

# A Behavioral Health Integration Primer for Health Centers

Wednesday, October 8, 2025

2:00 p.m. to 3:00 p.m. ET

Amber Murray, RN, BSN, MA, PMP, Facilitator

# Session Seven

A Systems Approach to  
Integrated Care:  
Financial/Revenue Cycle  
and Quality/Evaluation  
Systems

# Continuing Education (CE)

- We offer behavioral health (BH) continuing education units (CEUs) for participation in BH/substance use disorder (SUD) integration technical assistance (BH/SUD TA) events.
- You must attend the event and complete the online Health Center TA Satisfaction Assessment Form after the event (2–3 minutes).
- A link with instructions will be provided at the end of the session.
- CE certificates will be sent within 5 weeks of the event from the Health Center BH/SUD TA Team via Smartsheet <user@app.smartsheet.com>.



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# Your CoP Facilitator

**Amber Murray, BSN, MA, PMP**

Program Director & Senior Technical  
Expert Lead

JBS International, Inc.



# Session Objectives



## Participants of today's session will be able to:

- Understand how health center financial/revenue cycle and quality/evaluation systems support integrated care sustainability and improved outcomes.
- Discuss strategies to enhance financial/revenue cycle systems of integrated care.
- Discuss strategies to enhance quality/evaluation systems of integrated care.
- Use the Plan-Do-Study-Act (PDSA) worksheet to assess strengths and opportunities of clinical systems in your setting.

# Today's Agenda



Check-in & Attendance



Financial/Revenue Cycle & Quality/Evaluation  
Systems of Integrated Care



Reflection, Assessment, & PDSA Planning



Session Wrap-Up, Questions

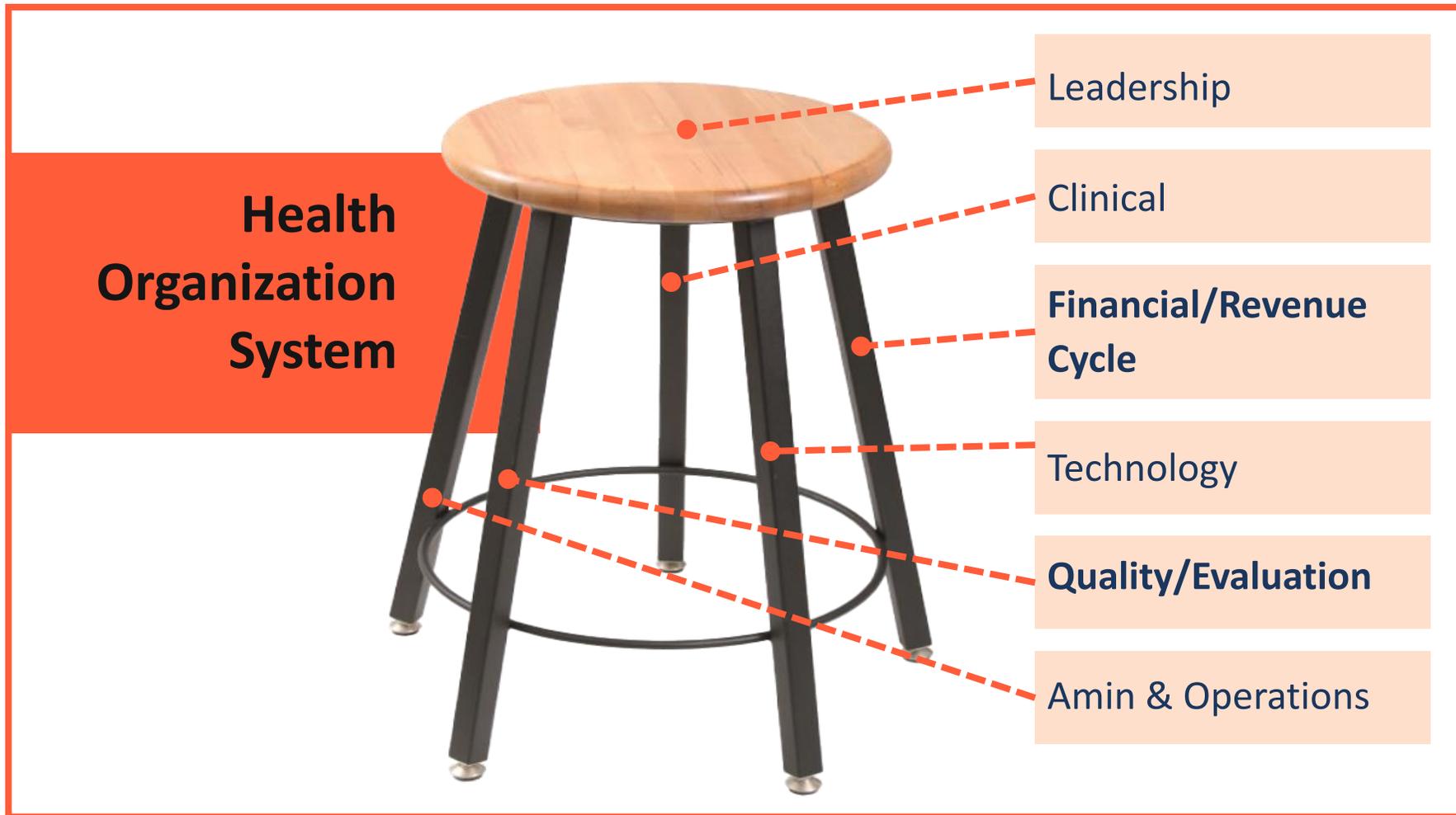


Office Hours and Interactive Discussion

# Health Center Systems of Integrated Care



# This Week We Focus on Financial/Revenue Cycle and Quality/Evaluation Systems



*“Every system is perfectly designed to get the results it gets.”*

- W. Edward Deming

# Integrated Financial/Revenue Cycle Systems

# Strategies that Support Integrated Financial/Revenue Cycle Systems



Train your clinical and clinical support staff in accurate documentation that optimizes reimbursement.



Review and renegotiate code bundles and reimbursement rates with payors.



Train your coders and billers to be aware of and leverage all possible integrated and related care codes to optimize reimbursement.



Diversify funding streams and look for low/no-cost resources and supports.



Establish an interdepartmental team to review and revise your revenue cycle from an integrated care lens.



Champion enhanced reimbursement opportunities for integrated care with your state's primary care association (PCA) and state Medicaid office.

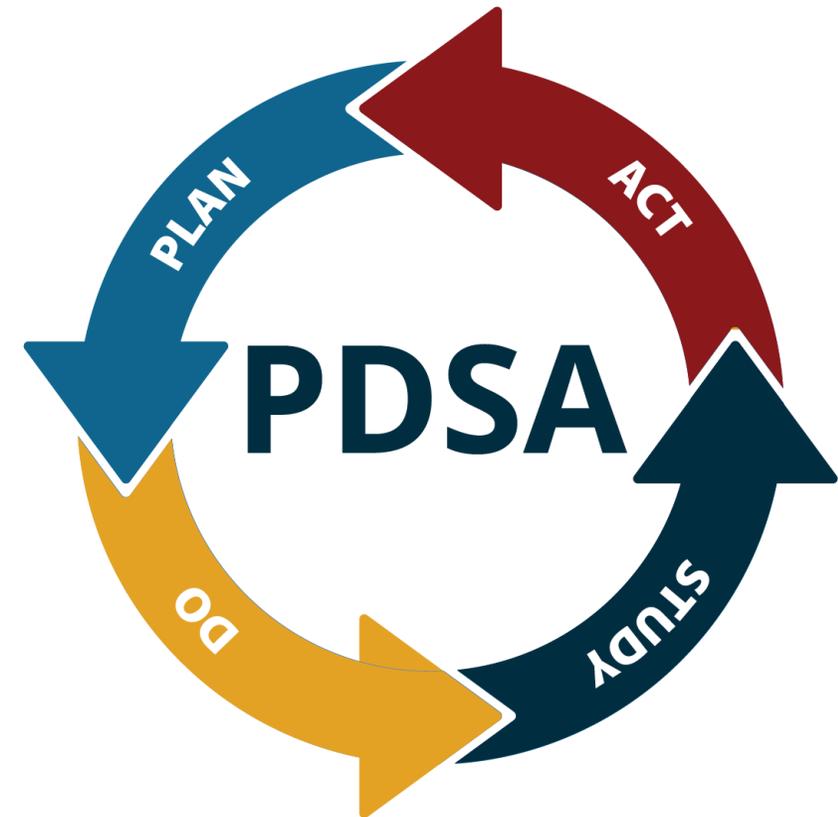
# Strategies that Support Integrated Financial/Revenue Cycle Systems Discussion

- How does your health center support integrated care at the financial/revenue cycle systems level?



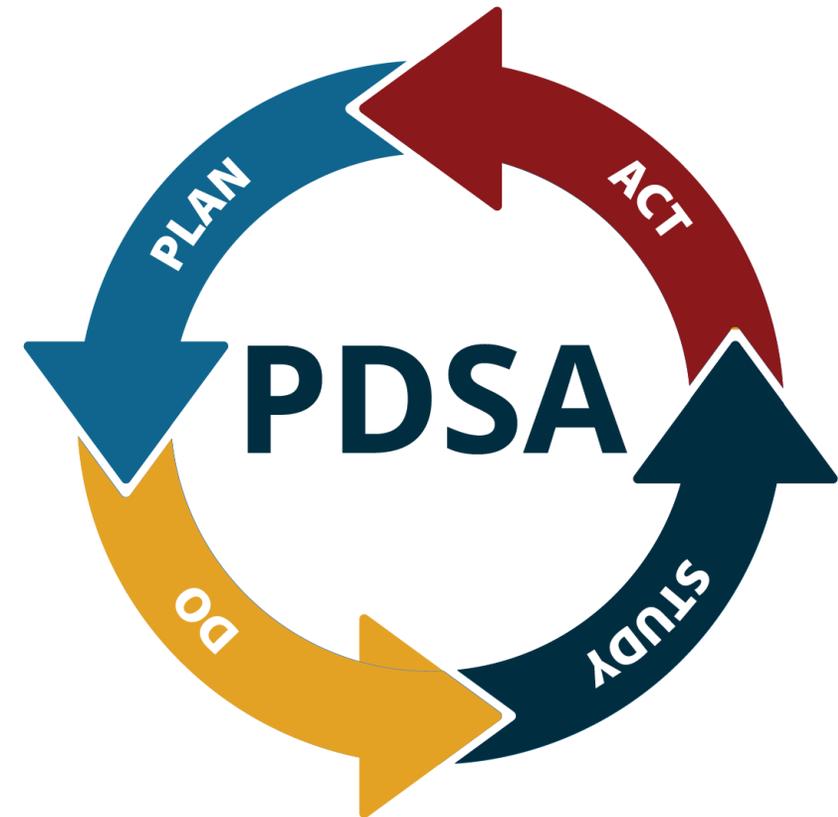
# Reflection & Assessment: Integrated Financial/ Revenue Cycle Systems (1)

- How aware are clinical staff of how their documentation directly impacts capacity for optimizing reimbursement for integrated clinical services at your health center?
- How aware of integrated and related care billing codes are coding and billing staff to enable them to optimize reimbursement for integrated clinical services at your health center?



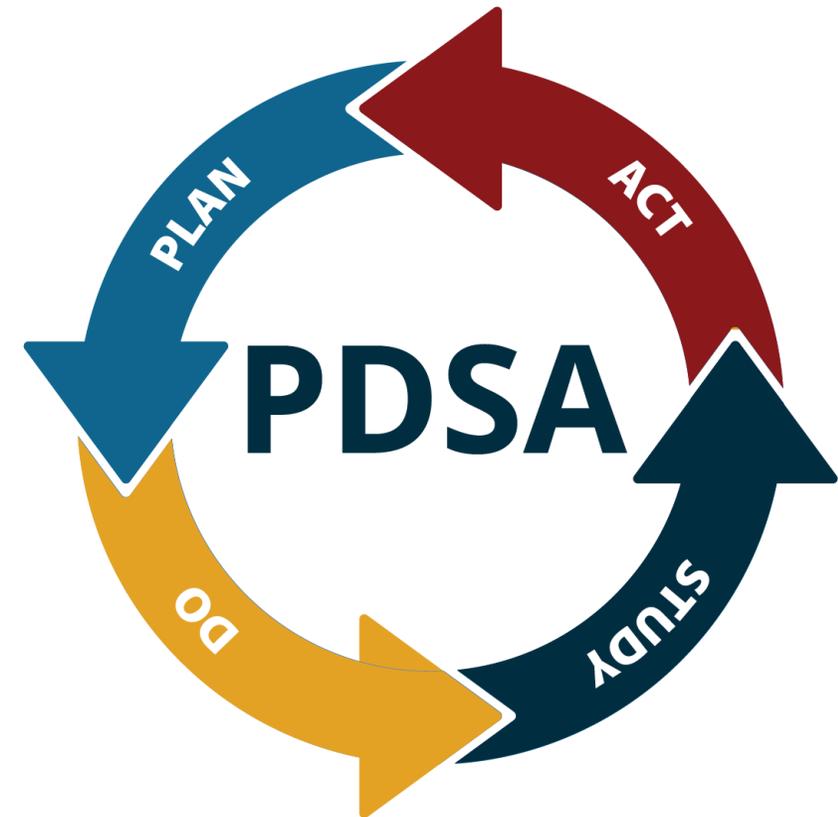
# Reflection & Assessment: Integrated Financial/ Revenue Cycle Systems (2)

- How does your health center connect with your state's PCA, state Medicaid Office, or other payors to negotiate reimbursement structures for integrated or collaborative care services?
- How does your health center diversify funding streams to enable or enhance integrated care service delivery?
  - How does this approach impact workforce, workflows, and your overall integrated care system?



# Reflection & Assessment: Integrated Financial/Revenue Cycle Systems (3)

- What strategies could your health center use to enhance integrated financial/revenue cycle systems?
- Which one or two strategies would you prioritize? Why?
  - What are one or two things you can do to support advancement in those areas?



# Integrated Quality/Evaluation Systems

# Strategies to Support Integrated Quality/Evaluation Systems

**Quality/evaluation systems enable your health center to create your ideal care model, demonstrate value, and enhance funding.**

Train your clinical and clinical support staff to engage in quality improvement and evaluation efforts.

Train your quality staff to understand the foundations and value of integrated care.

Establish an interdepartmental team of clinical, quality, and information technology (IT) staff to create efficient and impactful data collection, process improvement, and reports.

Collaboratively identify process and outcome measures to track care delivery, value, revenue generation, and health outcomes.

Use data and reports to create engagement, support, and buy-in for integrated care. Use results to celebrate wins and refine processes.

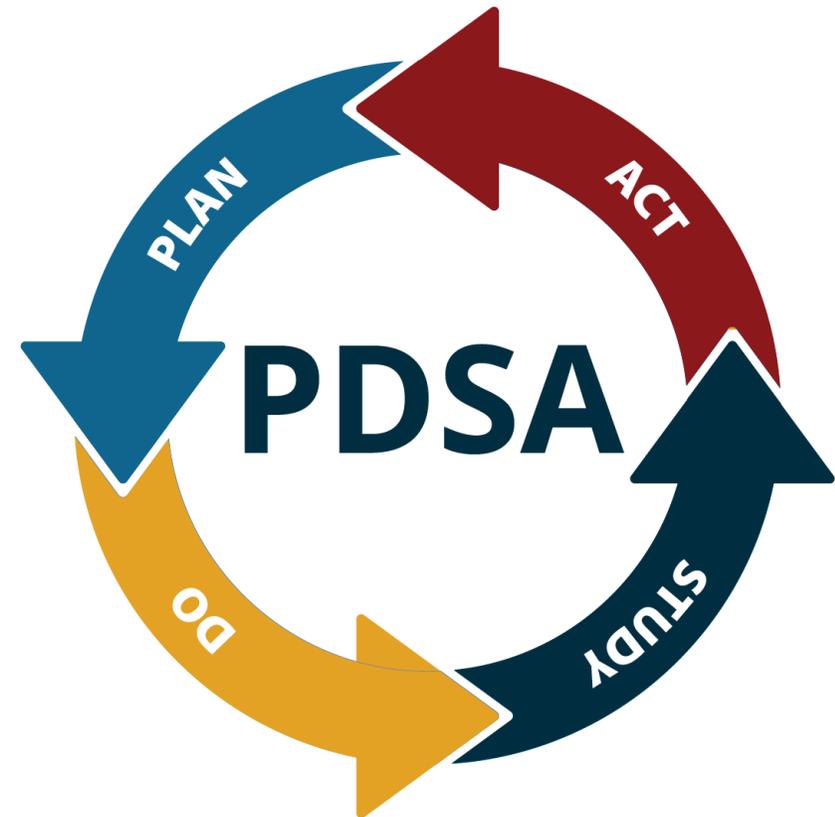
# Strategies to Support Integrated Quality/Evaluation Systems Discussion

- How does your health center support integrated care at the quality/evaluation systems level?



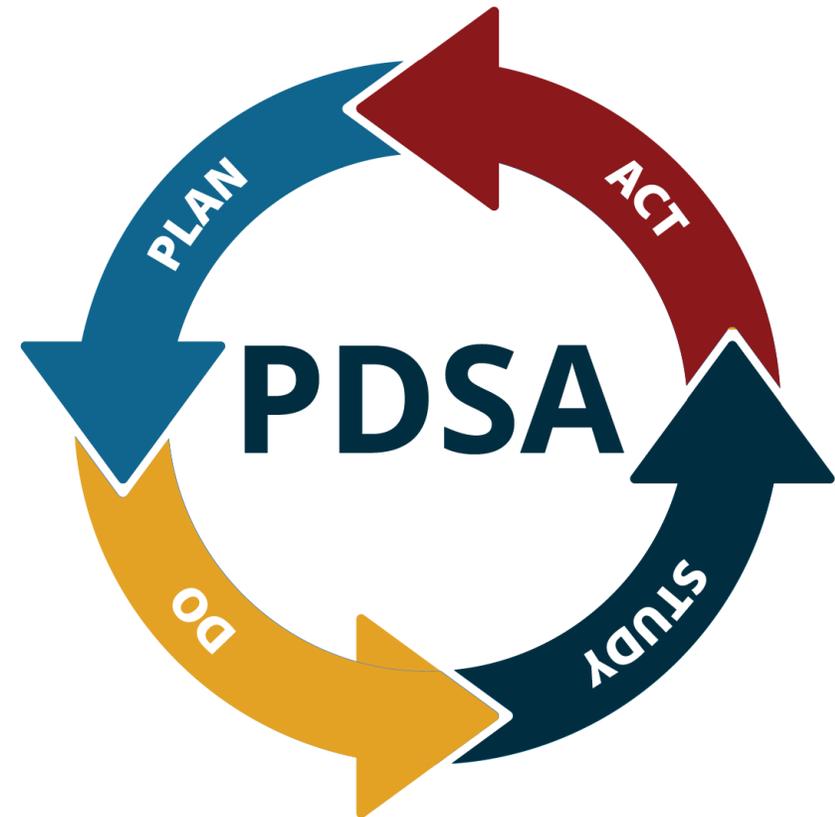
# Reflection & Assessment: Integrated Quality/ Evaluation Systems (1)

- How engaged are your clinical and support staff in quality/evaluation efforts at your health center?
- How familiar is your quality staff with integrated care and its potential value to your health center?



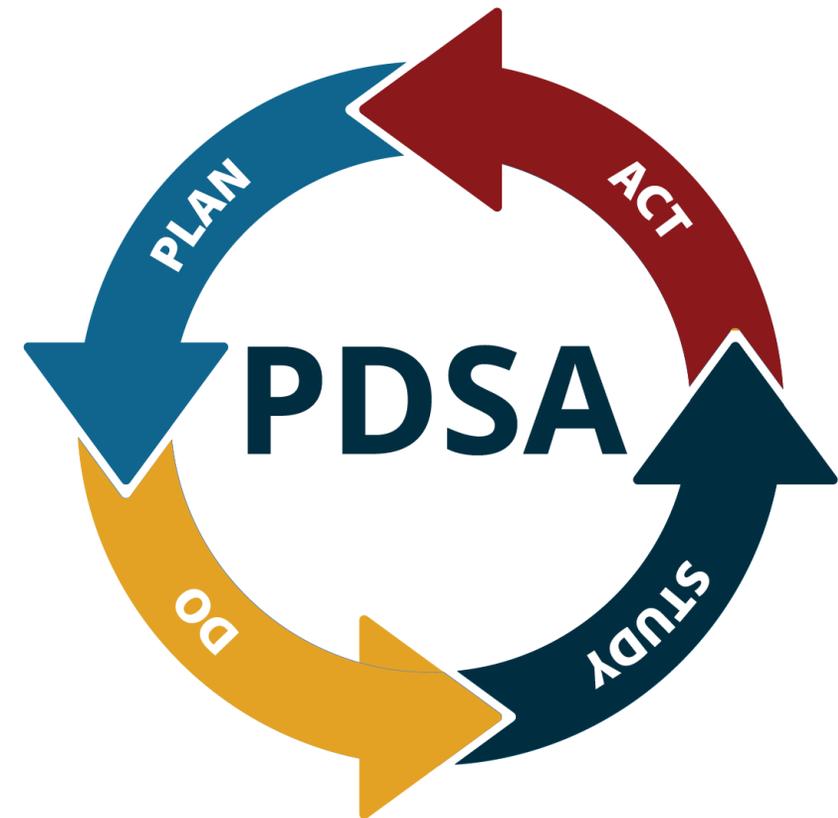
# Reflection & Assessment: Integrated Quality/ Evaluation Systems (2)

- How do clinical, quality, and IT staff collaborate to create effective documentation and quality/evaluation processes?



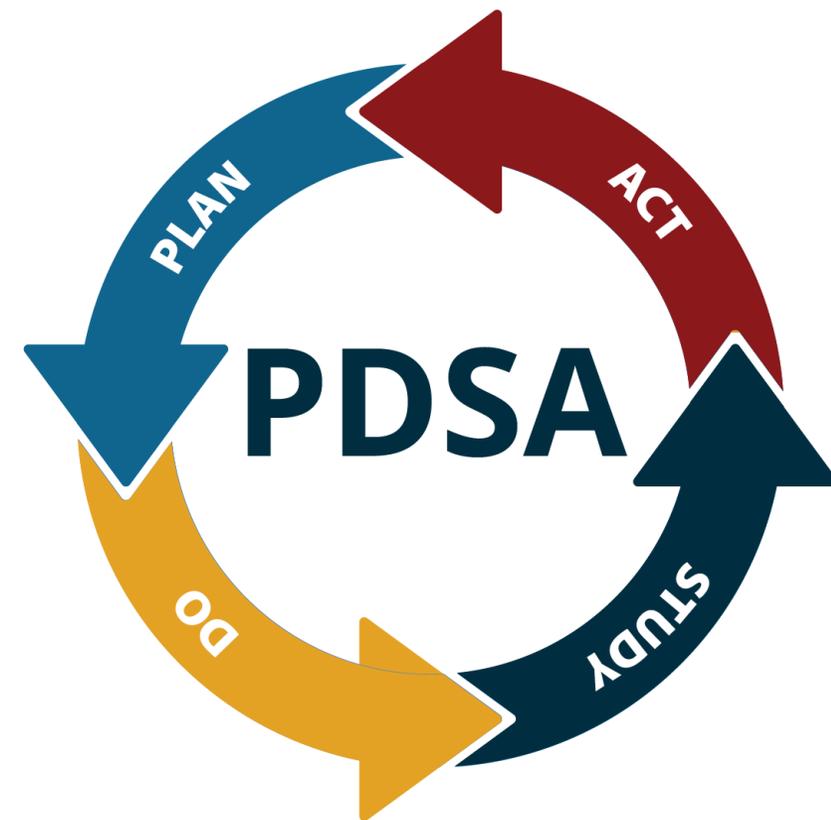
# Reflection & Assessment: Integrated Quality/ Evaluation Systems (3)

- What data metrics do you currently collect related to behavioral health and/or integrated care?
  - How are these data utilized?
- What process improvement systems are in place at your health center?
  - How could they be applied to supporting integrated care systems?



# Reflection & Assessment: Integrated Quality/ Evaluation Systems (4)

- What strategies could your health center use to enhance integrated quality/evaluation systems?
- Which one or two strategies would you prioritize? Why?
  - What are one or two things you can do to support advancement in those areas?



# Continuing Education (CE) Opportunity

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# Resources/References

- Agency for Healthcare Research and Quality. (2020, July). *Implementing the plan for integrating behavioral health in your ambulatory care setting*. AHRQ Integration Academy. <https://integrationacademy.ahrq.gov/products/playbooks/behavioral-health-and-primary-care/implementing-plan>
- Agency for Healthcare Research and Quality. (2020, July). *Secure financial support for behavioral health services*. AHRQ Integration Academy. <https://integrationacademy.ahrq.gov/products/playbooks/behavioral-health-and-primary-care/implementing-plan/secure-financial-support-behavioral-health-services>
- Agency for Healthcare Research and Quality. (n.d.). *Other useful references for financing integrated ambulatory care*. AHRQ Academy. [https://integrationacademy.ahrq.gov/sites/default/files/2021-10/Useful\\_Refs\\_For\\_Fin\\_Integra\\_010516\\_1.pdf](https://integrationacademy.ahrq.gov/sites/default/files/2021-10/Useful_Refs_For_Fin_Integra_010516_1.pdf)
- Agency for Healthcare Research and Quality. (2020, July). *Collect and use data for quality improvement*. AHRQ Academy. <https://integrationacademy.ahrq.gov/products/playbooks/behavioral-health-and-primary-care/implementing-plan/collect-and-use-data-quality-improvement>

# Health Center Satisfaction Assessment

We'd love your feedback on today's session!

Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.

**Thank you for your time!**



<https://www.surveymonkey.com/r/CoP1Session7>

# Accessing Training and TA Opportunities



## EMAIL US

[bphc-ta@bizzellus.com](mailto:bphc-ta@bizzellus.com)



## VISIT THE TA PORTAL

[bphc-ta.bizzellus.com](http://bphc-ta.bizzellus.com)



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Scan the QR code to subscribe and watch for updates in the Hub in Focus regarding additional TA opportunities



# Thank you!

See you on

Wednesday, October 22, 2025

2:00 p.m. to 3:00 p.m. ET



**Office Hours**  
**Wednesday, October 8, 2025**  
**3:00 to 3:30 p.m. ET**