

Contact Information:

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Physician Organization Name: Professional Medical Corporation

Practice Name: N/A

Practice Address: N/A

How many physicians in practice: N/A – this program serves 21 practices and 41 primary care physicians

Description of care team (# of care team members and their degrees/qualifications, at the time of best practice activity): 1 full-time care manager, Licensed Master's Social Worker

Executive Summary (5-8 bullet points, must include summary of results):

- Centralized behavioral health counselor available for unlimited referrals to 21 primary care practices
- Received over 720 referrals, documented/counseled over 330 unique individuals, and completed over 1,600 patient encounters within 2.5 years
- Maintenance of a directory of behavioral and mental health service agencies and directly assists with coordinating patient referrals and connections to such resources
- Providing behavioral health to PO-specific members free of charge or cost-sharing
- Serving the managed Medicaid, BCBSM commercial, and other commercial populations
- Developed a pain management curriculum and course to launch in July 2019

Category of submission: Behavioral Health Interventions

Title of Submission: Revolutionizing Patient Care in Flint Through Centralized and Embedded Behavioral Health and Care Management

On January 1, 2017, Professional Medical Corporation (PMC) began piloting free, unlimited behavioral health counseling services to Genesee County's most underserved patient populations, which continues to this day. Through social determinant of health screenings and provider feedback, PMC recognized the need for behavioral health services as a crucial component to overall health and wellness. Therefore, the goal of this program was to increase the amount of behavioral and mental health counseling services in a high-poverty, high need region within Michigan. This PO-specific, centralized behavioral health counselor provides direct, face-to-face patient care both at a centralized location and directly within the PO's practices.

This program was developed by PMC leadership with consulting input and guidance from the population health department at Medical Advantage Group. The formation of this particular care model was developed utilizing experience from previous program successes and building on them as social and behavioral needs are strongly impacting a patient's clinical needs. This model was initially developed as a part of the Michigan State Innovation Model (SIM) program but has since been expanded, increasing accessibility beyond the grant-mandated managed Medicaid population, to also serve BCBSM commercial and Medicare Advantage (MA) populations and other commercial populations.

Professional Medical Corporation's behavioral health model encompasses a centralized, full-time behavioral health therapist who is located in the PMC office located in Flint, Michigan. Through the way of social determinants of health screening, tracking, and analysis, PMC has identified a high indicated need of mental health services in the Flint/Genesee County area, which has limited resources for such high acuity needs. This licensed Master's level social worker (LMSW) is a behavioral and mental health counselor and is open to referrals from 21 of PMC practices highest Medicaid and BCBSM beneficiary practices.

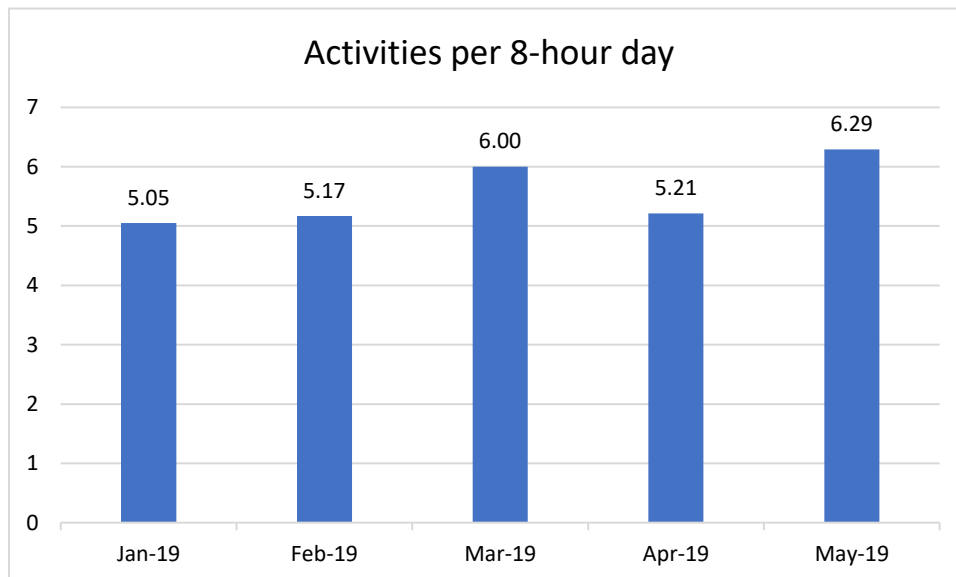
Upon receiving a referral, the behavioral health counselor reaches out directly to the patient to schedule an appointment. She gathers any needed information and assesses and addresses any barriers to the patient keeping

their appointment, such as transportation. Patients can receive counseling services at the PMC Flint office or the patient's primary care office, should they have accommodations available. Barring any patient needs, the behavioral health counselor is also able to coordinate needs and services with the patient's PCP or refer the patient to additional or expansive counseling services. The behavioral health counselor has also developed a pain management program curriculum with a goal launch date of July 2019. This program serves groups of 12 adults that are experiencing chronic pain that is impacting their daily functioning with primary program goals that focus around creating and strengthening the mind-body connection.

For regular behavioral and mental health counseling, this specialized staff member does not have any restrictions to the demographics of patients referred or the reasons for referrals – she will work with patients of any age, gender, or referral reason. Individual physicians, practice support staff, embedded care managers, and other centralized care managers can all refer patients to her. Patients are referred to the behavioral health counselor following a positive screen on the PHQ2, PHQ9, and GAD7, or a simple patient's expression of wanting behavioral health support. Also, this behavioral health counselor is educating practices on effectively executing the social determinants of health screen and how to address positive results indicating behavioral and mental health needs. Referrals are placed utilizing paper referrals or through the eClinicalWorks electronic Care Coordination Medical Record (CCMR).

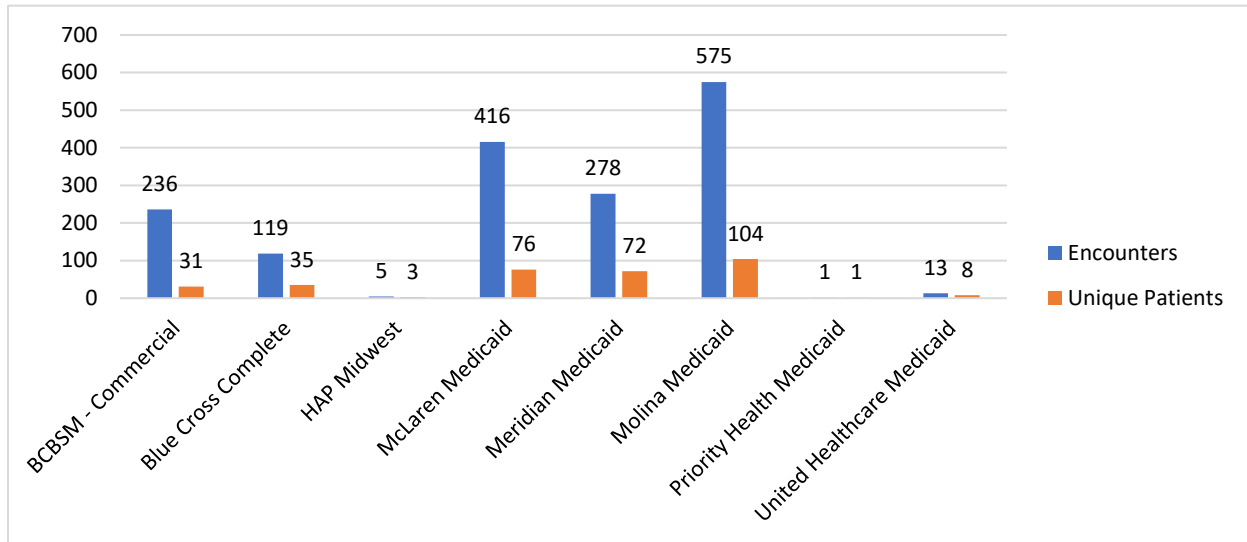
Success is measured in both process-based and outcome-based metrics. Process success measures were defined as the behavioral health counselor meeting a certain number of "activities" per 8-hour workday. An "activity" is defined as any one of the 12 PDCM billing codes and is adjusted accordingly if the code is quantity-based. This centralized staff member also has a goal of completing a G9007 Team Conference activity with every practice that she receives referrals from, to ensure excellent care coordination between the care manager and the patient's attributed physician. The process was also defined as successful using outcome-based metrics, that practices are familiar with the behavioral health counselor. This individual has served at least one patient in 21 of PMC's primary care practices. She has received over 720 referrals and counseled over 330 unique individuals, for over 1,600 patient encounters within 2.5 years.

Within 2.5 years, our behavioral health counselor has excelled beyond the "activities per day" goal of 4 activities per 8-hour workday, completing an average of 5.5 activities per 8-hour workday.



She has completed over 1,600 patient encounters, with over 85% of these encounters being completed on the managed Medicaid population. She has received over 720 referrals and counseled over 330 unique individuals. Additionally, she has served patients in eight medical plans. Through the direct services provided by the behavioral

health counselor and feedback from patients, physicians, and their staff have reported improved outcomes in their patient’s behavior, clinical compliance, and a better understanding of a medical home.



To deploy this pilot program, PMC invested primarily in new resources. The physician organization hired a 1.0 FTE Licensed Master’s level social worker to be the behavioral health counselor to provide both centralized and embedded counseling services. To refer patients to the behavioral health counselor, PMC built electronic medical record referral pathways and charting templates to make the referral process as easy as possible.

Additionally, this individual has exceeded PMC’s expectations by creating additional resources and programs. The creation and execution of the pain management program and curriculum will address alternatives to chronic opioid utilization and offer more holistic and proactive pain techniques. Lastly, the behavioral health counselor has created and maintains a mental health resource directory that assists with coordination strategies for patients. This directory exceeds what is currently available through 2-1-1 and AuntBertha.com as the behavioral health counselor maintains close connections with leadership at other organizations and agencies, as well as their waitlist times, eligibility requirements, and support group details.

If PMC is awarded Best Practice funding, PMC will utilize the funds to support this behavioral health counselor for long-term behavioral and mental health services. Currently, the program is limited to a number of PMC’s primary care practices, but winning such an award would allow these services to be expanded to all of PMC’s patients, regardless of practice or payer type. It would also allow for PMC to maintain this provision of mental and behavioral health services free of charge to patients, without a limitation on the number of referrals or visits.

The organization is exceptionally proud of this submission as the inclusion of a behavioral health counselor has significantly improved access to behavioral health services in Genesee County. Not only is this individual providing direct mental health counseling, but for Genesee County’s most underserved populations, it comes at no cost, no cost-sharing, and no insurance contributions. She has also observed the growing issue of chronic opioid utilization and took it upon herself to create a pain management program and curriculum that is also free of charge to PMC’s patients.

Additionally, the organization feels that this work matters as it significantly expands the physician’s knowledge and understanding of how mental health is impacting their patient’s clinical health. It is not only continually developing their knowledge but also providing them with opportunities to address a patient’s specific mental and behavioral health issue while removing barriers such as cost-sharing. Lastly, PMC is proud of this submission as they are truly embracing and exemplifying what it means for their practices to be Patient Centered Medical Homes, addressing more than just a patient’s clinical needs.