

BHI COLLABORATIVE **PRESENTS**

OVERCOMING OBSTACLES WEBINAR SERIES

**Sustaining behavioral
health care in your practice**

February 25, 2021

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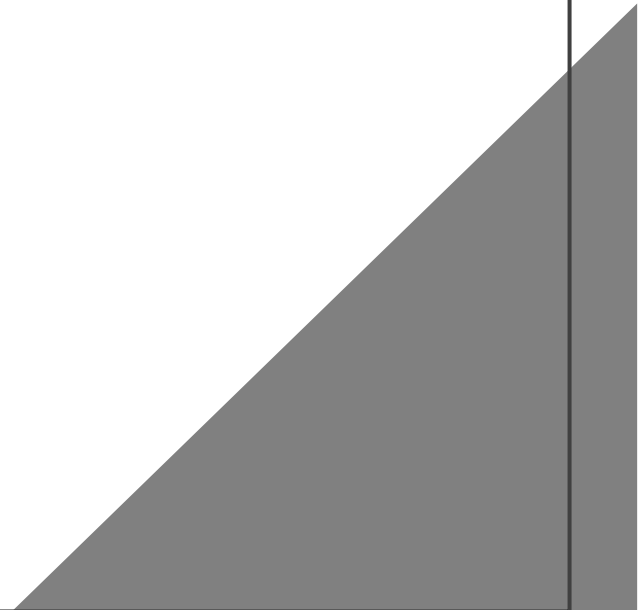
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Overcoming Obstacles Webinar Series

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.

***American Academy of Child & Adolescent Psychiatry, American Academy of Family Physicians, American Academy of Pediatrics, American College of Obstetricians and Gynecologists, American College of Physicians, American Medical Association, American Osteopathic Association, and the American Psychiatric Association.*

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



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

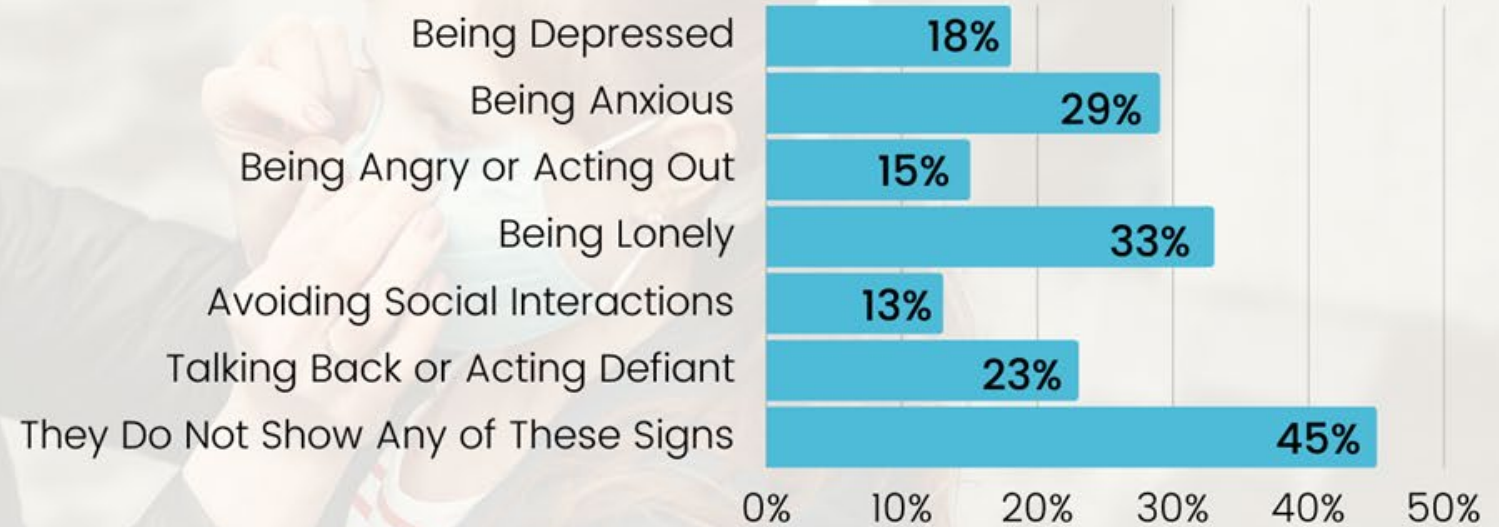


The Need

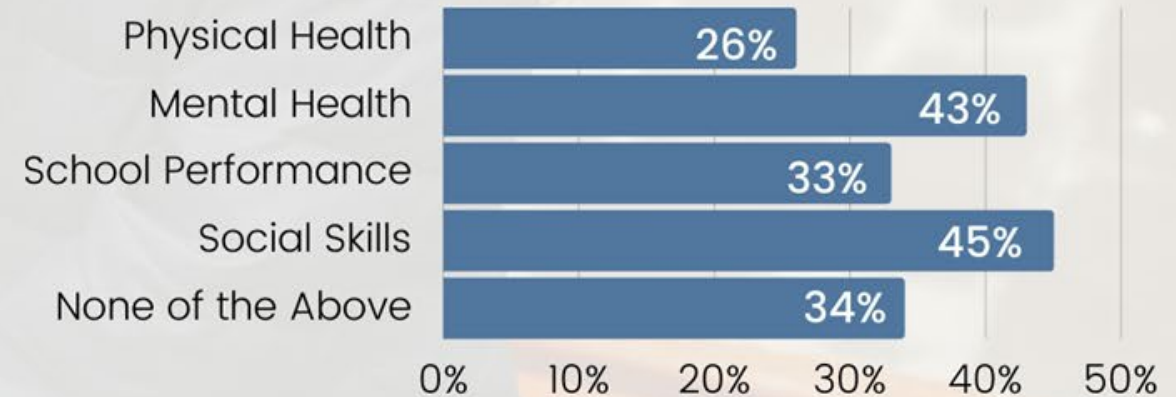
- COVID-19
- Socio-economic Stressors
- Healthcare Equity
- Vulnerable Populations
- Access to Care

Data from Burlington Pediatrics' *Spotlight on Kids Survey*, Jan 2021 (613 respondents)

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



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



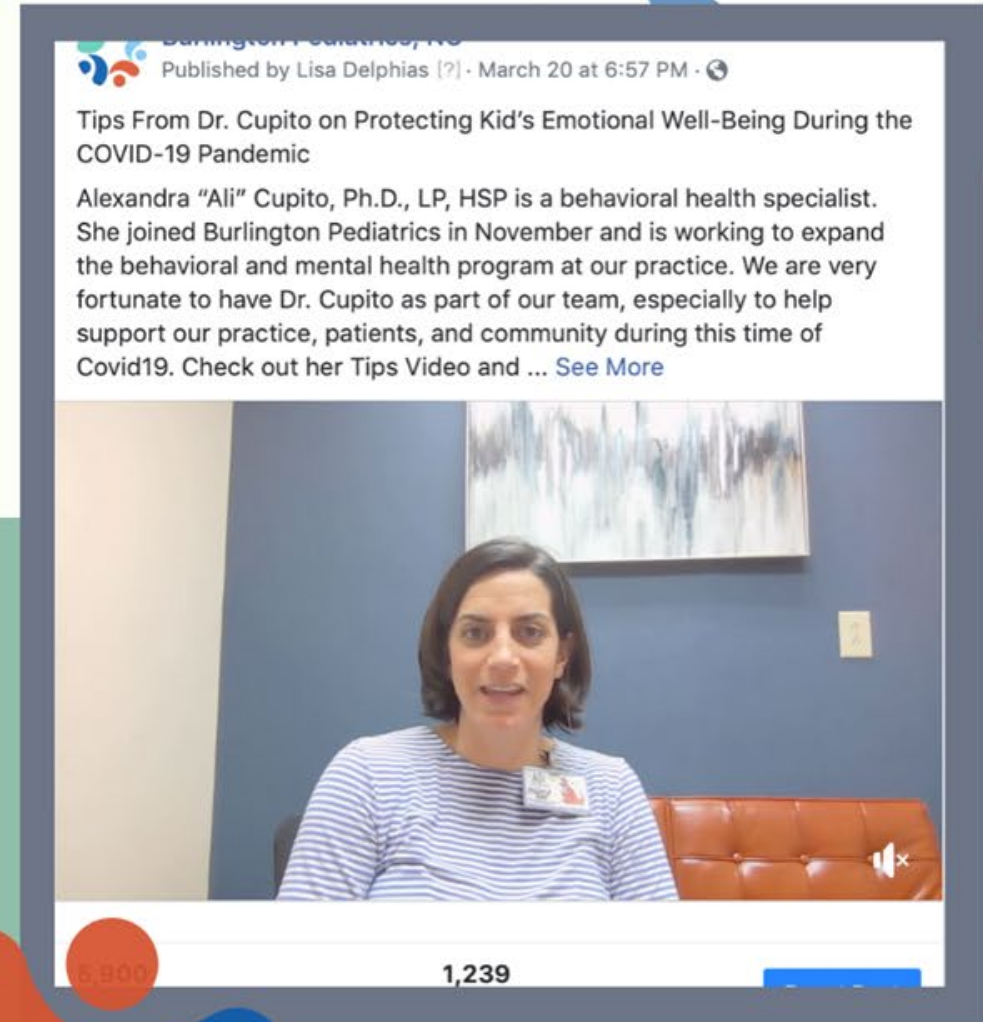
Healthcare's Small Businesses

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

Patient Care

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

Provider Satisfaction

Reduces Cognitive Burden
Interdisciplinary Support
Improves Patient Engagement

Financial Sustainability

Revenue Source
Leverage for Contract Negotiations
Patient Fidelity

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?



OVERCOMING OBSTACLES WEBINAR SERIES

Sustaining behavioral health care in your practice

UPCOMING WEBINAR

Advancing Health Equity through Behavioral Health Integration in Primary Care

March 18, 2020, 1PM - 2PM CT

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.



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[Download Now](#)

to learn how to make the best decisions for the mental health of your patients.



**Thank you for
joining!**