

**SIM Funding Allocation Request**

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| Requestor | Amy Dix, Director of Value-Based Purchasing |
| Date of Request | June 11, 2015 |
| Amount of Request | $175,000 |

**Reason for Funding Request:**

*The Value-Based Purchasing unit will use funds to contract with a marketing firm in order to develop promotional materials for the Behavioral Health Home (BHH) program. The integration of primary care and behavioral health is a pillar of SIM, and increasing enrollment of MaineCare members in the BHH program is part of the Office of MaineCare’s Strategic Plan. The Behavioral Health Homes are also Section 17 and Section 13 providers, and they know that the fee for service (FFS) model is currently more profitable for them than the per member, per month payment for BHH member, and they are more familiar with those traditional case management models. There is a possibility that the program has been discussed negatively with some members in order to ensure they continue in the FFS model. The Office of MaineCare services needs to develop a thoughtful communication strategy. Due to the complexities of the program, it would be beneficial to work with a marketing firm that could help in creating that strategy, along with materials for the public that contains a clear message of what the program is and how it could be beneficial to qualifying members.*

**SIM Strategy Supported by the Request:**

*Behavioral Health Home program supports several SIM pillar, and is the cornerstone of SIM Pillar 2, Integrate Physical and Behavioral Health.*

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| **SIM Strategy** | **Add ‘X’ if investment will support** | **Explanation** |
| Strengthen Primary Care |  |  |
| Integrate Physical and Behavioral Health | X | The implementation of the Behavioral Health Home program is MaineCare’s Objective 2 under SIM, and is a case management service that integrates Physical and Behavioral Health.   |
| Develop New Workforce Models |  |  |
| Develop New Payment Models | X | BHH offers a PMPM payment for this new model of case management that creates a team around the member and coordinates with their physical health providers. |
| Centralize Data and Analysis | X | The Behavioral Health Home program requires that each BHHO be entered into the Health Home Enrollment System portal, built and managed by Muskie. This portal allows them to manage their panels, and review their panel dashboard that keeps track of measures like “Hospitalizations in the last month”, “ED visits in the past quarter”, etc.  |
| Engage People and Communities | X | There have been many discussions happening within SIM about the need to engage and educate the public on specific activities and programs. It is very important to inform the public of this case management model and its benefits in a clear way with thoughtfully developed materials.  |

**Expected Outcomes of the Investment**

*Ultimately, if the public is educated on what the Behavioral Health Home programs is and what it does, and why the integration of Physical and Behavioral Health is so important, it will increase the number of enrolled members. If there is increased awareness and interest in the program from qualified members, then it should also increase the number of organizations willing to provide this service. This will give the culture shift toward more integrated care a stronger foothold within the healthcare system.*