Recovery.com

BEHAVIORAL HEALTHCARE DEMAND INDEX · Q3 2026 BETA

Google ad costs for addiction and mental health treatment are forecast to jump in Q4

Demand was steady

The Demand Index was 117 in Q3, up 2% from Q2 and up 25% from a year ago.

Google costs rose slowly

Cost per click is up 4% for addiction treatment and 5% for mental health so far in 2026.

Q4 will cost more

Google forecasts cost per click rising 17% for addiction treatment and 14% for mental health this quarter.

DEMAND FOR TREATMENT · INDEX BY QUARTER

117 +1.9% vs Q2 +24.5% vs Q3 2025



Google ad clicks plus Recovery.com treatment center page visits. Higher means more people looking for care.

COST TO REACH THAT DEMAND

+17% Addiction treatment, Q4 forecast

Addiction treatment
+3.8% so far in 2026
+17.4% in Q4

Mental health
+5.4% so far in 2026
+13.6% in Q4

What advertisers pay Google per ad click. At 17% higher prices, a budget buys about 15% fewer clicks.

What else was going on JUL TO SEP 2026

Jul 4
America 250 and World Cup final

75.6°F
Hottest US summer on record

4.2%
Unemployment; inflation 3.7%

119 → 114
Demand Index, Aug peak to Sep

How to prepare for higher costs LOOKING AHEAD · OCTOBER TO DECEMBER 2026

Budget for rising costs

Google expects cost per click to rise up to 17% in Q4. Build that into your Q4 budget so your ads keep running through the end of the month. **Read the seasonality guide**

Staff for the holidays

Plan holiday coverage for your admissions team so the people who reach out are not sent to voicemail.

Talk about deductibles

Train your team to explain deductible resets. Anyone who has met their deductible has a strong reason to start care before January 1.

Keep January full

People who reach out in November and December often admit in January. Keep staffing and budgets steady so people looking now choose you in January.

DATES TO PLAN AROUND **Nov 3** Midterms · **Nov 26** Thanksgiving · **Late Dec** Holidays · **Jan 1** Deductibles reset

How the index works. Averages Google ad clicks for Drug & Alcohol Rehab Programs and Mental Health Services with Recovery.com treatment center page visits, each scaled so an average month (Jan 2025 to Sep 2026) equals 100.

Sources. Google Industry Trends, Internal Recovery.com Data, BLS jobs and CPI reports; NOAA. Beta: methods may change in future quarters.