

# Project Overview: Health:SHARE Solutions



<b>Company:</b>	Behavioral Health Professionals, Inc. (BHPI)
<b>Industry:</b>	Healthcare
<b>Scope:</b>	Logo/branding, website, videos, PowerPoint presentation, and marketing collateral
<b>Message:</b>	Introducing our new suite of integrated health solutions
<b>Audience:</b>	Behavioral and physical healthcare providers
<b>Problem:</b>	BHPI, a Managed Behavioral Healthcare Organization (MBHO), planned to launch a suite of integrated health initiatives to healthcare providers in their community.

These initiatives would demonstrate ways behavioral health providers could work with physical health providers to improve care for shared patients. The solution had to be branded and launched to BHPI's team and to community stakeholders who would be using the tools.

## Name the initiative and develop a logo

This integrated physical & behavioral healthcare initiative was a greenfield. There was no existing brand, product, or service. BHPI wanted to sell an idea. I developed several names and logos to help them begin to brand and articulate the goals of the initiative.



The team decided on Health:SHARE Solutions.

# Presenting Health:SHARE Solutions

After the name and logo were chosen, we further developed the solution.

The initiatives had to be concrete so that we could introduce them to the team and community stakeholders in a way that made them easy to understand and execute.

We developed a PowerPoint presentation, a flip-book, and supporting materials to introduce Health:SHARE solutions in an interactive Integration Road Show.



## Targets



### Making Primary Care Work: Encouraging standard visits

Regular visits to a primary care physician provide many benefits to consumers, from preventive care to early detection of serious diseases. A relationship with a primary care physician is also extremely beneficial in implementing integrated healthcare, because it establishes a medical point of contact for behavioral health professionals.



### Keeping Hypertension Under Control: Monitoring blood pressure

Normal blood pressure is a clear indicator of heart wellness. Approximately 50 million Americans suffer from hypertension (or high blood pressure). It is a major risk factor for myocardial infarction, stroke, and renal disease. Monitoring this key metric can help improve health outcomes for consumers.



### The Whole Story on Smoking: providing resources to help consumers quit

Tobacco is responsible for 20% of all deaths in the U.S., use of the substance presents obvious health concerns. Assistance with smoking cessation can include: advice to quit, recommendation & discussion on cessation methods and medications, and can dramatically affect consumer health.



## Goals & Strategies



### The BIG PICTURE: Improved Health Outcomes for Consumers

In a world that is increasingly focused on measuring outcomes, we offer access to the data you need to move forward with clear strategies for integrated care.



#### TARGET #1 Primary Care visits

- **Goal:** Increase in number of behavioral health patients with annual physical / primary care physician visits
- **Strategy:** Encourage visits and make appointments for consumers. Inform consumers of incentives like gift cards and reduction in contributions. Help eliminate barriers to primary care visits by letting them know about the free transportation & gas reimbursement options offered by health plans.



#### TARGET #2 Hypertension

- **Goal:** Obtain blood pressure readings for all consumers during behavioral health visits.
- **Strategy:** Many consumers see us, but don't ever visit primary care physicians, we can assure that blood pressure readings are taken at behavioral healthcare visits and share that information with their primary care physicians.



#### TARGET #3 Smoking Cessation

- **Goal:** Increase the number of consumers that are receiving supports and services that demonstrate a move toward smoking cessation.
- **Strategy:** Inform consumers about resources available to them to help quit smoking. Sign them up for the smoking cessation programs supported by their health plans, when possible.



## Tools



### TOOLS FOR INTEGRATION



BHPi is equipping you with an automatic upper arm blood pressure monitor to assist in reading patient blood pressures during office visits. Additional instructions for recording and submitting readings will be provided.

Also look for BHPi's new *For the Health of It* resource which will help you with facilitating primary care visits for consumers.



# Presenting Health:SHARE Solutions



A flip-book was printed and distributed, and a version was also available for download on the

# Presenting Health:SHARE Solutions

## THE BIG PICTURE



### Improved Health Outcomes for Consumers

As the initial phase of our new integrated health solutions initiative, we are developing an innovative, strategic data sharing processes that will be used to demonstrate measurable impacts on consumer health. To make this happen, we will target a few specific areas.

- First, we are going to increase the number of consumers who visit primary care providers.
- Next, we are going to help with the goal of controlling blood pressure, by making sure that our consumers have blood pressure readings at behavioral health visits.
- Finally, we will assist consumers with smoking cessation by connecting them with available support and services.



### Tools for Integration

BHPI is equipping you with the BP2400 Deluxe Automatic Upper Arm Blood Pressure Monitor to assist in reading patient blood pressures during office visits. Additional instructions for recording and submitting readings will be provided.

Also look for BHPI's new *For the Health of It* resource which will help you with facilitating primary care visits for consumers.

Together we can make integrated healthcare a reality for our consumers.



sharing data for improved health

To learn more visit  
[www.healthsharesolutions.org](http://www.healthsharesolutions.org)



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### Making Primary Care Work Encouraging standard visits

Regular visits to a primary care physician provide many benefits to consumers, from preventive care to early detection of serious diseases. A relationship with a primary care physician is also extremely beneficial in implementing integrated healthcare, because it establishes a medical point of contact for behavioral health professionals.

**Goal:** Increase in number of behavioral health patients with annual physical / primary care physician visits.

**Strategy:** Encourage visits and make appointments for consumers. Help eliminate barriers to primary care visits by informing consumers about free transportation and reimbursement options offered by health plans.

**Tools:** *For the Health of It* print & web resource.



### Keeping Hypertension Under Control: Monitoring blood pressure

Normal blood pressure is a clear indicator of heart wellness. Approximately 50 million Americans suffer from hypertension (or high blood pressure). It is a major risk factor for myocardial infarction, stroke, and renal disease. Monitoring this key metric can help improve health outcomes for consumers.

**Goal:** Obtain blood pressure readings for all consumers during behavioral health visits.

**Strategy:** Many consumers see us, but don't ever visit primary care physicians, we can assure that blood pressure readings are taken at behavioral healthcare visits.

**Tools:** BP2400 Deluxe Automatic Upper Arm Blood Pressure Monitor provided by BHPI for taking blood pressure readings.



### The Whole Story on Smoking: Providing resources to help consumers quit

Tobacco is responsible for 20% of all deaths in the U.S., use of the substance presents obvious health concerns. Assistance with smoking cessation can include: advice to quit, recommendation & discussion on cessation methods and medications, and can dramatically affect consumer health.

**Goal:** Increase the number of consumers that are receiving support and services that demonstrate a move toward smoking cessation.

**Strategy:** Inform consumers about resources available to them to help quit smoking. Sign them up for smoking cessation programs when possible.

**Tools:** Information about available support & resources provided on Health:SHARE Solutions website.



Overview handout to accompany the flip-book and blood pressure monitor.

BHPI is making integrated healthcare a reality with our new Health:SHARE Solutions.



We have developed several different areas of focus for our health care integration initiative.

- **PRIMARY CARE VISITS AND VITALS COLLECTION**  
Our primary care visits and vitals collection initiatives focus on; connecting members with primary care providers, getting them to have annual blood pressure tests to identify the risk of hypertension and making them aware of the tools available to aid them with smoking cessation.
- **FOR THE HEALTH OF IT**  
This digital resource is designed to help educate consumers about available preventive health incentives and eliminating barriers to receiving care.
- **ADT MONITORING**  
Organizations can experience many benefits from successful *Admission/Discharge/Transfer (ADT) Notification* monitoring. ADT messages are beneficial to organizations because they allow care team members and providers to be better informed about their consumers' hospital activities.
- **CARE COORDINATION THROUGH REFERRALS**  
Through our strategic partnership with Great Lakes Health Connect, BHPI is working to facilitate improved care coordination between health systems, hospitals, physicians, payers, and behavioral health providers.
- **HEALTH ENGAGEMENT TEAMS**  
We're creating Health Engagement Teams that pull together our staff, behavioral health providers' staff, health plan staff, and physician's office staff to "surround" specific patients with care.

## Every brand needs a website

HealthShareSolutions.org went live with resources for providers who still had questions about the solutions. It housed helpful videos, overviews of the different initiatives, and resources for download.



As a part of our larger health care integration initiative, Behavioral Health Professionals, Inc. (BHPI) continuously works with partners across the region to facilitate care coordination between behavioral health, physical health and specialties. The ultimate goal is to improve communication between care providers and efficiently facilitate the sharing of important health information about our members. Health Information Technology makes better care of patients through the exchange of key health information a reality.



### Our Inspiration

BHPI began this initiative in 2015, initially inspired by a visit to the West side of the state where this referral application is utilized by many physician offices. After observing the simplicity of how this application works and its ability to connect providers of care on the West side of the state, BHPI wanted to bring it to the East side and pave the way for improved care coordination through appropriate referrals, coordination and follow-up needed to support and improve services to our member community. It is a significant time to join us as our Healthcare Integration Initiative between behavioral health, physical health and specialists is well under way!

We are thrilled you are interested in becoming a partner with us as we continue to expand the use of the Great Lakes Health Connect (GLHC) Referrals Application through Michigan. The GLHC Referrals Application allows health systems, hospitals, physicians, payers, and behavioral health providers to send and receive referrals throughout Michigan through the application's secure repository, sending and receiving electronic referrals meeting initiatives for PCMH and PCMH-N. This application assists providers in meeting Meaningful Use criteria for patient referrals by closing gaps in coordination and providing better continuity of care.

BHPI partnered with GLHC, Michigan's largest, sub-State Health Information Exchange (HIE) and provider of this application, to guide your practice through the onboarding efforts that will provide your practice the ability to exchange patient-centric referrals providing efficiency and consistency in an electronic fashion.



# Brief videos helped the audience understand the value of individual initiatives.

## Videos to explain key initiatives

### Primary Care Visits



**Making Primary Care Work:**  
Encouraging standard visits

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consumers, from preventive care to early detection of serious diseases. A relationship with a primary care physician is also extremely beneficial in implementing integrated healthcare, because it establishes a medical point of contact for behavioral health professionals.



### Blood Pressure Readings



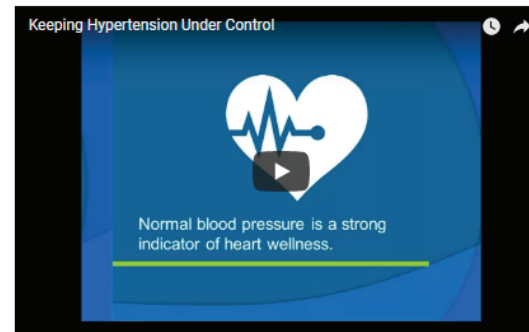
**Keeping Hypertension Under Control:**  
Monitoring blood pressure

Normal blood pressure is a clear indicator of heart wellness.

Approximately 50 million Americans suffer from hypertension (or high blood pressure). It is a major risk factor for myocardial infarction, stroke, and renal disease. Monitoring this key metric can help improve health outcomes for consumers.

Instructions for using the BP2400 Deluxe Automatic Upper Arm Blood Pressure Monitor can be downloaded [here](#).

If the instructions are unclear, you can [click here](#) to watch a video about how to take a blood pressure reading, produced by the American Heart Association.



### Smoking Cessation Resources



**The Whole Story on Smoking:** providing resources to help consumers quit

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presents obvious health concerns. Assistance with smoking cessation can include: advice to quit, recommendation & discussion on cessation methods and medications, and can dramatically affect consumer health.

There are many resources available to help consumers quit smoking.

The State of Michigan provides a number of resources for healthcare professionals assisting patients with smoking cessation. These include presentations, downloadable guides, and Quitlines for individuals trying to quit tobacco.

- Michigan Tobacco Quitline Resources for Health Care Professionals
- Tobacco Cessation Tools for Health Professionals

The U.S. Department of Health & Human Services also offers a smoking Quitline and a quit portal with support resources for individuals working to become smoke free at their [smokefree.gov](http://smokefree.gov) website.

- quitSTART App
- Quit Plan



Web banner on parent site to introduce new brand to visitors and direct traffic to the website.



BHPI is making integrated healthcare a reality  
with our new Health:SHARE solutions.





Branding Health:SHARE Solutions successfully enabled BHPI to communicate the new business initiatives to their team and to all community stakeholders.

Within 2 months of launch, the initiatives were successfully being employed in the community.



