

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 Loss¹ 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**
 - Align the priorities of your organization with those of the MCO.
- **Proposed Intervention**
 - 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).
 - Focus on high-cost services (e.g. hospitalizations and emergency department); Use ADT and other data to target the intervention.
 - Consider if/how telehealth will be integrated.
 - Be clear about exactly what population you intend to serve. Who is in? Who is out?
- **Resources**
 - 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**
 - Tie program directly to outcomes that lower costs in order to offset the dollars spent on the program.
 - Work with the health plan to exchange data that will be actionable both for the provider and the plan
- **Payment Structure/Model**
 - Bundled payments can be used as a means of including necessary care management with a billable service.