

PCMH PRIME Practice Coaching Application

The Health Policy Commission (HPC) is committed to supporting Massachusetts primary care practices in their efforts to develop behavioral health integration (BHI) capabilities and achieve PCMH PRIME Certification. To this end, the HPC is offering practice coaching to assist primary care practices in meeting their BHI goals.

The HPC recognizes that primary care practices are at different stages in the transition to BHI, face different challenges, and may have different goals. To best meet individual practice needs, the HPC has contracted with Health Management Associates (HMA) to provide expert practice coaches that can help practices undertake tactical, operational projects aligned with [PCMH PRIME Certification criteria](#) or related BHI capabilities. Primary care practices that are on the Pathway to PCMH PRIME or are PCMH PRIME Certified are eligible for this practice coaching. **There is no fee charged to practices for coaching, and practices may apply for up to 20 hours of coaching to occur over a period of up to six months.** Coaching is provided either in-person at the practice site or by phone.

Possible practice coaching topics include but are not limited to:

- Designing integrated care models within the practice setting
- Engaging and communicating with external partners
- Implementing screenings for BH conditions within primary care
- Developing or expanding a Medication-Assisted Treatment program in primary care
- Applying principles of population health management to BH care within the primary care setting
- Start-up and operational considerations for tele-BH services
- Billing and financial management for BHI
- Support for change management and staff/leadership engagement in BHI
- Best practices for measurement-based care for BH conditions

For more detailed examples of possible practice coaching projects, please see the PCMH PRIME Practice Coaching Project Examples in the appendix of this application.

If your practice is interested in receiving PCMH PRIME practice coaching, please complete and email the following application form to the HPC. Practices may submit completed applications and any questions related to PCMH PRIME Certification or practice coaching to HPC staff at HPC-Certification@state.ma.us. Organizations with multiple practices that wish to undertake a single project should complete one form only.

Applications will be reviewed by the HPC on a rolling basis; the HPC will review each application and respond to the practice request within 30 days. **Practices wishing to participate in practice coaching during 2018 are encouraged to submit applications to the HPC by June 1, 2018.** Selection to receive practice coaching is subject to HPC resource availability. In addition, the HPC will evaluate practice coaching applications based on the appropriateness and relevance of the proposed project to the PCMH PRIME criteria or other BHI capabilities, and on the feasibility of the proposed project.

Practices that have previously participated in HPC-sponsored PCMH PRIME practice coaching may apply for this additional practice coaching opportunity; however, the HPC will not begin reviewing such applications until May 1, 2018.

Incomplete applications will not be accepted.

Name of Practice:	
Contact Name:	Contact Title:
Contact Phone:	Contact Email:

1. What is the BHI capability you seek to develop or challenge you are experiencing with BH integration into primary care? (1-2 paragraphs, 250-word limit)

2. Please describe the scope of your proposed practice coaching project and how it will help you make progress toward achieving your specific BHI goal or resolving your identified BHI challenge. What topic(s) will your practice coaching project focus on? What assistance would you like from a practice coach to support your work? (1-2 paragraphs, 250-word limit)

3. Who on your team will be involved in the project? (Please identify the lead for the project, executive sponsorship, and any additional participating team members)

Practice coaching project role:	Name:	Title and credentials:	Brief description of responsibilities (1-2 sentences):
Team lead (required)			
Executive sponsor (required)			
Team member 1 (optional)			
Team member 2 (optional)			

4. Please describe the anticipated outcomes and/or goals for the practice coaching. (Response may be in paragraph or bullet form, 250-word limit)

5. What is your timeline for project implementation? During what time period would you like to receive practice coaching? What factors are driving this timeline? (A few sentences to a paragraph, 150-word limit) **Note:** Practices may apply for up to 20 hours of coaching to occur over a period of up to six months.

Terms of Participation in the PCMH PRIME practice coaching program

If selected to participate in the PCMH PRIME practice coaching program, the Practice agrees to the following:

- The Practice will make best efforts to fully participate in PCMH PRIME practice coaching activities by:
 - Sharing information with a designated practice coach about the Practice's current capabilities and operations, working with the HPC's contractor to develop an individualized practice work plan, attending coaching meetings, and conducting agreed-upon follow-up activities;
 - Participating in reporting or practice coaching evaluation activities as may be requested by the HPC or its contractor, such as completing feedback surveys and providing status updates on practice activities and progress on practice coaching goals.
- The Practice authorizes the HPC to use the Practice's name and/or logo for HPC communications and/or marketing regarding the practice coaching program.
- The Practice agrees to provide the HPC with information about practice redesign efforts undertaken to achieve PCMH PRIME certification. In addition, the Practice acknowledges and agrees that the HPC, through its contractor, may review practice coaching goals sheets and any other documents pertaining to the Practice's participation in the practice coaching program. Please note that pursuant to M.G.L. c. 6D, § 2A, the HPC will keep confidential all nonpublic clinical, financial, strategic or operational documents or information provided or reported to the HPC in connection with the PCMH PRIME certification program and will only disclose any such documents or information consistent with the terms of M.G.L. c. 6D, § 2A.

By typing in or signing my name below, I certify that to the best of my knowledge and belief the information I have submitted is accurate and complete.

By: _____

Signatory name:

Signatory title:

Date:

Please email completed application to the HPC at HPC-Certification@state.ma.us.

Appendix: PCMH PRIME Practice Coaching Project Examples

<p>Workflow Design and Review for Integrated Care</p> <p>Practice Goal: Enhance the integration of BH care into routine visits, including introducing new screening processes and resources for follow-up</p> <p>Practice coach assists practice with:</p> <ul style="list-style-type: none"> • Mapping current clinic workflow for routine BH screening and follow-up • Discussing opportunities for intervention within the context of team-based care • Reviewing examples of patient stratification methods and algorithms for follow-up after BH screening • Identifying appropriate metrics for success 	<p>Starting a Tele-BH Program</p> <p>Practice Goal: Pilot tele-health technology to expand access to BH visits (with a LICSW) among current patients and improve no-show rates</p> <p>Practice coach assists practice with:</p> <ul style="list-style-type: none"> • Evaluating options for HIPAA-compliant telehealth platforms, including costs and benefits • Discussing operational considerations for telehealth services • Designing workflows and pilot testing telehealth visits or consultations
<p>Billing and Financial Management for BH Integration</p> <p>Practice Goal: Maximize revenue from BH integration in order to support the cost of hiring care management staff</p> <p>Practice coach assists practice with:</p> <ul style="list-style-type: none"> • Reviewing the Medicare Collaborative Care Model billing codes and care management codes • Financial modeling based on payer mix and BH integration model • Developing operational processes necessary to maximize revenue for BH integration (time stamp, care management, psych consultations, etc.) 	<p>Engaging and Collaborating with External BH Providers</p> <p>Practice Goal: Improve communication with community-based BH providers to coordinate care and reduce the amount of time primary care providers spend searching for BH visit results</p> <p>Practice coach assists practice with:</p> <ul style="list-style-type: none"> • Facilitating conversation on defining the value in communication and coordination across settings • Drafting external provider agreements for communication and information sharing • Developing a strategy to engage providers outside of organization, given local demands and context