

Behavioral Health Strategies in Primary Care

Tuesday, October 28, 2025

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

Session Eight

Community of Practice
(CoP) Summary, Plan-Do-
Study-Act (PDSA) Planning,
& Next Steps for
Implementing Behavioral
Health Strategies in
Primary Care

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.
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Your CoP Facilitator

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Technical Expert Lead
JBS International, Inc. (JBS)



Session Objectives

Participants of today's session will be able to:

- Review core strategies and skills commonly used by behavioral health providers in primary care.
- Share how these tools have been, or may be, applied in your setting.
- Understand the PDSA process and share with colleagues to implement health behavior tools, skills, and strategies with patients at your health center.
- Discuss identified actions and next steps for implementing core strategies and skills to enhance behavioral health support for patients at your health center.



Today's Agenda



Check-in & Attendance



Review of Core Skills and Strategies Deployed by Behavioral Health Providers to Support Health Behavior Change in Primary Care



CoP Participant Share-Out: Which skills and/or strategies have you implemented in your health center? Which were most helpful?



CoP Participant Share-Out: What are your next steps in expanding use of these skills and strategies with your patients?



Office Hours and Interactive Discussion

Behavioral Health Strategies in Primary Care: Assessing and Screening

Commonly Treated Medical Conditions in Health Centers

- Diabetes
- Cardiovascular Disease
- Chronic Pain
- Weight: Under/Overweight
- Childhood Health Concerns
- Others (e.g., dental concerns, nutritional concerns)



Addressing Behavioral Health in Primary Care

Perform Screenings

- Universal Screening
- Secondary Screening

Stratify Risk

- Low/No Risk
- Moderate Risk
- High Risk

Apply Intervention(s)

- Psychoeducation/
Motivational Interventions
- Brief Intervention/Brief Treatment
- Medical & Specialty Services
- Appropriate Level of Care

Monitor Results

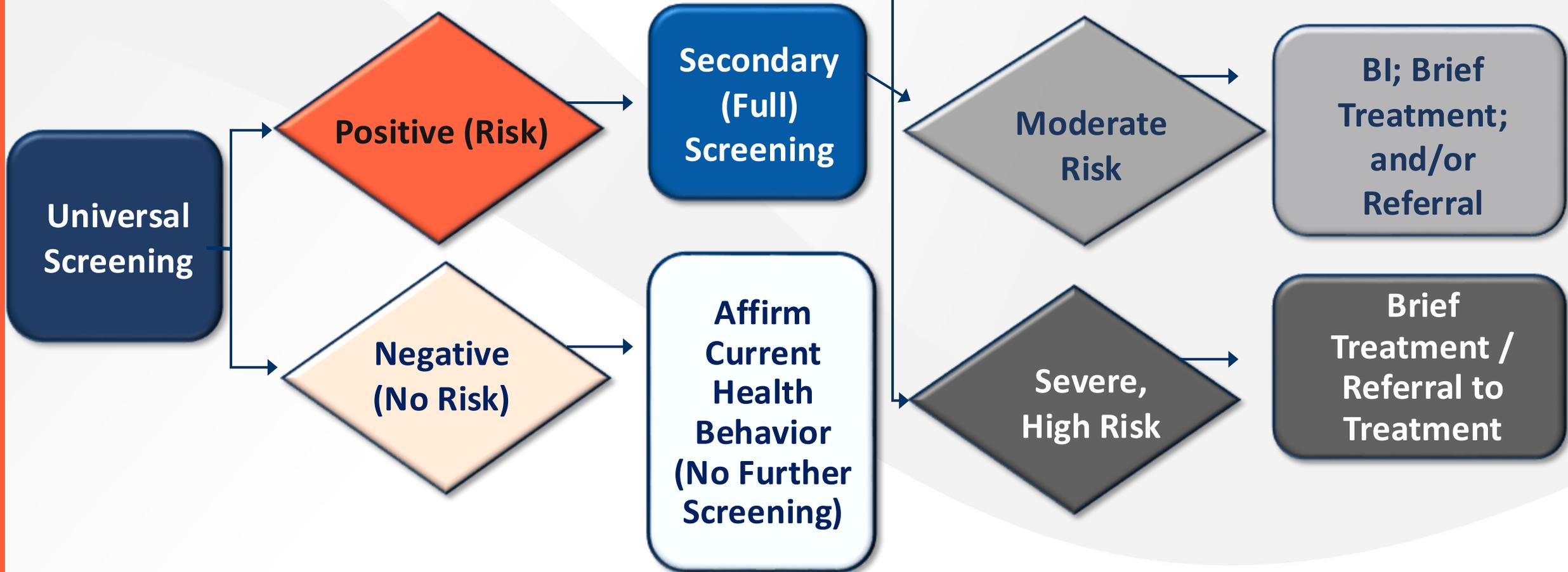
- Authorization for Clinical
Collaboration/Releases of Information
- Progress Reports
- Treatment Progress

Continue Follow-up

- Community Supports
- Medical & Specialty Referrals
- Wellness Programs
- Higher Levels of Care

Behavioral Health Strategies in Primary Care: Team-Based Care

A Screening and Response Pathway

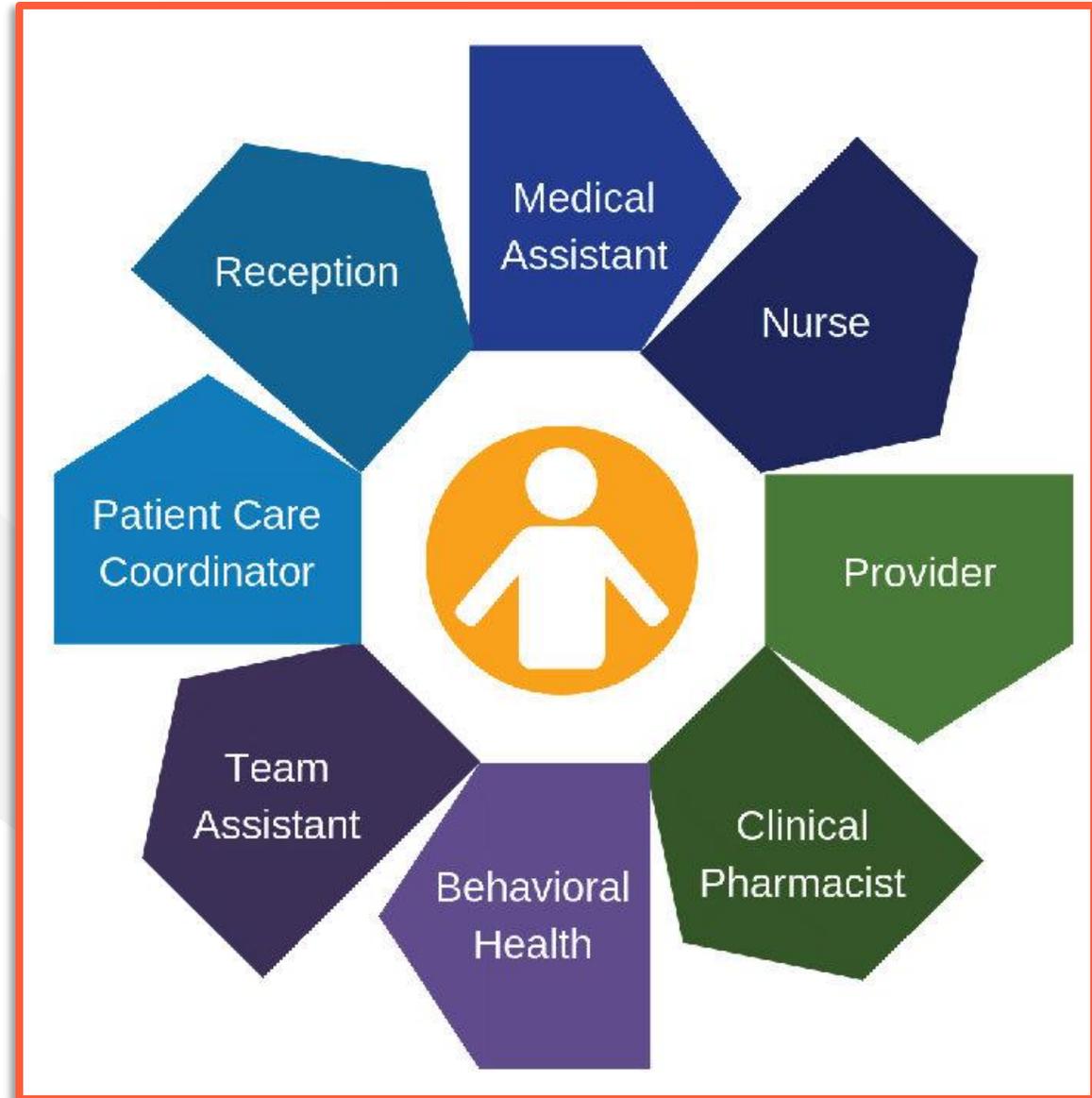


Integrated Care is Team-based... *AND* the Patient is a Team Member

- On Integrated Care (IC) teams:
- **Contribution:** ALL clinicians and support staff have a valued voice to inform patient care.
- **Collaboration:** Team members are flexible and **focus on function**, not title.
- **Ownership:** Providers are leaders of the Care Team; however, **patients do not “belong” to a provider**, as patient care is shared across the Care Team.
- **Value:** Your patient becomes your most utilized resource.



Example of an Integrated Care Team



Function: Shared Roles on an Integrated Care Team

Everyone is responsible for:

- Management of patient complexity—care coordination and collaboration
- Use of evidence-based practice guidelines (e.g., Motivational Interviewing [MI])
- Health behavior change
- Self-management
- Goal setting
- Education
- Management of comorbid conditions
- Program evaluation & quality improvement (QI)



Behavioral Health Strategies in Primary Care: Use of Structured and Semi-Structured Interventions

Benefits of Behavioral Health Interventions in Primary Care

Shared characteristics of evidence-based interventions.



Interventions Follow a Law of Thirds

First Third Engagement

- Build rapport (or check in since last meeting)
- Review progress
- Review between-session practice

Second Third Intervention

- Provide rationale for intervention
- Deliver intervention
- Reflect and generalize

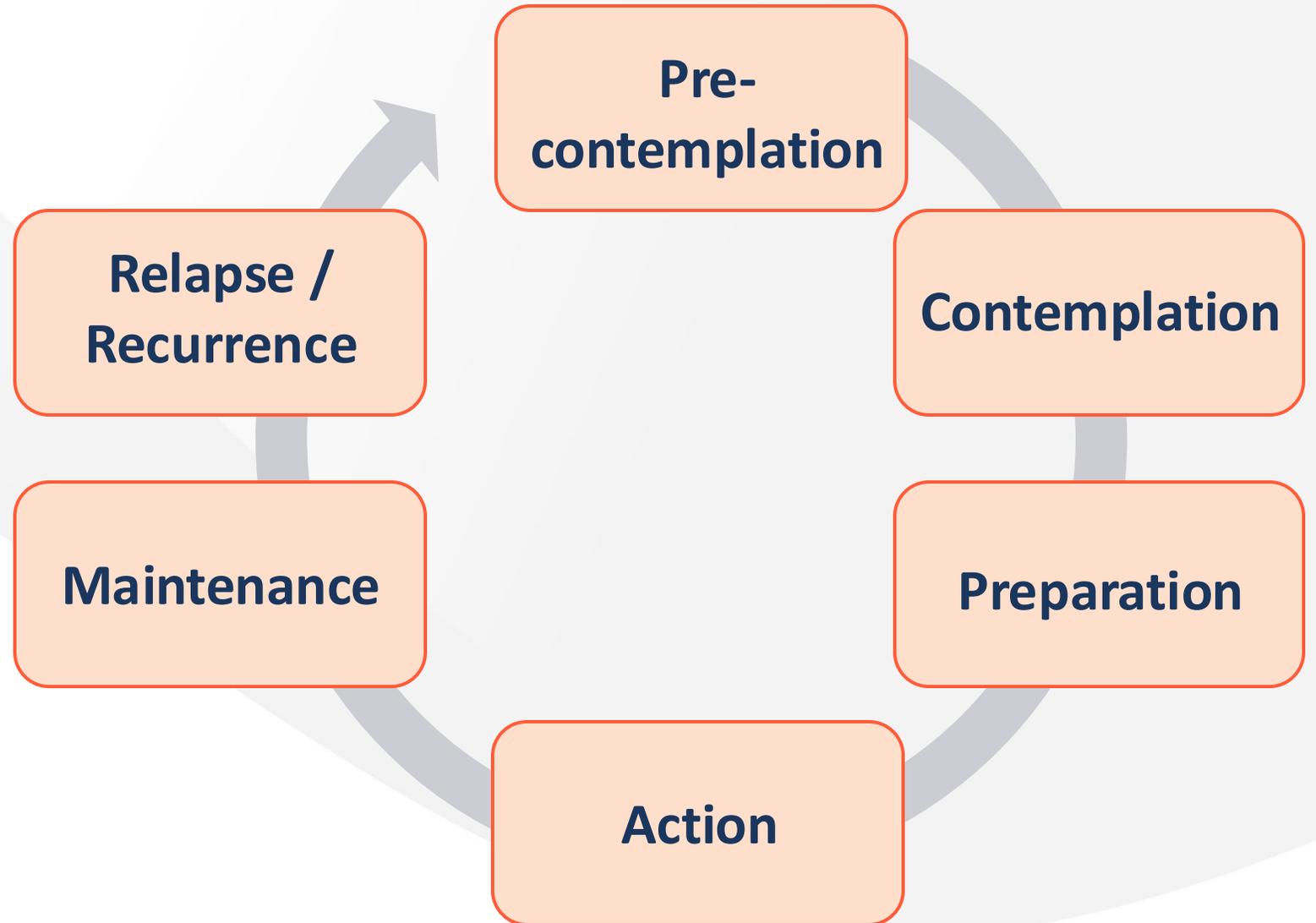
Third Third Transfer of Learning

- Summarize
- Negotiate between-session practice plan
- Negotiate commitment

Behavioral Health Strategies in Primary Care: Stages of Behavior Change

Stages of Behavior Change

A Model of Behavior Change



Behavioral Health Strategies
in Primary Care: Core
Evidence-Based Brief
Intervention Strategies
Part 1

Structured Intervention: Motivational Interviewing (MI)

- Remain curious
- Reserve judgment
- Offer education as feedback
- Ask questions with an intention to understand, not to make decisions or assessments
- Use Motivational Interviewing (MI) as a conversational platform and incorporate MI Spirit throughout the conversation.



What Is Mindfulness?



- Mindfulness is a concept wherein a person focuses on observing what is happening in the present moment. It is a way of noticing that removes expectation, judgement, and preconceived notions. Mindfulness allows persons to live fully in the present moment.
- The concept of mindfulness is simple; yet becoming a mindful person takes commitment and practice.

Behavioral Health Strategies
in Primary Care: Core
Evidence-Based Brief
Intervention Strategies
Part 2

What Is Problem-Solving?

Problem-solving is a goal-oriented brief therapy framework that helps patients to identify, understand, and evaluate problems.

Problem-solving:

- Teaches patients to identify elements of challenging situations and to understand how their feelings impact the situation.
- Involves brainstorming options for responding to situations, often in ways new to the patient.
- Builds patient confidence as they learn new skills.
- Equips patients with a knowledge base from which to draw for future challenges.



What Is Behavioral Activation?



A structured, therapeutic intervention that supports skill building, active learning, and patient empowerment.

- Focuses on reducing escape and avoidance behaviors, self-defeating thoughts, and mood-dependent behavior.
- Relies on action planning outside of the clinical session to:
 - Change self-limiting, negative thoughts and behaviors
 - Connect with sources of reward in their lives
 - Solve life problems
 - Increase self-efficacy

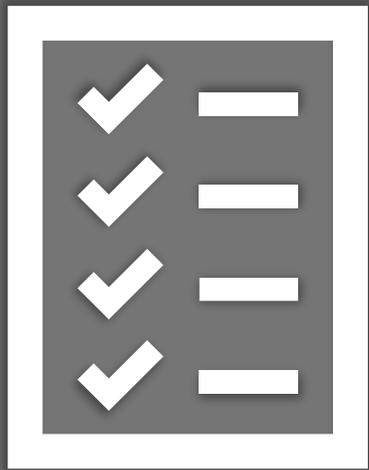
Outcomes of Problem-Solving and Behavioral Activation

- Increased **personal responsibility** for health and recovery.
- Increased **patient role** in managing health outcomes.
- Increased **follow-through** with treatment.
- **Sustained behavior change** and maintenance.



Behavioral Health Strategies in Primary Care: Assessing Patient Needs and Developing a Plan to Support New Skills in Practice

Patient-Directed Care Planning



A patient-directed care plan includes patients' health priorities, health center priorities, incremental strategies, and available resources.

- Enhancing patient engagement in care plan development and implementation
- Planning for contextualized care
- Aligning care with patient health priorities
- Negotiating relevant goals

Creating Goals for the Care Plan

SMART Goals: Be specific regarding strategies and tasks that will be used to reach one's goals.

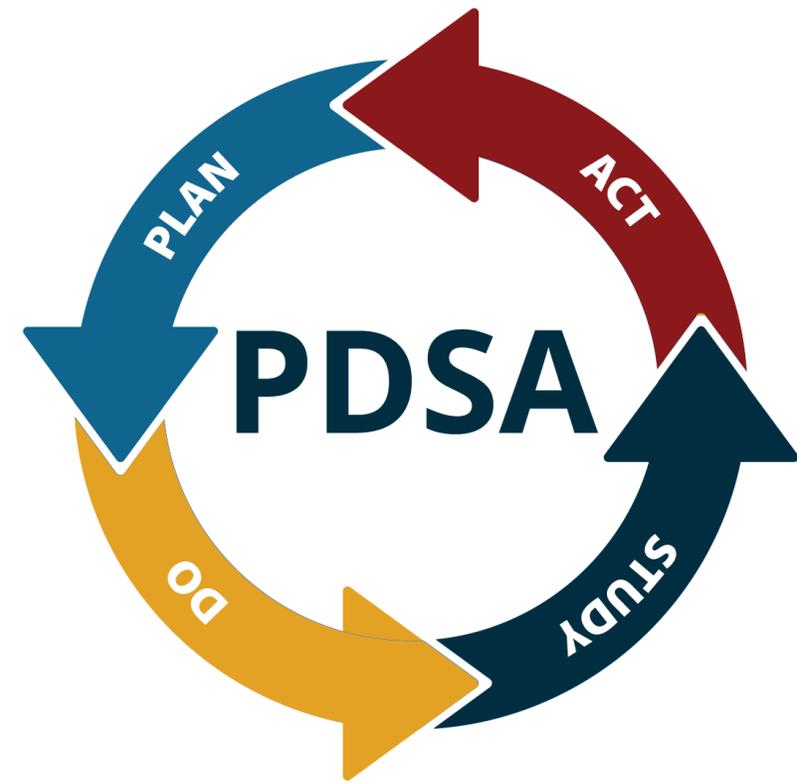
	Specific
	Measurable
	Achievable
	Realistic
	Time-Limited

Strategies for Care Plan Follow-up

- Identify the patient's preferred modality for follow-up (e.g., secure messaging, phone call).
- Confirm the frequency of follow-up with patient and/or referral provider(s).
- Ensure care team access to the care plan in the electronic medical record (EMR).
- Notify care team of care plan effective date and expectations for follow-up (which care team members can/will be involved, frequency, documentation of outcome, and notification of the care team that a follow-up has been completed and can be accessed in the electronic medical record [EMR]).
- Establish a lead point of contact for care plan adjustments/alternate planning based on the patient's experiences with barriers and progress with milestones.

CoP Participant Share-Out (1)

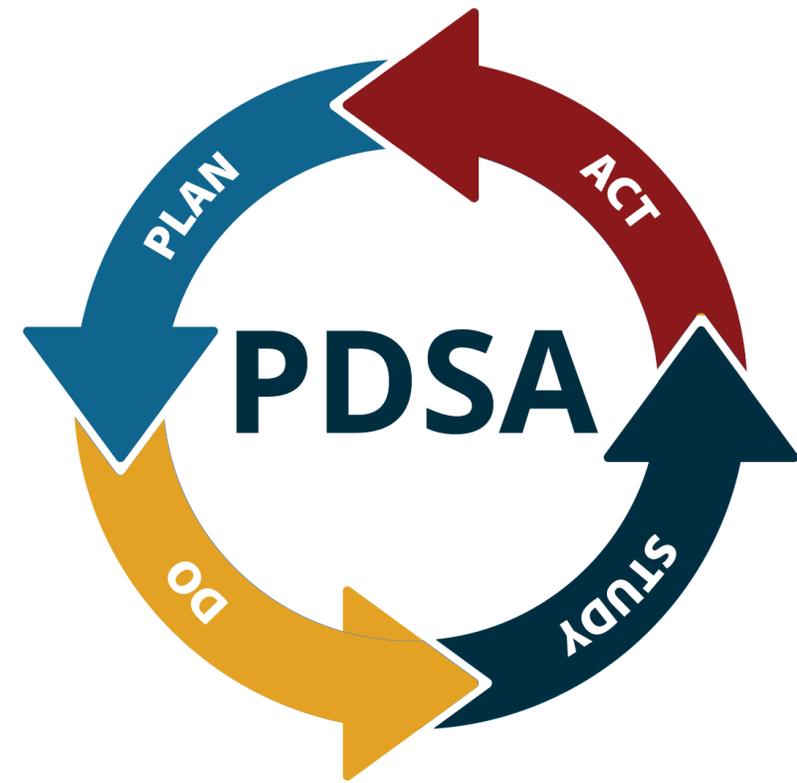
- Which CoP tools, resources, or information have you found the most helpful for developing interventions to support health behavior change?



CoP Participant Share-Out (2)

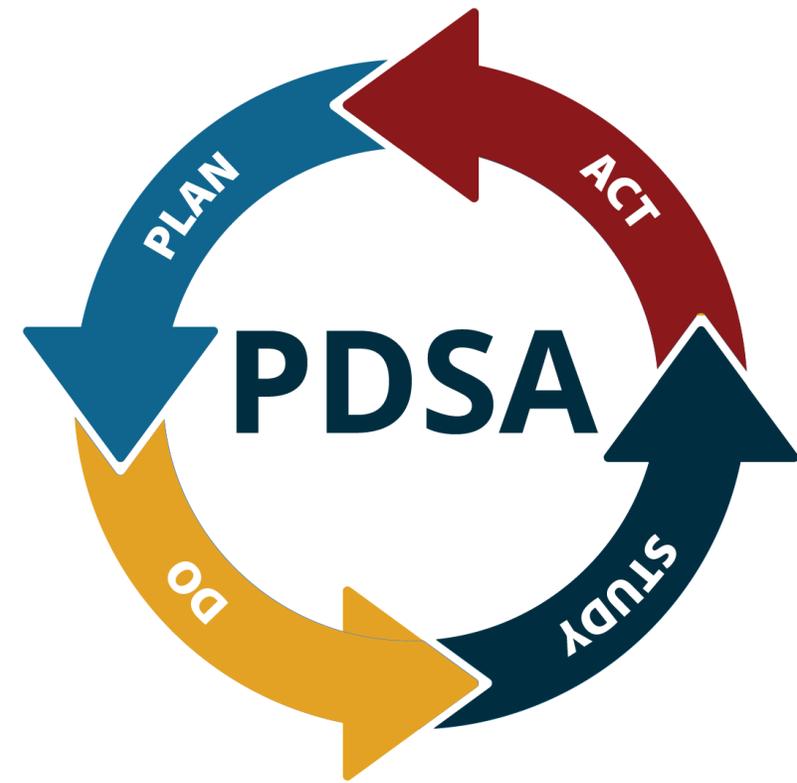
Which interventions, core skills, and/or strategies have you implemented in your setting?

- What has been the result so far?



CoP Participant Share-Out (3)

- Which interventions, skills, and strategies do you plan to incorporate at your health center?
- What additional information, resources, or support might help with incorporating core skills and strategies in your care planning and service delivery?



Q&A



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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/CoP3Session8>

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Thank you!



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