



# Technical Assistance Opportunities to Support Integrated Primary and Behavioral Health Care

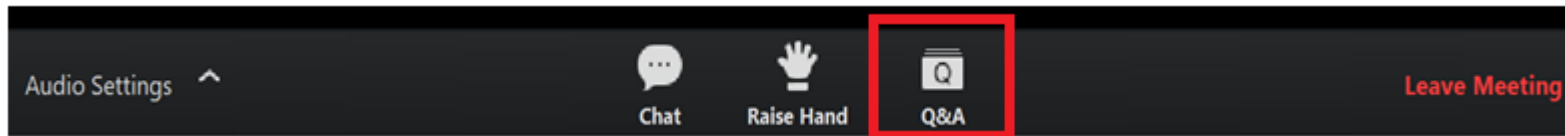
**November 14, 2024**  
**11 am – 12 pm ET**

**Vision: Healthy Communities, Healthy People**

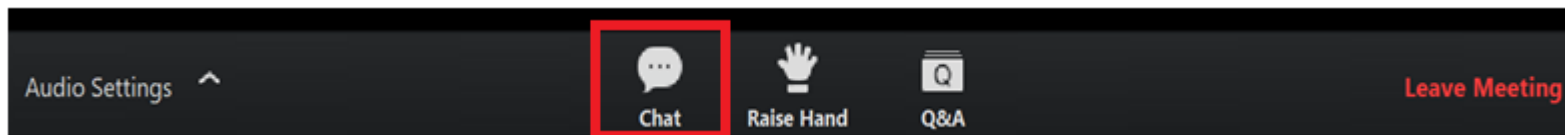


# Submitting Questions and Comments

- Submit questions by using the Q&A feature. To open your Q&A window, click the Q&A icon on the bottom center of your Zoom window.



- If you experience any technical issues during the information session, please message us through the chat feature or email [tyates@bizzellus.com](mailto:tyates@bizzellus.com).



# Today's Presenters

## Jessica Arter

Nurse Consultant, Quality Division,  
HRSA Office of Quality Improvement

## Jenny Twesten

Project Manager,  
Bizzell US

## William Scarbrough

Project Director,  
Bizzell US

## Amber Murray

Deputy Project Director,  
JBS International, Inc.



# Agenda



Introductory Remarks from HRSA



Brief Overview of the Value of Integrated Care



Overview of Your Integrated Care Training and Technical Assistance (TTA) Team and Support Opportunities



What to Expect from Engaging in TTA



Question and Answer Session

# Today's Presentation Objective

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Ensure HRSA-supported Health Centers and Primary Care Associations are aware of the free training and technical assistance (TTA) options available to support their integrated behavioral health and substance use disorder services.





# Introductory Remarks from HRSA

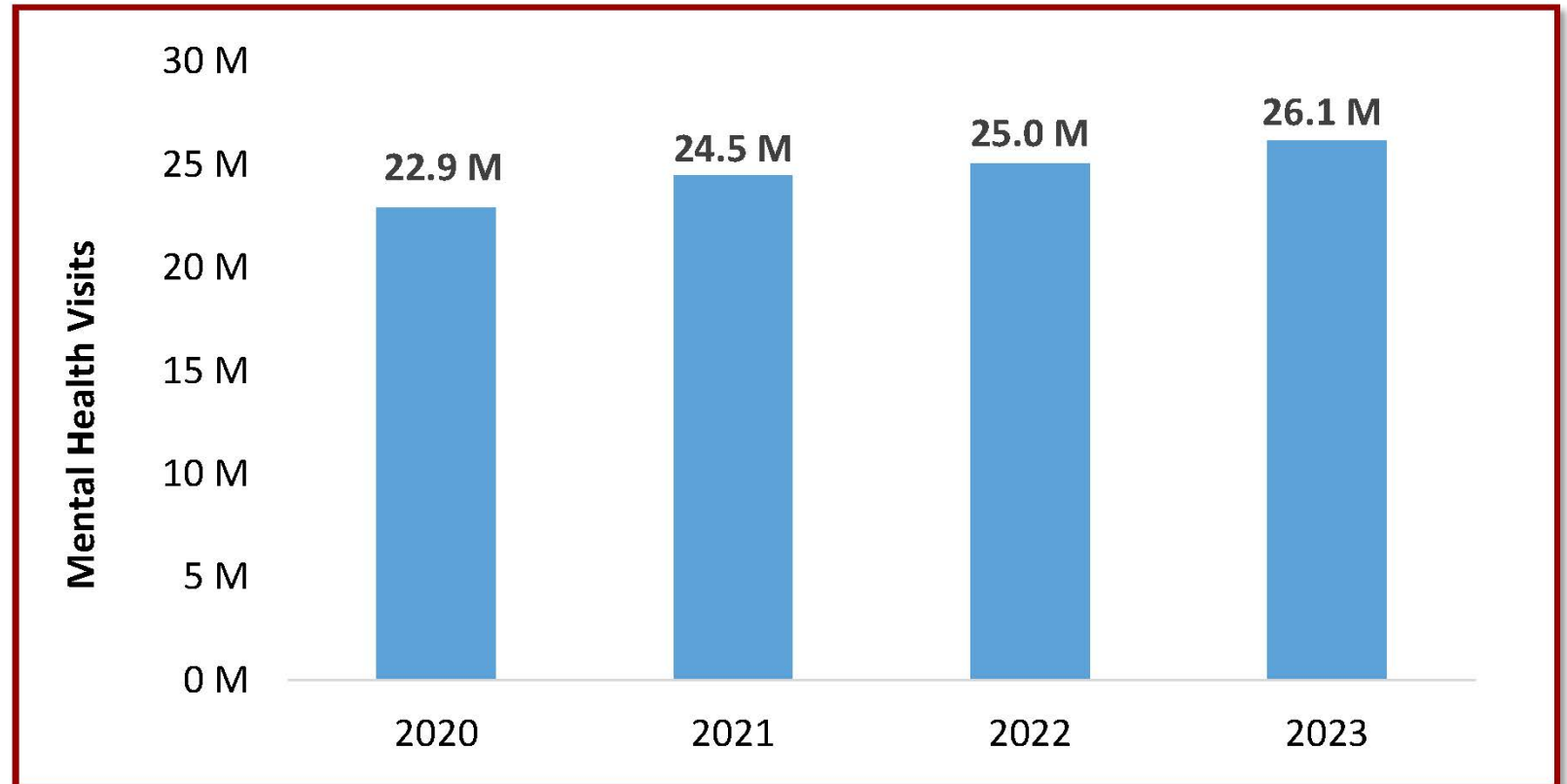
**Jessica Arter**



# Responding to Increasing Mental Health Needs

Health centers continued to meet the increased demand for mental health services since 2020.

- Served **2.8 million** patients seeking mental health services
- **72%** of patients 12 years and older received depression screening and follow-up plans as appropriate  
+ **7 percentage points** from 2020



Source: Uniform Data System, 2020-2023 – Table 5, Table 6B

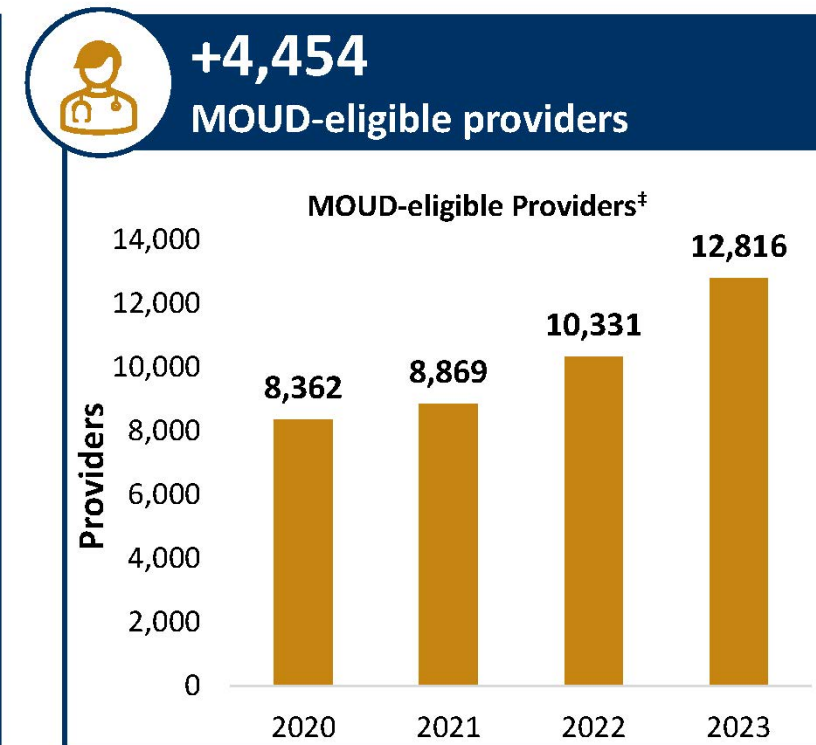
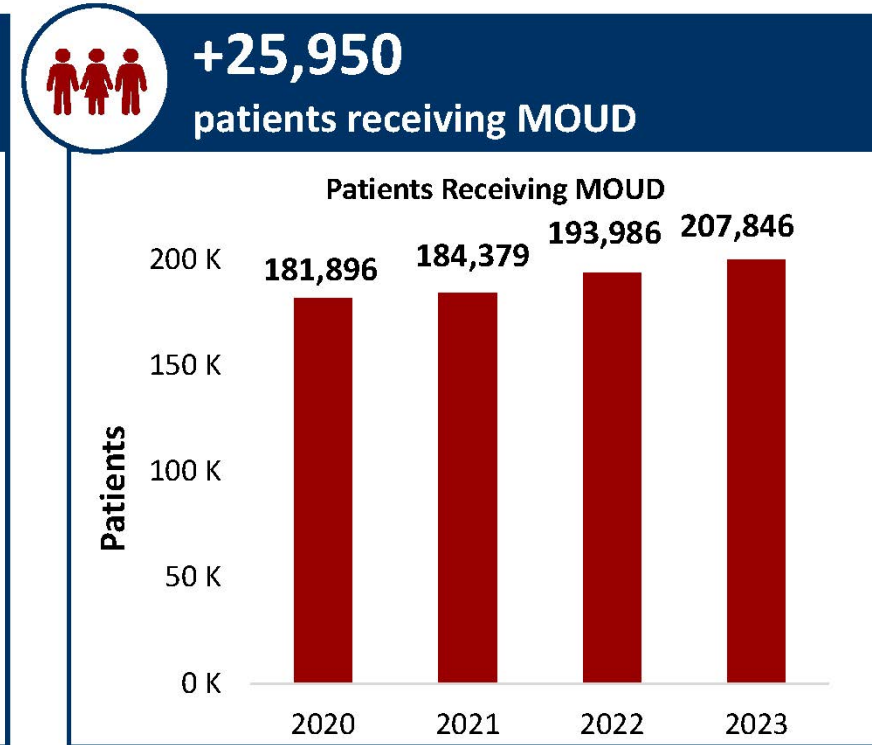
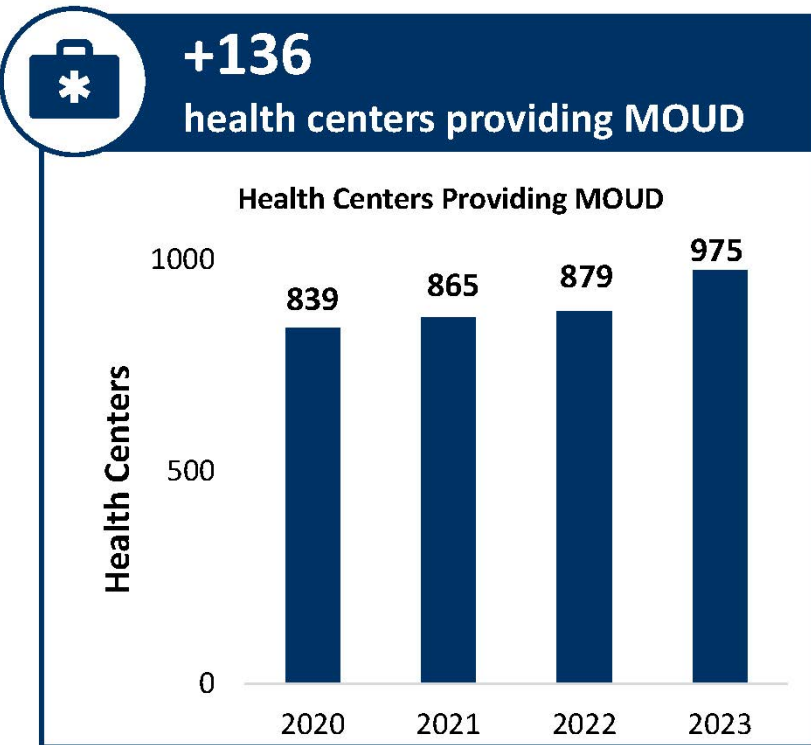
Note that the number of patients seeking mental health services is from the main Table 5 data, while the number of mental health visits is from the combined main and addendum Table 5 data.





# Addressing Substance Use Disorder Needs

Health centers continued to address the increased need for substance use disorder services nationwide by increasing access to Medication for Opioid Use Disorder (MOUD) services.



Source: Uniform Data System, 2020-2023 – Appendix E: Other Data Elements

Due to the retirement of Drug Addiction Treatment Act of 2000 (DATA) waiver, these measures changed from health centers with providers with a DATA181,896 waiver in 2022 to health centers with providers who treat opioid use disorder with medications specifically approved by the U.S. Food and Drug Administration (FDA) (e.g., buprenorphine) for that indication.





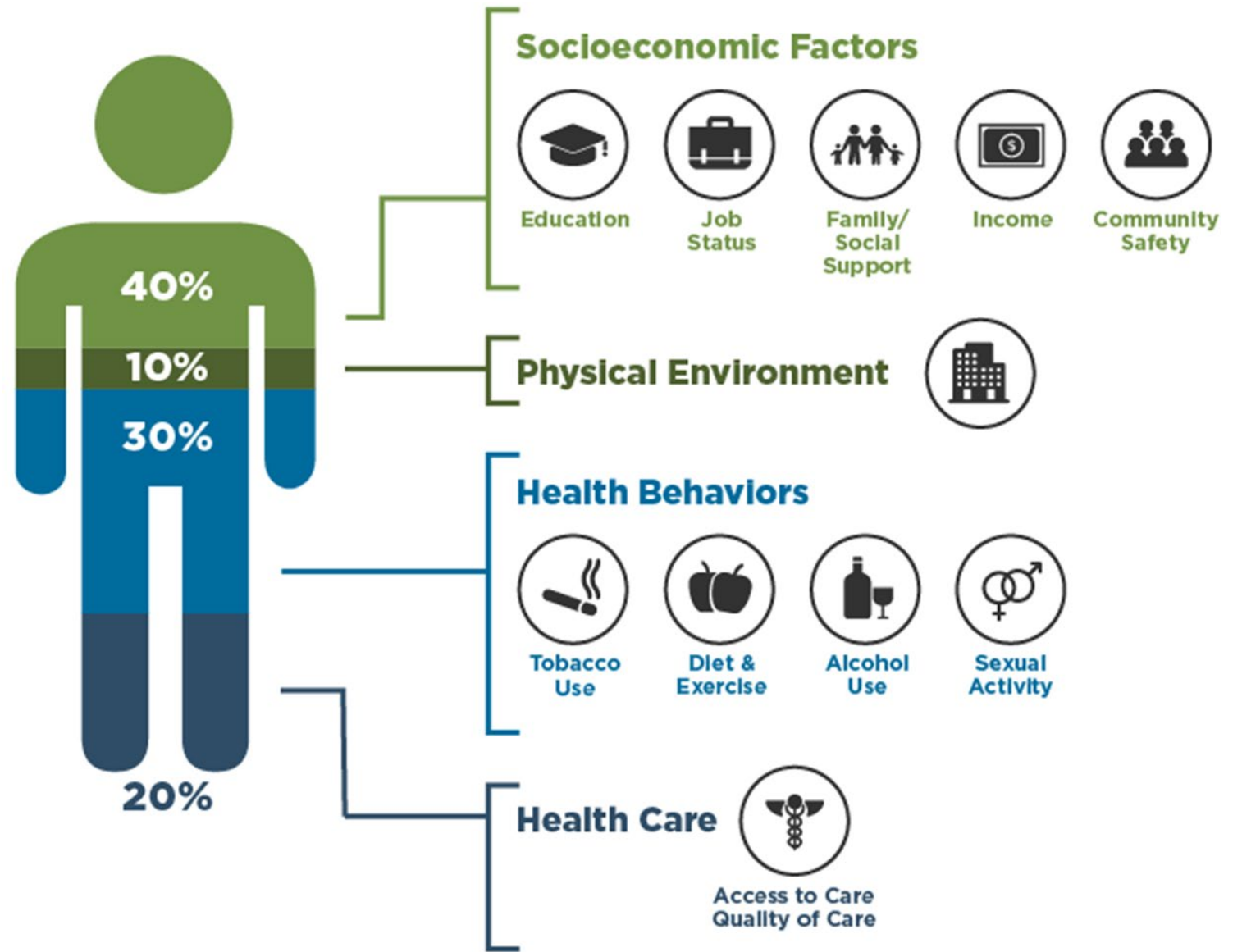


# Brief Overview of the Value of Integrated Care

**William Scarbrough**

# Factors Influencing Health Outcomes

Over 75% of all health outcomes are attributable to social, environmental and behavioral factors.



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014); Adapted from The Bridgespan Group





# Benefits of Integrated Care & Workforce Retention

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## Patient-level Benefits

- Increased **patient satisfaction**
- Enhanced **access to treatment services**
- Improved **quality of care**

## Provider-level Benefits

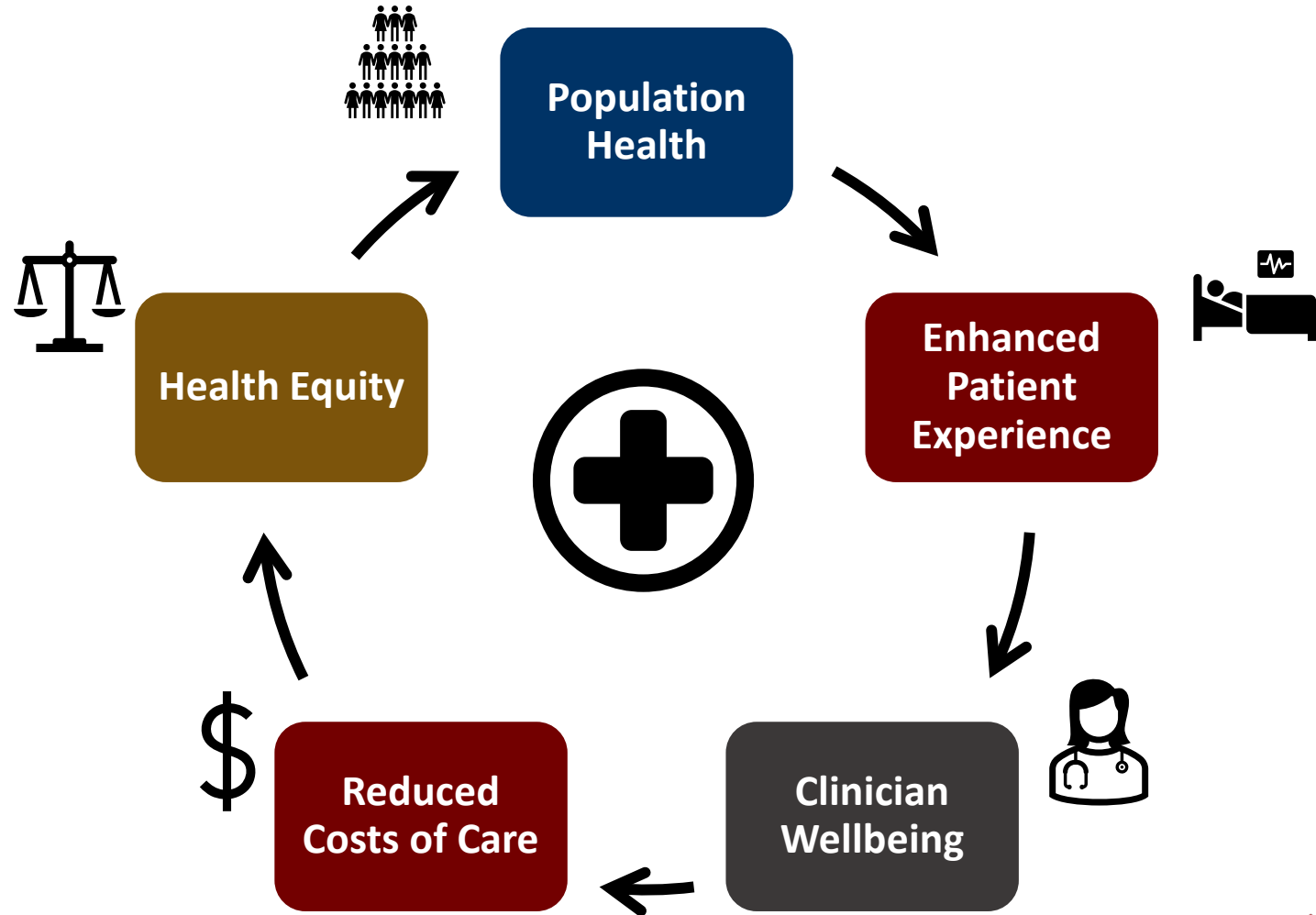
- Increased **employee satisfaction and retention**
- Builds a more **robust, resilient workforce**

## Health Systems-level Benefits

- Enhances preparation for a **value-based care model**
- May **reduce healthcare costs**

# Integrated Care and Health Care Improvement

Institute for  
Healthcare  
Improvement's  
Quintuple Aim of  
Health Care  
Improvement



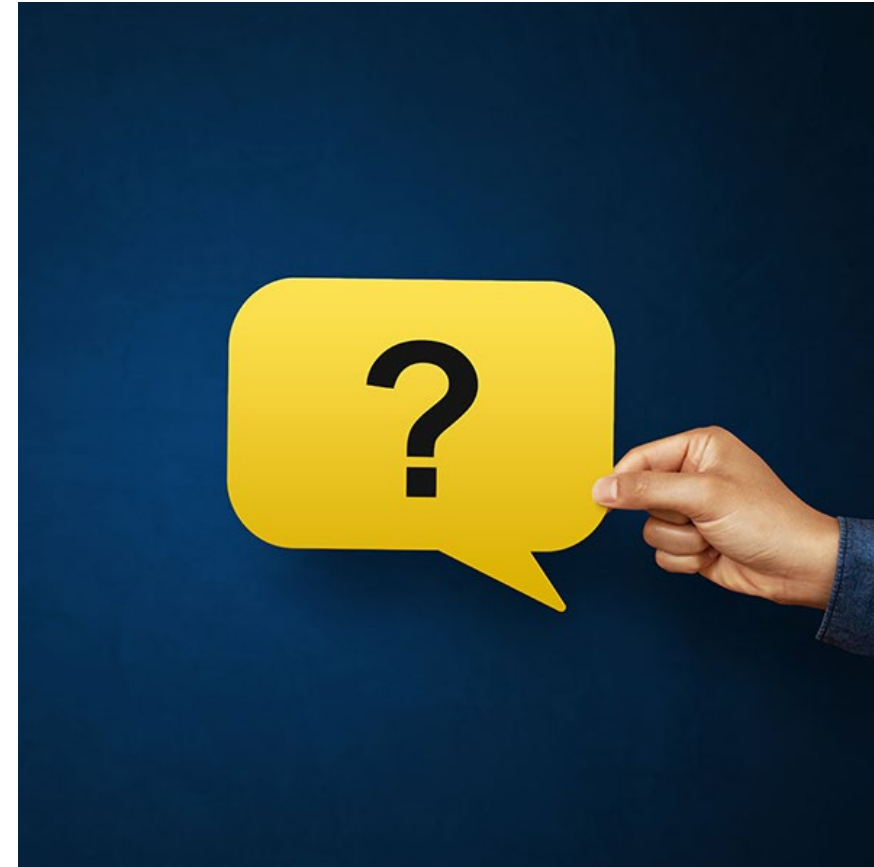
Source: Nundy S, et.al. The Quintuple Aim for Health Care Improvement: A New Imperative to Advance Health Equity. *JAMA*. 2022;327(6):521–522. doi:10.1001/jama.2021.2518



# Polling Question #1

On a scale from 1 – 5, how integrated are primary care and behavioral health services in your clinical setting?

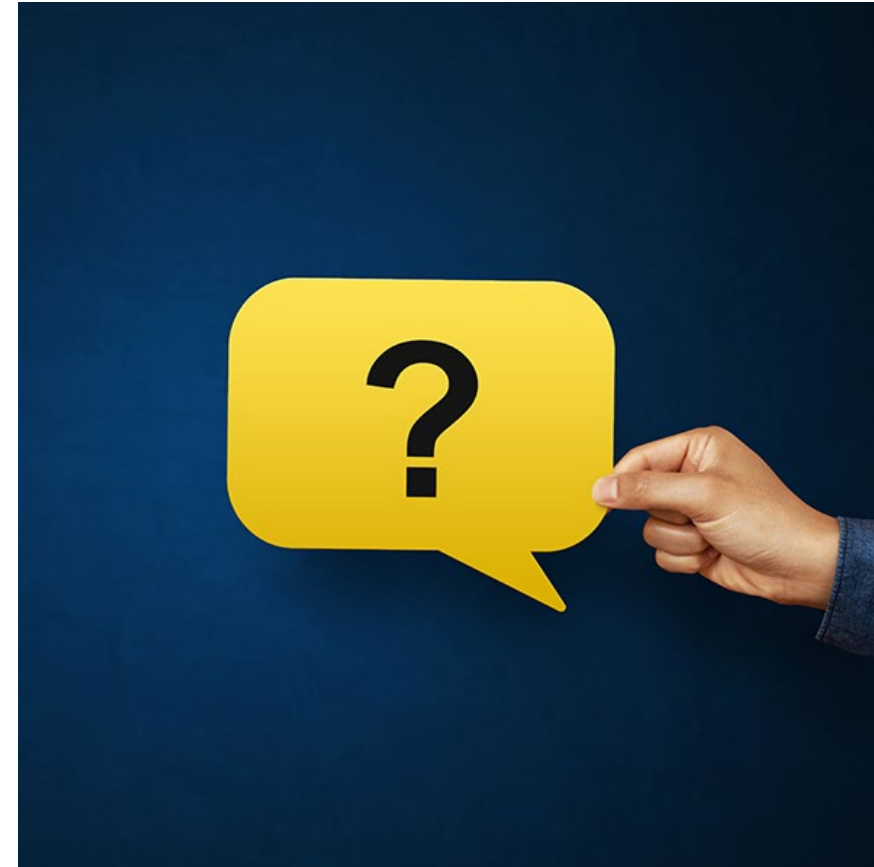
1. Not co-located or integrated
2. Co-located, but not integrated
3. Co-located and minimally integrated
4. Co-located and somewhat integrated
5. Co-located and fully integrated



# Polling Question #2

**What types of behavioral health services are most needed in your clinical setting? (select all that apply)**

- Substance use treatment (e.g., alcohol, cannabis, opioid, etc.)
- Mild-moderate mental health (e.g., anxiety, depression, etc.)
- Moderate – severe mental health (e.g., major depressive disorder, bipolar disorder, suicide risk, etc.)
- Behavioral interventions for chronic, comorbid conditions (e.g., diabetes, hypertension, etc.)
- Pain management
- Trauma-informed services &/or crisis intervention services
- Other...please type into the chat



# Integrated Care Needs Discussion

Please answer the following question in the chat:

**Currently, what are your most significant challenges and barriers in implementing or enhancing behavioral health service integration into your care setting?**







# Brief Overview of Your Integrated Care Training and TTA Team and Support Opportunities

**Jenny Twesten**





# TTA Objectives



Offer **TTA strategies** supporting integration of behavioral health within primary care settings in health centers nationally



Support health centers in **enhancing capacity** to provide effective, efficient integrated primary care and behavioral health services to patients



Provide holistic, integrated care to patients in your communities that support **improved health outcomes**



# About Your Technical Assistance (TA) Providers – Bizzell US

- Established in 2010, Bizzell US is data-driven, research-informed, and provides innovative solutions to health-related agencies such as the Health Resources and Services Administration (HRSA) and Substance Abuse and Mental Health Services Administration (SAMHSA)
- Strong focus on behavioral health since inception, delivering best practices and managing research-informed initiatives regarding mental health and substance use
- Delivers targeted TA, intensive TA, individual TA, and TA site visits to federal agencies and their grantees, community organizations, groups, and individuals





# About Your TA Providers – JBS International, Inc



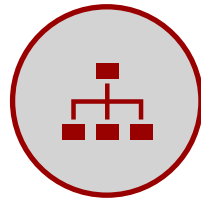
- Founded in 1985 and is a subsidiary of Blue Cross Blue Shield of South Carolina.
- Supports rural and urban health care and behavioral health care systems through: capacity building, research and evaluation, and training and technical assistance services.
- Staff and TTA partners have experience working in and with community health centers in every state and several U.S. territories to support behavioral health integration in primary care settings.
- Providing integrated care TTA services under this and similar HRSA contracts since 2019.



# Our Approach to TTA



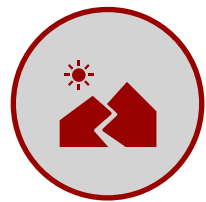
Collaborative



Systematic



Targeted



Adaptive



Customized



Results and  
data-driven

# Our Integrated Care TA Work with Health Centers to Date



**1,980**

DIFFERENT HEALTH CENTERS  
ENGAGED



**1,128**

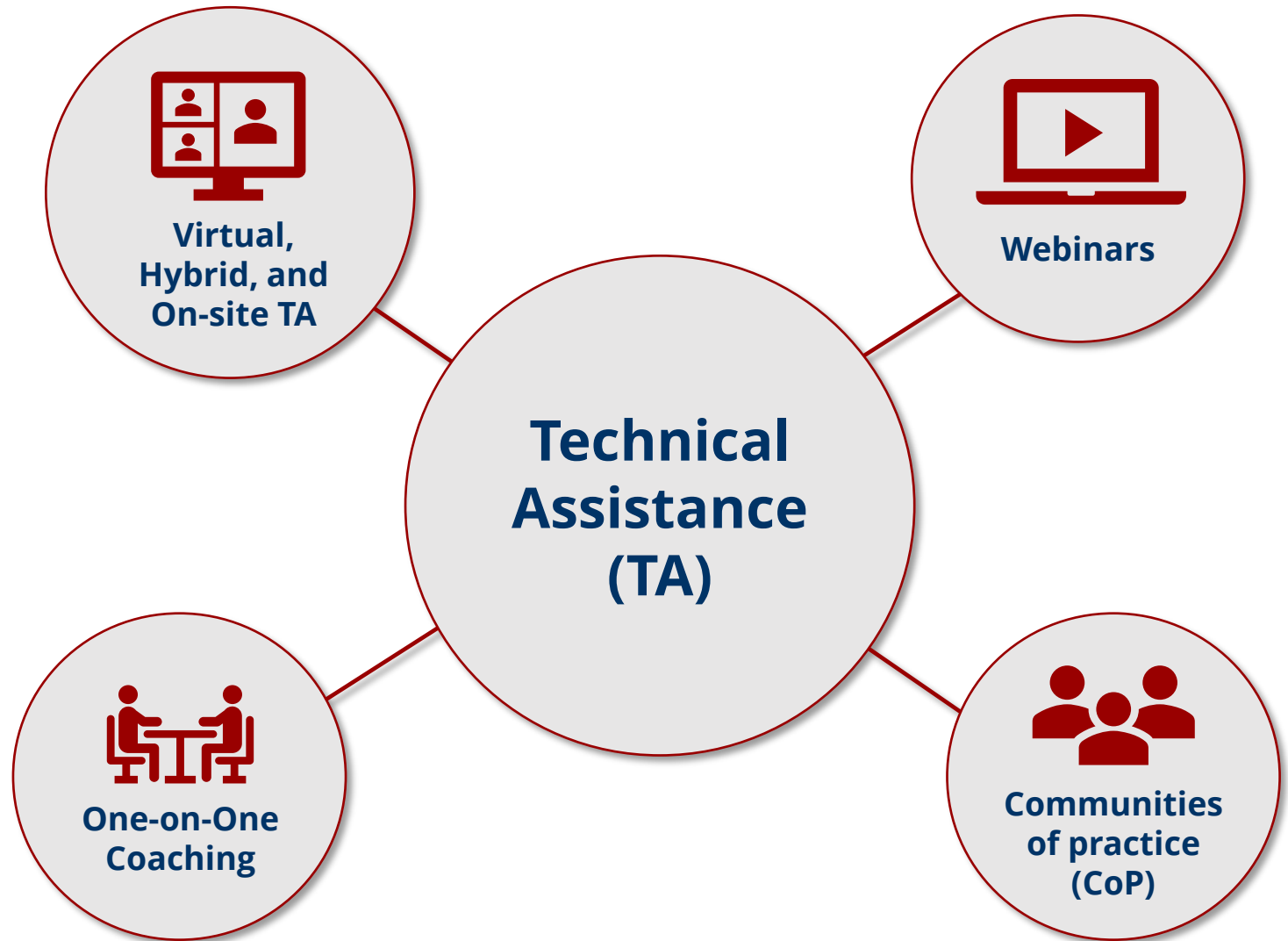
HOURS OF FORMAL TA IN A RANGE  
OF DIFFERENT MODALITIES  
PROVIDED



**50**

STATES, PUERTO RICO, AND DC  
SERVED

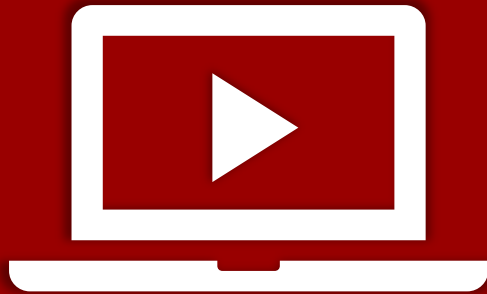
# Technical Assistance (TA) Modalities







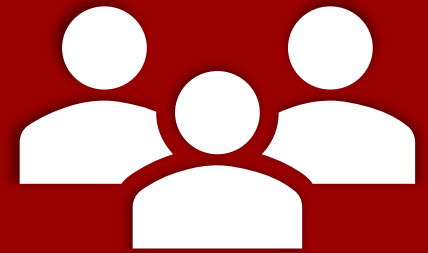
# Webinars



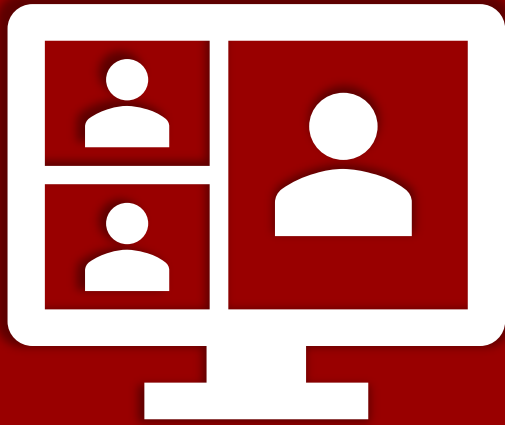
- Provide Health Centers with expert presentations on various integrated care topics with time for discussion
  - 60-minutes at least monthly beginning in January through August 2025
  - 30-minute introductory webinars for those newer to integrated care with an expert-led 60-minutes session follow-up webinar to go deeper
- CEs available

# Communities of Practice (CoP)

- Engage and collaborate with peers at other health centers on a specific topic area
- Opportunity to take steps toward quality improvement in a specific area by applying strategies learned from expert and peer presentations and facilitated discussion
- Optional office hours (30 minutes) following each session for added support
- Six CoPs –the first three will be starting up in January 2025
  - Eight 1-hour sessions will take place biweekly.
- CE credits available



# Virtual, Hybrid, or On-site Technical Assistance

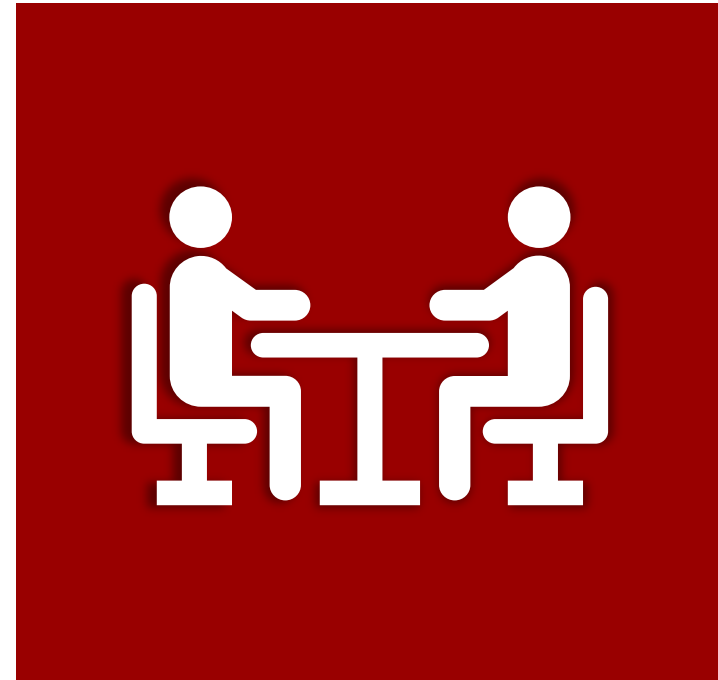


- Intensive, tailored consultation focused on addressing your health center's or primary care association's unique needs related to behavioral health/substance use disorder integration
- TA sessions are 6-8 hours
- TA topics are selected by the health center



# One-On-One Coaching

- Individualized coaching tailored to a specific area of behavioral health and substance use disorder integration
- Virtual 60–90-minute consultations





# What to Expect from Engaging in TTA

**Amber Murray**

# Objectives for this Section

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- Discuss possible TA topics and suitability for different TA modalities
- Gather your input and interests



# Our Goal = Your Success



- Collaborate to identify needs and opportunities for TA
- Provide TTA that has meaningful impact
- Provide TTA support along each step of your journey
- Share successes and lessons learned



# Sample Integrated Care TTA Topics: Systems-Level

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Where to start with implementation of an integrated care program

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Models of integrated care for different settings

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Building an effective integrated care culture and team

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Effective communication between medical and behavioral health staff

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Developing measures, monitoring quality, and process improvement strategies

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Documentation, coding, and billing for integrated care

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Integrated care workforce retention and resilience

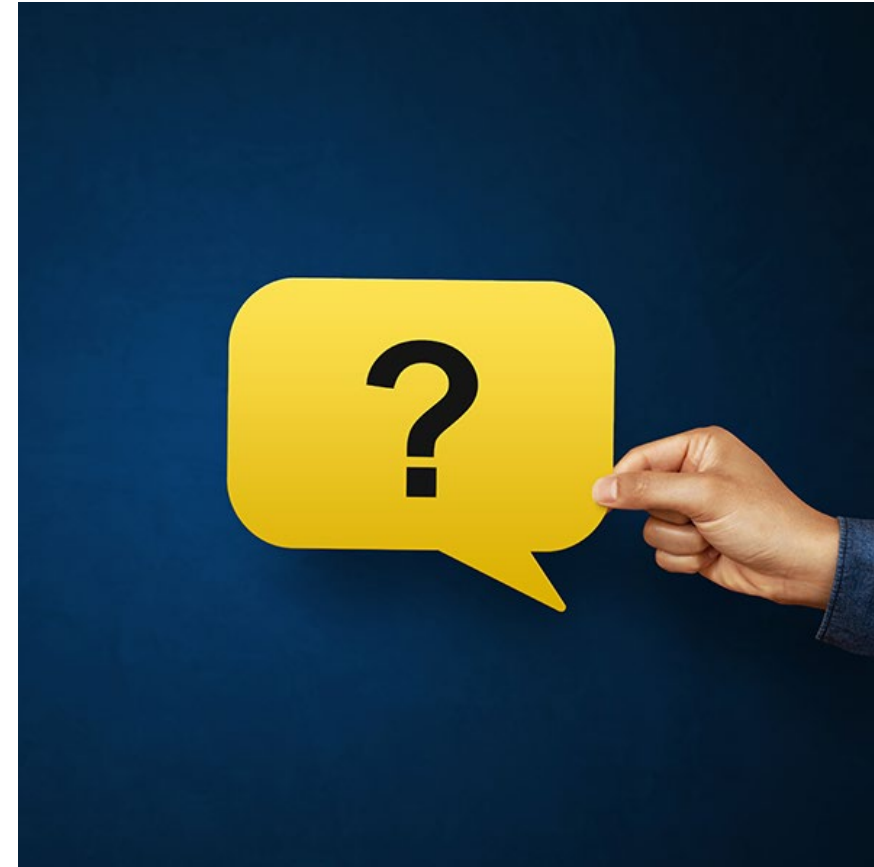
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# Polling Question #3

What type of systems-level integrated care TTA are you most interested in? (select all that apply)

- New integrated care program implementation support
- Selecting the ideal integrated care model for your setting
- Building an effective integrated care culture and team
- Communication between medical and behavioral health staff
- Developing measures, monitoring quality, and process improvement strategies for integrated care
- Documentation, coding, and billing for integrated care
- Workforce retention and resilience
- Other...**Tell us your systems-level TTA interest in the chat**



# Sample Integrated Care TTA Topics: Clinical-Level

Adapting behavioral health services to a primary care setting

Integrated care workflow mapping

Leveraging non-clinical roles for care support

Support with tele-behavioral health provision

Treatment for mental health conditions: depression, anxiety, trauma and PTSD, etc.

Treatment for substance use disorder: alcohol, cannabis, opioid, etc.

# Sample Integrated Care TTA Topics: Clinical-Level

Behavioral interventions for chronic conditions: pain, diabetes, hypertension, etc.

Screening for social drivers and behavioral health in primary care

Providing brief treatment and behavioral interventions in primary care

Understanding and providing appropriate referrals to other levels of care and support



# Polling Question #4

What type of clinical-level integrated care TTA are you most interested in?  
(select all that apply)

- Adapting behavioral health services to a primary care setting
- Integrated care workflow mapping
- Leveraging non-clinical roles for integrated care
- Support with tele-behavioral health provision
- Treatment for mental health conditions
- Treatment for substance use disorder
- Behavioral interventions for chronic conditions
- Screening for social drivers and behavioral health
- Brief treatment and behavioral interventions in primary care
- Behavioral referrals to other levels of care and support
- Other, **Tell us your clinical-level TTA interest in the chat**



# Sample Integrated Care TTA Topics: Population-Level

Addressing behavioral health in the context of health equity among:

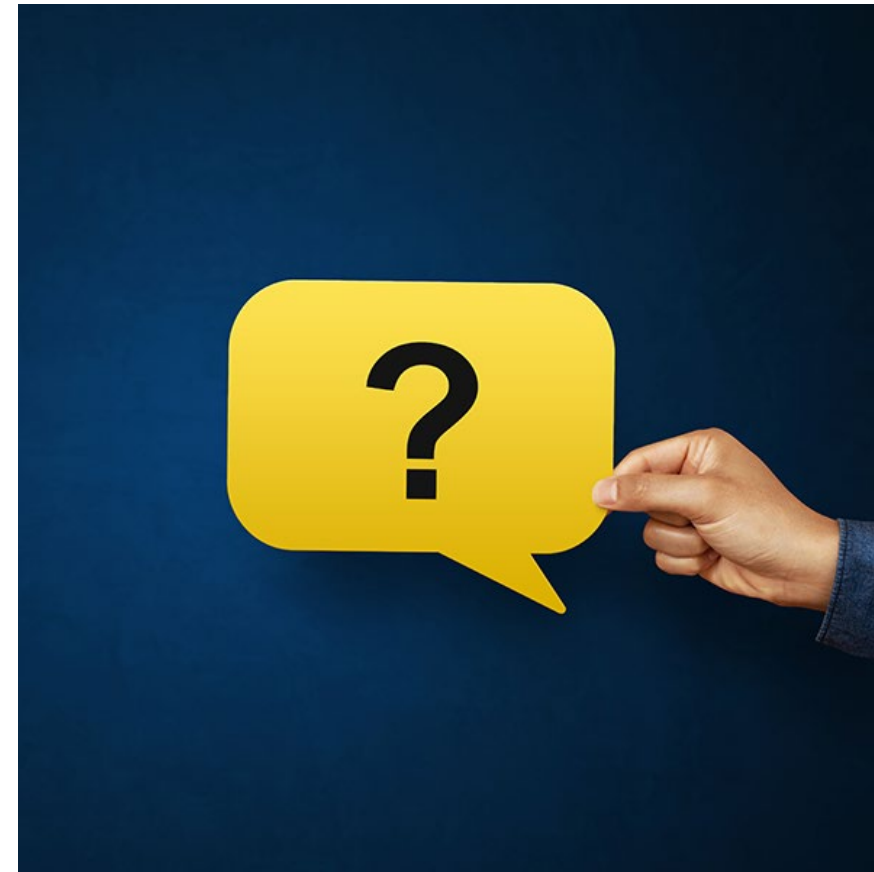
- Children and adolescents
- Maternal and perinatal populations
- Older adults
- Veterans
- Individuals with chronic, comorbid conditions
- Individuals experiencing homelessness
- Immigrant populations
- Agricultural workers
- Other identified underserved or vulnerable populations



# Polling Question #5

**What specialty populations have the greatest need for integrated care in your health center? (select all that apply)**

- Children and adolescents
- Maternal and perinatal populations
- Older adults
- Veterans
- Individuals with chronic, comorbid conditions
- Individuals experiencing homelessness
- Immigrant populations
- Agricultural workers
- Other...Tell us your specialty population in the chat





# Voices from the Field

*"We received onsite TA training to help with integration efforts between our medical and behavioral health departments. The training helped us start a new Behavioral Health Technician program to help medical providers connect individuals in need to behavioral health services."*

-Health Center in Rural Utah

*"As a result of both the technical assistance webinars and follow up coaching...we now have the knowledge that we needed to capture billable patient encounters."*

- Health Center in Arizona

*"Our CoP - WRR Alumni Group continue to support and inform each other. Yesterday we connected two agencies around using the EHR system effectively and distributed an inquiry form around proposing possible group sessions."*

- Health Center in California

*"With TA support, we were able to facilitate collaborative agreements between two of our PCA health center members and local Certified Community Behavioral Health Clinics. [The TA team's] input fast-tracked the process for developing Memorandums of Understanding and initiating strategic planning..."*

- Primary Care Association in Southeast U.S.

# Your Input is Critical to Our TA Approach

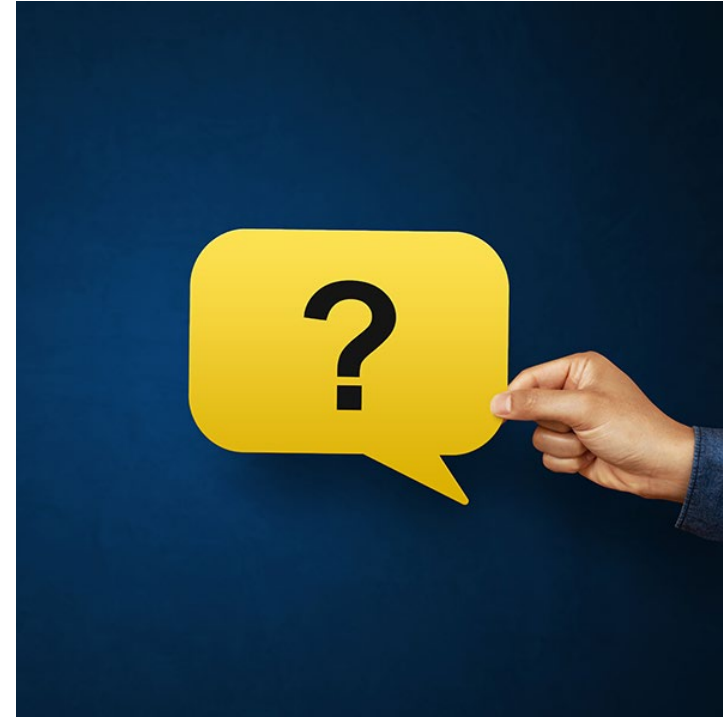
Let's Talk About Your Needs & Questions



# Polling Question #6

**Which of the CoP topics would you or other staff at your health center or PCA be interested in attending? (Select all that apply)**

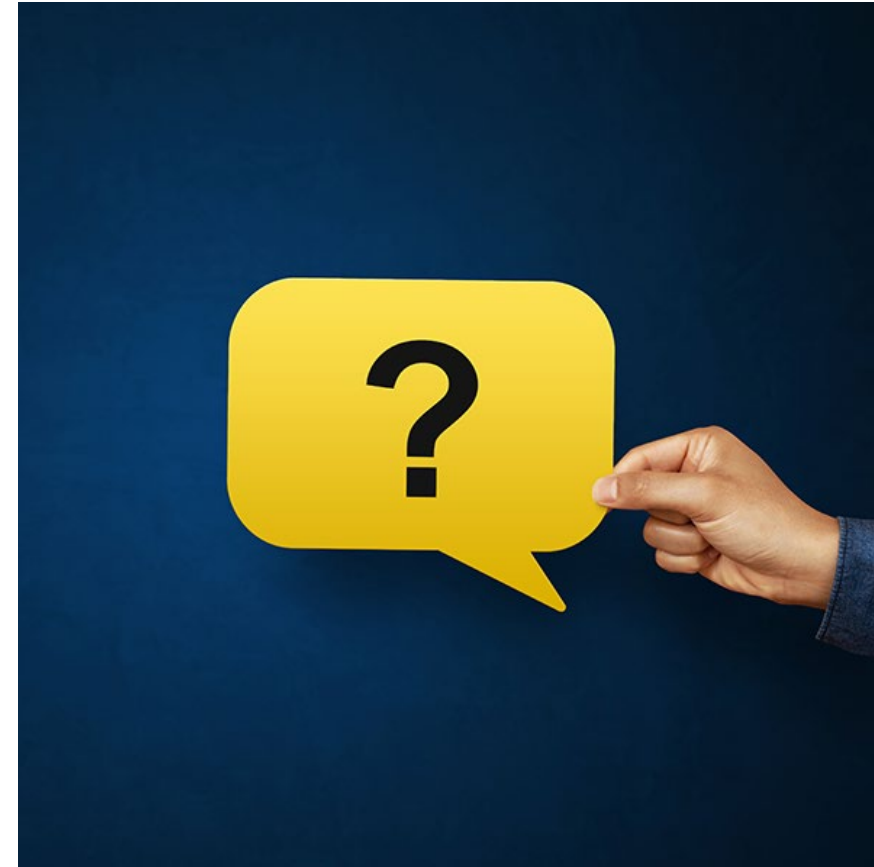
- Introduction to Systems Approach for Integrated Care Implementation
- Effective Behavioral Health Services in Primary Care Settings
- Organizational & Provider Approaches to Trauma-informed Integrated Care
- Effective Integrated SUD/MOUD Interventions in a Health Care Setting
- PCA Engagement to Support for Enhanced BHI in Their Member Health Centers
- Strategies to Support School-Based Health & Youth Behavioral Health
- Other: Tell us your proposed topic in the chat



# Polling Question #7

Would you be interested in exploring individualized on-site, hybrid, or virtual TTA with our TA providers?

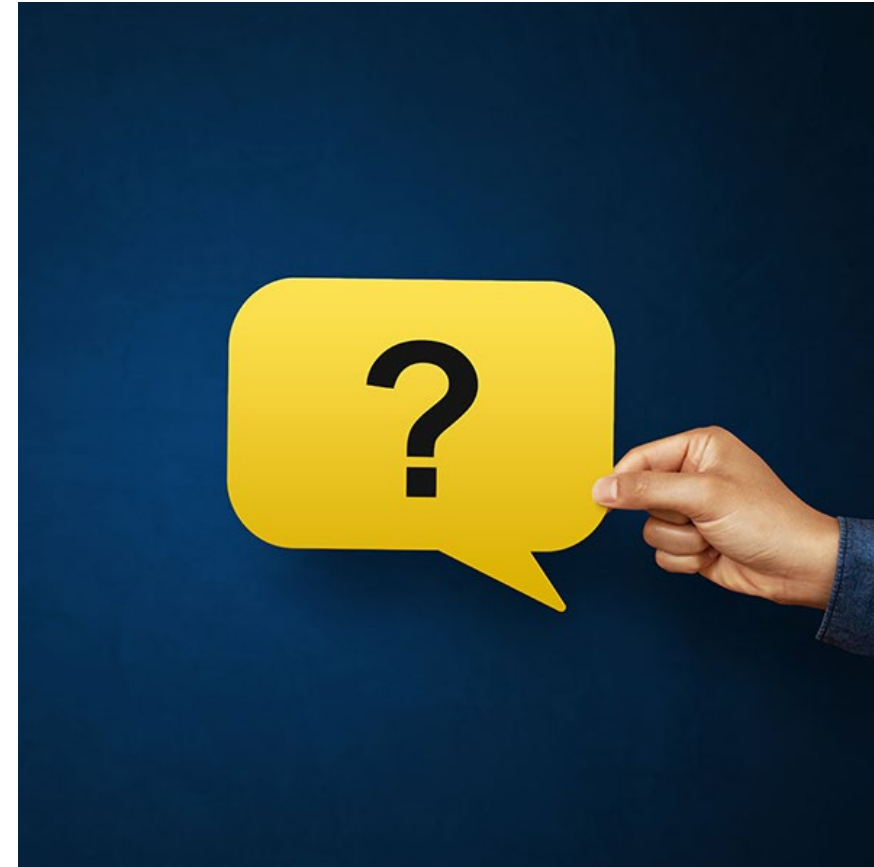
- Yes, I'm interested in on-site TA
- Yes, I'm interested in virtual TA
- Yes, I'm interested in a hybrid TA option
- Yes, I'm interested but not sure which format
- No, I am not interested at this time



# Polling Question #8

How interested are you in one-on-one coaching?

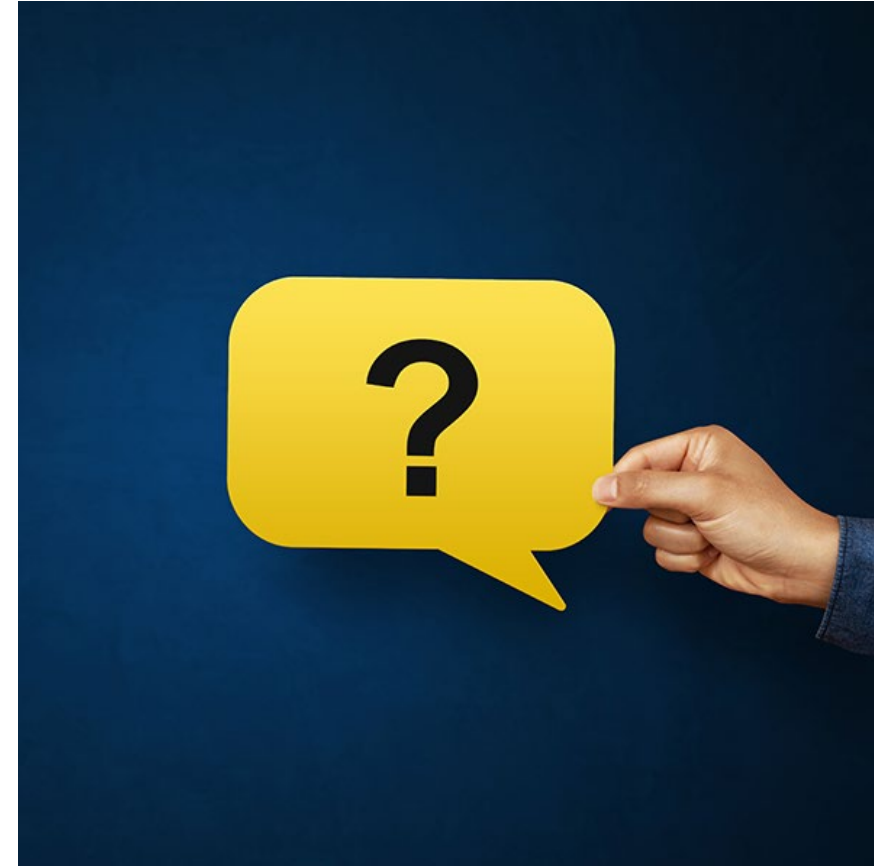
- Very interested
- Possibly interested
- Undecided
- Not interested, but open to learning more
- Not interested at all



# Polling Question #9

What type of TA are you most interested in?  
(select all that apply)

- Webinars
- Communities of Practice
- Virtual, Hybrid, or On-site TA
- One-On-One Coaching
- Other (*please write in the type of TA you want into the chat*)



# Questions & Thank You!







# Save the Date – TA Webinar

## Overview of Integrated Behavioral Health Models: Common Themes & Best Practices

Joe Hyde

December 9, 2024  
1:00 to 1:30 PM ET





# Accessing Training and TA Opportunities



## EMAIL US

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



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Scan the QR code to subscribe and watch for updates in the weekly digest regarding additional TA opportunities



# Health Center Satisfaction Assessment

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- We'd love your feedback on today's presentation!
- Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.
- The link to the Satisfaction Assessment will automatically open in your browser at the conclusion of this webinar.

**Thank you for your time!**  
**We look forward to partnering with you!**



# Other Helpful Behavioral Health & Integration Resources

- HRSA National Training and Technical Assistance Partners <https://bphc.hrsa.gov/technical-assistance/strategic-partnerships/national-training-technical-assistance-partners>
- HRSA Telehealth Center of Excellence [https://www.umc.edu/Healthcare/Telehealth/Telehealth\\_Home.html](https://www.umc.edu/Healthcare/Telehealth/Telehealth_Home.html)
- HRSA Rural Centers of Excellence on Substance Use Disorders <https://www.hrsa.gov/rural-health/opioid-response/rcoe-sud>
- The Providers Clinical Support System (PCSS): Medications for Opioid Use Disorders <https://pcssnow.org/>
- Center of Excellence for Integrated Health Solutions <https://www.thenationalcouncil.org/integrated-health-coe/>
- AIMS Center, Advancing Integrated Mental Health Solutions <http://aims.uw.edu/>

