

NATIONAL
COUNCIL
for Mental
Wellbeing

CCBHC-E National Training and Technical Assistance Center

CCBHC Value Proposition Webinar

February 15, 2024

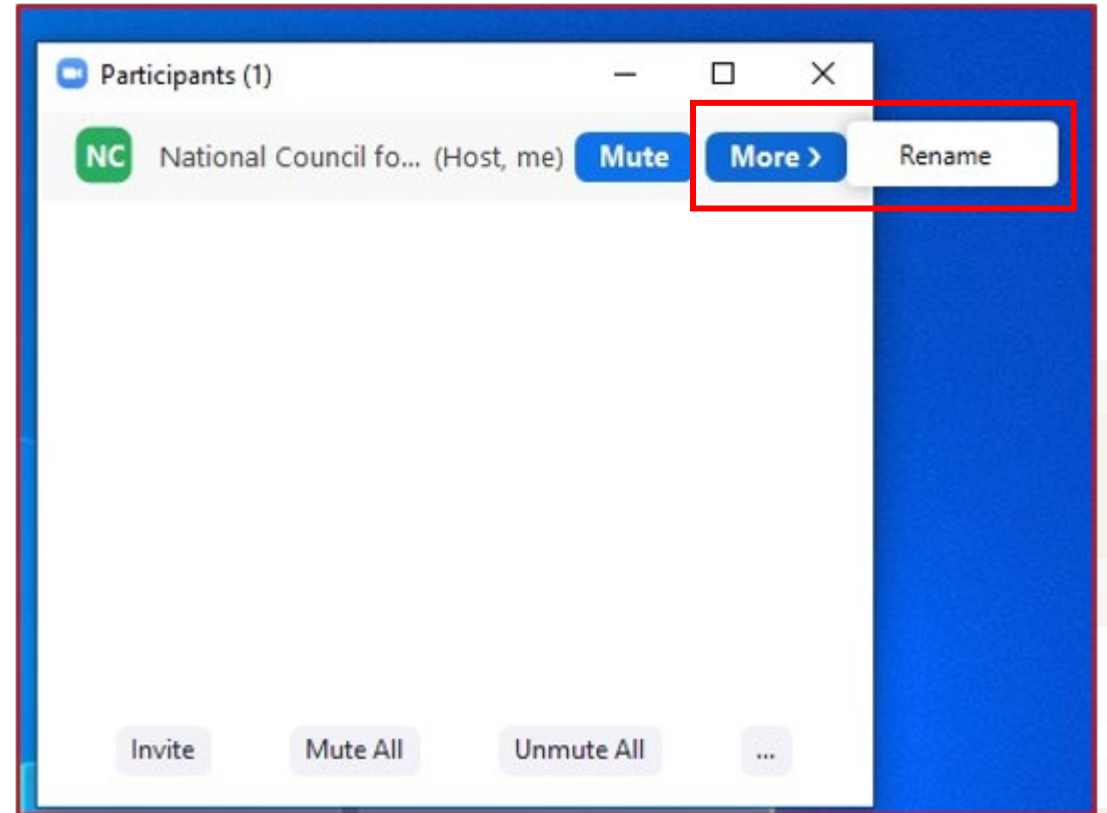
CCBHC-E National Training and Technical Assistance Center

Funded by Substance Abuse and Mental Health Services Administration and operated by the National Council for Mental Wellbeing

This publication was made possible by Grant No. 1H79SM085856 from the Substance Abuse and Mental Health Services Administration (SAMHSA). Its contents are solely the responsibility of the authors and do not necessarily represent the official views, opinions or policies of SAMHSA, or the U.S. Department of Health and Human Services (HHS).

Logistics

- Please rename yourself so your name includes your organization.
- *For example:*
 - **Roara Michael, National Council**
- *To rename yourself:*
 - Click on the **Participants** icon at the bottom of the screen
 - Find your name and hover your mouse over it
 - Click **Rename**
- If you are having any issues, please send a Zoom chat message to **Roara Michael, National Council**

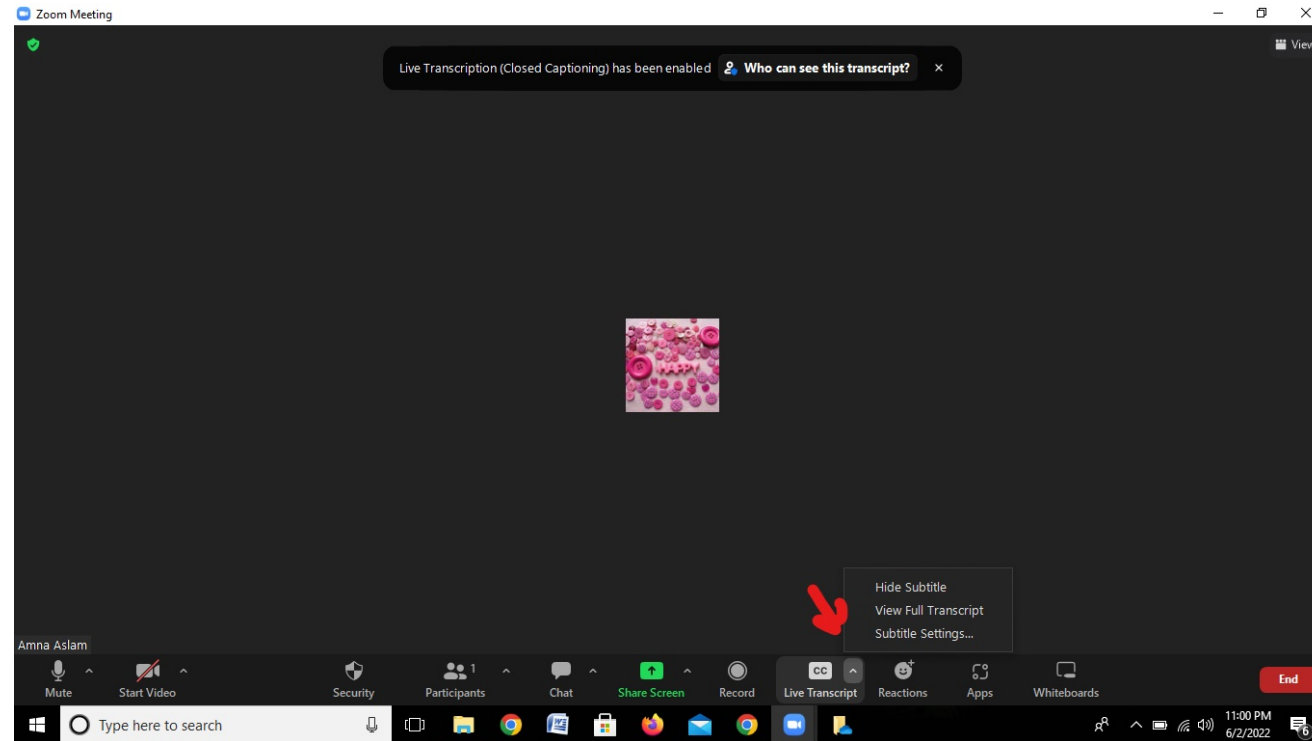


NATIONAL
COUNCIL
for Mental
Wellbeing

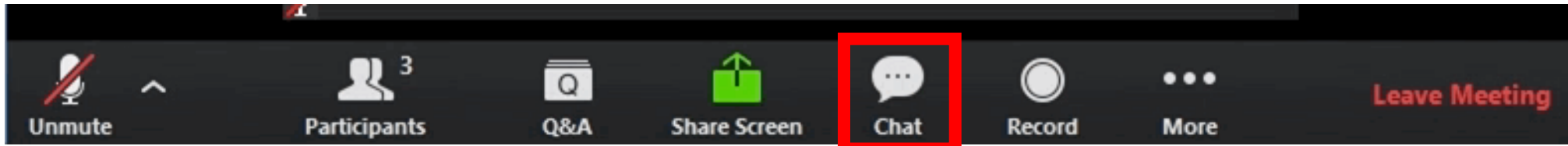


How to Enable Closed Captions (Live Transcript)

Next to “Live Transcript,” click the arrow button for options on closed captioning and live transcript.



How to Ask a Question



Please share questions throughout today's session using the **Chat Feature** on your Zoom toolbar.
We'll answer as many questions as we can throughout today's session.

Your Learning Community NTTAC Team



Blaire Thomas, MA
Senior Project
Manager



Roara Michael, MHA
Project Manager



Today's Presenter



Mindy Klowden, MNM

Mindy Klowden, MNM is a national consultant, leader, and strategist in behavioral health and integrated care. As the managing director for behavioral health, she provides overall stewardship over THS' behavioral health and community health consulting practice areas and strategy.

Managing Director, Third Horizon Strategies
mindy@thirdhorizonstrategies.com

NATIONAL
COUNCIL
for Mental
Wellbeing

Today's Presenters



Tina Chapman

Project Director, KBH
tchapman@kbhmaine.com



Andy Hinson

Administrative Coordinator, KBH
ahinson@kbhmaine.com



Carla Stockdale

Project Director, KBH
cstockdale@kbhmaine.com

NATIONAL
COUNCIL
for Mental
Wellbeing

Today's Agenda

1

Value Proposition Webinar Overview and Expectations

2

Developing Your Value Proposition as a Certified Community Behavioral Health Clinic (CCBHC)

3

Case Study: Kennebec Behavioral Health

4

Q&A



Developing Your Value Proposition as a Certified Community Behavioral Health Clinic (CCBHC)

Presented by Mindy Klowden,
MNM, Managing Director for
Behavioral Health



About Us

Third Horizon Strategies is a boutique advisory firm focused on shaping a future system that actualizes a sustainable culture of health nationwide. The firm offers a 360° view of complex challenges across three horizons – past, present, and future—to help industry leaders and policymakers interpret signals and trends; design integrated systems; and enact changes so that all communities, families, and individuals can thrive.

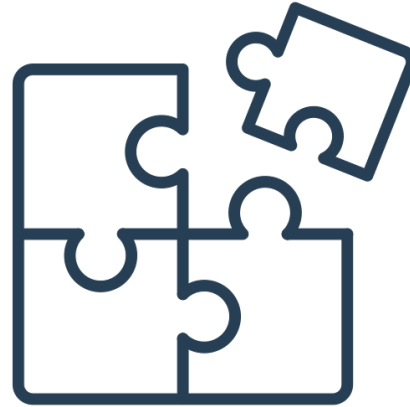
The THS behavioral health team helps stakeholders improve systems so that all individuals can access the care they need, when and where they need it. The firm provides facilitation services, research, policy analysis, strategy, and data analytics that promote behavioral health, increase quality, and improve outcomes.

Learn more at <https://thirdhorizonstrategies.com>





Understand what a value proposition is and why it is beneficial for CCBHCs



Attain the four essential steps to crafting a value proposition



Gain insights from a case study of a peer CCBHC that worked through the value proposition development process

What is a Value Proposition, and Why Do I Need One?

A value proposition is a positioning statement explaining how the values that guide your organization are expressed in the benefits you provide, who you serve, and how you do it uniquely well.

Clearly understanding - and articulating - your value as a CCBHC is essential to positioning your organization as a behavioral health service delivery leader.

It builds the case that you are better positioned to meet the community's needs than your competitors.

Consideration for CCBHCs

The CCBHC model is still relatively new; you may need to educate stakeholders about the comprehensive CCBHC services and how the model improves population health.



As a CCBHC, you meet community needs, create hope, and save lives. It is not just your mission but your demonstrated results that form the basis for your value proposition.



As a CCBHC, you already have multiple data points to leverage.



A strong value proposition is essential to planning and achieving sustainability

NATIONAL
COUNCIL
for Mental
Wellbeing



Steps to Develop Your Value Proposition

1. Determine your organization's goals for a value proposition and conduct a stakeholder analysis
2. Identify and collect data to build your value proposition
3. Craft your value proposition and communications strategy
4. Update and tailor it to different audiences

NATIONAL
COUNCIL
for Mental
Wellbeing

Developing Your Value Proposition: A Guide for Certified Community Behavioral Health Clinics



NOVEMBER 2023

Step 1A: Determine your organization's goals for a value proposition

- Reach and engage new clients
- Promote your state's participation in the CCBHC Demonstration or through a Medicaid State Plan Amendment or Waiver
- Negotiate rates or participation in a value-based payment methodology
- Develop memorandums of understanding or contractual relationships with new community partners
- Create buy-in amongst your internal stakeholders



Step 1B: Stakeholder Analysis

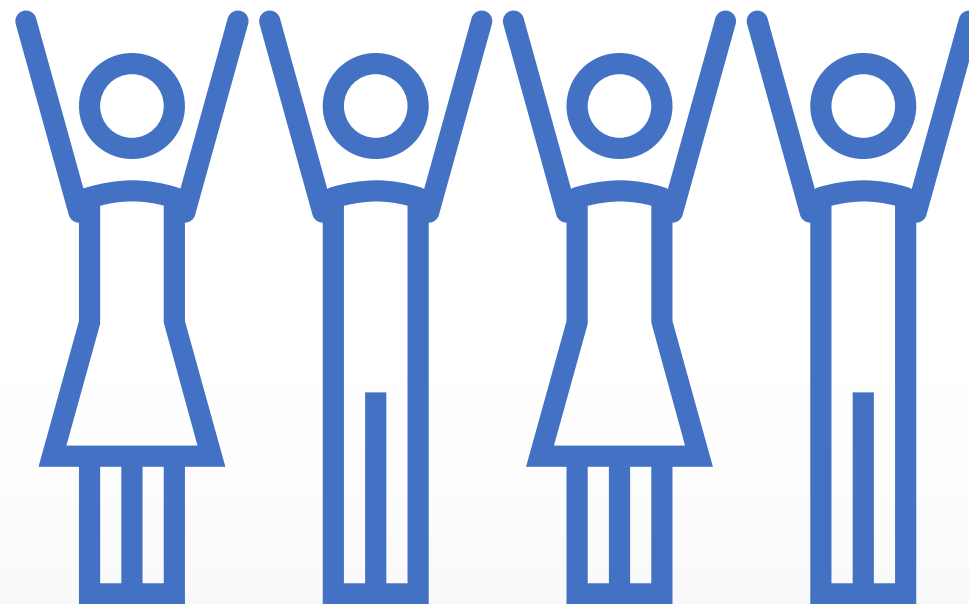
Who do you need to influence, and what do they care most about?



- Individuals with mental health and substance use challenges and their family members.
- State mental health authorities/single state agencies
- State Medicaid agencies and managed care organizations
- Commercial carriers and health plans
- Elected officials
- Community partners or potential partners
- Local government
- Foundations
- Internal stakeholders (staff and boards)

Step 2: Identify and Collect Data to Build Your Value Proposition

- Anecdotal data helps put a human face on your work as a CCBHC and tells the story of your impact differently than quantitative data.
- Collecting success stories does not have to be a big lift. It could be as simple as asking staff about the positive outcomes they have witnessed and asking individuals being served to describe, in their own words, how their lives have improved because of your CCBHC's services.
- You can collect this information through a short survey, brief interviews or focus groups. Peer specialists may be particularly well suited to gather qualitative data.



Potential Sources of Quantitative Data

- Client demographic data
- National Outcome Measures Survey (NOMS)
- Infrastructure Development, Prevention, and Mental Health Promotion (IPP) indicators
- Quality measures
- Patient satisfaction surveys
- Claims data




Step 3: Craft Your Value Proposition and Communications Strategy



- Think of how you will communicate your value proposition. What will be most effective for your audience?
- Develop a one-pager capturing your value proposition statement
- Compile a “pitch deck” that can be used in verbal presentations
- Share quantitative data through charts, graphs, or other visual representations.
- Share patient stories that demonstrate your success!
- Incorporate your value proposition into:
 - Collateral materials such as fact sheets, newsletters, and brochures
 - Formal written proposals
 - Legislative testimony

Step 4: Update and Tailor Your Value Proposition

- Determine a process for reviewing and updating your value proposition.
- Identify the person(s) or team responsible for updating your value proposition, how often it will be reviewed and updated, and how you will engage leadership and staff in this process.
- Update your value proposition in accordance with your process.



The value proposition should be a living document that can be updated with new messaging, data and information and tailored to different audiences.



Discussion



CASE STUDY



NATIONAL
COUNCIL
for Mental
Wellbeing



TheNationalCouncil.org

Introduction to KBH



- Kennebec Behavioral Health (KBH) was established in 1960 to meet the behavioral health needs of the people of Central Maine. We currently have more than 15 service programs and serve individuals across the lifespan.
- KBH has 420 employees and 5 clinics located in 3 counties, serving a population of just over 200,000 residents in a primarily rural part of Maine.
- In FY 2022 KBH provided services to approximately 9,200 unduplicated individuals.

NATIONAL
COUNCIL
for Mental
Wellbeing



KBH's CCBHC Timeline and State Landscape

- CCBHC is new to the state of Maine. KBH was one of the first agencies in the state to receive a CCBHC Expansion Grant, which was awarded in September 2021. KBH received a CCBHC Improvement & Advancement Grant in 2023.
- KBH has a strong collaborative partnership with our state Department of Health & Human Services and works actively with other CCBHC grantees in Maine.
- Maine is planning to begin certifying CCBHCs in 2024 and begin MaineCare reimbursement for CCBHC services by January 1, 2025.



Snapshot of Our CCBHC Implementation

KBH's CCBHC Implementation has focused on 4 areas:

- Improving access to care by enhancing intake screening and providing care coordination through our Access Center
- Providing 24/7 crisis services through close collaboration with our DCO agency, Crisis & Counseling Centers Inc.
- Offering a robust array of evidence-based practices in our Outpatient Services program to meet the needs of clients across the lifespan
- Building integrated care teams bringing together our Med Clinic, Outpatient, and Case Management staff to focus on whole-person care



How We Developed Our Value Proposition



NOVEMBER 2023



CCBHC-E National Training & Technical Assistance Center
Funded by Substance Abuse and Mental Health Services Administration and operated by the National Council for Mental Wellbeing

This publication was made possible by Grant No. 1h795M085856 from the Substance Abuse and Mental Health Services Administration (SAMHSA). Its contents are solely the responsibility of the authors and do not necessarily represent the official views, opinions or policies of SAMHSA, or the U.S. Department of Health and Human Services (HHS).

KBH went through three main steps to develop our CCBHC Value Proposition:

1. Defining our goals and our target audience: What did we want to accomplish with our Value Proposition and who did we need to reach with our message to meet that goal?
2. Collecting our data: What data would help us make the case for our audience?
3. Developing our message and our communications strategy: What did we want to say in our Value Proposition and how could we continue to communicate our CCBHC value as our work evolves?

Third Horizon Strategies provided coaching services to KBH during the development of the CCBHC Value Proposition.

Value Proposition for KBH Board Members

- KBH provides regular communications for our Board members on our CCBHC implementation and our CCBHC certification process and rate development work with the state.
- Our Value Proposition will be part of our communications toolkit going forward.
- KBH plans to periodically review and update our VP to keep our Board members engaged and informed as our CCBHC work proceeds.




CCBHC
Certified Community Behavioral Health Clinic

Quick Facts:

KBH has a 2-year pilot grant to implement the processes and workflows needed to become a CCBHC, or Certified Community Behavioral Health Clinic.

CCBHC is a model for providing services that focuses on building a collaborative care approach within the agency and working with outside providers and community supports to serve vulnerable populations.

Maine is developing a new reimbursement system for CCBHCs that is built on paying for whole-person care instead of the fee-for-service model. The enhanced reimbursement rate will help us focus more on client outcomes. It will also enable services to be provided to everyone who needs them, regardless of ability to pay.

The CCBHC model is designed to benefit clients with complex behavioral health needs, such as:

- Individuals who are in crisis or have high suicide risk
- Individuals with substance use disorders, including opioid use disorder
- Persons with housing instability
- Persons transitioning out of a psychiatric hospitalization or crisis stabilization
- Persons who are on probation, parole, or condition for release
- Children and families involved with protective services
- Veterans and active members of the U.S. armed services and their dependents
- LGBTQ+ youth and adults

Thank you! Building a CCBHC also involves working together to create a supportive agency culture around trauma-informed, recovery-oriented care and empowering both our clients and one another to cultivate resilience, find healing, and make new discoveries on our journey. Thank you to everyone at KBH—you make this inspiring work possible every day!

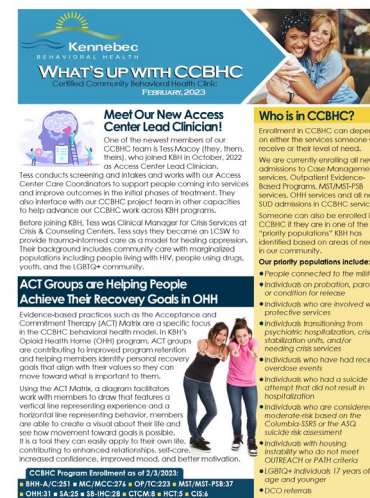
NATIONAL
COUNCIL
for Mental
Wellbeing

Value Proposition for KBH Staff

KBH's ongoing CCBHC staff communications work includes several components:

- A monthly "What's Up With CCBHC?" fact sheet
- Regular presentations in team meetings
- Postings on our online KBH Staff Web Portal
- Individual outreach to managers and staff who want more information on our CCBHC work

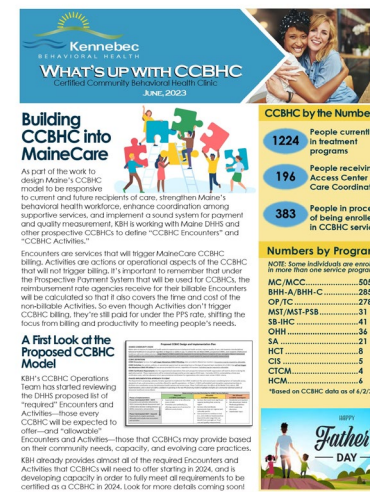
In 2024, KBH plans to use our CCBHC Value Proposition to take the next step in our CCBHC outreach to our staff with a social marketing campaign.



Meet Our New Access Center Lead Clinician!
One of the newest members of our CCBHC team is Tess McCoy. They, them, theirs, who joined KBH in October, 2022 as Access Center Lead Clinician. Tess conducts screening and intake and works with our Access Center Care Coordinators to support people coming into services and improve outcomes in the initial phases of treatment. They also interface with our CCBHC project team in other capacities to help advance our CCBHC work across KBH programs.

Who is in CCBHC?
Enrollment in CCBHC can depend on either the services someone will receive or their level of need. We are currently enrolling all new admissions to Case Management services, Outpatient Evidence-Based Programs, MST/MSF-PB services, CCR services and all new SUD admissions in CCBHC services. Someone can also be enrolled in CCBHC if they are in one of the "priority populations" KBH has identified based on areas of need in our community.

ACT Groups are Helping People Achieve Their Recovery Goals in OHH
Evidence-based practices such as the Acceptance and Commitment Therapy (ACT) Matrix are a specific focus in the CCBHC behavioral health model. In KBH's Opened Health Home (OHH) program, ACT groups are contributing to improved program retention and helping members identify personal recovery goals that align with their values so they can move toward what is important to them. Using the ACT Matrix, a diagram facilitates work with members to draw that features a vertical line representing experience and a horizontal line representing behavior; members are able to create a visual about their life and see how movement toward goals is possible. It is not that they can't apply to their own lives, contributing to enhanced relationships, self-care, increased confidence, improved mood, and better motivation.



Building CCBHC into MaineCare
As part of the work to design Maine's CCBHC model to be responsive to current and future recipients of care, strengthen Maine's behavioral health workforce, enhance coordination among supportive services, and implement a sound system for payment and quality measurement, KBH is working with Maine DHS and other prospective CCBHCs to define "CCBHC Encounters" and "CCBHC Activities."

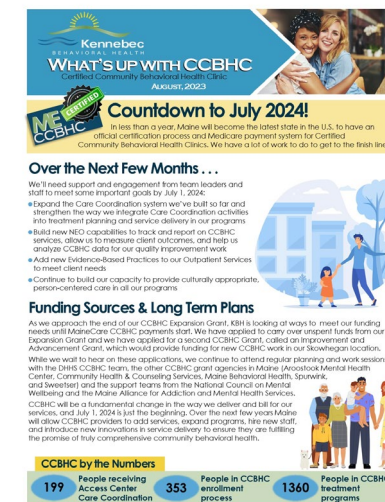
CCBHC by the Numbers*

1224	People currently in treatment programs
196	People receiving Access Center Care Coordination
383	People in process of being enrolled in CCBHC services

Numbers by Program
NOTE: Some individuals are enrolled in more than one service program.

MC/ACC	505
BHH-A/BHH-C	285
OP/IC	278
MST/MSF-PB	31
SB-IHC	41
CRH	34
SA	21
HCT	8
CIS	5
CTCM	4
HCM	4

*Based on CCBHC data as of 4/2/23



Countdown to July 2024!
In less than a year, Maine will become the latest state in the U.S. to have an official certification process and Medicare payment system for Certified Community Behavioral Health Clinics. We have a lot of work to do to get to the finish line!

Over the Next Few Months...

- We'll need support and engagement from team leaders and staff to meet some important goals by July 1, 2024.
- Expand the Care Coordination system we've built so far and strengthen the way we integrate Care Coordination activities into treatment planning and service delivery in our programs.
- Build new IEO capabilities to track and report on CCBHC services, allow us to measure client outcomes, and help us analyze CCBHC data for our quality improvement work.
- Add new Evidence-Based Practices to our Outpatient Services for most client needs.
- Continue to build our capacity to provide culturally appropriate, person-centered care in all our programs.

Funding Sources & Long Term Plans
As we approach the end of our CCBHC Expansion Grant, KBH is looking of ways to meet our funding needs until MaineCare CCBHC payments start. We have applied to carry over unspent funds from our Expansion Grant and we have applied for a second CCBHC Grant, called an Improvement and Advancement Grant, which would provide funding for new CCBHC work in our knowledge locations. While we wait to hear on these applications, we continue to attend regular planning and work sessions with the DHS CCBHC team, the other CCBHC grant agencies in Maine (Annisobek Mental Health Center, Community Health & Counseling Services, Maine Behavioral Health, Spunkin, and Sweetser) and the support teams from the National Council on Mental Wellbeing and the Maine Alliance for Addiction and Mental Health Services. CCBHC will be a fundamental change in the way we deliver and bill for our services, and July 1, 2024 is just the beginning. Over the next few years, Maine will allow CCBHC providers to add services, expand programs, hire new staff, and introduce new innovations in service delivery to ensure they are fulfilling the promise of truly comprehensive community behavioral health.

CCBHC by the Numbers

199	People receiving Access Center Care Coordination	353	People in CCBHC enrollment process	1360	People in CCBHC treatment programs
-----	--	-----	------------------------------------	------	------------------------------------

Contact Information

- Tina Chapman, KBH CCBHC Project Director
tchapman@kbhmaine.org
- Andy Hinson, KBH CCBHC Administrative Coordinator
ahinson@kbhmaine.org
- Carla Stockdale, KBH Clinical Director
cstockdale@kbhmaine.org

CCBHC-Expansion Grantee National Training and Technical Assistance Center

We offer CCBHC grantees...



Virtual Learning Communities, Webinars and Office Hours

Regular monthly offerings that are determined based on grantees expressed needs.



Opportunities for Collaboration with Other Grantees

Monthly Peer Cohort Calls for CCBHC Program Directors, Executives, Evaluators and Medical Directors.



Direct Consultation

Request individual support through our website requesting system and receive 1:1 consultation.



On-demand Resource Library

Includes toolkits, guidance documents, and on-demand learning modules.



Access our website to register for upcoming events, submit a consultation request or scan our on-demand resource library:
<https://www.thenationalcouncil.org/program/ccbhc-e-national-training-and-technical-assistance-center/>

NATIONAL
COUNCIL
for Mental
Wellbeing

The screenshot shows the homepage of the National Council for Mental Wellbeing. At the top, there is a navigation bar with links for Engage, Login, Store, and Search. Below this are dropdown menus for About Us, Our Work, Get Involved, Membership, and News & Events. The main header features the organization's logo and tagline, "HEALTHY MINDS • STRONG COMMUNITIES", and a large image of four diverse women smiling. A prominent headline reads, "Working to ensure that mental wellbeing is a reality for everyone." Below this is a button for "Our Vision & Values".

The main content area is divided into several sections. On the left, there is a large graphic for "HILL DAY at Home" on October 18, 2023, with a "Register Now!" button. To the right of this graphic is a list of three blog posts, each with a small image of the author, the title, the date, and a "Read more" link:

- Shaped by a Moment: My Journey to Mental Health First Aid** (Sep 20, 2023)
- Keeping Youth Mental Wellbeing in Mind (Part 2)** (Sep 15, 2023)
- Recovery Month: Let's Hear it for Peers** (Sep 12, 2023)

Below the blog posts is an event listing for "Hill Day at Home 2023" on Oct 18, 1:00 pm - 4:00 pm, with a description and a "Read more" link. A "PUBLIC POLICY" button is also visible. At the bottom of the page, there is a section titled "How You Can Get Involved".

Questions or Looking for Support?



Visit our website and complete the [CCBHC-E NTTAC Request Form](#)

Slides, recordings and session resources will be available on our [New Grantee Learning Community webpage](#) approximately 2 days following each session



thenationalcouncil.org/program/ccbhc-e-national-training-and-technical-assistance-center/request-training-assistance/

NATIONAL
COUNCIL
for Mental
Wellbeing