

Integration & *the Rural Community*

Spectrum Healthcare Group

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- Identify how rural Behavioral Health clinics are being impacted by integration and healthcare reform
- Identify integration *challenges* specific to the rural setting
- Identify integration *tools* specific to the rural setting

Objectives

- *"Integrating mental health, substance abuse, and primary care services produces the best outcomes and proves the most effective approach to caring for people with multiple healthcare needs."*

- SAMHSA

- *"Individuals with serious and persistent mental illnesses are more likely to be seen by specialty mental health providers, but they have limited access to effective medical care and high mortality rates, underscoring the need for better connections across primary care and mental health."*

- Medicaid State Resource Center

Here to Stay

- Integration and Healthcare Reform
 - Best-practice
 - Triple Aim
 - Better Care
 - Lower Cost
 - Improved Experience
 - Outcomes
 - Treat to target
 - Mind-body care
 - Population Health Management
- State Reform
 - NARBHA to Health Choice Integrate Care

Here to Stay

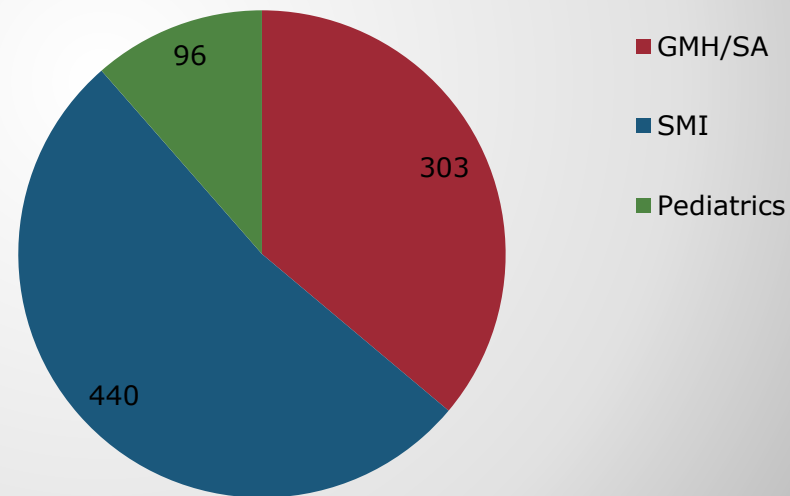
- Community BH provider
 - Rural
 - 50 Year Presence in Community
- Imbedded PCP presence starting in 2009
 - Initial 99 adults with Serious Mental Illness
 - 0.5 FTE Provider
- Purchased community Family Practice in 2012
 - 6000+ primary care clients
 - Addition of pediatrics
- Rebrand 2014
 - Verde Valley Guidance Clinic to Spectrum Healthcare Group
 - Smoke-free campuses
 - Purchased and renovated medical building
 - 20,000 sq. ft.
 - All medical services
 - Layout

Spectrum's Journey

- Open Access Primary Care
 - MD Medical Director
 - Pediatrician
 - 4 Nurse Practitioners
- Open Access Psychiatry
 - MD CMO
 - 2 MD Psychiatrists
 - Child and Adolescent MD Psychiatrist
 - 1 Physician's Assistant
- SBIRT RN
- RN Care Managers (2)
- Therapist
- Behavioral Health Intake, Eligibility, and Crisis Services
- Peer support
- Support

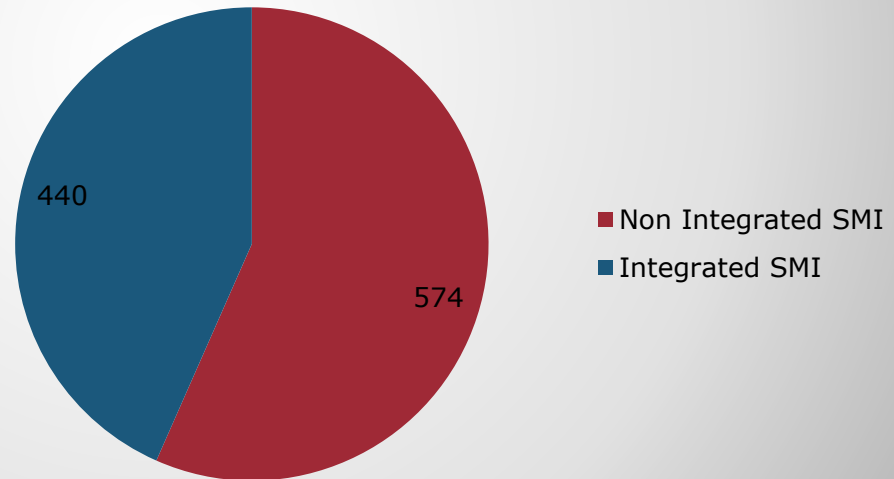
Spectrum Practice Model

- Current numbers
 - SHG has a total of 839 integrated clients
 - 440 SMI population
 - 303 GMH/SA population
 - 96 Pediatric population



Spectrum Practice Model

- Current numbers
 - SHG has approx. 1,014 enrolled individuals with SMI
 - 440 Integrated (43.4%)
 - 574 Non-Integrated (56.6%)



Spectrum Practice Model

- QOL Pharmacy
 - Education
 - Care-Coordination
 - Bubble-packed medications
 - Case Study Review
- Lab Corp
 - Phlebotomy station
 - Lab Corp staffing
 - Increased compliance
 - Decrease duplication
- Data Capture and Exchange
 - EMR (Cerner, Avatar)
 - CCD

Spectrum Practice Model

- Training
 - Crisis and De-escalation
 - Program Updates
 - Motivational Interviewing
 - Bi-Directional Medical
 - Access to Care Team
 - Open Access
 - Project ECHO
- Daily Huddle
 - Staffing of Integrated & High Risk Clients
 - Medication Reconciliation

Spectrum Practice Model

- Financial Sustainability
 - Integration is costly...
 - Fully Co-Located, Corporate-Owned Model
 - Medical Practice Start-Up
 - Loss to Gain
 - Unpredictable Change

In the Business of Integration

- Lessons Learned (STEEP Curve!)
 - Salaries
 - MD, FNP, PA
 - Medical Support Staff
 - Revenue Sharing – Outside Partnership
 - Credentialing
 - Collection Rates
 - Availability
 - Productivity
 - Reception Management
 - Differently Funded Medical Services

In the Business of Primary Care

- “I know this clinic...”
- Primary Care
 - Not all PCP are created equally
 - 40 hours a week? Who does that?
 - Provider Anxiety
 - A great PCP isn't automatically a good *integrated* PCP
 - Personal bias
 - Provider-centric
 - Private Practice

Off the Record

- Clients with:
 - Decreased compliance
 - Increased polypharmacy
 - Decreased health-system acclimation
 - Decreased physical-health promotion
 - Decreased preventative medicine
 - Multiple co-morbidities

As a *Behavioral Health* provider –
NOW increase health,
AND decrease cost,
ALL while facilitating a positive
EXPERIENCE???

Integration-Specific Challenges

“Small-Town Feel”
“Down-Home Providers”
“Good ‘ol Boys”

- Staff
 - Turn-over
 - Small staff pool
 - Community appeal
- **RESOURCES???**
 - Primary care

Rural-Specific Challenges

- What are you made of?
 - Honest assessment
 - Integration strengths/weaknesses
 - Culture of integration
 - Evidence-based practice
 - Practice change
 - Data
 - Population health management
 - Staff awareness of health trends

Your Integration DNA

- Staff of all shapes and sizes
 - Who are your shining stars?
 - Where is your talent?
 - Let champions champion your integration
- Who *gets it*?
 - Design roles accordingly
 - Use *existing staff in* different ways

Tools - Champions

- Combined and seamless systems
 - No more left and right hand
 - Common/combined
 - Policies
 - Lobbies
 - Customer Service
 - Phone trees and call-centers
 - Crosstrain within
 - Share strengths, train weaknesses
 - Culture train
 - Medical

Tools – Utilize Your Existing

- Integrative Care Manager
 - Quadrant IV
 - High Risk
- Physical health liaison
 - Triage (my crisis is bigger than yours...)
 - Education
 - Assessment
- Strategized
 - Expensive
 - Pivotal

Tools – The Role of Nurses

- **Spectrum's Connector Role**
 - Connects clients to care, today
 - Understands practice model complexities
 - System navigation
 - Bi-directionality
 - Primary Care identified needs
 - Behavioral Health identified needs
 - **Communication Feedback Loop**
 - Need
 - Notification
 - Warm handoff
 - Need met
 - Report

Tools - Connectors

Nurse Care Manager
Therapist
Care Manager
Pedi Care Manager
Peer Health Navigator
SBIRT RN
Medical Assistant
Customer Service Representative
Access to Care Team
BH Director Team

Tools - Connectors

- Who are your integration champions *already* on staff?
- Where are clients *not* getting connected?
 - Front desk?
 - Intake?
 - Primary care?
- How can currently-employed roles connect clients to care (bi-directionally)?
 - Who *gets* it?

Discussion Questions

Additional questions?