Coalition/ASAP Business Recovery Center BH Program Pitch Guide

Agency Information
- Name
- Address
- Point of contact
- Types of services provided (e.g. Article 31, 32, 28)
- # of Sites
- Populations served (size, scope, geographic regions)

Program Pitch Development Checklist

☐ Define the target population.
  - Describe the patient population (e.g. demographics, BH and/or medical conditions, etc.)
  - How many patients will be in the target population?
  - In what geographic region does the target population reside?

☐ Define the timeframe.
  - When do you want to start?
  - How long will the project be in effect (e.g. 6 months, 1 year, etc.)?

☐ Outline the program goals.
  - Why is this a worthy endeavor?
  - What do you hope to achieve?
  - Use supporting documents (data, clinical model, workflows)

☐ Estimate the resources you will need from the plan.
  - Ensure the funding you are requesting will count as Medical Loss\(^1\) for the MCO.
    - It is important to note that care management services (outside of health homes) are not counted as Medical Loss.
  - Determine your actual costs of providing the service. Don’t forget overhead.

☐ Identify the costs you will offset with your intervention.
  - Any additional spending you are requesting must be offset by savings elsewhere.
  - Identify where expected savings will come from by reviewing average costs for certain types of services as published online [here](#).

☐ Establish what success looks like.
  - What outcome metrics will be used to monitor performance?
  - What performance benchmarks will you try to meet?
  - What data sources will you use?
  - How will baseline performance be determined to chart progress?
  - What are meaningful and achievable results?

☐ Develop your pitch.

\(^1\) Medical Loss is spending on healthcare services that are built into the premium the MCO receives.
• Does your pitch lead with the MCO’s perspective? What’s in it for them? What problem of theirs does it solve?
• Is the pitch structured as a business proposition? Grant requests don’t beget contracts.
• Is your program achievable and clearly developed? Come in with a clear picture of what you think will work.
• What is your value proposition? What is your unique selling point? What sets you apart?
• MCOs have limited capacity to do these projects. Why is this project worthy of making the cut?

Considerations when developing your program model:

• **Goals, challenges, and areas of opportunity**
  o Align the priorities of your organization with those of the MCO.

• **Proposed Intervention**
  o Address the whole person/total engagement of the individual; Focus not only on behavioral health, but the impact on medical care costs as well (e.g. of care management).
  o Focus on high-cost services (e.g. hospitalizations and emergency department); Use ADT and other data to target the intervention.
  o Consider if/how telehealth will be integrated.
  o Be clear about exactly what population you intend to serve. Who is in? Who is out?

• **Resources**
  o Start small. Prove the concept in a low-risk environment and then use the data to drive expansion and scale the program.

• **Outcome Metrics and Analytics**
  o Tie program directly to outcomes that lower costs in order to offset the dollars spent on the program.
  o Work with the health plan to exchange data that will be actionable both for the provider and the plan

• **Payment Structure/Model**
  o Bundled payments can be used as a means of including necessary care management with a billable service.