



# Digital Behavioral Health — and — CCBHCS

NATIONAL COUNCIL  
FOR BEHAVIORAL HEALTH

 **Livongo**® by  **Strength**  
Behavioral Health

# How Incorporating Digital Behavioral Health Can Quickly Extend Access and Effectively Meet CCBHC Requirements

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- Chuck Tepper, Senior Director, New Business Sales, **Livongo by myStrength**
- Noble Shaver Jr., MA, LPC, CRADC, NCC, ICADC, Clinical Officer for Adult Substance Use Disorder Services, **FCC Behavioral Health**
- Nancy Blackshare, MRC, LPC, Clinical Officer CPRC Services, **FCC Behavioral Health**
- Kaitlynn Wilkinson, MSW, Project Evaluator, **NorthCare**

*December 10, 2020*

## Brie Reimann

MPA Assistant Vice President, Practice  
Improvement & Consulting

**NATIONAL COUNCIL**  
FOR BEHAVIORAL HEALTH



# National Council for Behavioral Health



**CCBHC** SUCCESS CENTER

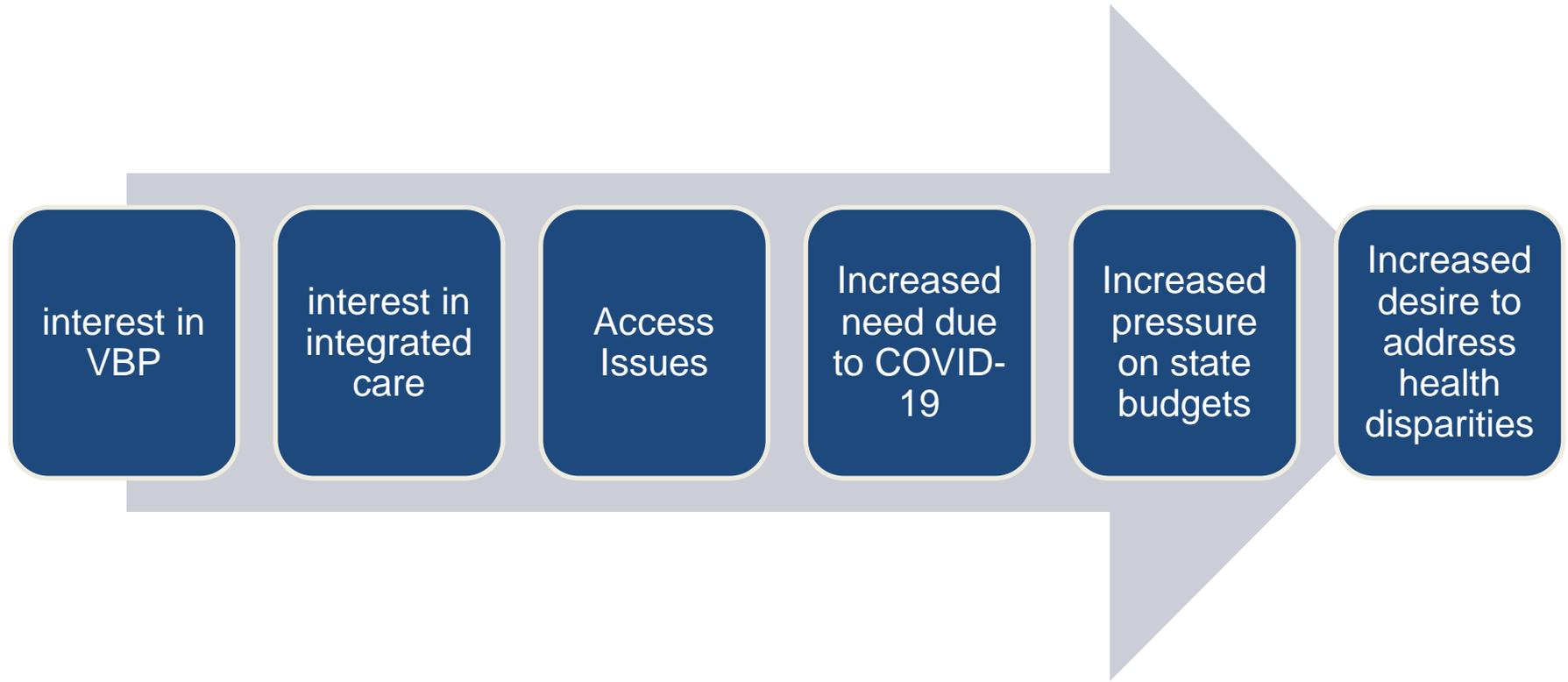
NATIONAL COUNCIL FOR BEHAVIORAL HEALTH

OVERVIEW TAKE ACTION IMPLEMENTATION SUPPORT EVENTS CONTACT US

**Welcome to the National Council for Behavioral Health's *Certified Community Behavioral Health Clinic (CCBHC) Success Center*, a hub for data, implementation support and advocacy to support the Certified Community Behavioral Health Clinic initiative.**

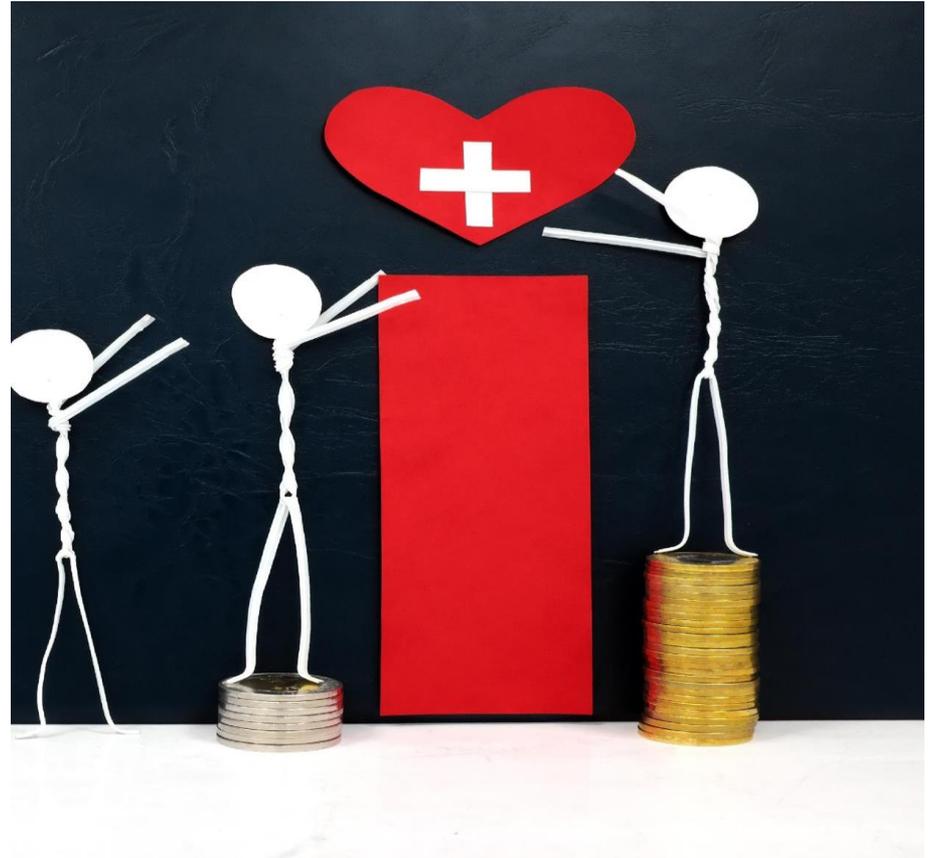


# Delivery System Trends

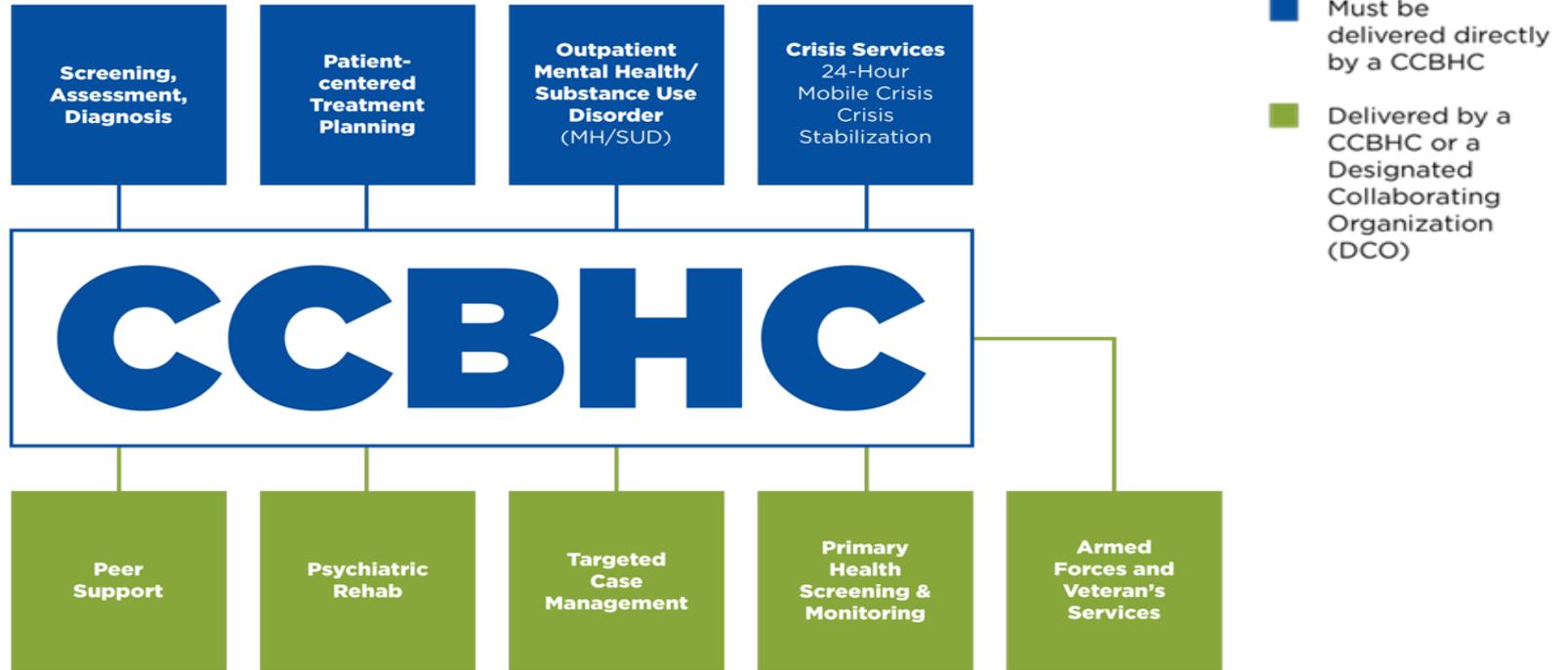


# A New Model

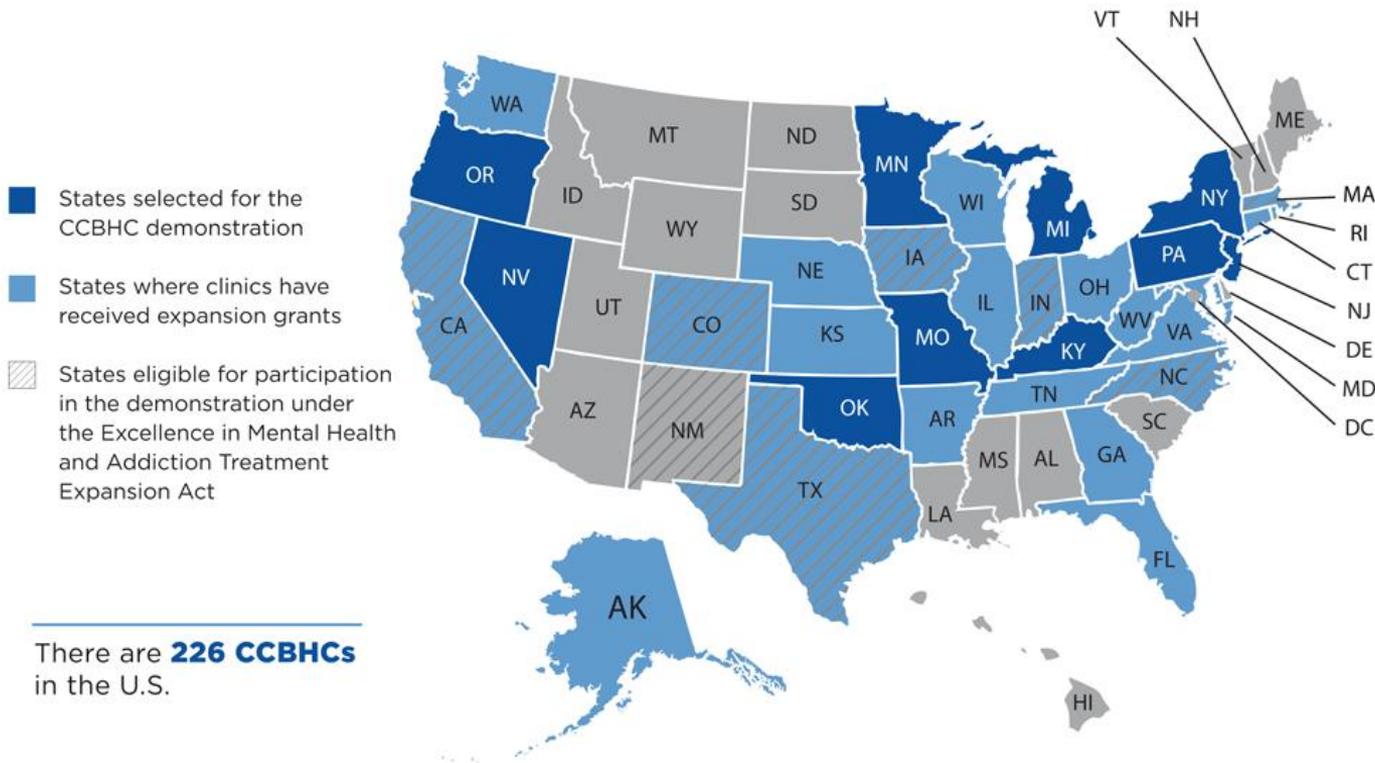
- National definition
- Standardized data quality and quality reporting
- Sustainable funding for evidence based and essential services



# CCBHC Scope of Services



## Status of Participation in the CCBHC Model



# CCBHC Success



**Increased hiring and recruitment**



**Greater staff satisfaction and retention**



**Redesigned care teams**



**Improved access to care**



**New service lines**



**Improved partnerships**



**Outcome driven treatment**



**More patients served**

“The main difference is the standards that go along with CCBHC care coordination. We had care coordination before, but now we have the care coordination agreements with the various entities that are required, so it’s really an increase in intensity of care coordination.”

--Oregon CCBHC Official

# What's next for CCBHCs?



- Broad bipartisan support in Congress and the Administration
  - Medicaid demonstration extended through Nov. 30, 2020
  - 2 states added to demonstration in August 2020
  - Legislation to extend and expand the demonstration gaining support
  - Continued/expanded funding of CCBHC Expansion Grants; eligibility extended nationwide
- **States can implement without congressional action**

# Getting started in your state

- The National Council CCBHC team is here to help!
  - Advice on SPA/waiver approach
  - Lessons learned from other states
  - Implementation “roadmap”
  - Training for prospective CCBHCs
  - Data, informational materials, and more



<https://www.thenationalcouncil.org/ccbhc-success-center/>

Email us at: [ccbhc@thenationalcouncil.org](mailto:ccbhc@thenationalcouncil.org)

## Chuck Tepper

Senior Director, New Business Sales

 **Livongo**® by  **Strength**  
Behavioral Health



# myStrength: The Market Leader in Full-Spectrum Digital Behavioral Health



Scale



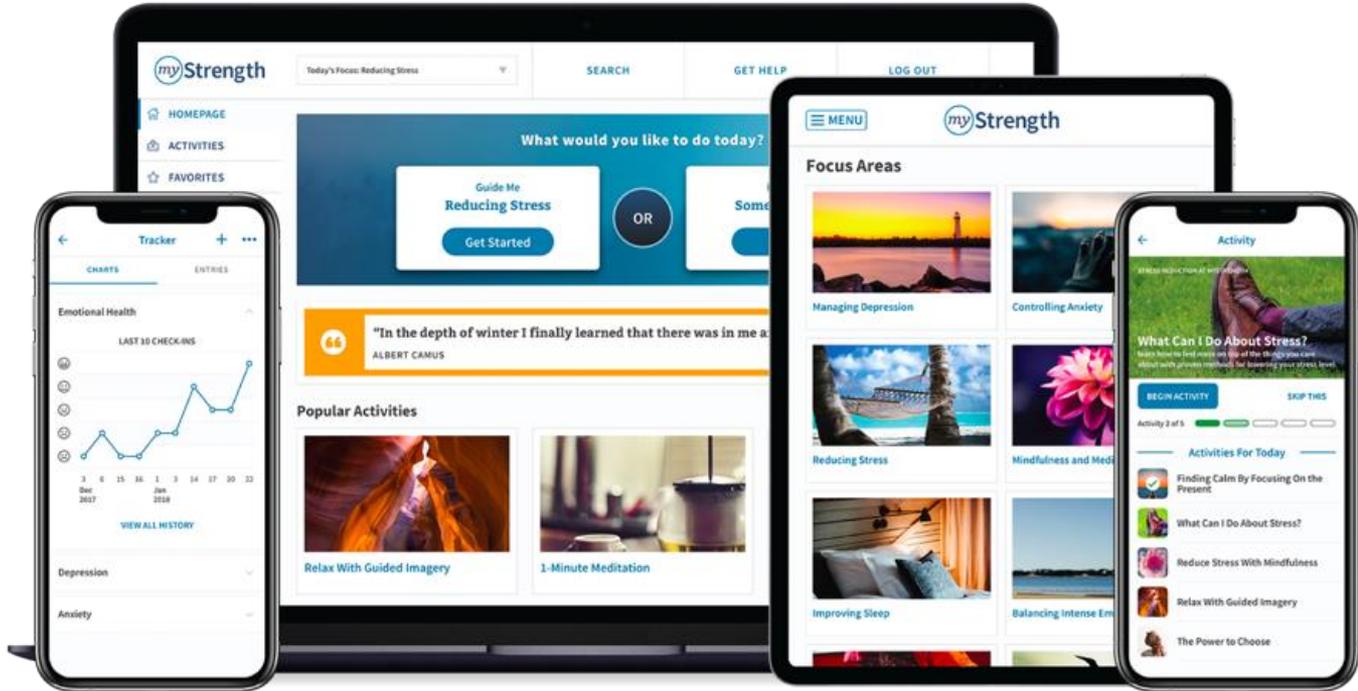
Breadth



Personalization



Results



# The Market Leader in Full-Spectrum Digital Behavioral Health



## Scale

**130+**

Community Behavioral Health Providers

**500K+**

Registered users



## Breadth

**1,600+**

Activities cover a full spectrum of needs

## **13** Core Focus Areas

- Depression
- Anxiety
- Stress
- Substance use
- Trauma
- Nicotine
- Bipolar and Psychosis
- Sleep and more



## Personalization

### **Machine Learning**

Engine optimizes program recommendations

### **Dedicated Coaching**

Provides support and accountability

**3x** Engagement

**1.5x** clinical improvement



## Results

**96%**

Member satisfaction<sup>1</sup>

**82%**

As effective as face to face therapy<sup>2</sup>

**55%**

Reduction in depression scores<sup>3</sup>

1. myStrength book of business. Data on file.

2. Real-World Outcomes Associated with a Digital Self-Care Behavioral Health Platform. Ann Clin Res Trials. 2017

3. In a case study with 2 large commercial partners, 74% of users with severe depression improve by at least one severity category within 6 months.

# Digital BH Presents an Opportunity to Fill Key Gaps in Care Today

Digital programs can be as effective as face to face therapy.

**200+**

published Randomized Control Trials

**20+**

meta-analyses



**Stigma**  
Anonymous, private use



**Episodic**  
Flexible, prevention - intervention



**Recognition**  
Data-science driven



**Access**  
Adjunct / Optimizes provider involvement



**Cost**  
Economical



**Quality**  
Aligned with gold standards and rigorously tested



**Inconvenience**  
24/7/365 access from any location



**Low Utilization**  
Easy entrance point



**Complexity**  
Highly personalized experience

# Certified Community Behavioral Health Clinics

CCBHCs - focusing on person-centered, family-centered, trauma-informed recovery outside the traditional four walls.



# myStrength Supports Key CCBHC Requirements

**Availability and accessibility of services** – Digital technologies facilitate a "non-four-wall" approach, reaching the client at any location, any time, and at the level of support they need

**Care coordination** – Extends self-care resources without additional demand on staff time. myStrength stays with clients as they navigate different services

**Patient-centered and Trauma Informed Care** – myStrength empowers consumers to be active participants in their recovery. Many myStrength activities are based in and/or appropriate to TIC for consumers as well as staff well-being

**Evidence Based Practices** – myStrength activities are based in a variety of clinically-proven methods such as mindfulness, CBT, DBT, and addiction interventions. Programs are clinically reviewed

# myStrength Supports Key CCBHC Requirements

**Community and Peer Support** – Peer support utilizing myStrength empowers consumers to seek out self-help resources for their own recovery. myStrength accounts can also be given to a client’s family and support network to strengthen community resilience

**Psychiatric Rehabilitation** – Enhances psych rehabilitation services by empowering clients in their living, learning, working, and social environments of their choice

**Incorporating the Triple Aim** – myStrength helps to improve individual well-being while supporting overall population health and controlling costs

**Quality Reporting** – myStrength collects and shares data on service usage/access, clinical outcomes, engagement and more

**Kaitlynn Wilkinson, MSW**

Project Evaluator



# NorthCare CCBHC At-A-Glance



- Part of original demonstration grant program
- Received two expansion grants – 2018 & 2020
- Non-Medicaid Expansion - 70% of clients are uninsured
- Total CCBHC clients since inception: 15,529
- Total CCBHC clients in FY21: 3,662

# How myStrength is Used within NorthCare



- Treatment Extender (CCBHC)
- Available to community partners
- Support for Family Preservation Services programs
  - NorthCare Family Preservation Services offered in 45 of Oklahoma's 75 counties by contract with Oklahoma Department of Human Services (OKDHS)
  - Those in need of behavioral healthcare services are referred to NorthCare CCBHC from the Family Preservation Services programs funded by OKDHS
  - Offers support to parents across several areas including relapse prevention, parenting skills, and mindfulness

# myStrength Use Stats – October 2020



### Cumulative myStrength User Growth



Total myStrength Users

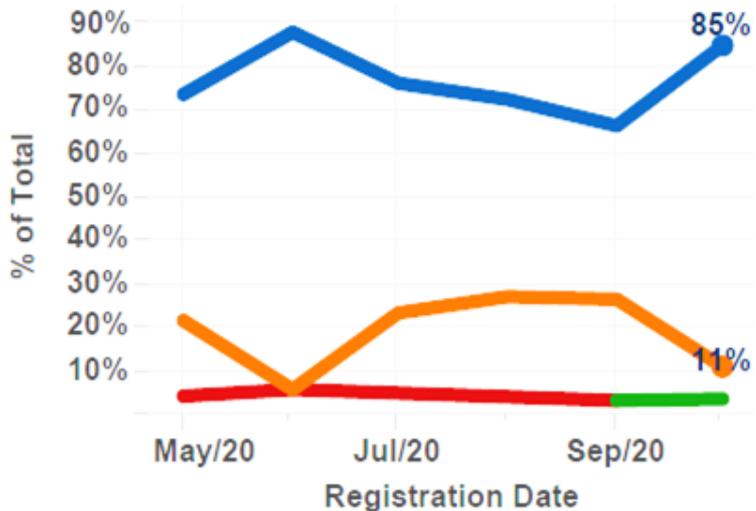
# 1,473



# myStrength Use Stats – October 2020

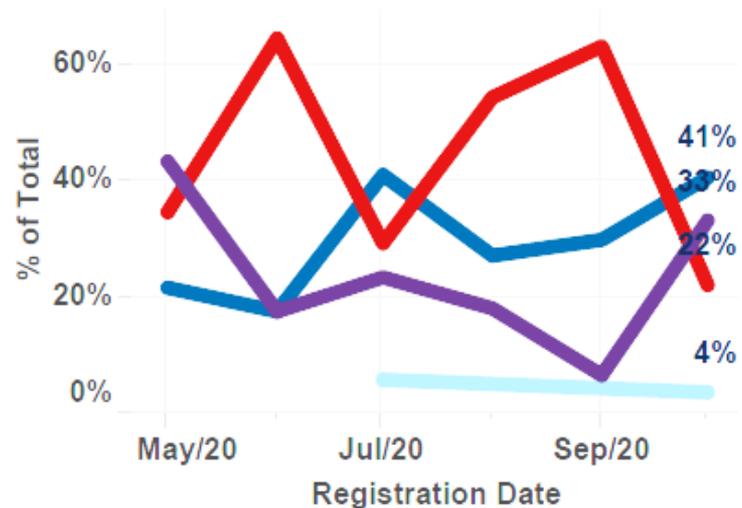


## Gender Distribution



■ F ■ M ■ N/A ■ N/B

## Age Distribution



■ 13-24 ■ 25-34 ■ 35-64 ■ 65+



# myStrength Use Stats



### New myStrength Users by Month



October New myStrength Users

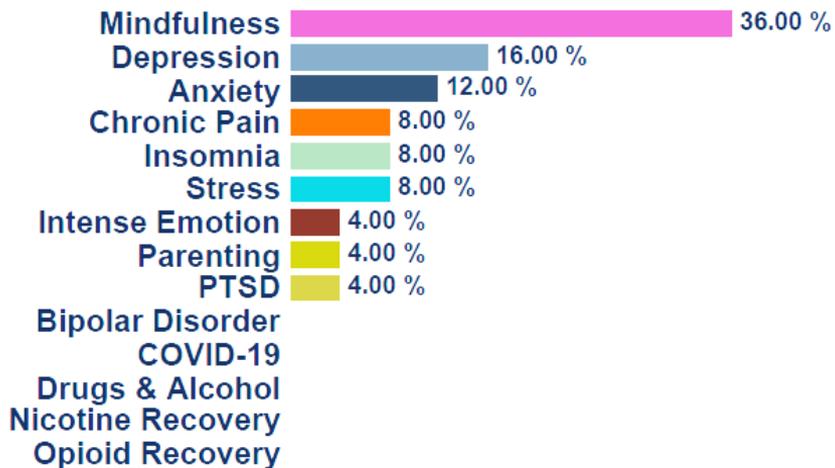
**29**

Monthly Goal

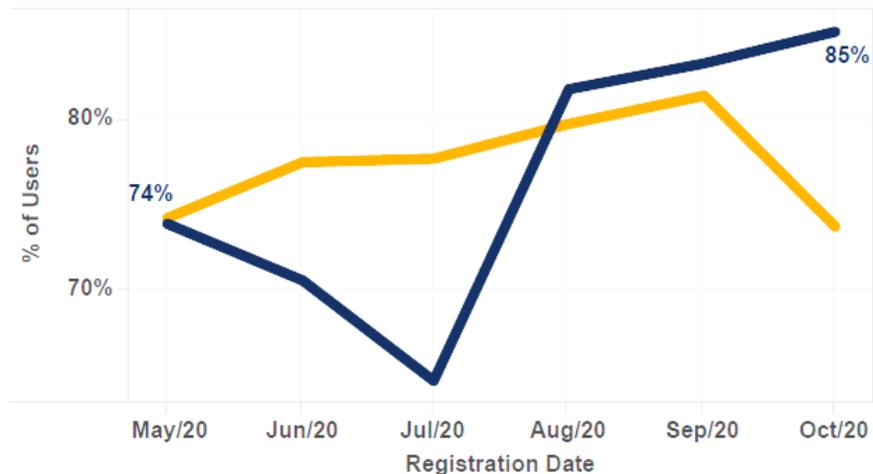
**20**



## This Month's New User Focus Areas - Distribution



## Users Interested in Multiple Focus Areas

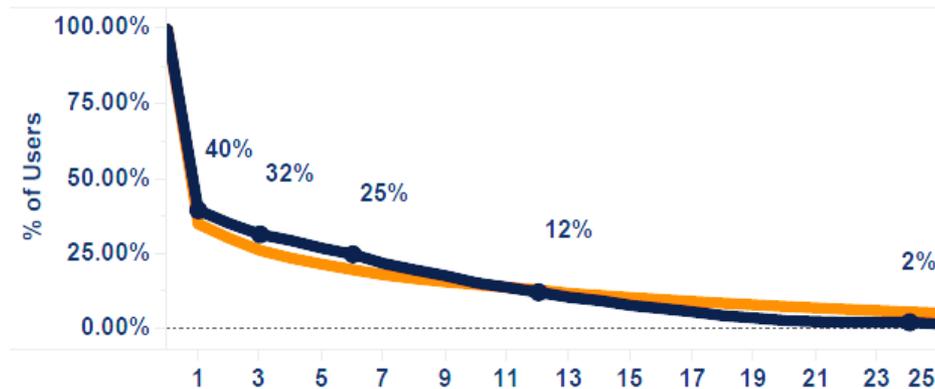


## % Clinical Improvement



## User Retention Curve

Months Active



## Avg. Total Logins In The First 30 Days



## Avg Total Logins For Returning Users





Social distancing because of **COVID** contributed to **increased symptomology for those with behavioral health conditions**, especially depression and substance use



**Also resulted in the partial closure of our office**, decrease of in-person services, and increase in telehealth/telepsychiatry



For some of our clients, their **treatment team was their main social support**



myStrength offered clients a way to **support their behavioral health** during social distancing



# myStrength Testimonial

Meet Emily, a 27 year old woman engaged in services at NorthCare. Emily connected with us not long before COVID because she was “depressed and drinking too much,” and was worried she was going to lose her job.





**Nancy Blackshare, MRC, LPC**

Clinical Officer CPRC Services



**Noble Shaver Jr., MA, LPC, CRADC**

Clinical Officer Adult SUD Services



# Person Centered Recovery & Wellness - Since 1976



# 2019 Annual Report



- FCC Behavioral Health Serves 19 Counties in Southeast Missouri.
- Administrative Agent for 7 of those 19 counties
- FCC BH is designated as a Certified Community Behavioral Health Organization in the 7 counties where we are the Administrative Agent
- FCC BH provides services to a very rural area.
  - State of MO has 87.1 people per square mile
  - Our services area specific is 29.6 people per square mile

# 2019 Annual Report

- ✓ **5063 Individuals Served** in FY 2019 for Mental Health
- ✓ **2251 Individuals Served** in FY 2019 for Substance Use Disorders



**Trauma Informed Care**

**Integrated Treatment for Co-Occurring Disorders (ITCD)**

**Zero Suicide Initiative**

**Eye Movement Desensitization and Reprocessing (EMDR)**

**Motivational Interviewing (MI)**

**Tobacco Cessation through Tobacco Treatment Specialists**

**Cognitive Behavior Therapy (CBT)**

**Medication Assisted Treatment (MAT) Services**

**Moral Recognition Therapy (MRT)**

**Illness Management and Recovery**

**Relapse Prevention Therapy (RPT)**

**Supported Employment**

**Prolonged Exposure Therapy**

**Wellness Coaching**

**Assessing and Managing Suicide Risk (AMSR)**

**Trauma-Focused Cognitive Behavior Therapy (TF-CBT)**

## In 7 Counties

- CPRC
  - Adult- CC/ Peers/ PSR
  - Youth- CC/ FSW/ PSR
  - School Based Services
- BH Clinics
  - IC
  - Med Management
  - Case Management
  - Peer Support
  - Crisis
  - Groups

## Specialized Services

- ERE-Emergency Room Enhancement
- HCH- Health Care Home
- DM-Disease Management
- Housing
- Employment Support
- Veterans Support
- ITCD
- Recent Addition of
  - Residential Care Facility
  - Clustered Apartments

## In 7 Counties plus 12 others

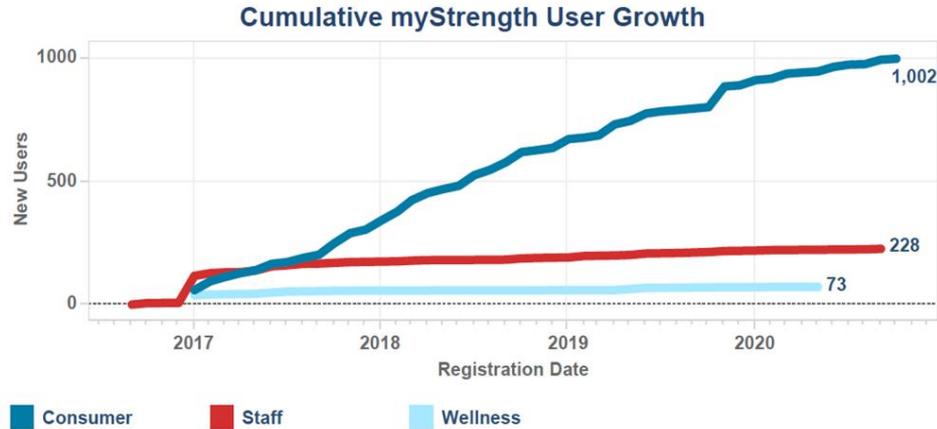
- SUD Services
  - Residential Support
  - Individualized OP/IOP
  - Social Setting Detox
  - Peer Support
  - Federal Services
  - Care Coordination
  - Trauma Services
  - Women and Children Services
  - Adolescent
  - Adult
  - Nursing

## Specialized Services

- Medication Assisted Treatment
  - Med First Model
- Housing
- DM-Disease Management
- Employment Support
- Treatment Court Services 14 Counties
- DOC OP Services
- ITCD

- FCC BH started using My Strength January 2017
- As of October 2020 FCC had 1,303 Users
- Average about 15 new users a month
- Monthly drives to increase users
- Interactive use within programs
- COVID-19

## FCC Behavioral Health October 2020 Scorecard



Total myStrength Users

**1,303**



**Using a web-based resource** means the client has access and support when they need it and where they need it.

– In the community where it means the most



**Provides an independent nature for assigned resources** so the client can work on skill and emotional strength building on their own.

– Building Independence and responsibility



**Encourages clients to be active** in treatment options

– On their own, one on one with counselor, or in a group setting



## Trauma- informed

- FCC BH is a trauma informed agency for both client's and staff. The MS platform allows access to skill building tools and activities for those suffering from Traumatic experiences



## Evidence Based

- Measurable outcomes that count
- Value based care



## Community and Peer Support

- Access to support that matter 24 hours a day that resources can monitor and encourage use of



## Psychiatric Rehabilitation

- Meeting client where they are



## Incorporating Triple Aim

- Wellness is key to the treatment of our client's, while also treating the whole client, at an affordable cost



## Quality Reporting

- MS provides monthly reporting with various areas of outcomes and information. Number of users, frequency of access to the app, etc.

### Avg. Total Logins In The First 30 Days

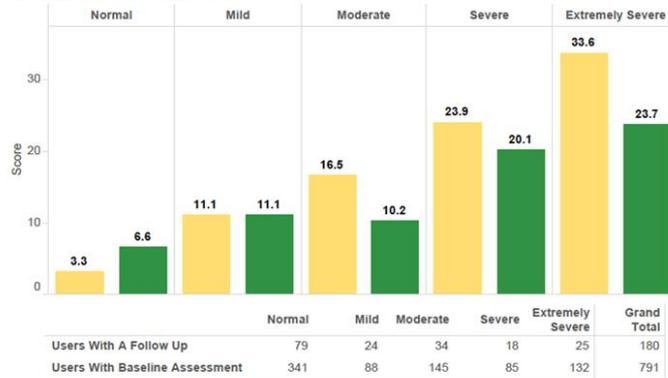


### Avg Total Logins For Returning Users



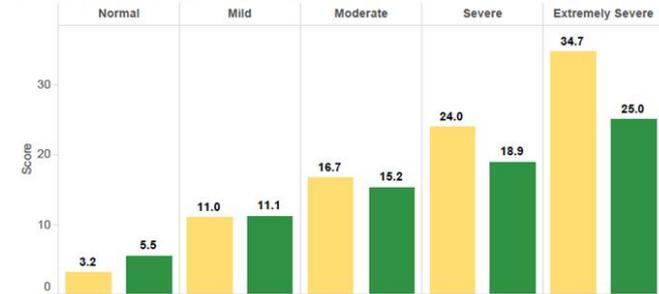
### FCC Behavioral Health

Baseline vs Last Depression Score

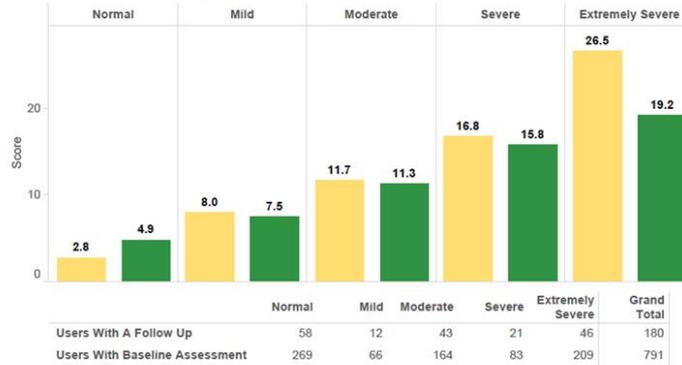


### All myStrength Public Partners

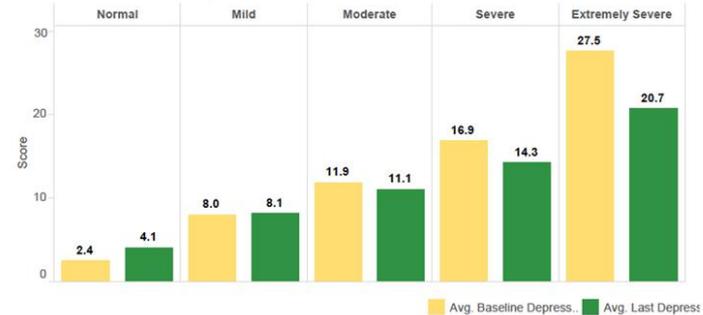
Baseline vs Last Depression Score



Baseline vs Last Anxiety Score



Baseline vs Last Anxiety Score



# Contact Info



- **Nancy Blackshare, MRC, LPC**
- **Clinical Officer CPRC Services**
- **nancy@fccinc.org**
- **1 (573) 888-5925 ext 1202**
- **Noble Shaver Jr., MA, LPC, CRADC**
- **Clinical Officer Adult SUD Services**
- **nobles@fccinc.org**
- **1 (573) 888-5925 ext 1501**



Q&A