

The best behavioral health centers aren't automating. They're amplifying.

Six shifts reshaping admissions, and what the top operators are actually doing about them.

FOCUS

Behavioral Health

BUILT ON

Salesforce

READ TIME

6 minutes

Six things every admissions floor is quietly living with.

01

Reps are carrying the system, not the call

Reps make the judgment calls that drive admissions. Every field they fill is a moment off the caller who needs them.

04

Your best outbound leads are sitting in a list view

Reps have to remember to work the list, in the priority you want them to. When they don't, leads you already paid for sit untouched.

02

Hiring and retaining is harder than ever

Recruiting from the alumni base is a harder pull than it was. Turnover is costly and loads more onto whoever stays.

05

Alumni aren't coming back for care they need

The relationship fades after a few post-discharge calls. Re-admissions that should be yours end up somewhere else.

03

The window closes in days, not weeks

Close rates fall off hard after the first few days. The window doesn't reopen on your schedule.

06

The plumbing is one person deep

Custom EMR and billing integrations written by one developer that need constant maintenance.

THE POSITION

Automation is tablestakes. Amplification is how you win.



The centers that win the next five years will use technology to amplify what they're already good at: human touch, trust, and empathy at 2 AM when someone calls in crisis.

For the person calling in crisis, this shows up as one thing: less friction. They get through to a human who's actually listening. Their story doesn't get re-told. Their VOB happens on the first call.

01

Elevate the rep

Remove the system load. Give them a copilot. Let them be human on the phone.

02

Protect the patient

No dropped VOBs. No missed callbacks. No forgotten follow-ups. The moment matters.

03

Compound your spend

Work the pipeline before buying more at the top. Make alumni a real program.

WHAT WE'RE DOING ABOUT IT

Six moves. One direction.



01 Amplify the human connection, not the software

02 Onboard for empathy, not admin

03 Don't lose the moment that matters

04 Work the pipeline you already paid for

05 Keep alumni engaged with diverse touchpoints

06 Make the plumbing durable

01

THE CALL ITSELF

Amplify the human connection, not the software

The least valuable minutes of an admissions rep's day are the ones spent describing a conversation they just had.

• WHERE IT STANDS

Reps take notes by hand while someone in crisis is talking, then spend the next several minutes logging the conversation. That's time off the phone providing support, and the least valuable part of their job.

• THE MOVE

Pull key fields live from call transcripts. Key Salesforce fields updated automatically.

• WHAT CHANGES

The rep's undivided focus goes to the person on the line. What used to sound like data entry now sounds like a conversation.

02

HIRING AND RAMP

Onboard for empathy, not admin

You can't hire your way out of turnover when the job description is half data entry.

● WHERE IT STANDS

The traditional hiring pool, people who came through the program and want to help others, is a harder recruit than it used to be. Turnover is high. Training is typically done by listening to calls one by one, by hand.

● THE MOVE

Agentforce scores calls and automatically builds training plans from the transcripts. Next Best Action is the day-one copilot while reps are live.

● WHAT CHANGES

Turnover drops. Ramp goes from months to weeks. The job feels like patient care, not data entry.

03

SPEED TO TREATMENT

Don't lose the moment that matters

Someone accepting help is a state, not a status. It expires faster than most pipelines are built to move.

● WHERE IT STANDS

Close rates drop off sharply within the first few days of initial contact. The window where someone accepts help is narrow. Every promised callback that doesn't come is a missed opportunity to treat.

● THE MOVE

Insurance captured hands-free during the live call or via SMS. Payer history surfaced as red, yellow, green so reps know what moves fast. Next Best Action guiding them in real time. Follow-ups created automatically from the live transcript instead of manually afterward.

● WHAT CHANGES

Less friction in the VOB process means more admissions inside the 72-hour window. Every callback gets made, and actually followed up on.

04

DEMAND YOU ALREADY BOUGHT

Work the pipeline you already paid for

Before you raise the ad budget, look at what's already sitting unworked at the bottom of it.

● WHERE IT STANDS

Cost per admission keeps climbing. Meanwhile missed calls, form fills, SMS responders and partial-insurance leads sit in a list view. Inbound routing is usually sophisticated. Outbound is still counting on reps picking names off a list.

● THE MOVE

Stable enterprise-grade telephony. Route the highest-probability leads, scored by Agentforce, to reps first. Push work items with Omni instead of waiting for pull. Missed calls, requested callbacks, SMS responders and insurance-provided leads all get worked before you buy more at the top.

● WHAT CHANGES

Calls stop dropping or sitting in queues. Every ad dollar gets more mileage. Reps spend their time on the leads most likely to convert.

10%

One recovery center moved to Service Cloud Voice and cut missed calls by 10%. Those are leads that simply used to go unanswered.

05

LIFE AFTER DISCHARGE

Keep alumni engaged with diverse touchpoints

Recovery is a long relationship. If needed, be there for the people you helped once again.

● WHERE IT STANDS

Check-ins wrap in the first weeks after discharge, then the relationship quiets down. When someone struggles again months later, they've lost their line back to the people who already know their story.

● THE MOVE

Alumni as a living community, not a callback list. Voice, SMS, email, meetups, and the support circle where consent allows. Keep showing up while things are stable, so the door stays open when they aren't.

● WHAT CHANGES

When relapse happens, you're the one they lean on for support. Re-admission is the natural next step, not a fresh acquisition. No starting over.

06 THE FOUNDATION

Make the plumbing durable

An integration only one person understands isn't an integration. It's a single point of failure with a name.

• WHERE IT STANDS

A custom API connects the EMR and billing systems, written by one developer, with no error visibility when it fails. The maintenance is constant. Billing sits in its own system, so nobody can tie a campaign to what actually got collected. Month end means someone reconciling between systems by hand.

• THE MOVE

Mulesoft as the durable bridge, with error handling visible to more than one person. Integration logic decoupled from the admissions workflow so work on one doesn't break the other. Revenue data in the same place as admissions data, with payment timing accounted for rather than reconciled by hand.

• WHAT CHANGES

Admissions keeps running through a failed sync. The knowledge lives in the platform instead of in one person's head. Spend decisions run on collected dollars, not just admission counts.

WHERE TO START

Pick the one move that touches the most calls. Then let it compound.

None of this requires ripping anything out. Every move above lands on the Salesforce platform you already own, and each one makes the next one cheaper.

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