



THIRD HORIZON

Demonstrating Your Value Proposition as a 1302 Integrated Care Practice

Collaborative Learning Session April 21, 2025

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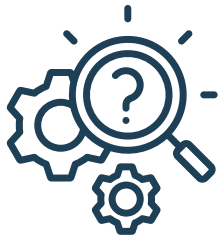
Accreditation & Credit Designation Statements Joint Accreditation Statement In support of improving patient care, this activity has been planned and implemented by the University of Colorado and the American Society of Addiction Medicine. The American Society of Addiction Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. Physicians The American Society of Addiction Medicine designates this live activity for a maximum of 5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Nurses This activity awards 5 Nursing contact hours. Social Workers As a Jointly Accredited Organization, ASAM is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. Regulatory boards are the final authority on courses accepted for continuing education credit. Social workers completing this course receive 5 general continuing education credits.

Behavioral Health



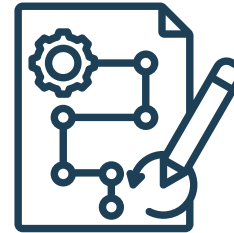
Enhancing behavioral health prevention, treatment, and recovery systems of care to improve access and quality

Analysis



Conduct environmental scans, data analytics, focus groups, and key informant interviews to ascertain gaps, demand, and opportunities to enhance mental health and substance use prevention, treatment, and recovery

Delivery System Redesign



Facilitate robust stakeholder engagement processes and research, evaluate care models, and provide recommendations and implementation support to improve publicly and privately funded behavioral health services and crisis care

Strategy & Technical Assistance



Provide strategic planning and leadership development on change management for organizations, help providers navigate and improve programs and services, and advise private philanthropy on behavioral health grantmaking strategy

Policy



Host convenings to inform and advance policies, conduct analyses on budget implications, service delivery, and payment reform efforts at the local, state, and national level; assist providers in navigating complex regulatory and licensing processes



Practices will learn what a value proposition is and why it's important



Practices will gain a step-by-step process and best practices to develop and utilize a value proposition

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.

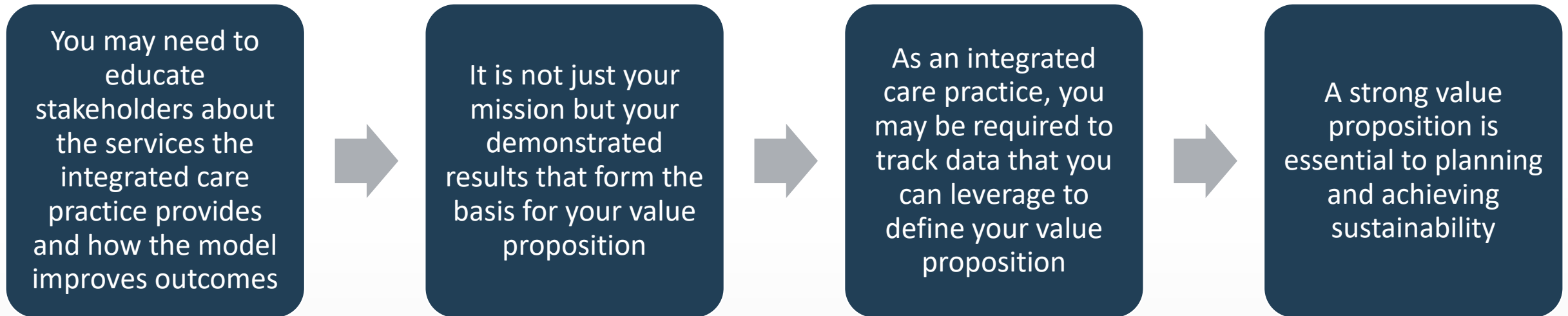
Clearly understanding - and articulating - your value as an integrated care practice is essential to positioning your organization as a critical part of the substance use disorder care continuum.

It builds the case that you are well positioned to meet the community's needs.

A Value Proposition Tells Your Story to Stakeholders

- WHAT community need do you address?
- WHOM do you serve?
- HOW do you meet the community's needs?
- WHY are you better than your competitors?
- WHAT are the results? How do you know you are having an impact?







Patient/family experience of care:

- Patient preference for integrated care model.
- Increased engagement and linkage to specialty mental health treatment when needed.
- Reduced wait times for mental health services and fewer no-show rates.
- Improved relationship between patient and provider.



Mental health improvement:

- Integrating behavioral health into primary care settings has led to statistically significant reductions in depression severity.



Health outcomes:

- Improvements in outcomes regardless of presentation severity.
- Increased antidepressant adherence.
- Improvements noted across multiple behavioral health presentations including depression, substance use, psychiatric comorbidities, and suicidal ideation.

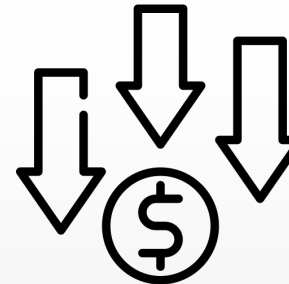
Improved Access:

- Integrated behavioral health programs were able to quickly adapt to the challenges posed by the COVID-19 pandemic, ensuring continued access to evidence-based mental health services for the primary care population
- Supports a range of population health needs, including pediatric IPC, perinatal, and marginalized populations.



Cost efficiency:

- More appropriate prescribing by primary care providers
- Large reductions in specialty mental health referral rate
- Primary care providers see more patients, spend less time in visits, and collect more revenue on days when a behavioral health provider is present
- Reduces mental health care costs




Colorado State Innovation Model (SIM)


The Colorado SIM began in February 2015 and ended July 31, 2019. The Lieutenant Governor issued a final report highlighting important lessons and key findings from the program, including:


- Integrated physical and behavioral health resulted in an estimated cost savings of \$178.6 million through January 1, 2018.
- The integrated model improved care delivery, as expressed in several patient stories.
- The SIM model improved stakeholder engagement in Colorado.




Steps to Develop Your Value Proposition

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Determine your organization's goals for a value proposition and conduct a stakeholder analysis
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Identify and collect data to build your value proposition
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Craft your value proposition and communications strategy
- 

Update and tailor it to different audiences

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

- Reach and engage new clients
- Promote your county or regions participation in the integrated care practice
- Diversify funding streams for the integrated care practice
- Develop memorandums of understanding or contractual relationships with new community partners
- Create buy-in amongst your internal stakeholders



Step 1B: Stakeholder Analysis

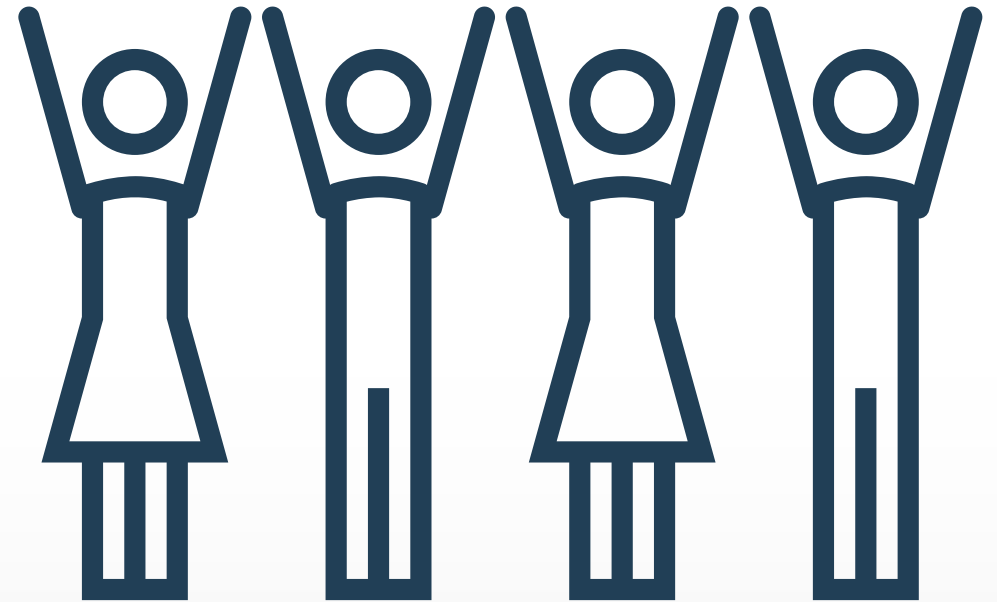
Who do you need to influence, and what do they care most about?



- Individuals with behavioral health 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 an integrated care practice 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 integrated care practice services
 - You can collect this information through a short survey, brief interviews, or focus groups.



Potential Sources of Quantitative Data

- Client demographic data
- Quality measures
- Patient satisfaction surveys
- Claims data
- EHR data
- Partner data (e.g., local hospital, specialists, public health, coroner)



What Data is compelling to integrated care?

- Reductions in suicide, overdose deaths
- Reductions in emergency department utilization, hospitalization and/or hospital readmission
- Access data (e.g., how quickly patients get seen from time of referral)
- Behavioral health outcomes (e.g., reduction in depression symptoms as demonstrated through PHQ 2/9, reduction in opioid, alcohol and other drug use, improved overall functioning)
- Patient satisfaction
- Patient engagement



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.

Group Activity

- Select a sample target audience/key stakeholder
- Discuss what they care about; how could the integrated care practice help them achieve their goals?
- Discuss what data points you might utilize to help tell your story to this stakeholder group
- Report out when we reconvene





Thank you!

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