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TRANQUIL HORIZON BEHAVIORAL
HEALTH CONSULTING

NEWSLETTER



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Mind Meets Medicine

Why Behavioral Health Fails in Primary Care & How to Fix It

Despite the rise in awareness, many clinics still treat behavioral health as a referral rather than an integrated system. The result?

- Missed emotional needs
- Fragmented care
- Burnout for both providers and patients

But there's a better way.
Behavioral health integration isn't about adding a therapist to your practice, it's about embedding emotional awareness, habit science, and patient engagement strategies into every touchpoint of care.

Tool of the Month: The Behavioral Touchpoint Audit

Identify 5 key places in your care journey where patient experience breaks down emotionally:

- ✓ Intake
- ✓ Follow-up
- ✓ Treatment planning
- ✓ Education delivery
- ✓ Discharge or referral

👉 Use this audit to assess where emotional safety and behavioral support are missing in your workflow.

● Behavior change starts at the front desk.

If your patients don't feel safe, understood, or supported before they ever meet a provider, they're less likely to return, especially those managing chronic illness or health anxiety. Training admin teams in basic emotional engagement improves attendance, trust, and retention.



Behavioral Insights for Integrated, Whole-Person Healthcare
Brought to you by Tranquil Horizon Health Behavioral Services

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Case Highlight: From Frustrated to Empowered, A Rheumatology Practice's Turnaround

After noticing high no-show rates among autoimmune patients, one small practice reworked its intake language and added a chronic stress screening tool. The results?

- 22% drop in no-shows
- Increased medication adherence
- Shorter intake times
- All without hiring new clinical staff.

Read More on our website



Why This Matters

As a behavioral health strategist and health psychology specialist, I've seen firsthand how emotional overwhelm, chronic fatigue, and invisible stressors derail care, not because providers don't care, but because the system isn't designed to hold the whole person.

Mind Meets Medicine was created to help bridge that gap. Every month, I'll bring you tools, insights, and systems-level strategies that support integrated, sustainable care, without the clinical burden. Let's build a healthcare experience where behavioral science and compassion work together.

Tawana McCou, PsyD(c), MSc. Health Psychology



● Need Help Making Integration Real?

We help clinics like yours bridge behavioral science and chronic care delivery — without the clinical overload.

Visit positivehealthbehavior.com or contact us to schedule a free strategy consultation.