Creating Integrated Care in Rural Behavioral Health Agencies
The Big Picture: Vision, Planning, & Implementation

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Creating The Vision
Engaging Partners
Developing the Plan
Supporting the Plan: Technical Assistance
Milestones

- Jan 2010: Kickoff of the Apache Junction Wellness Partnership
- Jan 2010: Provider Wellness Plans
- Jul 2010: Wellness Equipment
- May 2010: DBHS Integration Summit
- Sep 2010: CEO Retreat
- Oct 2010: Passport Launched
- Feb 2011: Healthy Pathways Initiated
- Jan 2011: Provider Workplans Developed
- Oct 2011: Medical Integration Summit
- Jul 2012: Integrated Contracts
- Sep 2012: Curriculum Planning With ASU
- Aug 2012: Curriculum Planning with Glendale Community College

- Feb 2011 - Dec 2012: Begin Monitoring of Provider Health Home Work Plans
Creating the Culture:
Whole Person Healthcare
Retaining Recovery Principles - Educating Physical Healthcare Providers
Measuring Success -
Developing Metrics & Establishing Baselines
Championing Solutions to Challenges
The Program

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Integrated Health Care for Everybody!
Creating the Healthiest and Happiest Communities
Integrated Health Care for Everybody!
Creating the Healthiest and Happiest Communities
Lifespan for person with SMI is 25 years shorter
(National Council for Community Behavioral Healthcare)

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Lifespan is 31-32 years shorter in Arizona
(National Association of State Mental Health Program Directors)
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Root Cause: Lack of Treatment
Spending on Chronic Disease

- Heart Disease
  By 2023: $186 billion (Milken Inst.)

- Diabetes:
  By 2020: $192 billion (Centers for Disease Control and Prevention)

- Chronic Lung Disease:
  By 2021: $832.9 billion (Centers for Disease Control and Prevention)
  - Bronchitis
  - Emphysema
  - COPD
  - Asthma
Multi Directional
Integrated Health & Wellness

Primary Care
Wellness
Behavioral Health
Full Integration at

One Management Structure

One Board

One EMR
Shift in Organizational Culture

- **New Name and New Logo:**
  - Mountain Health & Wellness

- **New Identity:**
  - We are an Integrated Healthcare Company

- **New Paradigm:**
  - Integrated Healthcare for Everybody

- **New Framework:**
  - From Pathology to Wellness

- **New EMR**
  - Aprima
Paradigm Shift from Pathology to Wellness

- **Emotional**
  - Developing skills and strategies to cope with stress.

- **Environmental**
  - Good health by occupying pleasant, stimulating environments that support well-being.

- **Financial**
  - Satisfaction with current and future financial situations.

- **Social**
  - Developing a sense of connection and a well-developed support system.

- **Spiritual**
  - Search for meaning and purpose in the human experience.

- **Occupational**
  - Personal satisfaction and enrichment derived from one’s work.

- **Intellectual**
  - Recognizing creative abilities and finding ways to expand knowledge and skills.

- **Physical**
  - Recognizing the need for physical activity, diet, sleep, and nutrition.
be tobacco free

03-01-11

Mountain Health & Wellness

To ensure a safe and healthy environment, MHW will become tobacco free on March 1, 2011.
Smokers Pay Higher Insurance Premiums

July 2012

Mountain Health & Wellness
La Comida (The Food) at MHW
Integrated Primary Care

• Primary Care in AJ: June 2011
• Primary Care in Yuma: November 2011
Cherokee Health Systems Assisted in Primary Care Design

- Behavioral Health centrally located
- Serve the surrounding community
37% of Patients are Integrated

- Employee: 2%
- Family Member: 1%
- Integrated: 36%
- Primary Care Only: 61%
22% of Integrated Pts. are SMI
Payer Mix

- Self Pay: 5.23%
- MediCARE: 24.73%
- MediCAID: 27.97%
- Commercial: 41.04%
June 2012: NP Licensed in Family Practice and Psychiatry

Keira
July 2012: Integrated PA Student

Samantha
July 2012: Our First Integrated MA Intern

Kristen
2009: Incorporated
Senior Director of Wellness
Wellness Partnership ANNOUNCES TOBACCO CESSATION KICK-OFF

MAKE IT YOUR GOAL TO QUIT BY THE GREAT AMERICAN SMOKEOUT ON NOVEMBER 17TH

GREAT AMERICAN SMOKEOUT

The American Cancer Society is marking the 36th Great American Smokeout on November 17 by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By doing so, smokers will be taking an important step towards a healthier life – one that can lead to reducing cancer risk. Quitting smoking is not easy, but it can be done. To have the best chance of quitting successfully, you need to know what you’re up against, what your options are, and where to go for help.

VISIT THE ASHLINE FOR ADDITIONAL RESOURCES

Whether you are thinking about quitting, you’re ready to quit, or just working to stay quit, we can help. The Arizona Smokers’ Helpline (ASHLine) provides free services in both English and Spanish. Our quit coaches are real people located right here in Arizona. Most of them are former tobacco users so they’ve “been there” and understand how hard it is to quit and stay quit. In addition to our free telephone-based coaching services, you can also use WebQuit. Create an account, work through activities, set goals, and monitor your progress from your own computer. WebQuit is available whenever you need support – 24 hours a day, 7 days a week. ASHLine additionally offers free quit tobacco medications like the nicotine patch, gum, lozenge/inhaler, nasal spray, Zyban™, and Chantix™ for individuals enrolled in their program.

You CAN quit. We CAN help. Visit us at www.ashline.org or call toll free at 1(800)556-6222

THE AJ WELLNESS PARTNERSHIP IS FUNDED IN PART BY A GRANT FROM ST. LUKE'S HEALTH INITIATIVE see your wellness representative for more information or visit www.healthyaj.com
Before you scold me, Mom... maybe you'd better light up a Marlboro.

Yes, you need never feel over-smoked... that's the Miracle of Marlboro!

Gee, Mommy you sure enjoy your Marlboro.

Yes, you need never feel over-smoked... that's the Miracle of Marlboro!
Spring 2009: First Body Transformation Campaign

Incredible Shrinking People
Summer Weight Loss Contest

Lose those pounds!
Lose a few inches!
Support your co-workers!
Then take their money!
... and SMMHC’s money too!

For information including confidentiality, rules and prizes, contact Melanie Kimball in HR or Gustavo McGrew at extension 5602.
October 2010:
MHW, City of AJ, CAC
Dinner for your Valentine
Valentine cooking class with Chef Ret Rubio

Saturday, February 12th - 11am-1pm
@ the Multi-Generational Center

Come and learn to make and enjoy Valentine’s Evening dinner. We will be cooking with heart-felt colors, textures, aromas and tastes of this nice but simple cuisine. This hands-on cooking class is sure to jump start a new way of cooking and eating healthy. The tips and recipes you’ll take home will put a spark in your life. We will be cooking asparagus, chicken, caramelized tomatoes and no-bake chocolate cheese cake. Let’s start with yes and let’s start cooking!

Please RSVP
to Larry Binion
@ 480-474-5242 or
lbinion@ajcity.net

“Dinner for Your Valentine” is provided for employees of Mountain Health and Wellness, City of Apache Junction and Central Arizona College by the Apache Junction Wellness Partnership.
December 10th
10AM - NOON
@ THE MGC

Chef Rei Rubio will be giving a cooking demonstration and sharing healthy choices while preparing this regional dish. Participants will have the opportunity to taste test different foods and his creations.

with Chef Rei Rubio

One guest is welcome to attend with you.

Contact Larry Binion to reserve your spot
480-474-5242 or
lbinion@ajcity.net
2012 Summer Nutrition Series

- July 18: Reading Food Labels
- July 25: Take this Food and Stuff It
- Aug 15: Healthy Fats
- Aug 22: Summer Salads: Using Healthy Fats
- Sept 19: Juicing ~ Importance of Vitamins
Partnership Evolved to Alliance

1. City of AJ: PD, Parks and Rec, Community Relations, Planning
2. CAC
3. MHW
4. ARMC
5. Chamber of Commerce
6. Friends of AJ
7. AJ School District: Governing Board, HS Principal, PTO President
8. Empowerment Systems
9. AJ Christian Community Church
10. Church of Jesus Christ of Latter-day Saints
11. AZ Board of Regents
12. Rotarians, CAAFA, represented by Sharon S.
13. A New Season Church
14. Cenpatico
15. AJ PD
16. City Council
17. Pinal County Supervisor, Clark Smithson
18. Boys and Girls Club
19. Individual Community Members
20. AJ Food Bank
New Initiative: Rural TeleHealth

USDA Rural Utilities Services Telemedicine Grant

- Superior
- Kearney
- Oracle
- San Manuel
- SBHC’s
A Call to Action!

- Integrated Facility License
- Integrated Contracts – commercial & RBHA
- Integrated Rates of Reimbursement
- Integrated Wellness Rates of Reimbursement
- Integrated Credential(s)
- Integrated Staff Positions – all of them
- Integrated Clinical Language
- Integrated Internships / externships
- Integrated educational curricula
  - Billing, Accounting, MA’s, Doctors, Nurses, etc.
Viva La Integración