



# Providing more support for families

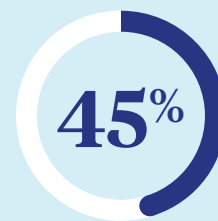


Child and Family Behavioral Coaching provides coaching support to help families address and manage a variety of non-severe mental and behavioral health needs, including:

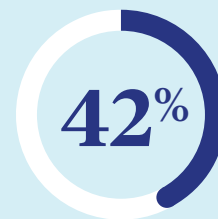
- Low- to moderate-severity ADHD
- Depression
- Anxiety
- Internet/tech addiction
- Relationship issues
- Self-esteem challenges
- Adjustment issues
- Emotional challenges

Designed for children ages 1-17 and young adults ages 18-25 and their caregivers, the interactive coaching process uses skill-building techniques focused on behavioral, functional or other goals. Coaching techniques are evidence-based and may include mindfulness, parent management training, social and emotional learning, and motivational interviewing.

## Results show improvements for coaching participants<sup>1</sup>



average anxiety improvement score across all participants



average depression improvement score across all participants

# Building coping skills and resilience

Coaches help participants understand how one's environment, thoughts, emotions and behaviors contribute to how they are feeling or behaving – and help find ways to make changes for the better.

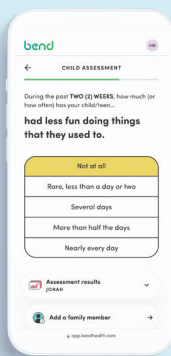
Participants receive personalized support from a dedicated behavioral health coach via 45-minute virtual coaching sessions up to 4 times per month, with secure in-app messaging available between sessions. Participants also receive skill-building exercises to help them put new skills into action.

In addition, coaches can help parents and caregivers access resources to better manage and support their child's growth and development. They also may coordinate with schools and outside providers, including in cases where additional or acute care is needed.

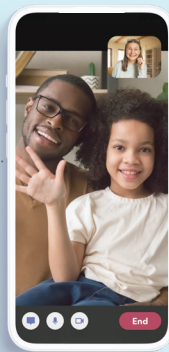
All coaches are trained on mental health and substance use conditions, associated symptoms, motivational enhancement techniques, safety planning and triaging, the impact of stigma, and the diversity of mental health conditions, symptoms and interventions.

## Member experience

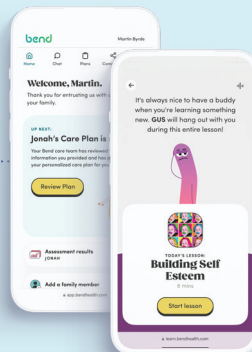
From assessment to ongoing support and skills development



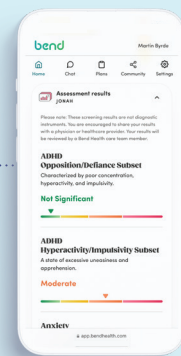
Caregiver creates account and completes assessment\*



Caregiver schedules first appointment



Participants meet with coach regularly and follow a custom care plan



Coach and caregivers track progress monthly

This program is provided by Bend Health.

## Learn more

Contact your Oxford representative

**United  
Healthcare®**  
Oxford

\*Young adults 18+ can create an account without a caregiver

Child and Family Behavioral Coaching Dashboard (2024 data); May 2025.

Child and Family Behavioral Coaching is available to Oxford E&I fully insured groups beginning 1/1/26. Certain services, including those provided by Bend Health, are subject to your medical plan's covered visit limits, copays and deductibles. To qualify, participant must be age 1-25 and enrolled as a dependent in a qualifying Oxford health plan. Refer to your plan documents for specific benefit coverage and limitations or call the toll-free number on your health plan ID card. This program may not be available in all states or for all group sizes.

Employee benefits including group health plan benefits may be taxable benefits unless they fit into specific exception categories. Please consult with your tax specialist to determine taxability of these offerings.

Oxford insurance products are underwritten by Oxford Health Insurance, Inc. Oxford HMO products are underwritten by Oxford Health Plans (CT), Inc.