



# 2025 Ohio Mental Health Parity Annual Report

**PHYSICAL**

**MENTAL**



Ohio Department of Insurance

Ohio Department of Mental Health and Addiction Services

RecoveryOhio

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## 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, 1751.84, 3823.282, 3902.36, 3923.28, 3923.281, and 3923.84.

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 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, ODI 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**

Product Regulation and Actuarial Services 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 who 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 2025 market.

On average, ODI reviewers sent 14 objections per review, and only three companies required objections related to Mental Health Parity.

## **Consumer Services**

Consumer Services 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 Consumer Services, 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**

Market Conduct 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 Consumer Services is unable to resolve a complaint, Market Conduct 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 is to provide statewide leadership of a high-quality mental health and substance use prevention, treatment, and recovery system that is effective and valued by all Ohioans.

OhioMHAS is a cabinet-level state agency that facilitates planning, establishes policy, distributes funding, delivers services, and regulates providers throughout the state of Ohio.



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 2024



With continued support from the Ohio Legislature, the department was allocated \$1 million for FY24. This matched funding provided in FY23 and was essential to ODI initiatives this past year.

## Ohio Department of Insurance

### Enforcement Efforts

#### Consumer Complaints

In 2024, Consumer Services received a total of 3,028 accident and health complaints. Of those, 25 were related to coverage for mental health and substance use disorder services and those breakdown as follows:

- 2 requested no action or no action was required.
- 14 were outside of ODI’s jurisdiction.
- 3 were upheld in the company’s favor.
- 2 were reversed in the consumer’s favor.
- 3 were a question of fact.
- 1 is pending (still open).



# 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.

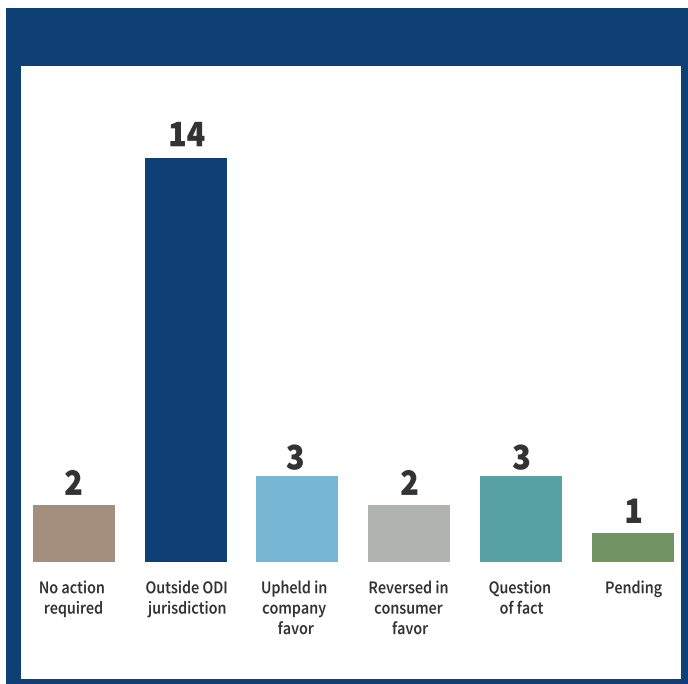
From January 1, 2024, through December 31, 2024, ODI received 19 requests for external review related to mental health and substance use disorder benefits.

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

- 13 were upheld in the company’s favor.
- 6 were reversed in the consumer’s favor.

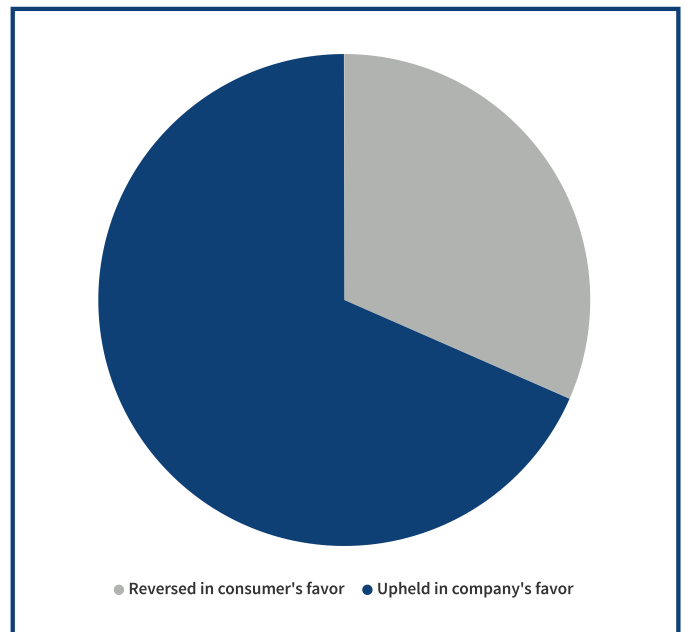
## Consumer Complaints

Of the 3,028 accident and health insurance complaints, 25 were related to coverage for mental health and substance use disorder services which breakdown as follows:



## External Review Results

ODI also reviewed 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 one 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.

The department continues to review insurers' MHPAEA compliance filings and identify areas of improvement for insurers. The department is reviewing the final MHPAEA rules, issued in September of 2024, to ensure the filing and review process incorporates all new parity requirements. The department will continue to notify all insurers of improvement opportunities and the expectation that the 2025 MHPAEA filings incorporate the requirements set forth in the final MHPAEA rules.

## **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 substance use disorder insurance benefits.
- Provide consumer protection through education and vigilant regulation of insurers' compliance and mental health and substance use disorder parity insurance laws.
- Work collaboratively with employers, insurers, healthcare providers, and patient advocates to develop best practice standards for providing mental health and substance use disorder insurance benefits.

In March 2024, a MHIA Program Director was hired to focus on education and outreach to all Ohioans. The Program Director attends events and presents to different entities across the state to further MHIA's mission of empowering individuals and families to understand the behavioral health benefits that are already in their health insurance plan.

## **Correspondence**

In 2024, the MHIA office received 86 phone calls and 43 emails from Ohioans statewide.

The most common reasons Ohioans reached out for support were:

- Seeking health insurance options.
- Finding mental health treatment or assistance.
- Understanding their insurance plan.
- Resolving specific health insurance issues or complaints.

The 129 inquiries to the MHIA office came from 14 different counties across Ohio, with 35% coming from Cuyahoga County. Monthly correspondence remained steady with at least two inquiries received every month.

## **Outreach**

In 2024, a representative from the MHIA office hosted a table or spoke at the following events:

- Ohio Counseling Association's Advocacy Day
- Job & Family Services Health and Wellness Fair
- Mental Health & Addiction Advocacy Coalition Southwest Ohio Public Officials Breakfast
- Ohio Chamber of Commerce Behavioral Health Summit
- Ohio Association of County Behavioral Health Authorities Annual Conference
- Hilltop Summer Safety Bash
- Department of Public Safety's Wellness Coordinators Call
- OSU Wexner Medical Center's Policy and Politics Webinar
- Ohio National Alliance on Mental Illness's Affiliate Call
- Peer Recovery Summit
- Ohio Prevention Conference
- Law Enforcement Recruitment Summit
- Ohio Program for Mental Health & Campus Safety Podcast
- Union County Rotary Club Monthly Meeting
- Midwest Suicide Prevention & Mental Health Summit
- Ohio Adult Care Facilities Association Conference

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.

## **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:

- Continued participation in the Ohio Department of Public Safety's Wellness Coordinators Call.
- 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.
- Participation in a podcast through the Ohio Program for Mental Health & Campus Safety to discuss MHIA and mental health insurance options for college students.
- Ongoing speaking engagements at Rotary Clubs to discuss MHIA and mental health insurance benefit resources.

## **Mental Health Insurance Working Group**

The department continues to meet with state agencies, provider groups, health plans, and consumer advocates in an informal working group setting to explore possible changes in the mental health insurance space focused specifically on access to care and insurance coverage.

The full working group met six times in 2024 (five times in-person and one time virtually), with countless smaller, virtual meetings throughout the year. The working group will continue meeting about every six weeks in 2025 and prioritize including Mobile Response and Stabilization Services (MRSS) in the state health insurance plan, and eventually all commercial plans in Ohio, as well as the concept of an annual mental health visit that would be covered by insurance without a co-pay or co-insurance.

## **Communications**

In 2024, the department actively engaged in mental health communication across various social media platforms, utilizing trending hashtags to expand its reach.

The department continued to promote the MHIA office and assist consumers in accessing their mental health benefits. Additionally, the state's 988 Suicide and Crisis Lifeline was regularly promoted.

The department participated in numerous mental health campaigns, employing both social media and paid advertising. These initiatives included Mental Health Awareness Month in May, Recovery Month in September, and the promotion of Mental Health Day at the Ohio State Fair in July.

Throughout 2024, the department posted over 600 mental health-related messages, generating 36,300 impressions and approximately 885 engagements across all social media channels.

### **Promoting Mental Health Support Through Paid Media**

From April 28 to June 30, the MHIA office launched a paid media campaign to raise awareness about its services and support for Ohioans. The campaign targeted adults aged 18-64 seeking mental health resources and information. Through a multi-channel approach, the campaign reached Ohioans via:

- Online platforms (over 12 million impressions, 0.14% click-through rate).
- Over-the-top streaming (over 1.8 million impressions).
- Statewide and online radio (over 39.8 million impressions).

The campaign effectively expanded the MHIA office's outreach and promoted its assistance to a wide audience.

### **Raising Awareness for Substance Use Disorder Recovery**

A paid media campaign promoting the MHIA office ran from September 2 to September 30, aiming to support Ohioans in their substance use disorder recovery journey. The campaign targeted adults aged 18-64 with messaging emphasizing available resources and assistance. Ohioans were engaged through a strategic mix of:

- Online platforms (over 3.6 million impressions, 0.08% click-through rate).
- Over-the-top streaming (over 560,000 impressions).
- Statewide and online radio (over 13.6 million impressions).

This campaign successfully increased awareness about the MHIA office's supportive services for substance use disorder recovery.



## Ohio Department of Mental Health and Addiction Services

OhioMHAS, a cabinet agency under Governor Mike DeWine, ensures all Ohioans have access to mental health and substance use prevention, treatment, and recovery services in their homes, communities, and high-quality facilities.

OhioMHAS collaborates with Ohio's 50 Alcohol, Drug Addiction, and Mental Health (ADAMH) Boards that serve local communities. It regulates more than 2,000 community behavioral health providers and operates six regional psychiatric hospitals, where behavioral health professionals care for over 4,000 people annually.

Additionally, OhioMHAS manages Ohio Pharmacy Services, which supplies pharmaceuticals to governmental and qualifying entities across the state and serves more than 14,000 individuals incarcerated within the Ohio Department of Rehabilitation and Correction.

Mental health parity is a key component in ensuring Ohioans have access to quality, affordable behavioral health care. Despite existing mental health parity policies, Ohioans continue to face numerous barriers to accessing care. These barriers include high out-of-pocket costs, limited in-network providers, and inconsistent or inadequate coverage for certain behavioral health services. Without comprehensive behavioral health care coverage, many Ohioans are deterred from seeking necessary treatment when and where they need it.

Furthermore, insurance coverage disparities between physical health care and behavioral health care have resulted in systemic challenges to building and sustaining Ohio's behavioral health care continuum. These challenges include a continued decrease in the behavioral health workforce and an inequitable distribution of behavioral health providers and resources.

Understanding these current challenges, OhioMHAS remains committed to building a comprehensive behavioral health care continuum that promotes the integration of behavioral health and physical health care. All types of care—physical and behavioral—are healthcare and require the same coverage policies to effectively serve Ohioans throughout their lifespan.

## **Ohio is the Heart of Hope: Building the Behavioral Health System of Care**

Under Governor Mike DeWine's leadership, OhioMHAS is committed to completing a community behavioral health system which was never fully built. OhioMHAS is working to make quality, cost-effective mental health and substance use disorder prevention, treatment, and recovery supports more visible, accessible, and effective for all Ohioans.

Ohio has been a trailblazer in the field of behavioral health for years, ensuring that individuals receive the services they require precisely when and where they need it. Through investments of time and resources, Ohio continues to forge a reputation as the Heart of Hope, where all people have access to the services and supports they need to be well, get well, and stay well in their mental health.

### **Growing Ohio's Behavioral Health Workforce**

Lack of trained, qualified professionals to meet the needs of people seeking mental health and addiction services continues to be a barrier to care in Ohio and across the country. According to research conducted in part by OhioMHAS, an estimated 2.4 Ohioans lived in a community that doesn't have enough behavioral health professionals.

Governor DeWine has made clear that Ohio must recruit and retain more Ohioans into these careers that are a vital part of our healthcare system. As part of the state's ongoing efforts to grow the behavioral health workforce, Governor DeWine announced in September 2024 a new workforce incentive program for college graduates who commit to working at one of Ohio's Community Behavioral Health Centers (CBHCs) for at least one year.

Through the Great Minds Fellowship Workforce Commitment Incentive Program, recent graduates can apply to potentially receive as much as \$20,000 in grant funding. Funds can be used to help graduates cover costs related to their education.

In addition, in November 2024, OhioMHAS [announced](#) that eligible graduates of the [Great Minds Fellowship program](#) were able to apply for recruitment and retention bonuses totaling \$10,000.

Under this initiative, eligible Great Minds Fellowship program graduates will receive:

- A \$5,000 sign-on bonus upon accepting a position at a OhioMHAS-licensed community behavioral health center (CBHC).
- An additional \$5,000 bonus after completing one year of employment at a CBHC.

The recruitment and retention bonuses represent the third phase of the Great Minds Fellowship program. Created by Governor DeWine with the support of the Ohio General Assembly, the aim of the Great Minds initiative is to incentivize college students to pursue careers in behavioral health fields like social work, therapy, counseling, and psychiatric and mental health nursing. Funding for this latest phase comes from the \$85 million in one-time American Rescue Plan Act (ARPA) dollars set aside at the initial launch of the Great Minds initiative.

The Great Minds Fellowship program, a partnership between OhioMHAS, the Ohio Department of Higher Education, and Ohio Department of Medicaid, was first made available in fall 2023 to students at eligible colleges and universities who were 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.

## **Expanding Crisis Services**

Since the passage of House Bill 45 in January 2023, which allocated \$90 million in American Rescue Plan Act (ARPA) funds to strengthen Ohio's crisis infrastructure, dozens of transformative projects have taken shape across the state. This funding supports nearly three dozen initiatives, including capital improvements, facility upgrades, and IT enhancements.

Key highlights include:

- Adding more than 225 residential crisis beds.
- Establishing five Behavioral Health Urgent Care clinics.
- Developing two new Crisis Intervention and Observation units.
- Launching six mobile crisis service teams.
- Upgrading technology through four major projects.
- Supporting two crisis consultancy initiatives.

Several groundbreaking and ribbon cuttings for funded projects took place in 2024, including Dani's Place in Toledo; Dr. Fred Frese Residential Center in Northfield; We Care Crisis Center in Lima; Ravenwood Health's Transitional Living Center (TLC) in Chardon, and many others.

Together, these projects create additional capacity for individuals seeking services for mental illness and substance use disorder. Increased access is necessary as we continue to strive for mental health parity.

## **Scaling Services for Youth and Young Adults**

As part of Ohio Governor Mike DeWine’s pledge to improve Ohio’s ability to respond when a young person is experiencing a mental health emergency, OhioMHAS in August 2024 announced the publication of a Request for Proposals (RFP) seeking applicants to establish a contract as a regional provider of [Mobile Response and Stabilization Services \(MRSS\)](#).

MRSS is a rapid mobile response and stabilization service for youth and young adults under 21 who are experiencing significant behavioral or emotional distress and their families. Starting in early 2025, OhioMHAS plans to implement the new regional model, making these services available in all 88 Ohio counties.

This service would be made available to all individuals, regardless of their ability to pay.

## **Increasing Awareness of the 988 Suicide and Crisis Lifeline**

Ohioans who are experiencing a mental health or addiction crisis, and their family members, can call or text 988, or chat 988Lifeline.org to reach a trained specialist who can offer help and support.

Since the nationwide launch in July 2022, Ohio’s 19 call centers—more than any other state—have fielded approximately 439,000 calls, texts, and chats, with a speed to answer time ahead of the national average. In 2024, the average response rate in Ohio was 25 seconds, compared to 36 seconds nationally.

In May 2024, OhioMHAS launched a statewide campaign to grow awareness of 988. While it’s not certain that the campaign is prompting more individuals to reach out for help, call centers are reporting a 35% average monthly increase in contacts year over year, with the monthly average in 2023 at 13,567 compared to the 2024 monthly average of 18,317.

Ohioans can also access the [988 Ohio Toolkit](#), which is continually updated with downloadable fact sheets, posters, logos, and social media shareables, and the [OHIO988 Materials Generator](#), which allows anyone throughout the state to design free, personalized 988 materials that can be shared within their communities.

## **Funding Innovative Solutions**

In August 2024, OhioMHAS announced it is partnering with the Ohio Department of Education and Workforce (DEW) and [Hazel Health](#) to provide teletherapy services to 160,000 students statewide to provide increased access to innovative and effective mental health supports across the state.

OhioMHAS awarded \$1.6 million in SOAR (State of Ohio Adversity and Resilience) Network Innovation Grant funding to Hazel Health – a national leader in school-based telehealth – to work with school systems to build the technological infrastructure needed to bring convenient mental health services directly to students.

This was the first SOAR Network Innovation Grant awarded by OhioMHAS.

Created in the FY24-25 state operating budget with the support of Governor DeWine and the Ohio General Assembly, the SOAR Network is a strategic collaborative, acting to improve behavioral health outcomes in Ohio.





## RecoveryOhio

### Promoting the State's Mental Health Resources

#### Ohio State Fair

On Friday, July 26, volunteers from ODI, OhioMHAS, RecoveryOhio, and 988 took over the Ohio State Fair's Cardinal Gate connecting with over 68,000 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 and t-shirts 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.



Director French, Director Cornyn, and Director Shadwick handed out drawstring bags at the Cardinal Gate, visited state agency booths, and enjoyed a performance by the All-Ohio State Fair Youth Choir. The All-Ohio State Fair Youth Choir specifically requested 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.
- RecoveryOhio received a strategic display space inside the main Cardinal Gate on RecoveryOhio’s Mental Health Day at the Fair.
- RecoveryOhio was recognized as a sponsor on the Ohio State Fair mobile app via logo recognition. RecoveryOhio was also included in the photo frames and it was viewed a total of 28 times.
- RecoveryOhio was also recognized on the Ohio State Fair mobile app Daily Schedule page on July 26th with a clickable link to its activation description.
- The RecoveryOhio logo was featured on the cover of the printed Daily Map & Schedule on RecoveryOhio’s Mental Health Day at the Fair, as well as in the schedule section. A total of 11,000-15,000 Daily Map & Schedules were printed and distributed each day of the fair.
- RecoveryOhio was recognized as partner on the Sponsor Logo Sign located along the construction fencing in the central park of the fairgrounds for the full run of the fair.
- RecoveryOhio was recognized as a partner on the Ohio State Fair’s website, [ohiostatefair.com](http://ohiostatefair.com) with a reciprocal link to the RecoveryOhio website and in the scrolling banner across the bottom of the home page. The website received approximately 2 million views during the fair.
- RecoveryOhio was recognized on the Ohio State Fair Facebook and Instagram page on July 26. Facebook and Instagram reached approximately 15,000 people during the fair.
- 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 2024 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.

## Promoting Mental Health Support at the Ohio State Fair

The MHIA office launched a targeted paid media campaign from July 15 to July 26, coinciding with the Ohio State Fair. The campaign aimed to connect Ohio adults aged 18-64 with vital mental health resources and support. To reach fairgoers and Ohioans statewide, the campaign utilized:

- Online platforms (over 2.5 million impressions, 0.08% click-through rate).
- Statewide radio (over 4.5 million impressions).

This strategic campaign effectively promoted RecoveryOhio's Mental Health Day at the Fair to a wide audience.



# Ongoing Efforts for 2025

## Ohio Department of Insurance

- Promote the MHIA office with the goal of processing more consumer/provider calls than 2024.
- 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 to proactively identify and reach out to organizations that can benefit from MHIA's resources and speak to those organizations about collaborative efforts and resource sharing.
- 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, access, and policy development.
- Expand crisis services, which are a critical part of the overall continuum of care, to ensure that all Ohioans have access to needed supports.
- Enhance the quality of services and supports for Ohioans with substance use disorders and mental health conditions to prevent unintentional overdose deaths and help Ohioans live to their fullest potential.
- Promote mental health systems that foster resiliency at all levels, including mental health promotion, prevention, and intervention, with the ultimate outcome of resilient people, families, and communities.
- Continue to build a strong behavioral health workforce to meet the increased need for mental health services and supports.
- Ensure continued access to our regional psychiatric hospitals for both civil and forensic patients who need specialized and intensive treatment.
- Continue to promote awareness of the 988 Suicide and Crisis Lifeline to help reduce suicide deaths in the state.
- Continue to work with the Ohio Department of Medicaid and other stakeholders to develop and implement a community-based, comprehensive behavioral healthcare model.

## RecoveryOhio

- During 2024, RecoveryOhio engaged in a strategic planning process aimed at charting a course toward 2027.
- Going forward, 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.

# 2025 Ohio Mental Health Parity Report

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**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)