Marketing With Purpose to Reach And Treat People Who Need Help

Description

The Leads Ware House

By James Schulze

This article discusses important facts about the substance abuse and mental health crisis in the U.S. It also discusses how rehabilitation centers and providers can improve their marketing to reach and help more individuals who are suffering.

It can be difficult to get near agreement on any issue today, but one area most can agree on is that mental health and substance abuse issues need more attention. There are too many people who suffer. Too few of them get the help they need. And the consequences of not treating them are grim. But just how bad is this crisis?

Staggering statistics on substance abuse and mental health issues

Recent studies looking at 2024 data have highlighted the depth of the problem:

- **Nearly 50 million Americans have had a past-year substance-use disorder (SUD)** â?? According to a recent survey from the Substance Abuse and Mental Health Services Administration (SAMHSA), **48.4 million** (16.8%) Americans aged 12 years and older have had a SUD.

- **Very few receive the treatment they need** â?? Even more alarming is the small number of individuals who actually receive the treatment they need. The study shows that only **1 in 5** people aged 12 and over who were classified as needing substance use treatment in 2024 actually received treatment.
- **Risk of death by suicide is significantly higher for individuals with a SUD** â?? The finding that 4 in 5 people are not treated is even more concerning when you consider that people who have a SUD also have an increased risk of death by suicide, a fact supported by multiple studies. It is estimated that the risk of death by suicide is **5.8** times greater for people with alcohol use disorder (AUD). For individuals with both AUD and drug use disorders, the risk climbs to **8.1** times greater. The risk reaches a staggering **11.2** times greater for people who abuse alcohol, drugs, and tobacco.

So, what can treatment centers and care providers do to ensure more people get the help they need? The answer is marketing with purpose and compassion.

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Finding the right marketing to reach those who need help

For the person who struggles with mental health and/or addiction, a simple call or click can be life changing. But many of them donâ??t know where to turn or how to get connected to the right treatment providers. When they are ready for help, they shouldnâ??t have to hunt around aimlessly. Marketing that is easily accessible, clear and compassionate removes these barriers and offers them a much needed start to their recovery.

Your marketing message should:

- **Use clear, understandable language** â?? Use simple, straightforward language that is easy to understand. Avoid jargon.
- **Make it easy to take the next step** â?? Your marketing should make it easy for a person to act, whether it is to place a call or click to get in touch with a treatment center. Be clear about the call to action, such as â??call now,â?• â??chat with a counselor,â?• or â??get a free assessment.â?•
- **Build and prioritize trust** â?? The most effective marketing is â??real.â?• With your clientsâ?? consent, share real stories and testimonials to show how effective your approaches are in treating people who suffer similar issues. Clearly state your credentials and be honest in your messaging.
- **Be respectful of a personâ??s privacy** â?? Many people who suffer from mental health and addiction issues feel tremendous amounts of shame or worry. Your marketing must be warm, non-judgmental, respectful, and discreet.
- **Quickly show value** â?? You can build trust quickly by offering value up front. Providers can offer free calls and assessments as well as realistic dialog on â??what to expectâ?• in treatment.

- **Highlight both mental health and addiction** â?? Donâ??t be too narrow in your message, focusing on just one of these issues. Many people suffer from both mental illness and addiction.
- **Be fact based** â?? Always use trusted data and facts, such as those from SAMHSA and other reliable sources. It will hurt your credibility if facts are not believable.
- **Be optimized for mobile phones** â?? In a moment of crisis when people are ready to seek help, they often search and reach out from their cell phone. If your marketing only presents well on a computer, you may miss many of the calls for help.

Align with a leads provider who â??gets itâ?•

A strong leads provider understands that in this space, it is about more than just leads and conversion metrics. Itâ??s about real people seeking help that will improve and even save their life. When we make the effort to align marketing with purpose, good things happen. We advance public health goals, getting more people into treatment and having fewer live with untreated disorders. We help reduce the stigma of mental health and addiction challenges, normalizing help-seeking. And, we can help scale provider networks to make a greater impact.

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At The Leads Warehouse, we understand both the business of leads and the human side of the mental health and addiction space. We are experts at:

- Generating qualified leads and connecting clients with people who are actively seeking help
- Ensuring the marketing message aligns with a tone of hope, empathy, and support
- Tracking and optimizing results so providers can connect with more people in need

Conclusion

Many Americans suffer from mental health conditions and/or SUDs each year, but only a small number receive the help they need. This gap is both a challenge and an opportunity. The right marketing can help treatment centers and care providers effectively close that gap, with respect and compassion. When we align purpose with action, clicks become calls, and calls become meaningful change. Beyond generating leads, our goal is to help people start their recovery journey.

If you are a treatment center or care provider and youâ??re ready to reach more people who need help, letâ??s talk. At The Leads Warehouse, we combine data-driven marketing with compassionate messaging. Give us a call at **1-800-884-8371** or visit our website at https://theleadswarehouse.com to learn how we can turn outreach into real calls and real connections.

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