

Official Program Outline



HERZING
— UNIVERSITY —

Doctor of Behavioral Health – Management

Program Description

The Doctor of Behavioral Health–Management program prepares leaders and administrators to design, transform, and sustain high-performing behavioral health organizations and integrated care systems. The program integrates strategic leadership, organizational management, financial and policy analysis, and population health approaches to advance behavioral health within healthcare and community settings. Students develop expertise in systems thinking, organizational change leadership, and data-informed decision-making, including the use of AI-supported analytics. Graduates are prepared to influence behavioral health policy, develop sustainable funding and service models, and lead workforce development initiatives that strengthen interprofessional collaboration and organizational culture. Through an interdisciplinary focus on innovation and implementation, graduates are positioned to drive scalable, system-level solutions that improve access, quality, and long-term behavioral health outcomes across diverse populations.

Program Outcomes

Upon completion of this program, the student should be able to:

1. Design initiatives that effectively integrate behavioral health, mental health, and wellbeing within healthcare and community systems to improve population-level health outcomes and organizational effectiveness.
2. Apply current research, behavioral science, and interdisciplinary knowledge to inform assessment, intervention, strategic planning, program development, and system-level decision-making across diverse populations and settings.
3. Demonstrate advanced leadership skills to guide teams, manage programs, influence organizational culture, evaluate system performance, and drive sustainable change within complex, integrated behavioral health systems.
4. Develop prevention, early intervention, and resilience-focused strategies that address disparities, promote behavioral health and wellbeing, and expand access to services across communities.
5. Utilize program evaluation methods, data analytics, AI-enabled tools, digital health innovations, and emerging technologies to optimize service delivery, management decisions, and organizational performance.
6. Demonstrate ethical leadership through the integration of behavioral health knowledge, healthcare policy, regulatory standards, and equity-focused practices to support culturally responsive high-performing, accountable behavioral health systems.

Program Content

All courses, 54.00 semester credit hours, are required.

Required Courses

All courses, 54.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BH 700 Foundations of Integrated Behavioral Health	None	3.00
BH 710 Policy and Value-Based Care in Behavioral Health	None	3.00
BH 720 Legal, Ethical, and Professional Issues in Integrated Healthcare	None	3.00
BH 730 Integrated Behavioral Health and Primary Care	None	3.00
BH 740 Medical Literacy and Clinical Communication	BH 700, BH 710, BH 720	3.00

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BH 750 Research Design and Applied Methods in Behavioral Health	BH 700, BH 710, BH 720	3.00
BH 760 Health Equity and Stigma Reduction in Behavioral Healthcare	BH 700, BH 710, BH 720	3.00
BH 770 Population-Based Community Behavioral Health	BH 700, BH 710, BH 720	3.00
BH 780 Artificial Intelligence and Technology in Healthcare Innovation	BH 700, BH 710, BH 720	3.00
BH 790 Telehealth and Digital Behavioral Health	BH 700, BH 710, BH 720	3.00
BH 800 Behavioral Health Leadership and Operations	BH 700, BH 710, BH 720	3.00
BH 810 Healthcare Entrepreneurship and Program Development	BH 800	3.00
BH 830 Quality Improvement and Outcomes Evaluation	BH 700, BH 710, BH 720	3.00
BH 832 Data Analytics for Healthcare Leaders	BH 700, BH 710, BH 720	3.00
BH 834 Behavioral Health Financial Management	BH 700, BH 710, BH 720	3.00
BH 836 Strategic Planning and Change Management in Healthcare	BH 700, BH 710, BH 720	3.00
BH 880 DBH Capstone I: Project Design and Implementation	BH 750	3.00
BH 890 DBH Capstone II: Data Analysis and Dissemination	BH 880, Final course	3.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Project Hours	Total Contact Hours	Credits
BH 700	45.00	0.00	0.00	45.00	3.00
BH 710	45.00	0.00	0.00	45.00	3.00
BH 720	45.00	0.00	0.00	45.00	3.00
BH 730	45.00	0.00	0.00	45.00	3.00
BH 740	45.00	0.00	0.00	45.00	3.00
BH 750	45.00	0.00	0.00	45.00	3.00
BH 760	45.00	0.00	0.00	45.00	3.00
BH 770	45.00	0.00	0.00	45.00	3.00
BH 780	45.00	0.00	0.00	45.00	3.00
BH 790	45.00	0.00	0.00	45.00	3.00
BH 800	45.00	0.00	0.00	45.00	3.00
BH 810	45.00	0.00	0.00	45.00	3.00
BH 830	45.00	0.00	0.00	45.00	3.00
BH 832	45.00	0.00	0.00	45.00	3.00
BH 834	45.00	0.00	0.00	45.00	3.00
BH 836	45.00	0.00	0.00	45.00	3.00
BH 880	30.00	0.00	45.00	75.00	3.00
BH 890	15.00	0.00	90.00	105.00	3.00
Totals	765.00	0.00	135.00	900.00	54.00

New Course Descriptions

<p>BH 700 Foundations of Integrated Behavioral Health</p>	<p>This course introduces doctoral learners to the core concepts, models, and systems that support the integration of behavioral health within healthcare settings. It examines the historical development of integrated care, interprofessional roles, biopsychosocial and population health frameworks, and key ethical, cultural, policy, and regulatory considerations. The course establishes a foundational understanding of evidence-based integrated behavioral health practices to support advanced doctoral study and leadership in healthcare systems.</p>
<p>BH 710 Policy and Value-Based Care in Behavioral Health</p>	<p>This course explores the U.S. healthcare system with a focus on behavioral health integration, reimbursement, and policy. Students will examine public and private payment models, compare fee-for-service and value-based care, and assess how federal and state regulations shape ethical, sustainable practice. The course also builds practical skills in billing, documentation, and healthcare technology to support effective system-level decision-making.</p>
<p>BH 720 Legal, Ethical, and Professional Issues in Integrated Healthcare</p>	<p>This course addresses ethics, law, and professional issues for behavioral health professionals, comparing ethical codes across disciplines and reviewing HIPAA, privacy, and state confidentiality laws. Students will learn about licensing/regulatory roles, mandatory reporting, capacity, informed consent, substituted decision-making, and end-of-life planning with attention to older adults and vulnerable populations. The course also examines legal and ethical implications of telehealth, EHRs, and AI, teaching risk-management and culturally responsive protocols through case analysis, statutory review, and applied policy development.</p>
<p>BH 730 Integrated Behavioral Health and Primary Care</p>	<p>This course examines interprofessional practice and the integration of behavioral health into primary care, focusing on team-based, whole-person approaches to improve patient outcomes. Students will evaluate models of integrated care, collaborative documentation and communication strategies, and impacts on patient satisfaction, health equity, and workforce well-being. The course also covers billing and reimbursement, productivity and cost-management, and teaches workflow design, implementation planning, outcome measurement, and change management through case studies, simulations, and evidence reviews.</p>
<p>BH 740 Medical Literacy and Clinical Communication</p>	<p>This course bridges the gap between medical knowledge and patient-centered care by teaching students how to translate complex clinical terminology into accessible language. Students will demonstrate the fundamentals of health literacy and practice essential communication strategies to improve patient safety, adherence, and trust. Students will learn to navigate difficult conversations and ensure that diverse populations can clearly understand and act on health information.</p>
<p>BH 750 Research Design and Applied Methods in Behavioral Health</p>	<p>This course focuses on advanced research design and applied methods in behavioral health and integrated healthcare settings. Students will evaluate research methodologies, analyze principles of translational science and implementation research, and design an applied behavioral health research project. Emphasis is placed on developing research questions, theoretical frameworks, methodological approaches, ethical standards, cultural responsiveness, and stakeholder engagement. Students will produce a comprehensive research proposal including research design, data collection strategies, evaluation measures, and a dissemination plan for translating findings into practice.</p>
<p>BH 760 Health Equity and Stigma Reduction in Behavioral Healthcare</p>	<p>This course prepares students to apply advanced leadership and organizational strategies to promote equity, inclusion, and high-quality care in behavioral healthcare settings. Students will examine multilevel determinants of health inequities, including policy, organizational structures, provider practices, and patient factors, to understand how disparities emerge and persist across populations. Students will examine equity-informed screening tools, assessments, and care coordination models; analyze organizational data to identify disparities in access, utilization, and outcomes; and apply communication frameworks to reduce stigma and strengthen interprofessional collaboration.</p>
<p>BH 770 Population-Based Community Behavioral Health</p>	<p>This course examines advanced strategies for improving behavioral health outcomes at the population level through data-informed planning, policy development, and integrated care models. Students will explore epidemiological trends in behavioral health, social determinants of health and substance use disorders, and evidence-based interventions designed to improve outcomes across diverse populations. Emphasis is placed on the use of population health analytics, risk stratification, and prevention frameworks. Students will learn about coordinated systems of care to design, implement, and evaluate large-scale behavioral health initiatives.</p>

BH 780 Artificial Intelligence and Technology in Healthcare Innovation	This course examines the integration of artificial intelligence (AI) and emerging technologies in healthcare, with emphasis on clinical innovation and behavioral health applications. Students will critically analyze AI-driven tools to enhance clinical judgment and patient outcomes and propose human-centered AI interventions that address ethical considerations, bias mitigation, data privacy, leadership, and stakeholder collaboration in interdisciplinary settings.
BH 790 Telehealth and Digital Behavioral Health	This course explores the rapidly evolving landscape of telehealth and its specific application within behavioral health services. Students will examine the legal, ethical, and clinical frameworks necessary to deliver effective care through digital platforms and remote monitoring tools. By the end of the course, students will be equipped to navigate virtual patient engagement while maintaining high standards of privacy and therapeutic rapport.
BH 800 Behavioral Health Leadership and Operations	This course examines advanced leadership theories and organizational development strategies in behavioral health settings. Students will explore effective collaboration, communication practices, and approaches to prevent and mitigate burnout while building high-performing interdisciplinary teams. Emphasis is placed on applying leadership principles to improve operational efficiency, foster organizational culture, and drive sustainable improvements in integrated behavioral health systems.
BH 810 Healthcare Entrepreneurship and Program Development	This course examines the application of entrepreneurial principles, innovation theories, and strategic program design to create, launch, and scale transformative healthcare initiatives. Students will critically analyze market dynamics, regulatory environments, and financial models. Students will develop comprehensive, stakeholder-informed plans for integrated healthcare services that emphasize leadership, ethics, and measurable impacts on population health.
BH 830 Quality Improvement and Outcomes Evaluation	This course equips students with the knowledge and skills to design, implement, and evaluate quality improvement (QI) initiatives and behavioral health programs within complex healthcare systems. Students will explore key concepts including QI frameworks, program evaluation strategies, outcome measures, process measures, structure measures, and implementation fidelity. By the end of the course, students will be prepared to apply evidence-informed strategies to improve care delivery, optimize outcomes, and support sustainable, high-quality behavioral health programs in interprofessional and integrated care settings.
BH 832 Data Analytics for Healthcare Leaders	This course examines the integration of data analytics, predictive modeling, visualization tools, and big data strategies in healthcare leadership, with a focus on behavioral health systems and policy. Students will critically analyze and evaluate analytics approaches to inform clinical decision-making, drive organizational improvements, and develop equitable policies, while addressing ethical issues of bias and privacy. Students will formulate evidence-based strategies to enhance system performance, population health outcomes, and leadership effectiveness.
BH 834 Behavioral Health Financial Management	This course prepares leaders to manage the financial operations of behavioral health organizations and integrated care systems. Students will analyze budgeting processes, funding mechanisms, payer contracts, reimbursement models, and financial performance metrics within behavioral health policy and regulation. Using advanced analytical methods, including AI-enabled tools, students will design financial strategies that promote organizational sustainability, improve access and quality of care, and advance value-driven service delivery across diverse populations.
BH 836 Strategic Planning and Change Management in Healthcare	This course explores strategic planning and change management in healthcare and behavioral health systems. Students will analyze internal and external environments, develop stakeholder-informed strategic plans, and apply change management frameworks to lead organizational transformation. Emphasis is placed on data-informed decision-making, AI-supported tools, workforce capacity building, and achieving measurable improvements in integrated care delivery and population health outcomes.
BH 880 DBH Capstone I: Project Design and Implementation	This course initiates the applied doctoral capstone experience, focusing on the implementation of a behavioral health research project. Students refine their topic, complete a literature review, finalize methodology, and obtain Institutional Review Board (IRB) approval. Emphasis is placed on ethical research practices and the early stages of data collection addressing clinical, organizational, or population health issues.
BH 890 DBH Capstone II: Data Analysis and Dissemination	This culminating course focuses on data analysis and interpretation of the capstone project. Students apply ethical and culturally responsive practices to develop conclusions and actionable recommendations. The course emphasizes integration, sustainability, and dissemination, culminating in a scholarly presentation and final report addressing implications for behavioral health practice.