



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

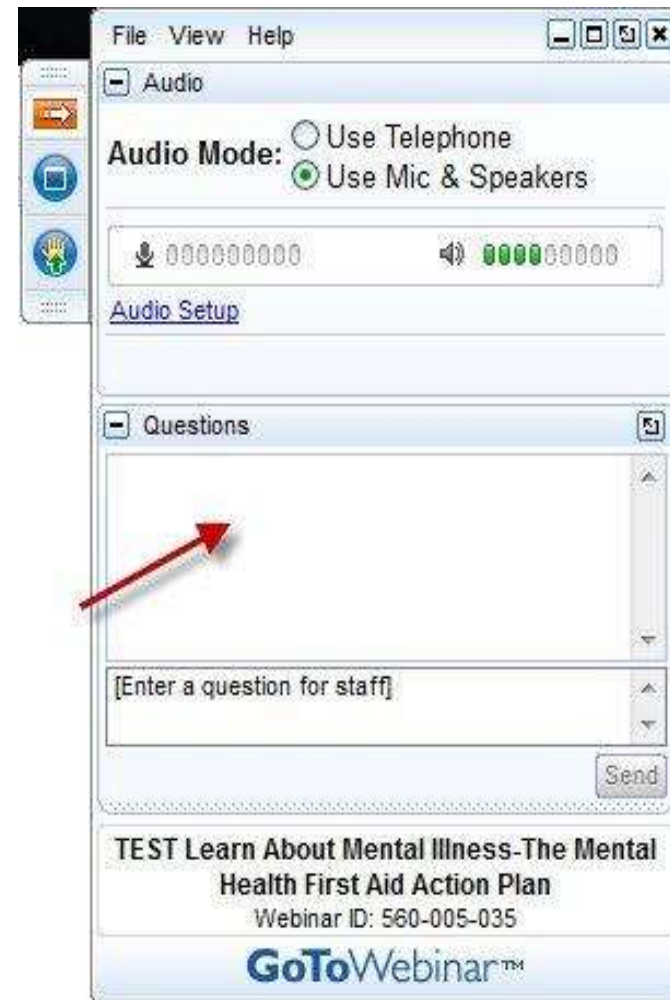
Cohort VIII Webinar Series: Strategies and Workflows for Consumer Engagement and Retention

December 16, 2015

**Slides for today's webinar are available
on the CIHS website at:**

http://www.integration.samhsa.gov/pbhci-learning-community/resources#cohort 8_pbhci_grantees

Got Questions?
Please type your questions into the question box and we will address them.



Today's Presenter

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What we will cover:

- Engaging people in integrated services
- Minimizing internal steps for referrals to encourage engagement
- Strategies to keep people engaged

Unlike the movies, this is not the way engagement in health and wellness starts....



Three steps to engagement:

Culture

Services

Marketing



Step 1: Creating a culture to support wellness

Immersion of integration for the whole agency



Step 1:

Creating a culture to support wellness

First Impressions

- Agency / Clinic name
- Building / Lobby
- Offices
- Newsletters
- Community Partners

Clinical Services

- Health questions embedded
- All staff are health-competent
- Motivational Interviewing
- Nutrition and exercise are woven into services

Step 2: Offering services that people will want to participate in

- Taking the time to build relationships
- Using data to find out what people need / want
- Stage-based interventions
- Staff who understand and can roll with the complexity of mental illness
- Making it fun
- Creating opportunities in the community



Step 3:

Marketing your services

- Keep your message simple
- Marketing to your staff
 - Be sure to include your psychiatry staff
 - Have staff market to other staff, who market to potential enrollees
- Marketing to your community partners
 - Have community partners market to potential enrollees
- Marketing to potential enrollees
 - Incentivize enrollees to market to other potential enrollees

Referral workflows

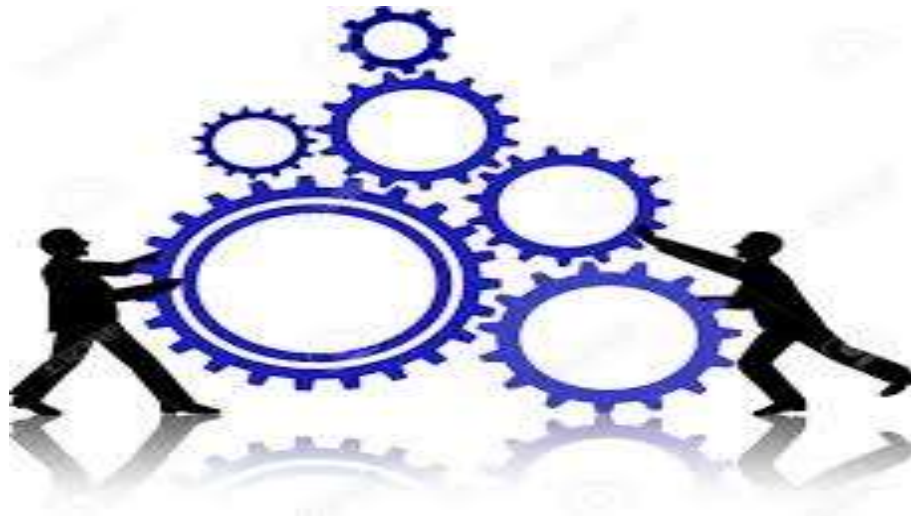


Three steps to creating a referral workflow

Avoid
Pitfalls

Natural
Opportunities

Clinical
Opportunities



What doesn't work....

- Having your clinic services be separated from your day-to-day business
- Referral forms to complete
- Ambiguous requirements
- Lengthy wait
- Expectation of transfer



You have to do what you say you are going to do.....

Workflow strategies

Natural opportunities

- Open clinic layouts
- Promoting / hiring from within
- Sharing staff resources
- Bringing health to where people are



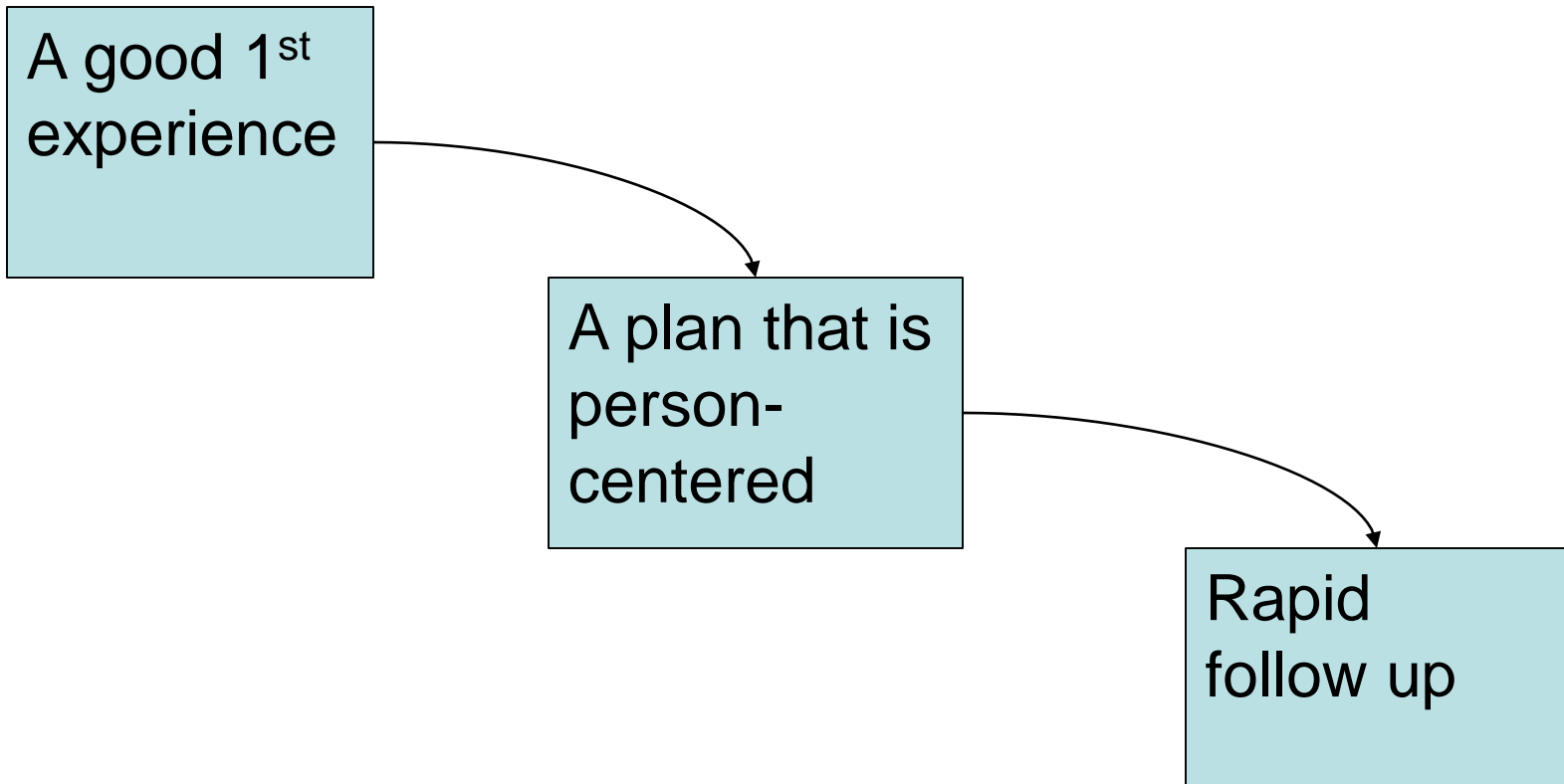
Workflow strategies

Clinical Business Opportunities

- Open access
- Peer support up front
- Warm hand-offs
- Daily huddles
- What happens in the clinic supports the plan
- Regular (but brief) case review



Strategies to keep people engaged



A good first experience

- Easy access
- Easy / safe to get to
- Welcoming staff
- No redundant paperwork / questions
- The data collection process is embedded in the workflow
- Incentives for participation that support health
- Identification and planning for barriers to attending appointments (*Mini no-show screener*)



A plan that is person-centered

- The person developed his / her own plan
- The plan includes the support of relationships
- Goals and outcomes of health are embedded in life areas of the plan
- Goals and outcomes are achievable in a short amount of time
- Interventions are reflective of what state of change the person is in

Rapid Follow Up

- Following the plan
- Care coordination
- Drop-in groups / open groups
- Identification of barriers
- Celebrating success
- Incentives for re-assessment that support health



Resources

SAMHSA-HRSA Center for Integrated Health Solutions

- Consumer engagement
www.integration.samhsa.gov/health-wellness/consumer-engagement
- Motivational Interviewing
<http://www.integration.samhsa.gov/clinical-practice/motivational-interviewing>

National Council for Behavioral Health

- Motivational Interviewing
www.thenationalcouncil.org/areas-of-expertise/motivational-interviewing/
- MTM – Same Day / Next Day Access
<http://www.thenationalcouncil.org/areas-of-expertise/same-day-access/>
- Case-to-Care Management
<http://www.thenationalcouncil.org/training-courses/moving-case-management-to-care-management/>