

MARKETING YOURSELF TO INTEGRATED MEDICINE COMMUNITIES

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LEARNING OBJECTIVES

At the end of this presentation participants will have a better understanding of:

- 1. How to do a self-inventory of the knowledge, skills and abilities which they can share with Integrated Medical Teams
- 2. How to market themselves within the integrated medical community teams to gain acceptance on them
- 3. How they, as members of the integrated medical team, can help their team recognize the unique perspectives and tools they bring to the team

HAVE YOU ASKED YOURSELF

1. Do I have what it takes to work in an Integrated Medical Setting?
2. What skills, knowledge and abilities do I possess which would make me a good candidate to work in an integrated medical setting?
3. What is it that I currently do in my work as a Clinical Mental Health Counselor that I can bring with me into an integrated medical setting?

CLINICAL MENTAL HEALTH COUNSELORS...

- Would be surprised how much they have to bring to an Integrated Medical Setting
- It just takes good marketing to get the message out that CMHC's would be a perfect fit as a Behavioral Health Consultant in a medical setting
- Clinical Mental Health Counselors need to realize they have what it takes to work in the Integrated Medicine arena.
- It only takes their willingness to promote themselves in the medical community to let it know that they can help patients and staff work more effectively and productively to increase the health of the patients in these settings.

QUALITIES WHICH CMHC'S BRING TO THE INTEGRATED MEDICAL SETTING

1. Knowledge of Human Development and the psychosocial issues which are entailed in patients' abilities to be compliant and cooperative with the medical directives given them by their primary medical team.
2. Ability to conduct psychoeducation programming either individually or in groups to help patients to learn the methodologies and techniques needed to improve the quality of their lives; to lessen the impact of stress in their lives; to cease out of control behaviors such as smoking, binge eating, avoiding of any level of physical exercise.
3. Ability to use Evidence Based Practices to treat the patients with co-occurring mental health disorders related to their medical conditions
4. Skills to empathize with the patients and their emotional concerns about their medical conditions so that they can become more relaxed and then accepting of the directives being given them by the medical team.



POTENTIAL ROLE OF MENTAL HEALTH COUNSELORS ON INTEGRATED MEDICAL TEAMS

- Conduct Depression, Anxiety & MH Assessments
- Address the stressors which lead folks to seek out medical attention in the first place
- Assist in increasing compliance of patients with the medical directives given them by primary care staff
- Wellness educational programming to help ward off chronic or severe illnesses
- Assisting clients to cope with the medical conditions for which they are receiving medical attention

POTENTIAL CLINICAL SETTING OPENINGS FOR CMHC'S WITH INTEGRATED MEDICAL TEAMS

Clinical Mental Health Counselors will be ideally situated to provide Behavioral Medical Interventions based on their expanded training and implementation of AMHCA's Clinical Standards. They will then need to promote themselves in the following settings:

- PCMH's and ACO's
- General Practice: Family Practice & Internal Medicine Clinics
- Rehabilitation In-patient and out-patient Centers
- General and Specialized Hospitals
- Senior Citizen's Independent housing, Assisted Living & Nursing Homes

YOU CAN FILL THE ROLE OF BEHAVIORAL HEALTH CONSULTANTS

You need to show you can be a Behavioral Health Consultant (BHC) in Primary Care Behavioral Health (PCBH) who is a behavioral health provider who can:

1. Operate in consultative role within primary care team utilizing PCBH Model
2. Provide recommendations regarding behavioral interventions to referring Primary Care Clinician (PCC)
3. Conduct brief interventions with referred patients on behalf of referring Primary Care Clinician PCC

YOU CAN FULFILL THE RESPONSIBILITIES OF A BEHAVIORAL HEALTH CONSULTANT:

1. Maintain visible presence to PCCs during clinic operating hours
2. Be available for “curbside” consultation (a brief interaction between PCB & PCC) by being in clinic or available by phone or pager
3. Be available for same day & scheduled initial consultations with patients referred by PCCs
4. Perform brief, limited follow-up visits for selected patients
5. Provide a range of services including screening for common conditions, assessments & interventions related to chronic disease management programs
6. Conduct risk assessments, as indicated
7. Provide psycho-education for patients during individual & group visits



8. Assist in development of clinical pathway programs, group medical appointments, classes & behavior focused practice protocols.

9. Provide brief behavioral & cognitive behavioral interventions for patients

10. Triage patients with severe or high-risk behavioral problems to CBHS or other community resources for specialty MH services consistent with Step-up/Step-down criteria

11. Provide PCCs with same-day verbal feedback on client encounters either in person or by phone

12. Facilitate & oversee referrals to specialty MH / SA services & when appropriate, support a smooth transition from specialty MH / SA services to primary care & supports collaboration of PCCs & psychiatrists concerning medication protocols



YOU CAN EXPLAIN TO THE INTEGRATED MEDICAL TEAM ABOUT THE IMPACT OF MENTAL ILLNESS ON PHYSICAL HEALTH

You can explain how:

- Persons with mental health problems have higher rates of health risk for smoking, obesity, and physical inactivity
- Persons with mental health problems have higher rates of diabetes, arthritis, asthma, and heart disease
- Persons with both chronic disease and mental illness have higher costs and poorer outcomes

YOU CAN EXPLAIN AND ASSESS FOR ACE FACTORS AND ADULT TRAUMA IN INTEGRATED SETTINGS

Traumatic life experiences, especially multiple traumas, raise the risk for:

- Alcoholism and alcohol use, substance use
- Obesity
- Respiratory difficulties
- Heart disease
- Multiple sexual partners
- Poor relationships with others
- Smoking
- Suicide attempts
- Unintended pregnancies

ACE (Adverse Childhood Experiences)

Abuse

1. Emotional Abuse
2. Physical Abuse
3. Sexual Abuse

Neglect

4. Emotional Neglect
5. Physical Neglect

Household Dysfunction

6. Mother was treated violently
7. Household substance abuse
8. Household mental illness
9. Parental separation or divorce
10. Incarcerated household member

YOU CAN DEMONSTRATE THAT YOU FIT INTO THE PRIMARY CARE PROVIDER MODEL IN INTEGRATED MEDICINE WHICH IS:

- Brief, problem focused communication
- Immediate solution driven care
- Productivity measured in terms of number of patients seen
- Many evidence based interventions
- Disease management as standard part of practice
- Risk/liability concerns

YOU CAN DEMONSTRATE THAT YOU HAVE THE SKILLS NEEDED BY CMHC'S WITHIN INTEGRATED MEDICAL SETTING

You will need to be sure you have the Skills & knowledge needed to effectively function on an integrated health team include:

- Medical Literacy
- Consultation Liaison skills with medical problems
- Population Screening
- Chronic Disease Management
- Care Management Skills
- Educating medical staff about integrated care
- Evidence-Based Interventions
- Group Interventions
- Working within the fast-paced, action-oriented ecology of primary care

DEMONSTRATE YOUR KNOWLEDGE NEEDED IN INTEGRATED MEDICINE

You need to have the basic knowledge about key health behaviors & physical health indicators (normal, risk and disease level blood chemistry measures) routinely assessed & addressed in an integrated system of care, including:

- body mass index nutritional habits exercise habits
- glucose levels lipid levels blood pressure
- alcohol or substance use frequency (where applicable)
- subjective report of physical discomfort, pain or general complaints
- smoking effect on respiration

YOU NEED TO DEMONSTRATE THE ABILITIES NEEDED BY CMHC IN INTEGRATED MEDICAL APPROACH

- Engaging, Connecting, and Enhancing Motivation Skills
- Teaching skills: Imparting Information Based on the Principles of Adult Education
- Comprehensive Integrated Screening and Assessment Skills
- Brief Behavioral Health and Substance Use Intervention and Referral Skills
- Comprehensive Care Coordination Skills
- Health Promotion, Wellness and Whole Health Self-Management Skills in Individual and Group Modalities
- Basic Cognitive-Behavioral Interventions

EXAMPLES OF BEHAVIORAL MEDICINE INTERVENTIONS YOU ALREADY COULD BE DOING IN YOUR CURRENT WORK SETTINGS:

- Biofeedback
- Cognitive Behavioral Therapy (CBT)
- Meditation
- Guided Imagery
- Mindfulness
- Clinical Self-Hypnosis
- Yoga
- Tai Chi
- Relaxation Training
- Progressive Muscle Relaxation
- Transcendental Meditation
- Self-Regulation Skills-learn to put control of health under one's own personal locus of control

EXAMPLES OF OUTCOME GOALS OF BEHAVIORAL MEDICINE INTERVENTIONS YOU CAN BE A PARTNER IN:

- Prevent disease onset
- Lower blood pressure
- Lower serum cholesterol
- Reduce body fat
- Reverse atherosclerosis
- Decrease pain
- Reduce surgical complications
- Decrease complications of pregnancy
- Increase compliance with treatment/medication plans
- Increase relaxation
- Improve sleep
- Increase functional capacity
- Improve productivity at work & school
- Improve strength, endurance, and mobility
- Improve quality of life



EDUCATE THE TEAM THAT INTEGRATED BEHAVIORAL MEDICINE SPECIALTY IS A FOCUS IN DSM-5

- Neurocognitive Disorders
- Hormonal Imbalances
- Cardiovascular Health Conditions
- Respiratory Difficulties
- Chronic Health Conditions
- Cancers: Bladder, Breast, Colon, Rectal, Uterine-Ovarian, Kidney, Leukemia, Lung, Melanoma, Non-Hodgkin Lymphoma, Pancreatic, Prostate, Thyroid

THE DSM-5 INCLUDED THE FOLLOWING MENTAL HEALTH DISORDERS AS COMORBID WITH MEDICAL CONDITIONS

- Schizophrenia & Psychotic Disorder Co-occurring with Medical Condition
- Bipolar Disorder Co-occurring with Medical Condition
- Depressive Disorder Co-occurring with Medical Condition
- Anxiety Disorder Co-occurring with Medical Condition
- Obsessive-Compulsive Disorder Co-occurring with Medical Condition
- Somatic Symptom & Related Disorders
- Feeding & Eating Disorders
- Elimination Disorders
- Sleep-Wake Disorders
- Sexual Dysfunctions

LET THE TEAM KNOW THAT YOU CAN ASSIST IN THE DESIRED IMPACT OF INTEGRATED PHYSICAL AND BEHAVIORAL MEDICINE

Changes in behavior and lifestyle can

- Improve health
- Prevent illness
- Reduce symptoms of illness

Behavioral changes can help people:

- Feel better physically and emotionally
- Improve their health status
- Increase their self-care skills
- Improve their ability to live with chronic illness.

Behavioral interventions can:

- Improve effectiveness of medical interventions
- Help reduce overutilization of the health care system
- Reduce the overall costs of care



KEY STRATEGIES OF BEHAVIORAL HEALTH CONSULTANTS ON INTEGRATED MEDICINE TEAMS

- Lifestyle Change
- Training
- Social Support

EXAMPLES OF GOALS OF LIFESTYLE CHANGE

- Improve nutrition
- Increase physical activity
- Stop smoking
- Use medications appropriately
- Practice safer sex
- Prevent and reduce alcohol & drug abuse

EXAMPLES OF PSYCHOEDUCATIONAL TRAINING IN INTEGRATED PHYSICAL & BEHAVIORAL MEDICINE

- Coping skills training
- Relaxation training
- Self-monitoring personal health
- Stress management
- Time management
- Pain management
- Problem-solving
- Communication skills
- Priority-setting

EXAMPLES OF SOCIAL SUPPORT IN INTEGRATED PHYSICAL AND BEHAVIORAL INTEGRATED MEDICINE

- Group education
- Caretaker support and training
- Health counseling
- Community-based sports events

STEPS TO MARKET YOURSELF TO INTEGRATED MEDICAL SETTINGS

Step 1: Develop a list of psychoeducational programs and mental health services which are health and wellness related that you are already offering to your patients or in the community.

Step 2: Develop a brochure or introductory letter which introduces you and what skills, talents, and products you have which Integrated Medical Settings could utilize to increase their patients' compliance and commitment to healthier living

Step 3: Identify the Patient Centered Medical Homes (PCMH's) and Affordable Care Organizations (ACO's) in your community and then visit them and seek an interview with their medical or clinical director so that you can show them your outline of the products and services you have to offer to assist them to increase the Behavioral Health of their patients.

Step 4: Reach out to Hospitals, Clinics, Outpatients Centers, Primary Care Physicians, Rehabilitations Center and other health related centers and again present your plans of action to them

Step 5: To get things moving offer to present a free, pro-bono psychoeducational program in their clinical settings to their patients to demonstrate what skills and programming you can bring to their settings.

Step 6: Offer in the community in which you live and work, free Behavioral Health Topical workshops and lectures to get your name out as a Behavioral Health Consultant who talks the talk and walks the walk of integrated medicine in that community.



WHERE DO YOU GET THE TOOLS TO HELP YOU OUT

You can get all you need to help market yourself to Medical Settings to become part of their Integrated Medicine Teams – just go to:

1. The Behavioral Medicine Section of coping .us at <http://coping.us/behavioralmedicine.html>
2. The Tools for Primary Care in this section at: <http://www.coping.us/behavioralmedicine/integratedprimarycaretools.html> on this page you will find three distinct sets of Psychoeducational Tools which you can personalize as your own:
 1. The SEA's Program for Mental Health and Substance Abuse Recovery Support
 2. Balanced Lifestyle-A Support Program for a Guilt Free System of Healthy Living
 3. Strategies for Success in Health Management – Which tools can be organized to address a number of topics in Integrated Medicine like: Living with Diabetes, Parenting a child with a chronic condition and Smoking Cessation

SO ARE YOU READY TO MARKET YOURSELF TO INTEGRATED MEDICAL TEAM?

If you need more support join the AMHCA Integrated
Medicine Community on AMHCA Connection at:

<http://connections.amhca.org/home>