

UnitedHealthcare and Optum debut Cope Notes

Supporting new mothers and teens in low-income households

Fighting for equity in an unfair care environment

It's often said that mental health doesn't discriminate, but what happens when the numbers tell a different story? CDC findings indicate that low-income individuals are 2.5x more likely to live with depression.

UNITEDHEALTHCARE



29.4%

reduction in need for emergency behavioral health services



82.3%

classified Cope Notes as "helpful" or "very helpful" in their health journey



100%

of participants interacted with Cope Notes on a daily or weekly basis

"Cope Notes delivers valuable peer support and positive psychology tools that encourage, empower, and protect our members, all in the spirit of health education, prevention, and intervention."

- Chris Spall, FL Executive Director of Behavioral Health, UnitedHealth Group

WHY COPE NOTES?

- Addresses ACEs
- Lowers emergency risk
- Normalizes help-seeking
- No appointments or wait lists
- Applicable across generations
- Reduces social and self-stigma

THE CHALLENGE

According to the World Health Organization, maternal mental health has long ranked as a major public health challenge. As for the youth and young adults these mothers raise, anxiety and depression remain among their leading causes of illness and disability.

Furthermore, financial barriers to care can create compounding disparities. Some low-income families aren't equipped with the transportation and flexible schedule needed for in-person appointments, while others lack the smartphone, internet access, or data plan required to take advantage of digital resources.

THE SOLUTION

With so many cards stacked against vulnerable populations, getting in touch can pose a challenge in itself. Many low-income and Medicaid-eligible households are unresponsive to offers of support, with a fair amount of teens and mothers alike choosing to forgo options like care navigation and wraparound services.

Determined to overcome these low participation rates and serve hard-to-reach members, Optum and UnitedHealthcare began offering Cope Notes at 2 pivotal points of care: As an integral component of care navigation for members who agreed to receive hands-on assistance, *and* as an alternative for families who declined to participate in deeper levels of care.

After coordinating with providers to share subscriptions with eligible members via phone calls, mailers, and in-person care settings, momentum grew, resulting in an impressive 2 out of 3 participants interacting with Cope Notes every single day.

THE IMPACT

To date, 82.3% of participants have reported that Cope Notes has been "helpful" or "very helpful" in their health journey. Detailed testimonials cited increased positivity, improved mood, reduced anxiety, and higher quality sleep. Some even reported a lower need for other types of aid, such as therapy and medication.

Amazingly, nearly half of all participants reported feeling more confident in managing their own mental health as a *direct result* of using Cope Notes, claiming that the program alone provided them with enough support to face day-to-day stress and challenges.

UnitedHealth Group and Optum have since announced a 5-year expansion to the partnership, planning to impact the underserved across multiple new regions with this life-changing intervention.