

Crafting Your CCBHC Value Proposition:

A Toolkit for State Teams to Build Stakeholder Messaging and Communication Strategies



This toolkit will support state teams to craft a CCBHC value proposition and communication strategy using prompts and tools to break down the process into manageable steps. State teams overseeing CCBHC model design, development, and implementation should use this tool as an opportunity to engage with stakeholders and craft common messaging to increase awareness and support of the CCBHC model.

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Introduction

The Certified Community Behavioral Health Clinic (CCBHC) model is a comprehensive outpatient behavioral health delivery system that is federally defined, state driven, and locally delivered. The value of CCBHC service delivery is determined by the experiences of and quality of care received by people in need of behavioral health services. State teams can share the value of CCBHC to motivate action in support of high-quality service delivery and coordination.

This guide will support state teams to craft a CCBHC value proposition and communication strategy using prompts and tools to breakdown the process into manageable steps. State teams overseeing CCBHC model design, development, and implementation should use this tool as an opportunity to engage with stakeholders and craft common messaging to increase awareness and support of the CCBHC model. Value propositions can be used to justify impact and return on investment, encourage partnerships across the health system, and educate the public on services and accessibility of care.

Using this toolkit, State teams can demonstrate the importance of having a core message and tailored talking points to clearly communicate the impact of CCBHC and encourage CCBHC clinics to also craft [clinic-specific CCBHC value propositions](#), augmenting efforts to engage partners in support of the model.

Step 1: Define your Stakeholders

A. Articulate your Goal. The first step to crafting your CCBHC value proposition is to define who it is for and what it is intended to influence. Your **value proposition will describe why CCBHCs are best positioned to meet the community's needs versus traditional service models and detail the action you need from your stakeholders.** You should define the actions or outcomes you are looking to promote with your value proposition, which may vary by targeted stakeholder. Examples might be:

- Securing or sustaining funding for the model
- Establishing support and stronger partnership with other state agencies or community settings
- Encouraging high-quality CCBHC service delivery

Gather any existing information you have that helps describe the need you are looking to solve. This can include:

- CCBHC Planning Grant and Demonstration application

- Existing messaging developed for stakeholders (e.g., reports to the legislature, cost analyses, presentations to new partners, etc.)
- Documents that include state vision, aspirations, and initiatives to transform behavioral health systems (e.g., vision statements, project and program charters, strengths and needs assessment, etc.)

Use the first column in [Tool 1](#) to outline your value proposition goals.

B. Analyze Stakeholders. Your goals will identify what stakeholders you need to influence with your value proposition and what your expected outcomes or actions are. Use [Tool 1](#) to examine their motivations, pain points, and influences in their decision making. Additionally, prioritize your stakeholders based on the impact to your value proposition goals.

Below are common motivations for CCBHC stakeholders:

- **State behavioral health agency leadership.** How will CCBHCs improve service delivery overseen by partner agencies? How do CCBHC standards and data align with current efforts and priorities?
- **State Medicaid agency.** How does the CCBHC model improve financial oversight and delivery of behavioral health services? What opportunities exist to streamline behavioral health services?
- **State legislature.** How do CCBHC services help improve the health and well-being of the community members represented by the policymakers and how do they reflect their legislative priorities? What is the cost savings or effective use of state dollars for CCBHC?
- **CCBHCs, prospective CCBHCs, and their state association(s).** How can CCBHC improve clinic operations and service delivery across populations? How does the Prospective Payment System allow clinics flexibility in resource management?
- **Care coordination partners (e.g., justice, housing, emergency departments, child welfare, etc.).** Why should these partners engage with the CCBHC model? How can CCBHC improve their workflows to meet the needs of the people they serve in the community?
- **988 call centers and crisis response networks.** How does connection to CCBHCs improve access for people in crisis?

- **Advocacy groups (e.g., consumers, families, other provider groups, etc.).** How will CCBHC services align or supplement already available in the community? How will CCBHC in your state improve care and access across the population?
- **Managed care organizations.** How will CCBHC help the health plan reach its obligations to the state and its organizational goals?

Tool 1. Value Proposition Goals and Stakeholder Analysis

Value Proposition Goal	Stakeholder	What do you need this stakeholder to do?	What do they value? What data or stories will motivate them?	How does the CCBHC model provide a solution to their needs or address their pain points?	Who do they trust?	Prioritization of Communication (High, Med, Low)
<i>Example: Encourage CCBHC partnership with Justice System</i>	<i>County Jails</i>	<i>Establish workflows with CCBHCs in their service area</i>	<i>Diversion for individuals with BH needs</i> <i>Quick access to care</i>	<i>CCBHC staff can connect with law enforcement in the field to support response</i> <i>CCBHCs have triage that includes assessing risk to enhance access to care</i>	<i>Sheriffs; Other Law Enforcement leaders</i>	<i>Med</i>

Step 2: Share Data and Stories

Taking what you learned from the stakeholder analysis, identify and organize data and stories that are most compelling to your audience.

A. Determine Quantitative Data. Start by using data you readily have access to, leveraging information that demonstrates positive impact to your stakeholders. When gathering data, remember not to overwhelm your audience with data points - **less is more**. Simple visuals like charts or graphs will help your stakeholders understand how the data resonates with their motivations.

Use the tool below to identify quantitative data points you can use to identify the value of CCBHC to your stakeholders. The following data sources can be explored by your team to identify CCBHC successes:

- CCBHC client data (counts, population characteristics, etc.)
- CCBHC staffing and training data
- CCBHC certification data
- CCBHC needs assessments
- Cost report data (staffing counts, visit enumeration, anticipated costs, etc.)
- CCBHC quality measure (numerator & denominators)
- Medicaid claims data
- Medicaid core set reports

Below are common data prioritized by CCBHC stakeholders:

- Health outcome data
- Access to care data
- Financial data (cost savings, cost shifting, Return on Investment (ROI))
- Staffing data
- Policy, workflow, and process changes that demonstrate care transformation or efficiencies

Other data available within your state or nationwide can provide insights into your CCBHC's impact relative to other models, some common comparison datasets include:

- [Medicaid Core Set Data](#)
- Medicaid or [All Payers Claims Database](#)

- National Council [CCBHC Impact Report](#)

B. Tell Effective Stories. Pair quantitative data with personal, real stories to create an effective, memorable proposition. Stories should be simple, memorable, and repeatable - and have emotional resonance. You want your stakeholders to *care* about CCBHC and equipped to tell the stories to others.

Story subjects could include:

- **People receiving CCBHC services.** Individuals and families who see life improvements while receiving CCBHC services.
 - Are they in the hospital and emergency department less? Better managing chronic health conditions? Are they able to do things they previously could not?
- **Community partners impacted by CCBHCs.** Community partners such as healthcare partners, schools, law enforcement, and housing organizations who benefit from a relationship with CCBHCs.
 - Are there new or more services now delivered in community settings? Are community partners able to coordinate needs of the people they serve in partnership with CCBHCs?
- **Behavioral Health Clinics.** Clinics certified as CCBHCs, who see organizational improvements (e.g., service expansions, staffing increases, increase in people served, etc.).
- **Government agencies.** State agency partners who provide fiduciary and compliance oversight for services included within CCBHC, co-managed by SAMHSA and Medicaid.

Work with your clinic and community partners to gather success stories; leverage them as champions of the CCBHC model. Examples of groups where meaningful stories and/or storytellers are found include:

- CCBHC board representatives who have lived experience
- CCBHC advisory groups of people with lived or living experience
- Medicaid beneficiary advisory committees
- CCBHC staff interviews from certification reviews

Stories can be developed and shared verbally in meeting settings or written and shared broadly through news articles and op-eds, for example:

- [Wyandotte County residents need mental health services. Fast help is here](#)

- [Galveston police, Gulf Coast Center partnership benefits us all](#)

C. Gather the Data and Stories. When collecting data points and stories, it is important to ensure the data can speak to impact and value of the CCBHC model. [Tool 2](#) can provide the opportunity to organize various data and stories and identify the intent of the information. This tool provides a repository of resources to pull from when developing a value proposition for specific audiences.

Tool 2. Data Identification & Impact

Data Point or Story (Year)	Source	What does this Data or Story convey?
<i>Example: State certified CCBHCs see clients on average within 2 days of a request. (2025)</i>	<i>Calendar Year 2025 CCBHC Quality Measure Report</i>	<i>CCBHCs provide rapid access to care to individuals in need.</i>

Step 3: Develop and Share the Value Proposition

A. Write Your Value Proposition. State partners tend to have many stakeholders invested in the success of CCBHC. Developing a single core message can help your team easily craft multiple value proposition statements that are tailored to stakeholder priorities.

A core message identifies a foundational message that a state team can use as a part of multiple tailored value propositions for various stakeholders. The core message guides each value proposition to an overarching talking point that can be used as a common element through each value proposition created. [Tool 3](#) provides key actions to develop a core message.

Tool 3. Develop a Core Message**Core Message Components****Define the need CCBHC is solving.***Example: Individuals who need Behavioral Health care are languishing on waitlists.***Describe how CCBHCs are positioned to address this need.***Example: CCBHCs in our State do not have waitlists, offering assessments of the same day to identify and offer care that meets an individual's needs.***Identify who benefits and what they gain.***Adults, children, and families receive timely access to behavioral health care, regardless of their insurance and ability to pay.***Summarize your Core Message***Example: Across the state, adults, children, and families were waiting months for needed behavioral health services. With CCBHC model, people can receive same day access to behavioral health assessment, helping to initiate the right levels of person- and family-centered treatments within days of their requests.*

A value proposition is a message written with a stakeholder and their motivations in mind and often has a call to action for that stakeholder (e.g., increase or maintain program funding or engage as a partner...etc.). [Tool 4](#) provides a framework to tailor the core message into a stakeholder specific value proposition.

Tool 4. Stakeholder Value Proposition

Value Proposition Components
Identify the Stakeholder <i>Example: County jails and law enforcement</i>
Define the need for the CCBHC model aligned with your stakeholder's values. <i>Example: <u>Research shows</u> that almost half of people in jails are living with behavioral health challenges. Many suffer from co-occurring disorders, which frequently cycle them through the system due to their behavioral health needs left untreated or not met expeditiously.</i>
Identify how CCBHC will solve this need tied to your stakeholders' motivations and interests. <i>Example: CCBHCs must support individuals at risk of justice system involvement by establishing care coordination partnerships with county jails. Input from our law enforcement partners can help inform these requirements. Unlike other models, CCBHCs are reimbursed for allowable services outside of the clinic, including activities in partnership with law enforcement.</i>
Identify who benefits and how, ensure these are beneficiaries your stakeholders care about <i>Example: County jails and local law enforcement teams can benefit from CCBHC partnerships as they help to alleviate workforce burdens, reallocate resources, and increase access to community services. Data, tracked by the CCBHC, identify behavioral health needs for the service area and may inform county and state budgets to address unmet needs.</i>

Provide evidence of impact with data and stories. Ensure data and stories are meaningful to the stakeholder.

Example: Missouri identified nearly [27,000 unique referrals](#) from law enforcement partnerships with CCBHC.

What is the action you are trying to motivate your stakeholder to take?

Example: Engage with CCBHCs outreaching to establish care coordination partnerships and increase support for individuals at risk of criminal justice involvement.

Summarize your Value Proposition for the stakeholder you are trying to reach:

Example: People who interact with criminal justice system are far more likely to live with a behavioral health challenge than the general public. Long waitlists and lack of availability for treatment, often cause these individuals to have frequent encounters with law enforcement and cycle in and out of county jails and prison. Unlike other models, CCBHCs are reimbursed for coordination services outside of the clinic, including with law enforcement, providing greater connectivity to needed services, increasing immediate access. In Missouri, [27,000 unique referrals](#) were sent by law enforcement partnerships to CCBHCs, offering same day access to a behavioral health assessment, helping initiate the right levels of person- and family-centered treatments within days of their requests. Law enforcement teams and county jails who formally partner with CCBHCs can help alleviate workforce burdens within their own forces, reallocate resources, and increase focus to necessary enforcement activities.

- B. Strategic Communication.** A value proposition can be adapted for use in different modalities such as fact sheets, newsletters, brochures, or other collateral materials. It can be incorporated into formal presentations for stakeholders or shared in one-on-one conversations with them.

Tool 5. Strategic Communication Planning

Date Date for delivery	Goal Intended goal for sharing value prop	Stakeholder Audience or recipient of value prop	Brief Overview Brief statement of the value prop to be shared	Messenger Spokesperson	Communication Channel Delivery of value proposition (e.g., email, presentation)	Materials Media needed (e.g., fact sheet, PPT, letter, one-pager)	Status Tracking development and delivery

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