

A Behavioral Health Integration Primer for Health Centers

October 22, 2025

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

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

Session Eight

Community of Practice
(CoP) Summary, Plan-Do-
Study-Act (PDSA) Planning,
& Next Steps for Integrated
Care Enhancement

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:

- Review key themes of a systems-based approach for primary and behavioral health integration.
- Share how you've applied the tools, PDSA planning resources, and CoP information toward integrated care enhancement efforts at your health center.
- Discuss identified actions and next steps for sustainable enhancement of integrated care at your health center.



Today's Agenda



Check-in & Attendance



Summary of a Systems Approach to Support Sustainable Integrated Care



CoP Participant Share-Out: What have you implemented in your health center?

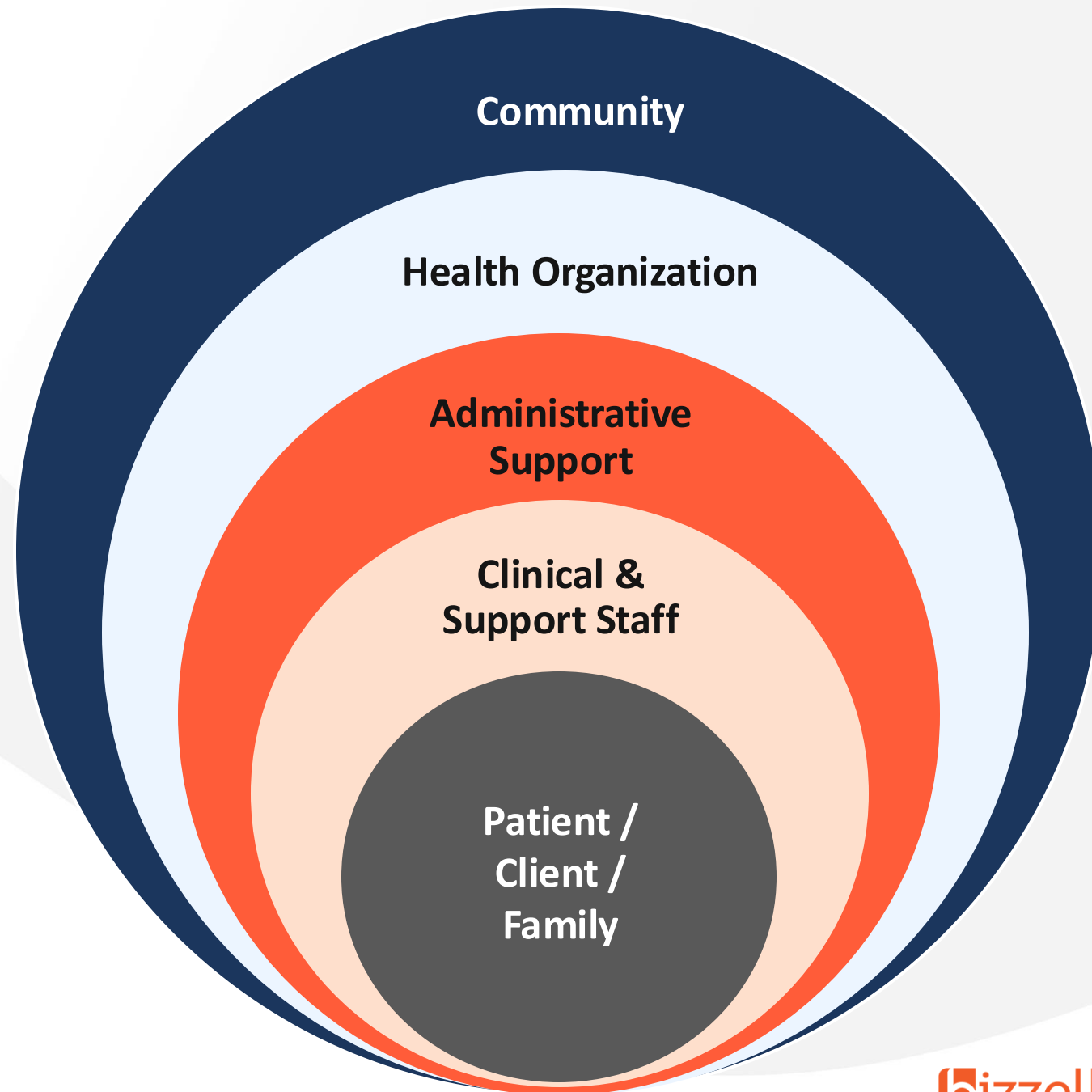


CoP Participant Share-Out: What are your next steps/priorities for ongoing sustainable integrated care efforts at your health center?



Office Hours and Interactive Discussion

Health Center
Systems are
an Important
Link Within
Community
Systems



Integrated Care Systems Are Like a Chair

(or stool if that is your preference!)

Clinical System



Primary Care /
Medical

Behavioral
Health

Support
Staff

Administrative
& Operations

Health Organization System



Revenue
Cycle

Human Resources
& Training

Leadership

Quality &
Process

Health Information
Technology

What Happens When One Leg is Missing?



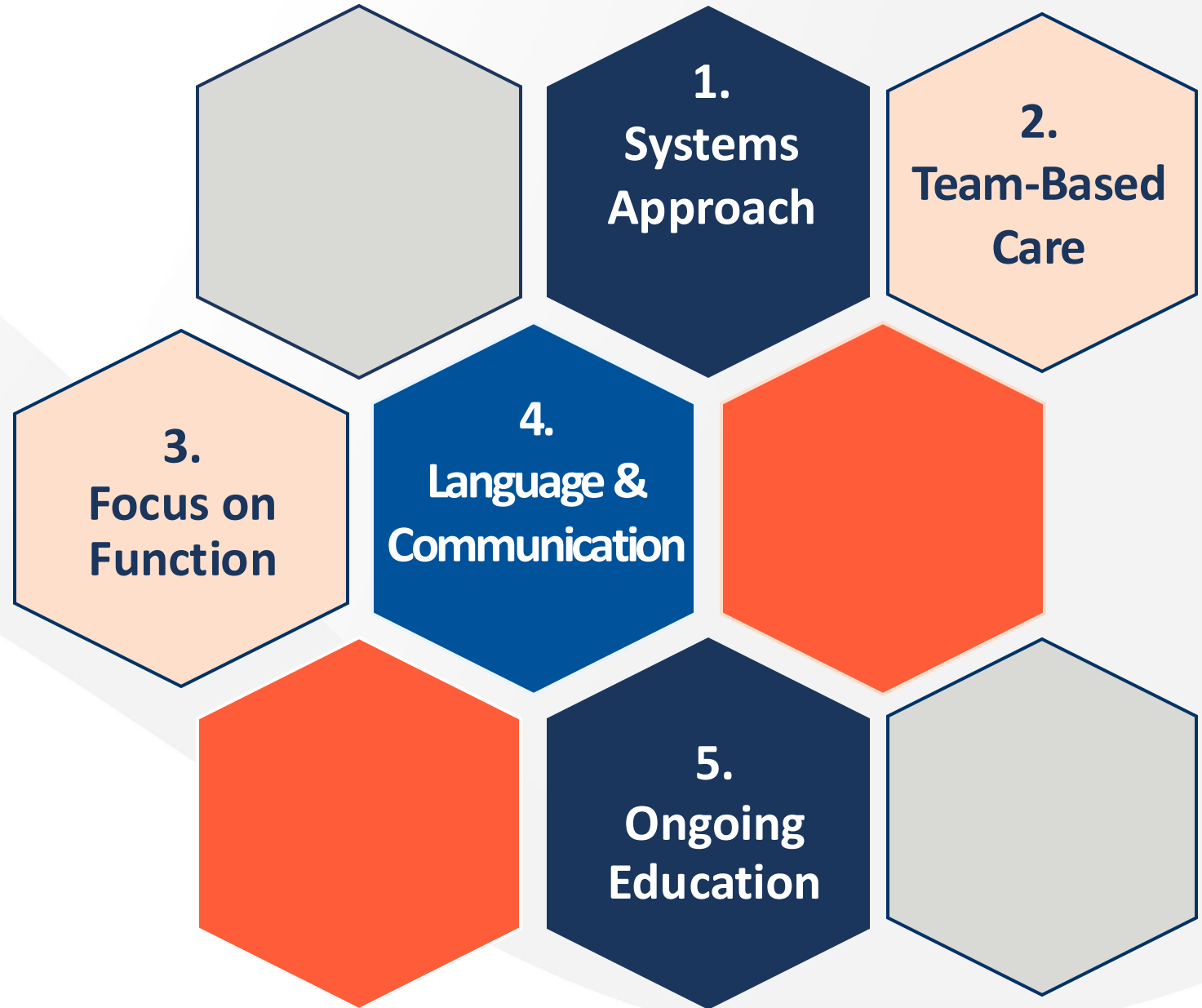
“Every system is perfectly designed to get the results it gets”

- W. Edward Deming

Strategies that Support Sustainable Integrated Care: Clinical Systems

Foundations of a Strong Clinical System

Combined, these structures all support integrated care.



Strategies for Effective Integrated Clinical Systems



- Identify patients who would most benefit from BH support; select patient group or diagnosis to implement and scale from there
- Assess workflow from the team's perspective to ensure it meets patient and care-team needs:
 - Engage behavioral health and clinical support staff to provide services
 - Learn effective hand-offs
 - Learn standardized communication protocols
- Build team identity, role clarity, focus on function, trust and rapport
- Document to reflect and capture integrate care work to optimize reimbursement
- Establish patient and provider follow-up protocols

Strategies to Build Your Clinical System Through Language and Communication



Use Common, Shared Language

Use language about integrated care that your patients and your care team will embrace.



Provide Language Education

Patients, care team members, health center staff, and messaging/materials refer to integrated care the same way.



Care Team Language Reflects Team Focus

Adopt a name to refer to your entire care team that they can identify with and feel they belong to. This leverages language to influence identity for a strong team environment.



Optimize Communication Opportunities

The health center fosters multiple opportunities for collaboration and communication.



Get Visible

Promote integrated care in multiple ways (e.g., website, flyers, buttons).

Strategies to Build an Integrated Care Team Identity



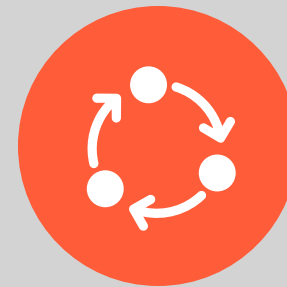
Understand & leverage
how language influences
environment



Implement communication
strategies that drive
collaboration



Prioritize opportunities to
practice identity shifts



Identify processes to
cultivate identity shifts

Integrated Clinical Systems Discussion (1)

- What have been your biggest takeaways regarding integrated clinical systems?
- What are some clinical systems changes you've made or are planning to make at your health center?



Strategies That Support Sustainable Integrated Care: Health Organization Systems

Strategies that Support Integrated Administrative/Operations



Include integrated care in hiring, orientation, and onboarding for all staff.



Ensure leadership understands and *actively* supports integrated care approaches.



Ensure each department/role understands how they support integrated care.

- Finance
- Grants Management
- Human Resources
- Health Information Technology (HIT)
- Quality & Safety



Create opportunities for staff from different departments to discuss integrated care workflow and service provision.



Provide ongoing education and training on integrated care.

Strategies that Support HIT Systems

Technology facilitates collaboration, communication, accurate assessment, and data collection to drive quality integrated care.

Assess how well your electronic medical record (EMR) and other platforms enhance clinical care.

Explore how telehealth services enhance/hinder integrated care.

Facilitate HIT and clinical staff discussion and collaboration to develop HIT solutions that streamline workflows and create automation.

Create documentation templates optimized for clinical data entry, quality reporting, and continuous process improvement.

Ensure your HIT staff are oriented to integrated care and build HIT solutions with integrated care approaches in mind.

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 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.

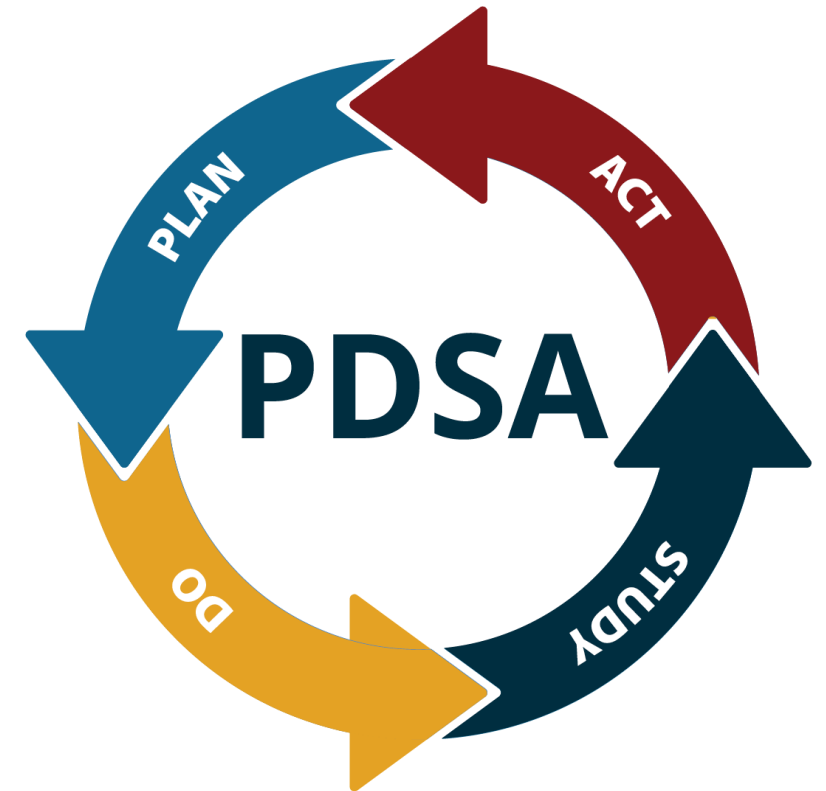
Integrated Clinical Systems Discussion (2)

- What have been your biggest takeaways regarding integrated health organization systems?
- What are some health organization systems changes you've made or are planning to make at your health center?



CoP Participant Share-Out

- Which CoP tools, resources, or information have you found the most helpful with your integration efforts?
- Which additional systems strategies do you plan to implement at your health center?
- What additional questions, resources, or supports would help with your integration efforts?



Continuing Education (CE) Opportunity

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Resources & References

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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/CoP1Session8>

Accessing Training and TA Opportunities



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Thank you!



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October 22, 2025
3:00 p.m. to 3:30 p.m. ET