

2023 Behavioral Health Management Summit



March 30-31, 2023 • Embassy Suites Downtown • Nashville, TN

SPEAKING FACULTY



Karen L. Fortuna, PhD, LICSW
Assistant Professor of Psychiatry
Geisel School of Medicine
DARTMOUTH COLLEGE



Dr. Brooke Parish, MD
Senior Medical Director Behavioral Health
BLUE CROSS BLUE SHIELD OF NEW MEXICO



Sean Perry
Co-Founder/ President
WE R H.O.P.E., INC



Dr. Ellen Fink-Samnick, DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP
Wholistic Health Equity Strategist, Content Developer, Educator
EFS SUPERVISION STRATEGIES, LLC



Kristin Gernon, LCSW LMSW
Behavioral Health Training & Development Specialist
BLUE CROSS AND BLUE SHIELD OF KANSAS CITY



Carrie Harris-Muller
Senior Vice President and Chief Population Health Officer
OHIO HEALTH



Susan Hawk
System Director for Behavioral Health
BON SECOURS MERCY HEALTH



Liza Zwiebach, Ph.D., ABPP
Assistant Professor, Dept. of Psychiatry and Behavioral Sciences
EMORY UNIVERSITY SCHOOL OF MEDICINE
Clinical Director, Emory Healthcare Veterans Program
EMORY HEALTHCARE



Lisa Blanchard, MA, LMHC
Chief Clinical Officer
SPECTRUM HEALTH



Tracey Lavallias, DBA, MBA, M.ED
Executive Director, Behavioral Health Service Line
PENN MEDICINE, LANCASTER GENERAL HEALTH



John D. Scott, MD, MSc, FIDSA
Chief Digital Health Officer, UW Medicine Professor, Allergy & Infectious Diseases
UNIVERSITY OF WASHINGTON



Amie Bettencourt, Ph.D.
Director of Research and Evaluation, Maryland BHIPP
Assistant Professor and Clinical Psychologist
Division of Child and Adolescent Psychiatry
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JOHNS HOPKINS SCHOOL OF MEDICINE



Sameer V. Awsare, MD, FACP
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Jessica Duke
Director
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Tammy Albright
Vice President and CEO Behavioral Health
BALLAD HEALTH



Keith White, MD
Vice President, Chief Medical Officer
BALLAD HEALTH BEHAVIORAL HEALTH



Mary McLaughlin Davis, DNP, NEA-BC, ACNS-BC, CCM
Clinical Nurse Specialist
CLEVELAND CLINIC



William M. Lopez, MD, CPE
*National Medical Director-Virtual Care
Senior Medical Director-Behavioral Health*
CIGNA

KEY HIGHLIGHTS

- Why Telehealth for Behavioral Healthcare Is Working
- Achieving Behavioral Health Equity
- Implementing School-Based Mental Health Services
- The Integration of Care for Mental Health, Substance Abuse, and Other Behavioral Health Conditions into Primary Care
- Social Determinants of Behavioral Health
- How to Support Employee Mental Health in the Workplace
- Sustaining Behavioral Healthcare in Your Practice
- Adjusting treatment to meet the changing needs of substance use disorder patients- clinical and operational practice
- Implementing an Interventional Psychiatry Clinic
- Technology and the Future of Behavioral Health Treatment
- Integrating Physical and Behavioral Health: A Major Step Toward Population Health Management
- Improving Access to Children's Mental Health Care
- Using Data to Improve Health Outcomes and Effectively Manage Member At-Risk Populations

CONFERENCE WORKSHOP

Establishing Efficient Work Flows
- HURON CONSULTING

BRINetwork

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About the Conference

More than 25 percent of adults in the U.S. experience some type of behavioral health disorder in a given year, according to the Centers for Disease Control and Prevention, yet nearly 60% don't receive treatment. COVID-19, its economic fallout, and the companion global confrontation with issues of social justice have together caused enormous strain on the mental and behavioral health of people across the country. There have been spikes in anxiety, depression, and other behavioral health issues as people navigate these complexities, intensifying the need for access to treatment.

Today's challenges have made clear the need for players across the behavioral health landscape—including but not limited to healthcare providers, both private and public insurers, government policymakers, and employers—to innovate to better serve the behavioral health needs of people across the country. This conference will explore how doing so could not only address a pressing social challenge but also improve healthcare outcomes; reduce healthcare costs; and create a healthier, happier, and more productive workforce.

Register Early & Save! Groups of 3 or more can save an additional 10% off the registration fee. To register visit our website at www.brinetwork.com or call us at **800-743-8490**.

We look forward to seeing you in Nashville, TN!

Who should attend

From Health Plans/Hospitals/Health Systems/Mental Health Facilities/Community Health Centers/Recovery Centers/Employers/Managed Care Organizations/Law Enforcement:

- CEO's
- CFO's
- Medical Directors
- Behavioral Health
- Care Coordination
- Social Workers
- Medical Management
- Disease Management
- Quality Improvement
- Community Health
- Mental Health
- Reimbursement
- Network Management
- Case Management
- Managed Care
- Care Management
- Outpatient Services
- Clinical Operations
- Provider Relations
- Integrated Care
- Psychiatric Services
- Psychologists
- Administrators
- Nursing Director
- Diversity & Inclusion
- Human Resources
- Safety Manager
- Compliance Coordinator
- MAT Care Coordinator
- Nurse Educator
- Public Health
- Counseling Services
- Substance Abuse Management

Also of Interest to Vendors and Solutions Providers; Healthcare Consultants; TPA's

DAY ONE – THURSDAY, MARCH 30, 2023

7:15am – 8:00am

Conference Registration & Networking Breakfast

8:00am – 8:15am

Chairperson's Opening Remarks

8:15am – 9:00am

Achieving Behavioral Health Equity

Significant behavioral health disparities persist in screening, diagnosis and treatment for racial and ethnic minorities. Reducing behavioral health disparities, and ultimately achieving behavioral health equity, requires understanding the wide range of factors that influence health outcomes at multiple levels. This session will explore components of an effective strategy to achieve behavioral health equity, including increasing population-based care; increasing community-based health care services; addressing social determinants of health; engaging the community; enhancing the pipeline; and supporting a diverse, structurally competent workforce.



Karen L. Fortuna, PhD, LICSW
Assistant Professor of Psychiatry
Geisel School of Medicine
DARTMOUTH COLLEGE

9:00am – 9:45am

Why Telehealth for Behavioral Healthcare Is Working

What once seemed futuristic—receiving healthcare through a screen—has not only become common place, but preferable for certain medical visits, including behavioral health. Both adult and pediatric providers say that offering care via telehealth has been not only crucial during the pandemic, but also often advantageous, even as many clinicians are again seeing patients in person. Naturally, there are benefits and drawbacks—and it isn't ideal for every

patient, or every situation—but many providers and patients are happy. This session will address the benefits of telehealth in addressing behavioral health illness.



Dr. Brooke Parish, MD
Senior Medical Director Behavioral Health
BLUE CROSS BLUE SHIELD OF NEW MEXICO

9:45am – 10:15am

Networking & Refreshments Break

10:15am – 11:00am

Implementing School-Based Mental Health Services

Mental illness in children and youths has become an increasing problem and mental health is one of the most pressing needs in schools today. Whether it is long lines in counseling offices or behaviors that are a cry for help for which educators don't have the answer, schools across the country are struggling with how to respond. With limited resources, overwhelmed student service providers and without a roadmap to do things differently, many aren't sure where to start. This session will explore topics such as:

- Moving beyond a crisis response model to a more proactive approach
- Care for mental health providers and reducing symptoms of burnout
- Employing systems of identification for services when almost all students need support
- Providing support in a culturally responsive manner
- Adopting practices that promote mentorship, supportive adults and restorative practices to address mental health needs
- Addressing mental health needs for students with a disability through an individualized education plan



Sean Perry
Co-Founder/ President
WE R H.O.P.E., INC

11:00am – 11:45pm

Expanding Access to Behavioral Health Treatment in Rural Areas

One in four rural hospitals are at risk of closure. That means behavioral health in rural communities is quickly becoming less available to populations that already struggle with higher rates of isolation, addiction and access to affordable care. 60 percent of mental health visits in rural areas are conducted by a primary care provider who may have limited expertise in behavioral health. This session will examine how to champion behavioral health in rural areas, including how healthcare providers can achieve progress through initiatives and investments in technology to facilitate the delivery of integrated, collaborative care and unite medical professionals in a holistic approach to patient care.



Tammy Albright

Vice President and CEO Behavioral Health
BALLAD HEALTH



Keith White, MD

Vice President, Chief Medical Officer
BALLAD HEALTH BEHAVIORAL HEALTH

11:45am – 12:30pm

How to Support Employee Mental Health in the Workplace

Discussions about how to support mental health in the workplace are being redefined across the globe in ways we've never seen before. Having a healthy and engaged workforce requires employees to prioritize emotional wellness in the workplace. However, employees aren't only seeking better support for employee mental health in the workplace, they're demanding better employee mental health benefits. The need for mental health programs at work is here to stay — and rapidly increasing. It's up to employers to become better at managing and supporting mental health at work. This session will explore ways employers can support employees and their mental health.



Kristin Gernon, LCSW LMSW

Behavioral Health Training & Development Specialist
BLUE CROSS AND BLUE SHIELD OF KANSAS CITY

12:30pm – 1:30 pm

Luncheon

1:30pm – 2:30pm

Panel: Sustaining Behavioral Healthcare in Your Practice

Speakers will share tips on how to identify practice needs, train care team members and assign roles and responsibilities for addressing patient behavioral health needs in a streamlined way. Learn about the tools and resources available to practices to help identify practice and patient needs and identify qualified candidates for care team roles.



Carrie Harris-Muller

Senior Vice President and Chief Population Health Officer
OHIO HEALTH



Susan Hawk

System Director for Behavioral Health
BON SECOURS MERCY HEALTH



Liza Zwiebach, Ph.D., ABPP

Assistant Professor, Dept. of Psychiatry and Behavioral Sciences
EMORY UNIVERSITY SCHOOL OF MEDICINE
Clinical Director, Emory Healthcare Veterans Program
EMORY HEALTHCARE

2:30pm – 3:15pm

Adjusting treatment to meet the changing needs of substance use disorder patients- clinical and operational practice

As the opioid epidemic and patient needs shift treatment providers too must change how services are provided to improve outcomes. A one-size-fits-all approach to treatment that does not account for individual needs will not support recovery. Operational processes that require complicated admissions and solely brick-and-mortar access will not reach all individuals who need

treatment. In this presentation, we will review how the clinical design was shifted in a large Office Based Addiction Treatment (OBAT) and Opiate Treatment Program (OTP) system to provide individualized care while increasing monitoring for high risk patients. Operational systems to provide immediate access using rapid access models in both the OBAT and OTP settings will be reviewed. Lastly a new model to engage individuals not willing or able to connect to traditional treatment with mobile access of medications via a mobile van will be described.



Lisa Blanchard, MA, LMHC

Chief Clinical Officer
SPECTRUM HEALTH

3:15pm – 3:45pm

Networking & Refreshments Break

3:45pm – 4:30pm

Implementing an Interventional Psychiatry Clinic

Speaker will discuss the implementation of an Interventional Psychiatry Clinic at Penn Medicine, Lancaster General Health. The specific modalities discussed include: Transcranial Magnetic Stimulation, Electroconvulsive Therapy, and Ketamine. This approach focuses on the population of patients with Treatment Resistant Depression, and it's impact of these patients. Of particular importance is its existence as a part of a coordinated behavioral health system. Discussion will also focus on economies of scale, patient volume, financial and clinical impact. The presenter will share success and challenges associated with the implementation of this clinic.



Tracey Lavallias, DBA, MBA, M.ED

Executive Director, Behavioral Health Service Line
PENN MEDICINE, LANCASTER GENERAL HEALTH

4:30pm – 5:15pm

Using Data to Improve Health Outcomes and Effectively Manage Member At-Risk Populations

The prevalence of data in various forms has been a staple of managed and direct care practices for decades. Interpreting and using this data in an effective and clinically actionable manner has been an elusive and sometimes frustrating process for many. Data science in a fast-evolving field and its use and implication in the field of behavioral health is virtually limitless. This session will review a newly developed program designed to use data strategically to successfully identify, manage and monitor specific member at-risk populations.



Sameer V. Awsare, MD, FACP

Associate Executive Director
Permanente Medicine
THE PERMANENTE MEDICAL GROUP

5:15pm

End of Day One

DAY TWO – FRIDAY, MARCH 31, 2023

7:15am – 8:00am

Networking Breakfast

8:00am – 8:15am

Chairperson's Recap

8:15am – 9:00am

Technology and the Future of Behavioral Health Treatment

Technology has opened a new frontier in mental health support and data collection. Mobile devices like cell phones, smartphones and tablets are giving the public, doctors and researchers new ways to access help, monitor progress, and increase understanding of mental wellbeing. Providers have an opportunity to leverage emerging technology—but doing so will entail significant shifts

in the way behavioral healthcare is delivered. Organizations need to begin systematically incorporating technology into their care delivery at every step of their patients' journeys in a way that may significantly change traditional approaches. An enormous array of technology options is emerging that can support patient care, such as self-guided, gamified treatment to virtual assistants and AI that can be used to ensure better care for patients through enhanced digital triage processes, augmented and virtual reality treatments, and computational psychiatry. This session will explore how providers can leverage each of these changes—and many more—to deliver better outcomes for their patients.



John D. Scott, MD, MSc, FIDSA
Chief Digital Health Officer, UW Medicine
Professor, Allergy & Infectious Diseases
UNIVERSITY OF WASHINGTON

9:00am – 9:45am

Integrating Physical and Behavioral Health: A Major Step Toward Population Health Management

Improved care coordination for patients requiring both physical and mental health services could save the U.S. healthcare system billions of dollars annually while improving quality, outcomes and patient lifestyle. Behavioral health is a critical and often-overlooked component of a successful population health management program—a topic frequently discussed but rarely addressed comprehensively. Integration of behavioral health and primary care services can both enhance compliance with preventive care, thereby improving the effectiveness of chronic disease treatment, and help engage patients in self-management to improve lifestyle behaviors that contribute to these chronic conditions. Integration of the two disciplines also can decrease expensive and frequently unnecessary emergency department visits and inpatient admissions, particularly for patients with more severe mental health conditions, who tend to have a high degree of physical health comorbidities. This session will explore the economic and patient care benefits that can be gained from integrating physical and behavioral health services, and why this should be a business priority for any organization making the transition from fee for service to population health management.



Mary McLaughlin Davis, DNP, NEA-BC, ACNS-BC, CCM
Clinical Nurse Specialist
CLEVELAND CLINIC

9:45am – 10:15am

Networking & Refreshments Break

10:15am – 11:00am

Evernorth's Innovative Initiatives and How Virtual Care Is Working At The Consumer Level

The emerging virtual care landscape is making health care more affordable and accessible for consumers with complex needs. By partnering with virtual providers, Cigna and Evernorth offer different integrated care solutions that better fit consumers' primary, behavioral, and social need. From self-help to direct/virtual patient care, these integrated health care solutions give both consumers and provider organizations access to information and insights into their health outcomes and help navigate their way through an increasingly complex market with so many options to choose from. And with artificial intelligence and machine learning, we are only at the beginning of the virtual care frontier.



William M. Lopez, MD, CPE
National Medical Director-Virtual Care
Senior Medical Director-Behavioral Health
CIGNA

11:00am – 11:45am

Improving Access to Children's Mental Health Care

It can be challenging for some families to get mental health care for their children. Nearly 1 in 5 children have a mental, emotional or behavioral disorder. Children with these disorders benefit from early diagnosis and treatment. Unfortunately, only about 20% of children with mental, emotional, or behavioral disorders receive care from a specialized mental health care provider. Some families cannot find mental health care because of the lack of providers in their area. Some families may have to travel long distances or be placed on long waiting lists to receive care. Cost, insurance coverage, and the time and effort involved make it harder for parents to get mental health care for their child. This session will explore innovative solutions that improve access to mental health care for children.



Amie Bettencourt, Ph.D.
Director of Research and Evaluation, Maryland BHIPP
Assistant Professor and Clinical Psychologist
Division of Child and Adolescent Psychiatry
Department of Psychiatry and Behavioral Sciences
JOHNS HOPKINS SCHOOL OF MEDICINE

11:45am – 12:30pm

Social Determinants of Behavioral Health

This session will examine programs that health plans are putting into place to positively impact health outcomes and the quality and cost of care of some of the highest utilizers. Topics to be discussed will include:

- Connecting members to critical services
- How to improve screening and interventions
- How to improve resource utilization
- The impact of social determinant programs on member health and cost of care
- Ways to reduce disparities in health outcomes



Dr. Ellen Fink-Samnack, DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP
Wholistic Health Equity Strategist, Content Developer, Educator
EFS SUPERVISION STRATEGIES, LLC

12:30pm

Conference Concludes

This Event will be Co-Located with:

2023
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summit

Strategies to Serve the Rapidly Expanding Medicaid Population
MARCH 30-31, 2023 • EMBASSY SUITES DOWNTOWN • NASHVILLE, TN

WORKSHOP SESSION

Friday, March 31 • 12:45pm – 2:45pm

Establishing Efficient Workflows

This session will explore how to successfully integrate behavioral healthcare into a workflow to create a seamless experience for patients and the care team. Learn how to integrate behavioral healthcare in a way that supports efficiency and care quality, while avoiding disruption to practice operations. Also get insight into key considerations, tools and resources required for workflow enhancements, barriers and solutions to overcome them.



Donna McHale
Principal
HURON CONSULTING GROUP

Donna has over 40 years of healthcare industry experience and is a recognized expert in performance improvement, strategic planning, operational management, information technology vendor selection, planning and implementation, organizational and project management, change management, virtual care, and transformational leadership. She is a leader in Huron's healthcare technology services group and has extensive experience managing large, challenging, complex projects/change initiatives for healthcare systems, consulting firms, and software companies. While acting as the care redesign program director for several multi-entity organizations, Donna helped several clients develop their virtual care strategies. Her virtual care efforts focused on assessment, road map design, system selection, system implementation, system

enhancements, and workflow development/optimization. She has also assisted several clients in their move to the virtual hospital environment. Donna oversaw initiatives to redesign patient care while implementing a new, enterprise wide EHR system. Her role was critical to ensuring the care redesign and EHR implementation projects stayed aligned and synchronized to achieve the desired outcomes.



Jessica Duke
Director
HURON CONSULTING GROUP

Jessica is a director in the healthcare technology practice at Huron Consulting, a global consulting firm located in Chicago. With over 19 years of experience in the healthcare industry, she is a seasoned clinician that is equipped to guide clients through patient care management and virtual process improvement. Her roster of projects includes working with an array of organizations to assess and plan for the operational and functional components of virtual care / telehealth. This has included the following for virtual care / telehealth: building use case designs, selecting solutions equipment, implementation, and staff education. Jessica excels in adaptable project management by scaling methodologies to best meet the client's needs. She has direct experience working in rural health settings and developing virtual care / telehealth solutions to meet their population needs.

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VENUE



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2023 Behavioral Health Management Summit



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Registration

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** All Payments must be received four weeks prior to the event. If you need to cancel four weeks prior to the event there will be a full refund minus a \$225 administrative fee. If you need to register a substitute please contact us or email us at support@brinetwork.com. All cancellations received under four weeks will be provided a pass to a future event for either yourself or a colleague which will be valid for two years from the date of conference.