

# New Demo Office Hour: CCBHC Workforce Innovations

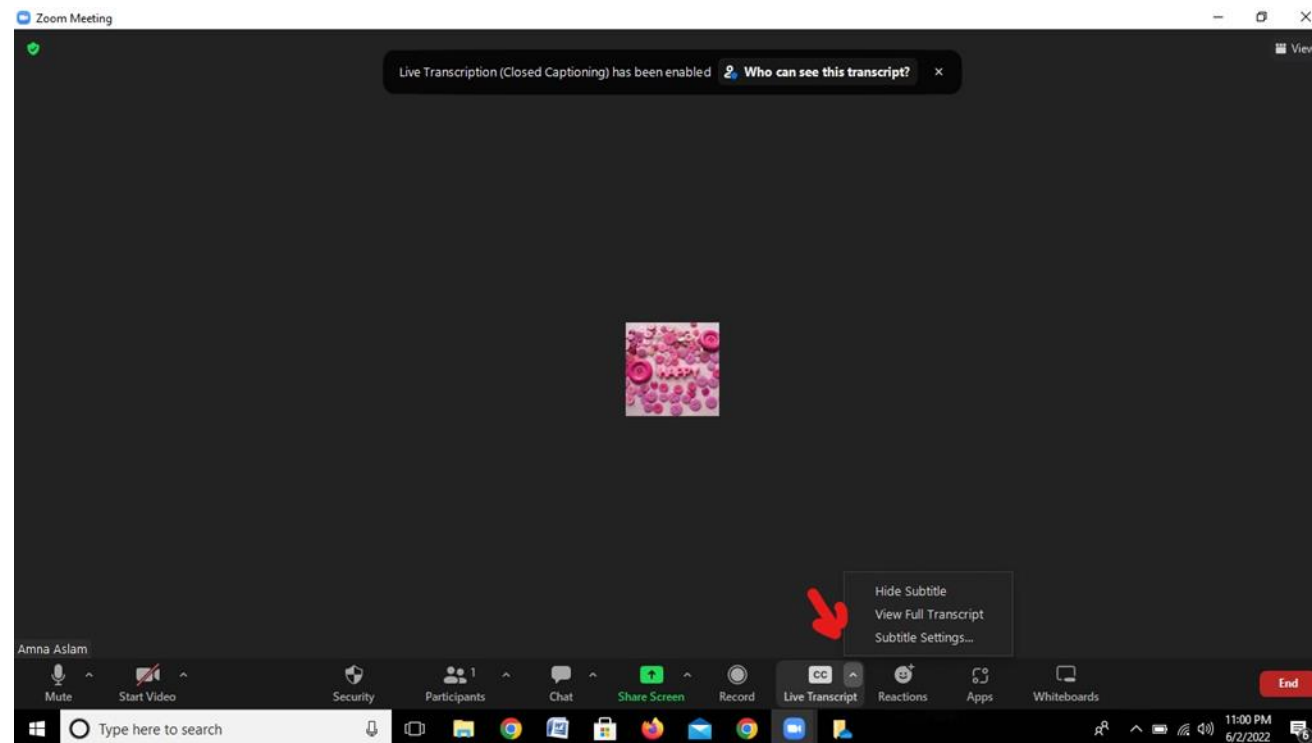
*February 14, 2025*

NATIONAL  
COUNCIL  
*for* Mental  
Wellbeing

HEALTHY MINDS  
STRONG COMMUNITIES

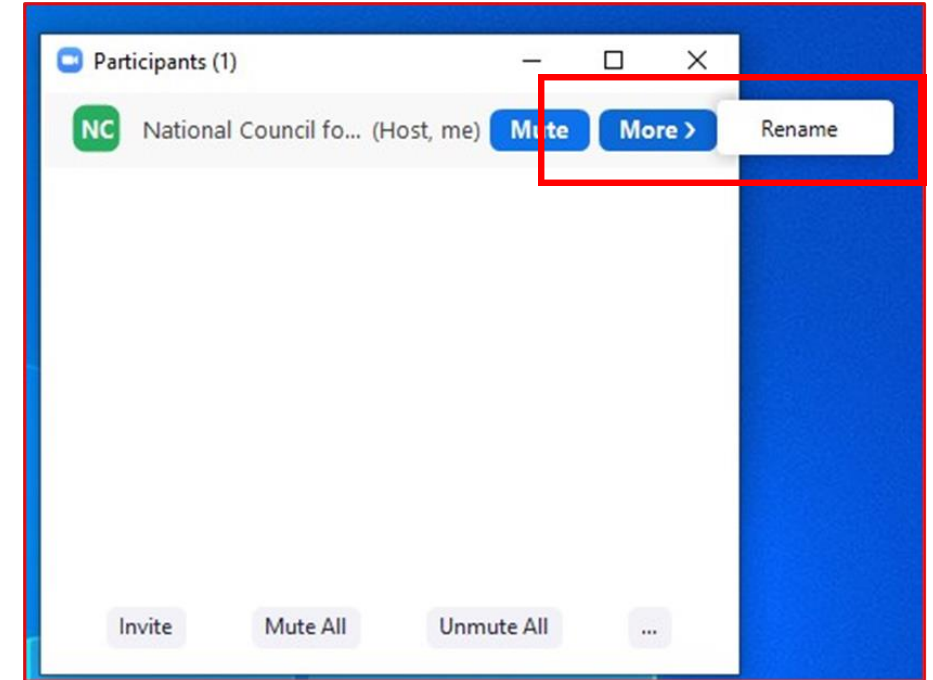
# How to Enable Closed Captions (Live Transcript)

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

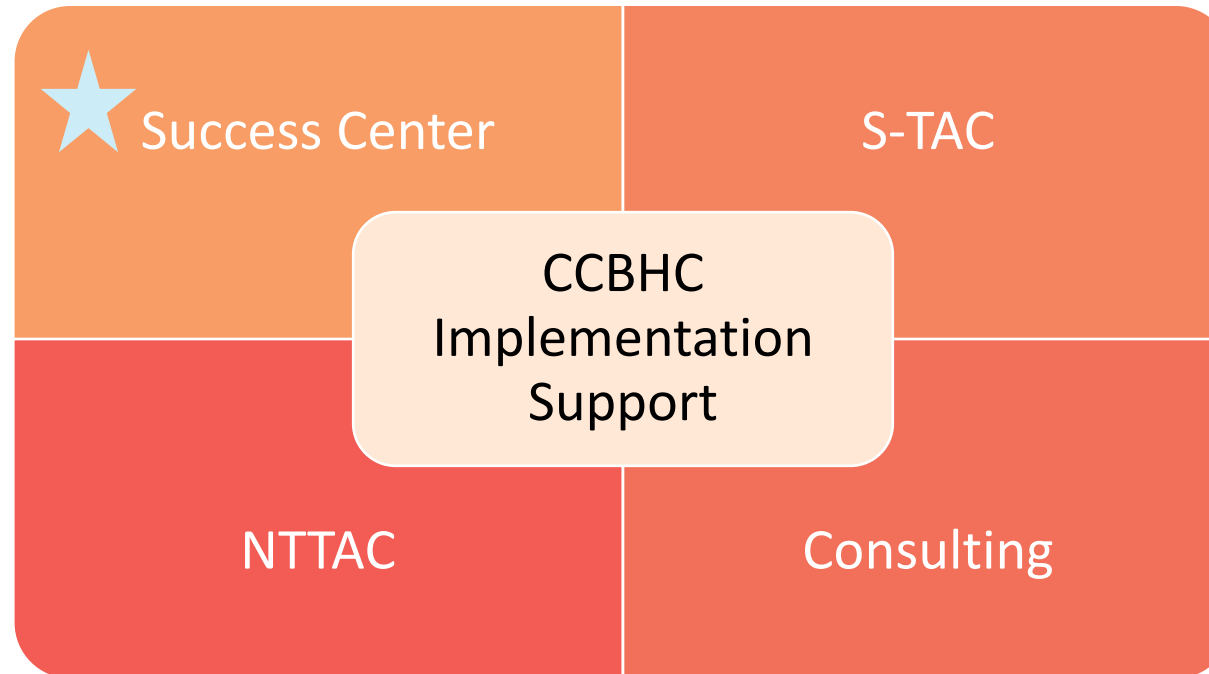


# Logistics

- Please join by video if you are able!
- Please rename yourself so your name includes your organization.
  - For example:
    - D'ara Lemon, 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 **D'ara Lemon, National Council**



# Implementation Support for CCBHCs



# Today's Presenters



Brian Mallow, MSW  
Senior Advisor, PIC



Anthony Carter, LCSW-C  
Project Director, PIC

# Agenda

- Recap of last week's session on Workforce Innovations
- CCBHC Workforce Innovations Q&A
- Other CCBHC Q&A



# Quick Poll

- Did you attend the last session on Thursday, February 6?
  - [Workforce Innovations TA Session.](#)
- What is your CCBHC status?



# Program Requirement 1: Staffing

1.A: General Staffing Requirements

1.B: Licensure and Credentialing Requirements

1.C: Cultural Competence and Other Training

1.D: Linguistic Competence

[CCBHC Criteria On-Demand Lessons: Staffing](#)





# Staffing Requirement 1.a.1: Community Needs Assessment & Staffing Plan

- The CCBHC has completed a needs assessment that addresses cultural, linguistic, treatment and staffing needs of the area, as well as addresses transportation, income, culture, and other barriers
- The needs assessment addresses workforce shortages
- Individuals served, family members, and relevant communities were consulted in a meaningful way to complete the needs assessment
- Recognition of the CCBHC's obligation to update the assessment and staffing plan at least every 3 years
- The staffing plan for the CCBHC reflects the findings of the needs assessment
- The CCBHC bases its requirements for services at the CCBHC, including care coordination, on the needs assessment findings



# Responding to the Community Needs Assessment: Examples from the field

- Bilingual/Bicultural Clinicians
- Data Analysts/Evaluators
- Integrated Health Director
- Community Liaison
- Engagement Specialists/Outreach Manager
- CCBHC Specialists
- Nurse Navigators/Medical Assistants
- Care Coordinators



# Advancing a Stronger Workforce

- CCBHC status allows organizations to hire more staff and fill long-vacant positions to better meet the needs of their communities
  - 98% of clinics report an increase in the number of staff positions since becoming a CCBHC
  - Medicaid CCBHCs reporting a median of 22 new positions per clinic
- The most common strategies CCBHCs utilize to recruit and retain staff include:
  - Increasing employee pay and benefits
  - Enhancing job roles and career pathways
  - Engaging in recruitment strategies

National Council for Mental Wellbeing: [2024 CCBHC Impact Report](#)



# Rethinking Staffing: Actions to Consider

- Streamline processes to reduce overburdening of specific staff roles and identify where task shifting can occur or where new roles may be valuable
- Revisit job descriptions and assess roles to identify flexibilities for task shifting and/or that expand opportunities for different cohorts of staff and candidates
- Keep staff involved and adapt to any new changes around their feedback and needs
- Identify barriers and challenges in services and day-to-day operations; develop plans to enhance service offerings and operations along integration spectrum accordingly
- Assess the current staffing model and develop a strategic restructuring plan
- Consider redefining roles by areas such as business and clinical to ensure everyone practices at the top of their license and ability

# Rethinking HR & Attracting Top Talent: Actions To Consider

- Conduct a comprehensive review of your HR department and assess current staff skill sets
- Prioritize staff wellness by integrating it into your organization's operations; utilize EAPs and explore other ways to enhance staff quality of life
- Design bonus structures that recognize and reward new and existing staff members
- Acknowledge the impact of vicarious trauma on staff and establish support systems to mitigate its effects
- Offer salary differentials for key language competencies and geographically hard-to-fill positions
- Train managers in how to interview and to be aware of implicit bias; to challenge assumptions about qualifications and salaries



# Employee Wellness and Resilience: Actions to Consider

- Create a wellbeing task force of staff from all levels to conduct assessments such as focus groups and surveys to develop recommendations
- Create on-site wellness rooms for quiet/re-grounding or wellness activities
- Offer flexible hours and/or schedules, such as 35-hour work weeks, every other Friday off, or a mix of working longer and shorter days
- Keep Fridays (or another day) free of meetings and trainings
- Promote organizational relationship building by hosting team dinners and offering relationship-building exercises to strengthen team trust and culture
- Offer staff wellness days off and/or individual wellness opportunities such as gym memberships
- Practice restorative supervision, which includes providing psychological support, to help staff navigate challenging issues



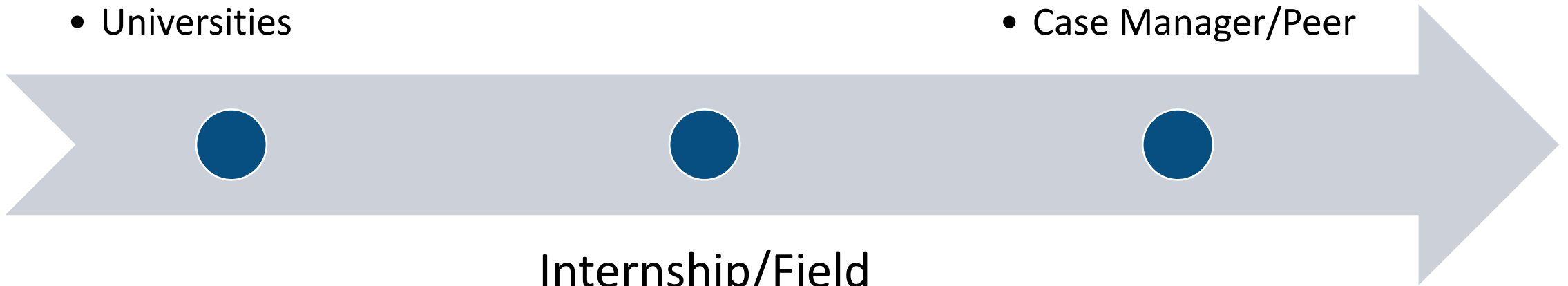
# Building Career Pathways

## Students

- Training Programs
- Universities

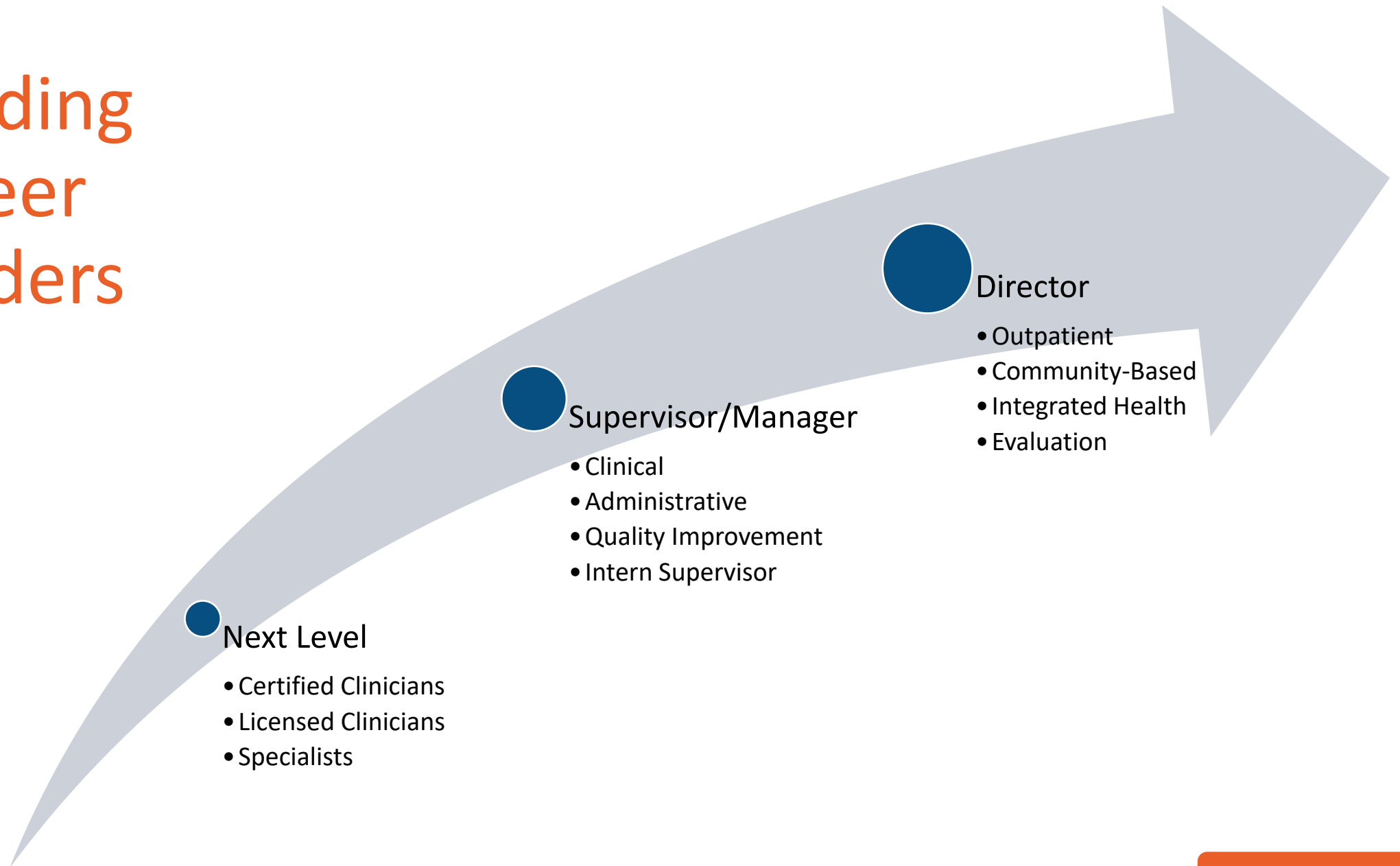
## Entry Level

- MH Therapist/SUD Counselor
- Case Manager/Peer



Internship/Field  
Placement

# Building Career Ladders





# Additional Resources

- [Making the Case for High-Functioning Team-Based Care](#)
- [How to Build an HR Department: A Practical Manual](#)
- [The National Health Service Corp scholarships and loan repayment programs](#)
- [Building Blocks for Behavioral Health Recruitment and Retention](#)
- [Fostering Resilience and Recovery: Change Management Strategies](#)
- [Harvard School of Public Health blog on change management in health care settings](#)
- [Fostering Mental Wellbeing in the Workplace](#)



# Workforce Innovations Q&A

## Discussion Questions:

- How are you approaching any staff restructuring and/or designing new roles? Any challenges you're experiencing?
- What is a CCBHC design/redesign challenge you are still experiencing?
- What is a recruitment/retention policy or procedure issue you are still solving for?
- Other recruitment and retention challenges?

# General CCBHC Q&A

- Questions?



# New Demo Learning Series

## Join us at March's Learning Session focused on CCBHC Care Coordination

- Increase knowledge and understanding of CCBHC care coordination criteria and implications for clinic and organizational changes
- Increase understanding of approaches and practices for CCBHC care coordination

**[Register Here](#)**

# CCBHC Forum at NatCon25

- **What:** National Council is hosting a **full-day pre-conference CCBHC Forum**
- **When:** Sunday, May 4, 2025
- **Who:** Designed for everyone- state health officials, policymakers, CCBHCs, advocacy groups, researchers and other stakeholders.
- Forum activities include:
  - Joint programming with National Council's Crisis Response Services Summit, exploring how the CCBHC model enhances effective crisis systems
  - Deep-dives into current CCBHC topics such as evaluating statewide impact, DCOs, SUD care, children's services, and more
- [Registration is available now!](#) CCBHC E-Grantees will receive a half day registration.



# CCBHC Success Center Support

CCBHC Success Center News and Events  
Subscription Link:

<https://www.thenationalcouncil.org/program/ccbhc-success-center/implementation-support/#subscribe-form>.

Questions? Contact us at:

[CCBHC@TheNationalCouncil.org](mailto:CCBHC@TheNationalCouncil.org)

Visit our Success Center website at:

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## CCBHC Success Center



### CCBHC Success Center

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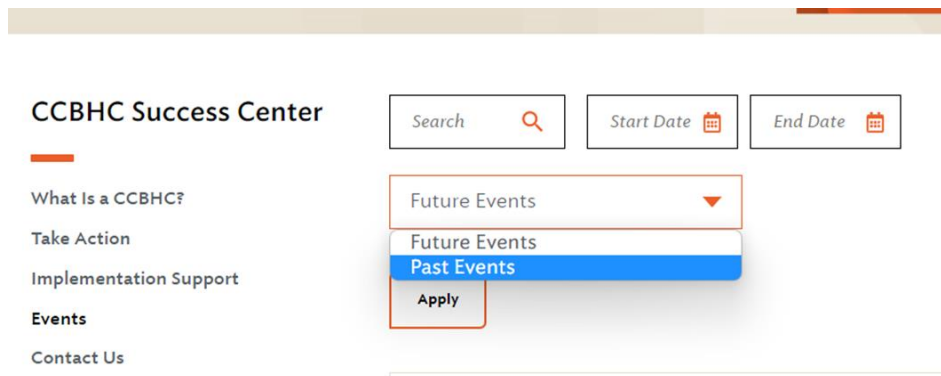
Welcome to the National Council for Mental Wellbeing's **Certified Community Behavioral Health Clinic (CCBHC) Success Center**, a hub for data, implementation support and advocacy to support the Certified Community Behavioral Health Clinic initiative. Start here with our CCBHC 101 video and our testimonial video, then use the menu bar on the left to navigate through more information and resources.



# Thank You!

Thank you for attending today's  
webinar.

Slides and the session recording  
link will be available on the CCBHC  
Success Center website under  
“Events” > “Past Events” within 2  
business days.



Your feedback is important to us!

Please complete the [brief event survey](#)  
that will open in a new browser window at  
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