



SAMHSA-HRSA Center for Integrated Health Solutions

Assessing the Current & Future Integration Landscape

**Mid-Atlantic (HHS Region 2 & 3)
Regional Meeting
New York, NY
February 2, 2015**

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Goals for Our Time Together!

Take this opportunity to leave behind your clinical & administrative duties for a few days to learn from each other & reflect on how best to leverage this knowledge for your PBHCI programming!



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Today we will focus the wider healthcare landscape you are all traversing, which covers national, state, and local terrain. Understanding the map is never the same as the walking the territory so we will discuss what you are seeing as you execute your PBHCI grant and review some techniques for how to frame your thinking as you move forward.

Tomorrow we will build on our discussion today and dive into a specific plan that you can leave with to effect a positive change in your PBHCI program upon your return home.

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Plan for Today!

- Discuss what is happening at the federal, state and local levels in this fast changing healthcare landscape
- Given this we will use the SWOT & Force Field analysis approaches to stimulate thinking about how your PBHCI programming can inform and leverage strategies for responding to this changing landscape

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The Changing Healthcare Landscape

- Movement toward performance-based contracts & bundled costs/rates
- Focus on linking Evidence-based Clinical Care-Pathways to Clinical Workflows in order to achieve “Treat to Target” clinical outcomes and cost containment
- Increased presence of Managed Care Organizations in the Medicaid Marketplace
- Health Information Technology is driving clinical decision support, information sharing, & supporting consumer behavior change (e.g., health apps)

What else are you seeing occurring in healthcare today?

Responding to the Changing Landscape

Strengths Weaknesses Opportunities Threats (SWOT) Analysis Approach:

A framework for examining an organization’s internal strengths (S); weaknesses (W); opportunities (O) for growth & improvement, & the threats (T) the external marketplace/ environment presents to its survival.

Generic Healthcare SWOT Example

	Helpful to Objective	Harmful to Objective
Internal Origin	Strengths <ul style="list-style-type: none"> Outstanding Medical Staff Strong Commitment to Community Mission Excellent Hospital Facilities Outstanding Healthcare Quality High Level of Organizational Efficiency 	Weaknesses <ul style="list-style-type: none"> Lack of Adequate Resources Lack of Primary Care Network Shortages of Critical Staff
External Origin	Opportunities <ul style="list-style-type: none"> Growing Metropolitan Community Increased Managed Care Business Growing Community Healthcare Programs 	Threats <ul style="list-style-type: none"> Reduced Government Reimbursement Competition for Specialty Physicians Increased Competition from Healthcare Provider Networks

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SWOT ANALYSIS EXAMPLE

Domain/Topic Area: Bundled Rates

S	Strengths (internal to org.) <ul style="list-style-type: none"> Strong EMR that can link claims data to clinical outcomes Leadership has made bundling methodology a mandate 	W	Weaknesses (internal to org.) <ul style="list-style-type: none"> Do not have a levels of care instrument to stratify levels of care/need Lack staff who understand how to analyze complex data
O	Opportunities (external to org.) <ul style="list-style-type: none"> Engaged w/ several managed care entities that can educate us on how to do this Emerging literature exists explaining how to do this 	T	Threats (external to org.) <ul style="list-style-type: none"> Several CMHC's & FQHC's in our region have piloted this approach already ACO in region is requiring providers have this capability



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SWOT ANALYSIS Worksheet

S	Strengths (Internal to Org.) <ul style="list-style-type: none"> Advantages Experience, knowledge Unique characteristics Resources Geographical advantage, location Competence, capabilities Quality, reputation 	W	Weaknesses (Internal to Org.) <ul style="list-style-type: none"> Disadvantages Gap in experience, knowledge Financial aspects Reliability and trust Loss of key staff Geographical factors
O	Opportunities (External to Org.) <ul style="list-style-type: none"> Strategic alliances, partnerships Product development Import, export Innovation an technology development 	T	Threats (External to Org.) <ul style="list-style-type: none"> Loss of alliances and partners Price infalton/deflation Strong competition Competitors new products and innovation



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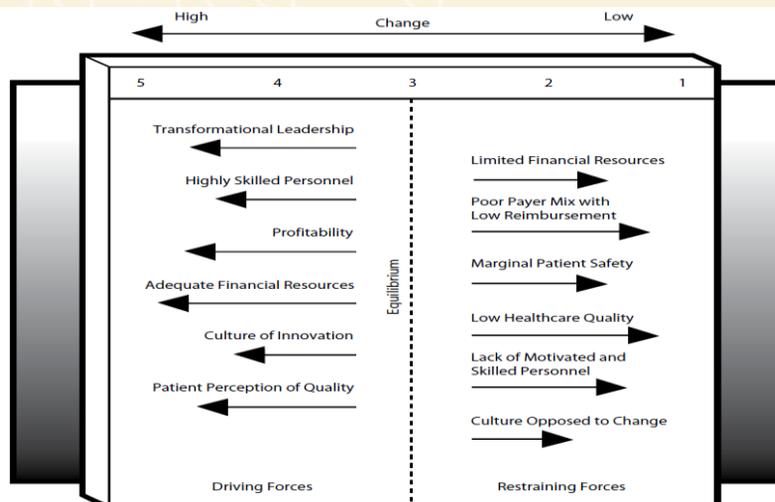
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Force Field Analysis (FFA)

Following the completion of a SWOT analysis a FFA allows for team members to better understand the internal and external drivers/forces/influences that exist in/around your organization.

A FFA examines which forces are driving you toward (i.e., supporting) or away from (i.e., hindering) your needed changes.

Force Field Analysis



Work Group Breakout

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1. Choose a Healthcare Landscape Topic Area we discussed that you want to further investigate
2. As a team fill in the four SWOT Quadrants
3. Use the SWOT Quadrants to conduct a Force Field Analysis
4. Be ready to report out to the large group the topic(s) you chose & key takeaways.

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Report Out!

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Given What We've Discussed, Now What?

In preparation for our work tomorrow use the work we've done so far today to discuss the implications this does or does not have for informing your Behavioral Health Integration Capacity Assessment (BHICA) findings.

Discuss which BHICA findings you would like to target for developing a PBHCI improvement plan.

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Report Out!



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Thank you!

- Have a great evening!
- See handout w/ restaurant options.
- We start at 8:30 am sharp tomorrow!

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