.

To carry out this mission, it licenses insurance agents and agencies, investigates allegations of misconduct by insurance agents or agencies, examines claims of consumer and provider fraud, investigates consumer complaints and monitors the financial solvency and market conduct of insurance companies. ODI has jurisdiction over approximately 12% of the health insurance market in Ohio and is charged with reviewing insurance policies and forms used by insurance companies and the premiums they charge consumers in the life, accident, health, managed care and property and casualty insurance lines.

## **ODI's Role in Regulating Mental Health Parity**

ODI has three responsibilities in regulating mental health parity. First, ODI reviews health insurance products to ensure they are compliant with applicable mental health laws. Second, ODI helps consumers understand their mental health benefits and resolve complaints against insurance companies. Finally, ODI tracks trends in consumer complaints and other data to determine if further investigation of company practices is needed.

## **ODI Regulation**

Oversight of insurer compliance with Ohio's insurance laws takes many forms and involves many different divisions of ODI. The most utilized divisions that ensure compliance are Product Regulation and Actuarial Services, Consumer Services and Market Conduct.

## **Product Regulation and Actuarial Services**

The Product Regulation and Actuarial Services division reviews forms and premium rates used by insurers in Ohio. This division reviews products to ensure that statutorily mandated benefits are included and that the products are compliant with Ohio's insurance laws. In addition, ODI employs actuaries that review rate submissions to ensure that premium rates are actuarially sound.

This division first reviews a proposed insurance product for compliance with mental health parity and other applicable laws to ensure compliance. Once the reviewer has read the submitted documents, the reviewer will formulate a list of "objections" for the company to review.

The company must then respond to these objections and resolve them to the satisfaction of the reviewer before ODI will approve the product.

For mental health parity specifically, it is during this process that the reviewers will note and ask about provisions in the contract, if any, that appear to violate the law and/or mislead or deceive the consumer. For example, the division reviewed major medical policies from 14 different companies for the 2024 market. On average, ODI reviewers sent 20 objections per review, and of the objections two per review related to Mental Health Parity.

## **Consumer Services Division**

The Consumer Services division is the first contact most consumers have with ODI if they have a question about their insurance plan, are filing a complaint, or have a general insurance inquiry. In addition to assisting consumers, this division also monitors companies' compliance with Ohio's insurance laws and regulations.

Representatives assist Ohio insurance consumers through a toll-free hotline, educational materials, social media, community outreach, and counseling. Representatives respond to a wide variety of insurance inquiries and investigate insurance complaints against companies and agents. There are different reasons why a consumer may contact Consumer Services regarding their insurance benefits, including:

- Help navigating their certificate of coverage
- Questions about claim delays, denials and policy rescissions
- Filing a complaint
- Questions about rate increases
- Educational information about insurance benefits

When a consumer contacts the Consumer Services division, they speak directly with trained representatives who are well-versed in the applicable type of insurance they are inquiring about (including mental health parity) and Ohio statutes and regulations. ODI's Consumers Services' representatives have experience handling a variety of health benefit matters ensuring the consumer is receiving the best possible assistance. In addition to assisting consumers, the division also reviews overall complaints to identify ways to improve consumer education, tracks and reports trends in complaints and follows through to ensure complaints are resolved.

## **Market Conduct**

The Market Conduct division monitors insurers' compliance with Ohio's insurance laws and regulations by examining insurance companies' business practices, such as underwriting, marketing, and claims handling. This division is responsible for gathering industry information from a variety of sources, including consumer complaints, company filings, and the National Association of Insurance Commissioners (NAIC).

For example, if the Consumer Services division is unable to resolve a complaint, the Market Conduct division may be utilized to resolve the issue directly with the insurer. A wide variety of data is analyzed to determine if a particular company or issue needs further scrutiny. ODI – through Market Conduct – can request additional reporting, require companies to take corrective action, and issue civil penalties.



The mission of the Ohio Department of Mental Health and Addiction Services (OhioMHAS) is to provide statewide leadership of a high-quality mental health and addiction prevention, harm reduction, treatment, and recovery system that is effective and valued by all Ohioans.

The agency works with community partners to embed behavioral health resources into programs that serve individuals of all ages throughout Ohio. This work results in improved healthcare integration and coordinated services that can intervene early to find effective treatments to challenging diseases of the brain.

---



Governor Mike DeWine commissioned the RecoveryOhio initiative to coordinate the work of state departments, boards, and commissions by leveraging Ohio's existing resources and seeking new opportunities.

While engaging local governments, coalitions, and task forces, RecoveryOhio's goals are to create a system to help make treatment available to Ohioans in need, provide support services for those in recovery and their families, offer direction for the state's prevention and education efforts, and work with local law enforcement to provide resources to fight illicit drugs at the source.

# Actions Taken in 2023



With continued support from the Ohio Legislature, the department was allocated \$1 million for FY23. This matched funding provided in FY22 and was essential to ODI initiatives this past year.

## Ohio Department of Insurance

### Enforcement Efforts

#### Consumer Complaints

In 2023, the Consumer Services Division received a total of 2,813 accident and health complaints. Of those, 17 were related to coverage for mental health and substance use disorder services and those breakdown as follows:

- 10 required no action. The complaints were credentialing issues and should not have been handled as consumer complaints.
- 3 were outside of ODI's jurisdiction.
- 2 were upheld in the company's favor.
- 2 were reversed in the consumer's favor.



# Complaint Numbers and External Reviews

## External Review

Ohioans have the right to appeal a claim denial or an adverse benefit determination through their insurer. ODI can help consumers navigate this process.

After a consumer appeals an adverse benefit determination through their insurer, they can request a second review of the adverse benefit determination through their insurer.

The second appeal is then handled by ODI and is called an external review.

From January 1, 2023, through December 31, 2023, ODI received 19 requests for external review related to mental health and substance use disorder benefits.

18 cases were medical-related and reviewed by an independent review organization (IRO) and 1 case was contractual and reviewed internally by the department:

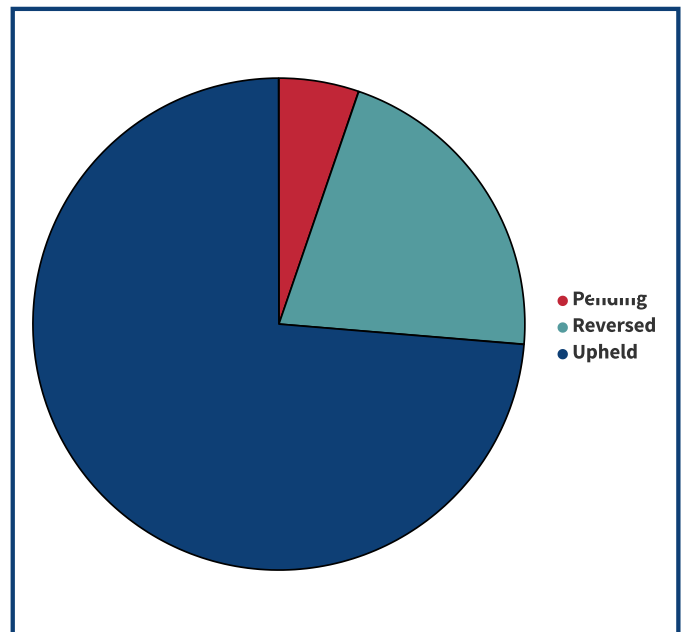
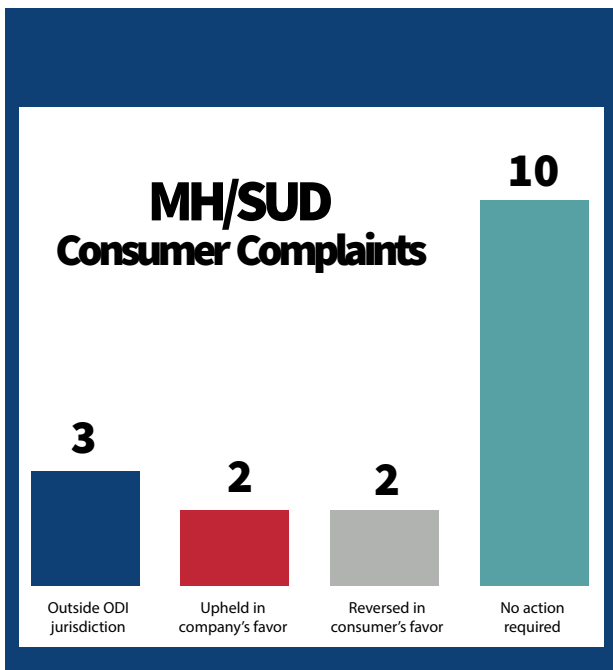
- 14 were upheld in the company’s favor.
- 4 were reversed in the consumer’s favor.
- 1 case is currently pending.

## External Review Results

ODI also reviewed 19 requests for external review related to mental health and substance use disorder benefits.

## Consumer Complaints

Of the 2,813 accident and health insurance complaints, 17 were related to coverage for mental health and substance use disorder services which breakdown as follows:



18 cases were medical-related and reviewed by an independent review organization (IRO), and 1 case was contractual and reviewed internally by the department.

## **Enforcement Update**

ODI continues to work with all health plans to promote a uniform industry understanding of the MHPAEA law and compliance. The department and health plans have frequent communications where the department shares information helpful to the health plans and insurers are encouraged to ask questions and get clarification on issues.

In 2022, the department contracted with a firm to assist in the comprehensive review of insurers' MHPAEA compliance filings. This collaboration resulted in internal process improvements in the department's filing and review process, as well as identified areas of improvement for insurers. The department will notify all insurers of the improvement opportunities and set the expectation that the 2024 MHPAEA filings incorporate the feedback.

Additionally, the department continues its involvement in MHPAEA state oversight at the national level as an active member of the National Association of Insurance Commissioners (NAIC).

## **Research and Actuarial Analysis of Mental Health and Substance Use Disorder Benefits**

The department contracted with a firm to evaluate and compare the level of coverage available for mental health and substance use disorder benefits under Medicaid Managed Care Organization (MCO) plans and fully-insured plans operating in Ohio. The purpose of this study was to identify any gaps in coverages and benefits for both adolescents and adults receiving mental health and substance use disorder treatments with a MCO plan versus a fully-insured plan. The department is utilizing funding granted under the budget for FY22 and FY23 to pay for the study.

## **Mental Health Insurance Assistance Office**

In January 2023, Governor Mike DeWine officially created the Mental Health Insurance Assistance Office (MHIA) at the Ohio Department of Insurance via [Executive Order 2023-04D](#).

The E.O. directs the Ohio Department of Insurance to:

- Help Ohioans identify and utilize their mental health and addiction insurance benefits.
- Provide consumer protection through education and vigilant regulation of insurers' compliance and mental health and addiction parity insurance laws.
- Work collaboratively with employers, insurers, healthcare providers, and patient advocates to develop best practice standards for providing mental health and addiction insurance benefits.

## **Outreach**

In 2023, a representative from the MHIA office hosted a table or spoke at the following events:

- Problem Gambling Network Ohio Annual Conference
- Montgomery County Prevention Coalition Meetings
- Ohio Recovery Housing Annual Conference
- Ohio Department of Job and Family Services Annual Training Conference
- Summit County Senior Summit
- Opiate & Other Drug Conference
- Recovery Within Reach Columbus Event

- Envision Partnerships Greater Cincinnati Faith & Mental Health Collaborative Event
- OSU Extension (Ohio AgrAbility Program) Impacting Mental Health and Well-being by Addressing Stigma in Rural Ohio Communities Conference
- Ohio Counseling Association
- Ohio Behavioral Health Communications Council

We continue regular communication with our collaborative stakeholder partners, while identifying and reaching out to groups all over Ohio that can benefit from our mental health resources and toolkit. These groups provide new training opportunities and open the door to reaching more Ohioans.

## **Trainings**

In 2023, ODI continued offering virtual educational training sessions. ODI offers two training tracks. One focuses on consumers and the other focuses on provider-related items.

The consumer training focuses on reaching families, individuals in recovery, and patient and consumer advocates. The training provides an in-depth look at how to identify and access one's MH/SUD insurance benefits offered in a plan. The training also provides a step-by-step overview of the consumer complaint and appeals processes along with live demonstrations on filing a complaint or appeal.

The provider training focuses on reaching behavioral health providers, office billing personnel, utilization review teams and other administrative professionals. The training covers the department's role in regulating MH/SUD insurance benefits, information about the state and federal mental health insurance laws including Ohio's BBMI law and MHPAEA.

Lastly, the training provides an overview on how to file complaints and appeals on behalf of patients and/ or for the providers themselves.

## **Stakeholder Outreach**

The department, in coordination with RecoveryOhio, continued to engage with consumer, provider, and advocate stakeholder organizations while reaching out to groups throughout Ohio that could benefit from MHIA's resources. Highlights include:

- Coordination with the State Highway Patrol to provide 20,000 pieces of literature about the MHIA office for packets the law enforcement agency will be distributing to DUI arrestees starting January 2023.
- Continued participation in Parity Coalition meetings.
- Membership on the OHMAS First Responder's Subcommittee and the Problem Gambling Advisory Board.
- Attending the Mental Health & Addiction Advocacy Coalition's Public Officials Breakfast.
- Ongoing conversations with providers, billing staff, and utilization review teams to better understand the provider's experience with private insurance plans.

In August, ODI put together an informal working group to explore possible changes in the mental health insurance space focused specifically on access to care and insurance coverage. The working group includes representatives from state agencies, provider groups, health plans, and consumer advocates.

## Communications

In 2023, the department maintained a strong presence in mental health communication on various social media platforms, using current hashtags to enhance outreach.

The department continued using the hashtag, “MentalHealthMonday” and “GetMHIA” for its mental health social media campaign. Promoting the MHIA office and helping consumers access their mental health benefits.

During the #MentalHealthMonday campaign, the department urged Ohioans to contact us if they had questions about mental health insurance and shared resources such as our “Employer Toolkit”, “Helpful Tips for Consumers”, and “Questions to Ask Your Health Insurance Provider”.

In 2023, the department posted about mental health insurance more than 150 times, resulting in 32,500 impressions and approximately 420 engagements across all social media channels.

# #mentalhealthinsurance #mentalhealthmonday



**Ohio** Department of Insurance  
Mental Health Insurance Assistance Office

**Mental Health Insurance Assistance Office**

Do you know someone struggling to figure out their mental health insurance benefits? We can help!

855-438-6442  
[insurance.ohio.gov/getmhia](https://insurance.ohio.gov/getmhia)

**#GETMHIA**

## #getmhia



DO YOU KNOW SOMEONE STRUGGLING TO FIGURE OUT THEIR MENTAL HEALTH BENEFITS?  
**The Mental Health Insurance Assistance Program Can Help!**

855-GET-MHIA (855-438-6442)  
[insurance.ohio.gov/getmhia](https://insurance.ohio.gov/getmhia)



**Ohio** Department of Insurance  
Mental Health Insurance Assistance Office

**MENTAL HEALTH INSURANCE ASSISTANCE OFFICE**

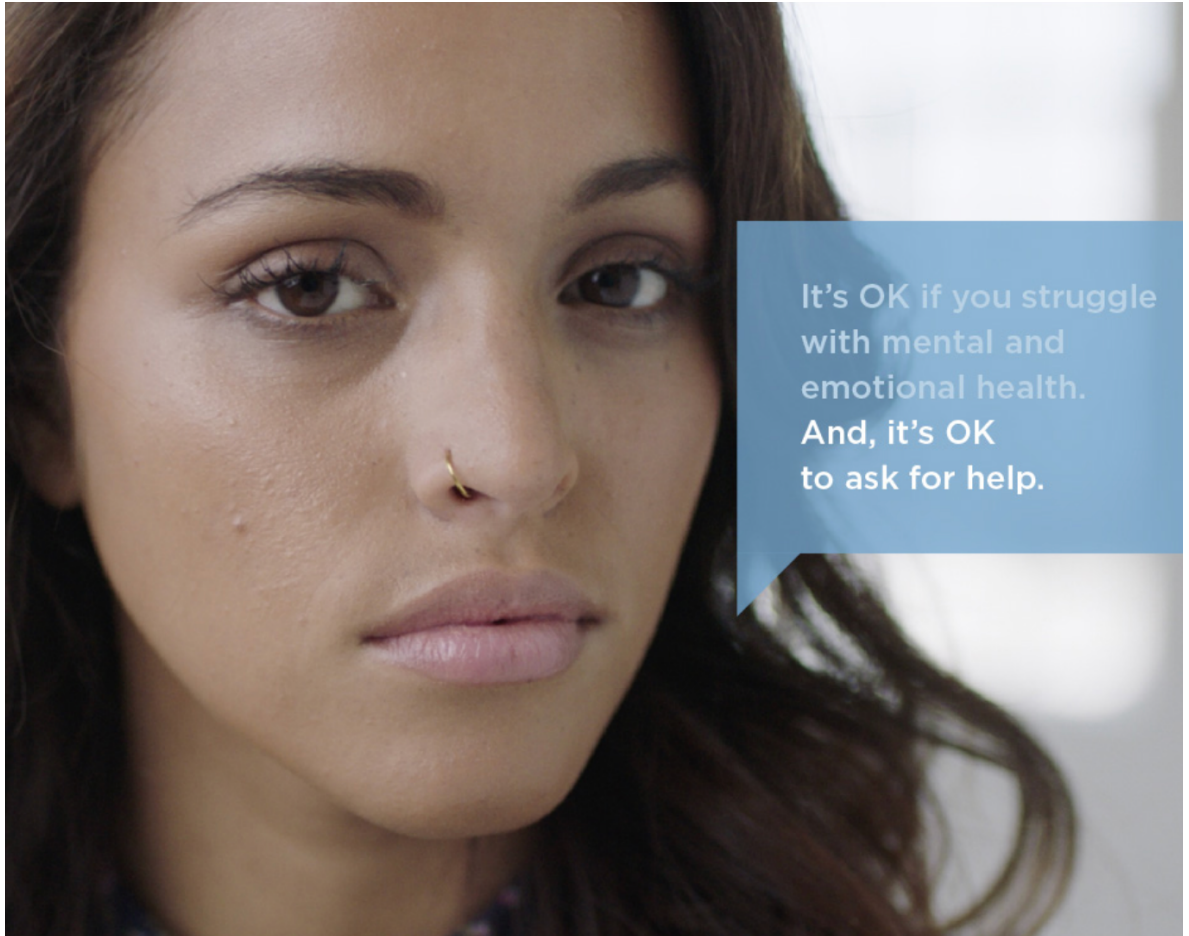
Available Monday - Friday 8 am - 5 pm  
**855-GET-MHIA**  
(855-438-6442)  
[getmhia@insurance.ohio.gov](mailto:getmhia@insurance.ohio.gov)  
[insurance.ohio.gov/getmhia](https://insurance.ohio.gov/getmhia)

**Ohio** Department of Insurance  
Mental Health Insurance Assistance Office

## JOIN US

At an Event  
Near You!

Mental Health Insurance Webinar



It's OK if you struggle with mental and emotional health. And, it's OK to ask for help.

## **Ohio Department of Mental Health and Addiction Services (OhioMHAS)**

The Ohio Department of Mental Health and Addiction Services (OhioMHAS) works for every Ohioan—striving to end suffering from mental illness, substance abuse disorders, and problem gambling. A cabinet agency within the administration of Governor Mike DeWine, OhioMHAS provides statewide leadership of a high-quality system of care that includes mental health and addiction prevention, harm reduction, treatment, and recovery.

OhioMHAS supports and provides oversight of our state's 50 Alcohol, Drug Addiction, and Mental Health (ADAMH) Boards that serve our local communities, regulates more than 2000 providers of community behavioral health, and operates six regional state psychiatric hospitals that care for more than 4,000 people each year. In addition, OhioMHAS operates Ohio Pharmacy Services and provides services to more than 17,000 men and women who are incarcerated within the Ohio Department of Rehabilitation and Correction.

The agency works with community partners to embed behavioral health best practices and resources into programs that serve Ohioans of all ages. This work results in improved healthcare integration and coordinated services that promote early intervention to identify effective treatments for challenging diseases of the brain.

The principle of parity is essential to the funding of an ideal continuum of care system. Parity ensures access to a “core set of services” and a universal “standard of care” for all payers and all who access behavioral health services in Ohio. Parity also includes an approach to funding behavioral health services in a way that is on par with funding for physical healthcare, including having a consistent standard of care and reimbursement.

As OhioMHAS engages with agencies in the health and human services, education, development, and insurance fields, as well as employers, on topics of prevention, early identification, crisis services, interventions for multi-system youth, state health improvement planning, housing, employment opportunities, harm reduction, overdose death prevention, behavioral health benefits and parity, and workforce, we continue to see the stark disparity between physical health care coverage and its behavioral health counterpart. All types of care, physical and behavioral, are healthcare and require the same coverage policies to effectively succeed.

In August 2023, the Ohio Department of Insurance established an informal working group to explore possible changes in the mental health insurance space focused specifically on access to care and insurance coverage. The working group includes representatives from state agencies, provider groups, health plans, and consumer advocates. In 2024, OhioMHAS will continue to partner with ODI on this important work.

In October 2023, OhioMHAS and the Ohio Department of Insurance submitted comments on the proposed Requirements Related to the Mental Health Parity and Addiction Equity Act (MHPAEA) published in the Federal Register on August 3, 2023. These comments focused on how the principal of parity is essential to the funding of an ideal continuum of care system. In 2024, OhioMHAS, in collaboration with ODI, will monitor federal action on this critical issue.

## **OhioMHAS Priorities to Address Access to Care**

### **Ohio’s Behavioral Health Workforce**

At the same time the DeWine Administration is working to bring greater insurance parity to behavioral health services, Ohioans from every background and at every age have reported an increased need for behavioral health supports. Today, an estimated 2.4 million Ohioans live in communities without enough behavioral health professionals. It is critical that Ohio focus on increasing the behavioral health workforce not only to meet today’s needs but to also meet future demands. The health and success of Ohio’s families, communities, and economy depend on effective strategies to recruit and retain behavioral health professionals.

In 2022, OhioMHAS, in partnership with the Ohio Department of Higher Education and the Ohio Department of Medicaid, received approval from the Centers for Medicare and Medicaid Services (CMS) and the Ohio General Assembly to invest \$85 million in federal funds from the American Rescue Plan Act (ARPA) into efforts to boost the number of qualified professionals who are trained and ready to enter the behavioral healthcare workforce in the next one to two years and who are committed to serving in Community Behavioral Health Centers (CBHCs) regulated by OhioMHAS. The Great Minds Fellowship is available to students who are within two years of graduating with degrees or certificates in Social Work, Marriage and Family Therapy, Mental Health Counseling, Psychiatric/Mental Health Nursing, and Substance Abuse/Addiction Counseling.

In October 2023, OhioMHAS released the Workforce Roadmap – a 22-point, multi-year plan to strengthen and grow the state’s wellness workforce. Implementation of this plan will help ensure timely access to prevention, treatment, and recovery supports for the growing number of Ohioans seeking help for a mental health or substance use disorder.

The workforce roadmap centers around four key priorities: increasing career awareness; supporting recruitment; incentivizing retention; and supporting contemporary practice. To achieve the goals highlighted in the roadmap, OhioMHAS is pursuing, expanding, and strengthening partnerships with Ohio’s community-based service providers, local community leaders, Ohio’s K-12 schools, career tech centers, colleges, and universities to create more pathways for Ohioans to pursue careers in behavioral health care.

## **Ohio’s Crisis Service System**

OhioMHAS and its partners continue to invest in building a quality crisis services system, a critical part of the overall continuum of care. Crisis services provide needed assistance to Ohioans and their families before an emergency occurs, rapidly respond to and stabilize a person while they are experiencing a crisis and make strong connections to community-based treatment services and needed supports after a crisis occurs.

Across Ohio, people of all ages and their families are seeking care in record numbers for substance use disorders and mental health concerns. In January 2023, Governor DeWine signed into law House Bill 45, which appropriated \$90 million in American Rescue Plan Act (ARPA) funds to support Ohio’s Crisis Infrastructure. These funds will be used to help strengthen Ohio’s statewide mental health and addiction services system, specifically pertaining to crisis services.

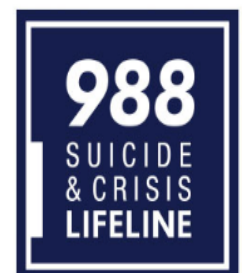
## **Providing Real-Time Connection to Expert Help**

### **988 Suicide & Crisis Lifeline**

The [988 Suicide & Crisis Lifeline](#) launched in Ohio, and nationwide on July 16, 2022, making help just three digits away for those struggling with thoughts of suicide, mental health, or addiction-related crisis. Ohioans experiencing a crisis, and their loved ones, can call, text, or chat 988 to reach a trained specialist 24/7 and receive free, confidential support and connections to local resources. Numerous studies have shown that most 988 callers are significantly more likely to feel less depressed, less suicidal, less overwhelmed, and more hopeful after speaking to a 988 Lifeline crisis specialist.

Ohio has 19 call centers, ensuring that people in all 88 counties have access to coverage and support. On average, over 11,000 Ohioans per month who are experiencing or affected by suicidal, mental health, and/or substance use crises have used the 988 Suicide & Crisis Lifeline.

**All 988 call specialists receive thorough suicide prevention and crisis intervention training based on best practices. 988 is a direct connection to a compassionate person trained to provide support to anyone in distress. House Bill 33, the biennial operating budget for FY 24 and FY 25, provided \$46.5M across the biennium to support the ongoing operations of 988 in Ohio.**





## **Innovation**

### **State of Ohio Action for Resiliency (SOAR) Network**

The operating budget also invested \$30 million into the creation of a new [State of Ohio Action for Resiliency \(SOAR\) Network](#) to solidify Ohio as a national leader in mental health research and innovation. The SOAR Network will help turn research into best practices, so Ohioans can receive world-class mental health care. Like other areas of the country, Ohio has seen a rise in mental illness, suicide, and deaths related to drug overdose over the past decade, and the COVID pandemic exacerbated these problems. This research investment demonstrates Ohio's commitment to improving mental health.

The SOAR Network is a strategic collaborative acting to improve behavioral health outcomes so that Ohioans can overcome mental health challenges, improve their mental and physical health, attain a good paying job, complete an education, support a family, and contribute to their communities. The SOAR Network will innovate through investing in and sharing broadly the results of applied research happening across the state to help with improved recovery, health, and wellness for Ohioans of all ages. On January 19, 2024, [Governor Mike DeWine](#), in partnership with The Ohio State University, announced the launch of this research initiative to identify the root causes of the ongoing epidemic of mental illness and addiction in Ohio. Led by clinicians and researchers at The Ohio State University Wexner Medical Center and College of Medicine, in collaboration with several Ohio universities, the SOAR study will investigate the role of biological, psychological, and social factors that underlie this epidemic.

### **Beat the Stigma Launches Mental Health Focused Campaign**

In recognition of May as Mental Health Awareness Month, Governor Mike DeWine and Nationwide Foundation in partnership with the Ohio Opioid Education Alliance and OhioMHAS, officially unveiled the second round of Beat the Stigma public service announcements on May 25, 2023. The new PSAs focus on reducing stigma associated with mental health treatment.

The Beat the Stigma campaign, launched in 2022, initially focused on the disease of addiction. Early measures indicated that this program which appeared on broadcast television, streaming services, radio, outdoor advertising, and digital and social media, was seen by 91% of all Ohioans. During the Ohio State Fair, 4,000 people visited the Beat the Stigma booth and over 1,500 played the Beat the Stigma Game.





## RecoveryOhio

### Promoting the State's Mental Health Resources

#### Ohio State Fair

On Friday, July 28, volunteers from ODI, OhioMAS, RecoveryOhio, Ohio Department of Commerce, and Opportunities for Ohioans with Disabilities took over the Ohio State Fair's Cardinal Gate connecting with over 50,000 fairgoers giving out "Mental Health Day" drawstring bags loaded with handouts promoting the state's mental health resources.

Professionally produced signage was prominently displayed at the Cardinal Gate (gate 1), the OHIO Gate (gate 8), and gate 2 as fairgoers drove into the main parking lot. And RecoveryOhio's logo was on the LED reader board as people entered the fairgrounds.

Additionally, professionally produced, and embroidered ballcaps featuring RecoveryOhio's logo were worn by gate personnel and RecoveryOhio's logo was stamped on the hands of all who exited and wished to re-enter the fair later in the day. Eight ground decals were placed inside the main Cardinal Gate (Gate 1) and four ground decals were placed around the fountain on the main thoroughway designed with mental health tips, ways to get help, links to educational websites and QR codes.



Director French, Director Criss, and Director Shadwick passed out drawstring bags at the Cardinal Gate, visited state agency booths, and enjoyed a performance by the All-Ohio State Fair Youth Choir at the Natural Resources Park Amphitheater. The All-Ohio State Fair Youth Choir chose to perform on “RecoveryOhio’s Mental Health Day” and chose their songs to bring awareness to mental health.

RecoveryOhio’s Mental Health Day at the fair information and resources were also included in several fair-related print and electronic publications.

- RecoveryOhio was recognized on the “Special Days” page on the Ohio State Fair website. During “Fair Season” (July 1 – Aug 27) there were 45,175 views on this website page. And during the Fair (July 26 – Aug 6) there were 27,594 views on this website page.
- RecoveryOhio was recognized on the Ohio State Fair mobile app via logo recognition. The mobile app had 7,598 downloads between July 16 – Aug 15.
- RecoveryOhio was also recognized on the Ohio State Fair mobile app Daily Schedule page on July 28th, along with the description that was featured on a separate page.
- RecoveryOhio had the opportunity to provide a photo frame/filter to be utilized in the Ohio State Fair mobile app on RecoveryOhio’s Mental Health Day at the Fair on July 28. The photo filter page was viewed 19,664 times from July 1 – Aug 11.
- The RecoveryOhio logo was featured on the front page of Daily Map & Schedule on RecoveryOhio’s Mental Health Day at the Fair on July 28. The RecoveryOhio display space was also recognized in the schedule on July 28. A total of 11,000 Daily Map & Schedules were printed and distributed to fairgoers on this day. In addition, the RecoveryOhio business card size advertisement was included on the Daily Schedule from July 26 through July 28.
- RecoveryOhio was recognized on the Sponsor Logo Sign located in Central Park on the south side of the Ag-Pro Companies Taft Coliseum for the full run of the Fair.
- RecoveryOhio had the opportunity to provide public address commercial announcements, which aired four (4) times across the grounds on RecoveryOhio Day at the Fair on July 28.



- RecoveryOhio was recognized as a sponsor on the Ohio State Fair’s website, ohiostatefair.com, with a reciprocal link to the RecoveryOhio website and in the scrolling banner across the bottom of the home page. The website receives approximately 1.2 million views during the Fair and approximately 2.3 million views leading up to the Fair.
- RecoveryOhio was recognized on the Ohio State Fair Facebook and Instagram page on July 28. The Facebook post reached 8,538 people, had 9,029 impressions, 37 likes, 10 comments and 8 shares. On Instagram, 191 liked the post.
- The Ohio State Fair sent out a daily email blast to more than 111,000 subscribers. The email included exciting new things happening at the 2023 Ohio State Fair, as well as information promoting RecoveryOhio’s partnership with the Fair. These email blasts were sent daily highlighting the events happening each day of the Fair.



# Ongoing Efforts for 2024

## Ohio Department of Insurance (ODI)

- Promote the MHIA office with the goal of processing more consumer/provider calls than 2023.
- Conduct virtual and in-person consumer and provider training.
- Continue employer outreach.
- Continue exploring new outreach opportunities specifically engaging minority communities, veterans, first responders, teachers, school mental health professionals, and families. ODI will also continue to communicate with the provider community including local boards, commissions, free standing facilities and provider advocacy organizations to identify areas of collaboration.
- Continue attending conferences and tabling events to promote the MHIA office.

## Ohio Department of Mental Health and Addiction Services

- Continue to partner with ODI, stakeholders and partner agencies, by bringing attention to mental health parity and access, and policy development.
- Raise awareness of the 988 Suicide & Crisis Lifeline in Ohio, which began with the release of the Ohio-specific logo for 988 and will continue with a public awareness campaign letting all Ohioans know that help is just three digits away.
- Continue supporting the 988 Suicide & Crisis Lifeline and local community-based services, building partner relationships, resources, and workforce to ensure consistent quality service and optimal access to 988 for all Ohioans.
- Continue to implement initiatives to address Ohio's behavioral health workforce challenges to support increased access to behavioral health services.
- Continue to develop, strengthen, and support Ohio's crisis response system to serve as a timely and appropriate alternative to arrest, incarceration, or unnecessary hospitalization.

## RecoveryOhio

- During 2023, RecoveryOhio engaged in a strategic planning process aimed at charting a course toward 2027.
- Going forward, our goals include collaborating with State agencies on data-collection, and making evidence-based decisions to improve mental health and substance use disorder prevention and treatment for all Ohioans.

# 2024 Ohio Mental Health Parity Report

---



**Department of  
Insurance**

Mental Health Insurance Assistance Office (MHIA)  
[insurance.ohio.gov/getmhia](https://insurance.ohio.gov/getmhia)  
[getmhia@insurance.ohio.gov](mailto:getmhia@insurance.ohio.gov)  
855-GET-MHIA (855-438-6442)



**Department of  
Mental Health &  
Addiction Services**

[mha.ohio.gov](https://mha.ohio.gov)  
[askMHAS@mha.ohio.gov](mailto:askMHAS@mha.ohio.gov)  
877-275-6364  
614-466-7228



**RecoveryOhio**

[recoveryohio.gov/home](https://recoveryohio.gov/home)