

MENTAL HEALTH FIRST AID PRICING



This pricing table includes the amount to cover behavioral health administrative costs for coordination and course facilitation.

Pricing for new to Blue customers: flexibility to include pricing in the admin costs

Price assumptions:

1. Flexibility to build pricing into admin cost for new for prospective new to Blue customers
2. Multiple employers could be invited to onsite/blended sessions to reach the minimum number of participants.
3. Clients are responsible for costs associated with facilitator travel or offsite/special venues.
4. National Council for Behavioral Health reports the course is valued at \$170 per participant. For courses priced at less than \$170 special messaging is required:

Pricing Courses

Instructors are responsible for setting and collecting their own course fees and should make every effort to ensure prices are set to promote accessibility. While actual prices may vary, Mental Health First Aid requires that you communicate that the course has a value of \$170 per participant. If you offer a discounted or no-cost course, promotional materials must acknowledge that participant fees are being underwritten (for example, “This course is valued at \$170. Thanks to a generous donation from Organization ABC, participants may attend at no charge.”).

Course Type	Min # of Participants	Max # of participants	Training Manual (Per Participant)	BCBS Admin Cost (Per Participant)	Total Cost (Per Participant)	Admin break even amount	Max revenue (full class-manual & admin)
Virtual	5	10	\$30	\$90	\$120	7 participants	\$200
Onsite/Blended	10	30				12 participants	\$1650

NOTE: Facilitation: Virtual (4 hours), Onsite (8 hours), Blended (4.5 hours); communication with customers and participants, purchase orders, invoices, registration in National Council training systems, scheduling, exit survey review, NPS score tabulation, and customer survey summaries, classroom set-up.

Virtual Course

First Aiders will complete a 2-hour, self-paced online class, and then participate in a 4.5-hour, instructor led videoconference. Includes 30-mins of post-work.

Blended Course

After completing a 2-hour, self-paced class, First Aiders will participate in a 4.5 hour, in person, instructor led class. Includes 30-mins of post-work.

Onsite Course

First Aiders will receive their training as an 8-hour, instructor led, in-person course.