BHI COLLABORATIVE PRESENTS

OVERCOMING OBSTACLES WEBINAR SERIES

Sustaining behavioral health care in your practice

February 25, 2021
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Overcoming Obstacles Webinar Series

This series is focused on enabling physicians to sustain a collaborative, integrated, whole-person, and equitable approach to physical and behavioral health care in their practices during the COVID-19 pandemic and beyond.
About the BHI Collaborative

The BHI Collaborative was established by several of the nation’s leading physician organizations** to catalyze effective and sustainable integration of behavioral and mental health care into physician practices.

With an initial focus on primary care, the Collaborative is committed to ensuring a professionally satisfying, sustainable physician practice experience and will act as a trusted partner to help them overcome the obstacles that stand in the way of meeting their patients’ mental and behavioral health needs.

TODAY’S TOPIC:

Effective BHI Strategies for Independent Practices
TODAY’S SPEAKERS

Kathleen Blake, MD, MPH
Vice President, Healthcare Quality
American Medical Association

Yun L. Boylston, MD, MBA, FAAP
Partner
Burlington Pediatrics/Mebane Pediatrics

Alexandra M. Cupito, PhD, LP, HSP
Behavioral Health Consultant
Burlington Pediatrics/Mebane Pediatrics
Integrating Behavioral Health
AN INDEPENDENT PRACTICE'S JOURNEY

Overcoming Obstacles Webinar Series
American Medical Association
February 25, 2021
About Us

- Established in 1971
- 3 Locations
- Generational care
- Largest pediatric provider in Alamance County
The Need

- COVID-19
- Socio-economic Stressors
- Healthcare Equity
- Vulnerable Populations
- Access to Care

I am concerned that my children show signs of:
(check all that apply)

- Being Depressed: 18%
- Being Anxious: 29%
- Being Angry or Acting Out: 15%
- Being Lonely: 33%
- Avoiding Social Interactions: 13%
- Talking Back or Acting Defiant: 23%
- They Do Not Show Any of These Signs: 45%

I am concerned that COVID-19 will have long-term effects on my children's:
(check all that apply)

- Physical Health: 26%
- Mental Health: 43%
- School Performance: 33%
- Social Skills: 45%
- None of the Above: 34%

Data from Burlington Pediatrics' Spotlight on Kids Survey, Jan 2021 (613 respondents)
Healthcare's Small Businesses

Strengths
- Agile organizational structure
- Community Influence
- Communication Channels
- Practice Culture

Constraints
- Lean organization
- Little room for error / No room for failure
- ROI must be realized quickly
- Very limited economies of scale
VALUE PROPOSITION
Benefits of Integrating Behavioral Health into Your Practice

Provider Satisfaction
Reduces Cognitive Burden
Interdisciplinary Support
Improves Patient Engagement

Patient Care
Continuity of Care
Reduces Information Gaps
Minimizes Error Risk
Improves Access to Care
Reinforces Role of Medical Home

Financial Sustainability
Revenue Source
Leverage for Contract Negotiations
Patient Fidelity

2021 Burlington Pediatrics PA
Our Mile Markers

2012 PROJECT LAUNCH
- Dr. Hillary Carroll's vision
- Recognized need for Early Childhood Mental Health services
- Create Culture

2015 CLINICAL QUALITY UNIVERSITY
- NC Medical Society
- Team development
- Systematic approach to quality
- Created ADHD Protocol
- Pilot, Measure, Improve

2017 PROJECT I-SCRN
- AAP grant to improve practice-wide screening
- Meaningful follow-up
- Systematize Behavioral Health Screening

2019 BEHAVIORAL HEALTH TEAM
- Dr. Alexandra Cupito joined team
- Formalized Team
- Build Clinical Workflows

2021 Burlington Pediatrics PA
Challenges

- Promoting standard policies while creating space for practice style and preference
- Varying provider comfort and proficiency
- What to do with positive BH screens
- Limited community resources for care escalation
- Unexpected complexity and schedule challenges

Tips

- Develop financial models early on
- Include BH codes in contract negotiations
- Share progress with stakeholders
- Promote serendipitous conversations
- Market to your patients
- Engage all members of your practice
Steps to Take Today

**ASSESS STATUS**
- Survey patients and families
- Review payer contracts
- Examine BH pain points
- Current BH referral patterns
- Assess current policies, workflows

**ACTIVATE NETWORK**
- Reach out to local BH community
- See what other practices are doing
- Explore programs and resources in region and state, like NCPS, NCMS

**GROW CULTURE**
- Practice-wide engagement
- Triple P/ BH Training
- Identify champions
- Form a work group

**BUILD FRAMEWORK**
- Professional development, REACH
- Contract negotiations
- Practice development, quality programs
- Develop telehealth platform & workflows
Our Vision

- Increase Capacity of Behavioral Health Team
- Virtual Education Sessions
- Group Therapy for Chronic Conditions and Vulnerable Populations
- Partner with School System and Community Organizations
- Build In-House Care Management Capabilities
"For there is always light, if only we’re brave enough to see it. If only we’re brave enough to be it.

« Amanda Gorman, The Hill We Climb

Burlington Pediatrics, NC

Yun Boylston, MD MBA
Alexandra Cupito, PhD, LP, HSP
QUESTIONS?
Speakers will share considerations and approaches to address disparities that disproportionately affect racial and ethnic minority groups in receiving equitable behavioral health care and accessing treatment. This webinar will focus on diversity/equity related to race/ethnicity, socio-economic status, and sexual orientation and gender identity (i.e., LGBTQIA+). Experts will also highlight how mental health and primary care colleagues can work together to provide coordinated, culturally-informed and equitable care.
BHI Collaborative “On Demand” Webinars

• The Value of Collaboration and Shared Culture in BHI
• Behavioral Health Billing & Coding 101: How to Get Paid
• Implementation Strategies for Virtual BHI
• Financial Planning: Quantifying the Impact of BHI
• Physicians Leading the Charge: Dismantling Stigma around Behavioral Health Conditions & Treatment
• Privacy & Security: Know the Rules for Communication of Behavioral Health Information

Watch these webinars on the Overcoming Obstacles YouTube playlist now!
New Resource – **BHI Compendium**

The **BHI Compendium** serves as a tool to learn about behavioral health integration and how to make it effective for your practice and patients.

Download Now to learn how to make the best decisions for the mental health of your patients.
Thank you for joining!