



# Creating Integrated Care in Rural Behavioral Health Agencies

# The Big Picture: Vision, Planning, & Implementation

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*Cenpatico Arizona*

*480-317-6515, ext. 26115*

*[tstevens@cenpatico.com](mailto:tstevens@cenpatico.com)*



# Creating The Vision



# Engaging Partners

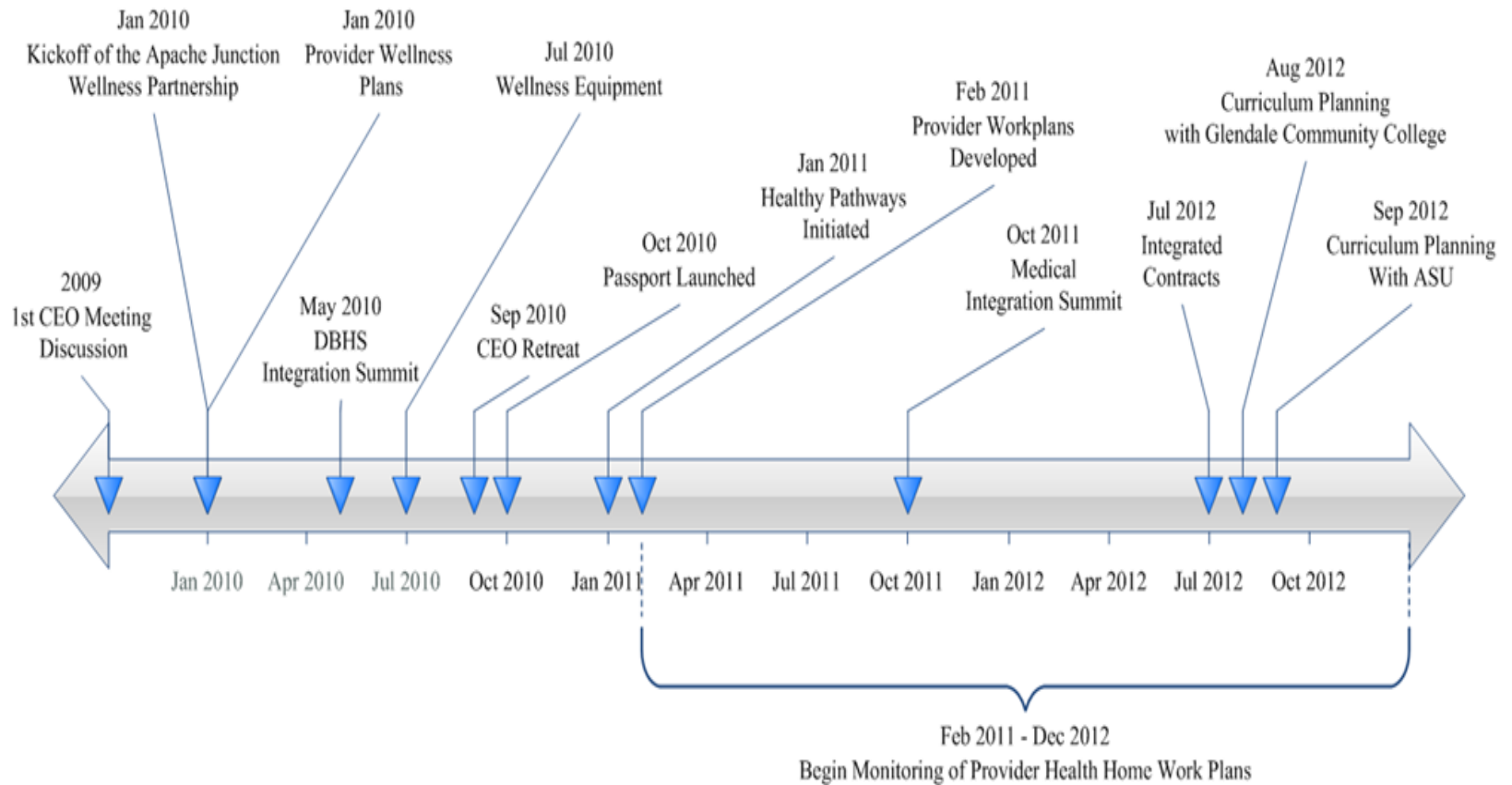


# Developing the Plan



# Supporting the Plan:

## Technical Assistance



# Milestones



# Creating the Culture:

## Whole Person Healthcare



# Retaining Recovery Principles - Educating Physical Healthcare Providers



# Measuring Success - Developing Metrics & Establishing Baselines



# Championing Solutions to Challenges

# The Program

*Maria-Elena Ochoa, Chief of Medical  
Operations*

*Mountain Health & Wellness, Apache Junction, AZ*

602-828-8432

[mariaelenao@mhwaz.org](mailto:mariaelenao@mhwaz.org)

# Mountain Health & Wellness



***Integrated Health Care for Everybody!  
Creating the Healthiest and Happiest Communities***

# Mountain Health & Wellness



***Integrated Health Care for Everybody!  
Creating the Healthiest and Happiest Communities***

# Lifespan for person with SMI is 25 years shorter

(National Council for Community Behavioral Healthcare)

Year	AZ	MO	OK	RI	TX	UT	VA (IP only)
1997		26.3	25.1		28.5		
1998		27.3	25.1		28.8	29.3	15.5
1999	32.2	26.8	26.3		29.3	26.9	14.0
2000	31.8	27.9		24.9			13.5

## Lifespan is 31-32 years shorter in Arizona

(National Association of State Mental Health Program Directors)



# Root Cause: Lack of Treatment

<b>17% Have Co-morbid Conditions with Behavioral Health Needs</b>	<b>806</b>
Substance Abuse	477
Asthma	84
Hypertension	80
Diabetes	49
Diabetes, Hypertension	31
Cardiac Disease	16
Hypertension, Substance Abuse	16
Asthma, Hypertension	9
Cardiac Disease, Hypertension	8
Diabetes, Substance Abuse	6
Cardiac Disease, Asthma, Hypertension	5
Diabetes, Asthma	5
Cardiac Disease, Substance Abuse	4
Diabetes, Cardiac Disease, Hypertension	4
Asthma, Substance Abuse	3
Cardiac Disease, Asthma	2
Diabetes, Asthma, Hypertension	2
Diabetes, Asthma, Substance Abuse	2
Cardiac Disease, Asthma, Substance Abuse	1
Cardiac, Hypertension, Substance Abuse	1
Diabetes, Cardiac, Asthma	1

# Spending on Chronic Disease

## ▶ Heart Disease

By 2023: \$186 billion (Milken Inst.)

## ▶ Diabetes:

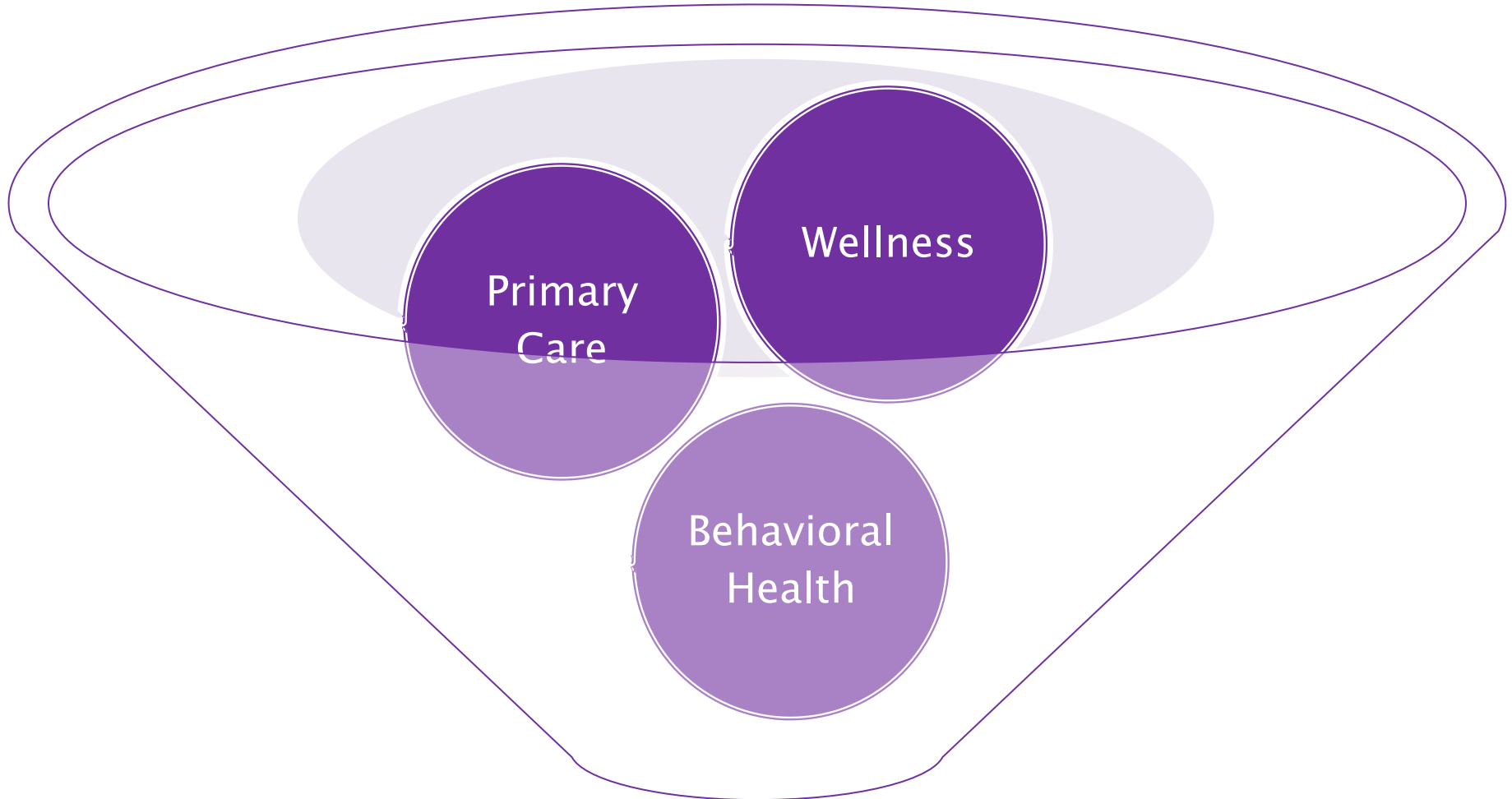
By 2020: \$192 billion (Centers for Disease Control and Prevention)

## ▶ Chronic Lung Disease:

By 2021: \$832.9 billion (Centers for Disease Control and Prevention)

- Bronchitis
- Emphysema
- COPD
- Asthma





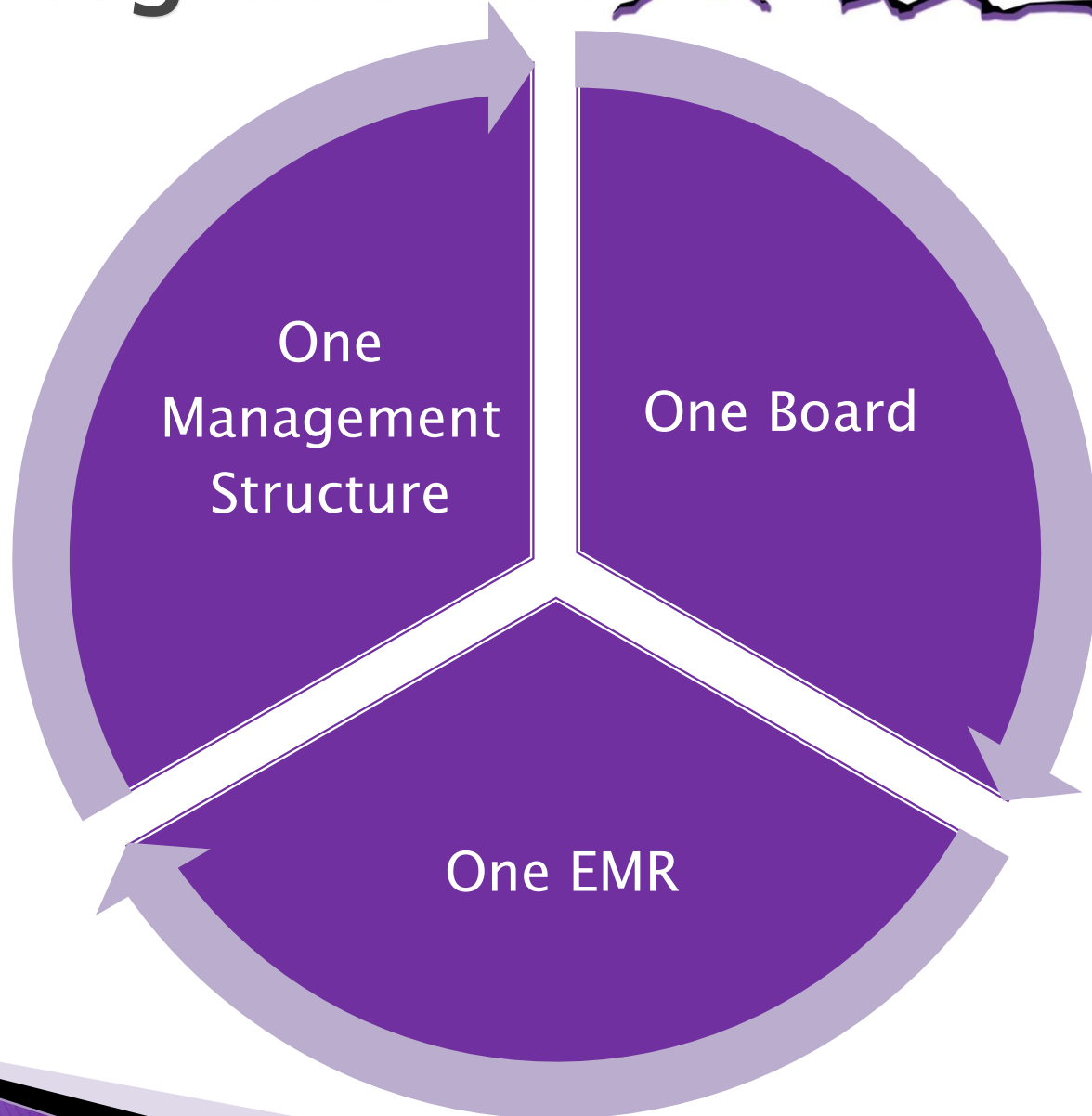
**Multi Directional  
Integrated Health & Wellness**



# Full Integration at



Mountain Health & Wellness



One  
Management  
Structure

One Board

One EMR

# Shift in Organizational Culture

- ▶ *New Name and New Logo:*
  - Mountain Health & Wellness
- ▶ *New Identity:*
  - We are an Integrated Healthcare Company
- ▶ *New Paradigm:*
  - Integrated Healthcare for Everybody
- ▶ *New Framework:*
  - From Pathology to Wellness
- ▶ *New EMR*
  - Aprima



# Paradigm Shift from Pathology to Wellness

**Emotional**  
Developing skills and strategies to cope with stress.

**Financial**  
Satisfaction with current and future financial situations.

**Environmental**  
Good health by occupying pleasant, stimulating environments that support well-being.

**Social**  
Developing a sense of connection and a well-developed support system.

**WELLNESS**

**Intellectual**  
Recognizing creative abilities and finding ways to expand knowledge and skills.

**Spiritual**  
Search for meaning and purpose in the human experience.

**Physical**  
Recognizing the need for physical activity, diet, sleep, and nutrition.

**Occupational**  
Personal satisfaction and enrichment derived from one's work.

be | tobacco free

03-01-11



To ensure a safe and healthy environment,  
MHW will become tobacco free on March 1, 2011.

# Smokers Pay Higher Insurance Premiums

July 2012



# La Comida (The Food) at MHW



# Integrated Primary Care

- **Primary Care in AJ: June 2011**
- **Primary Care in Yuma: November 2011**

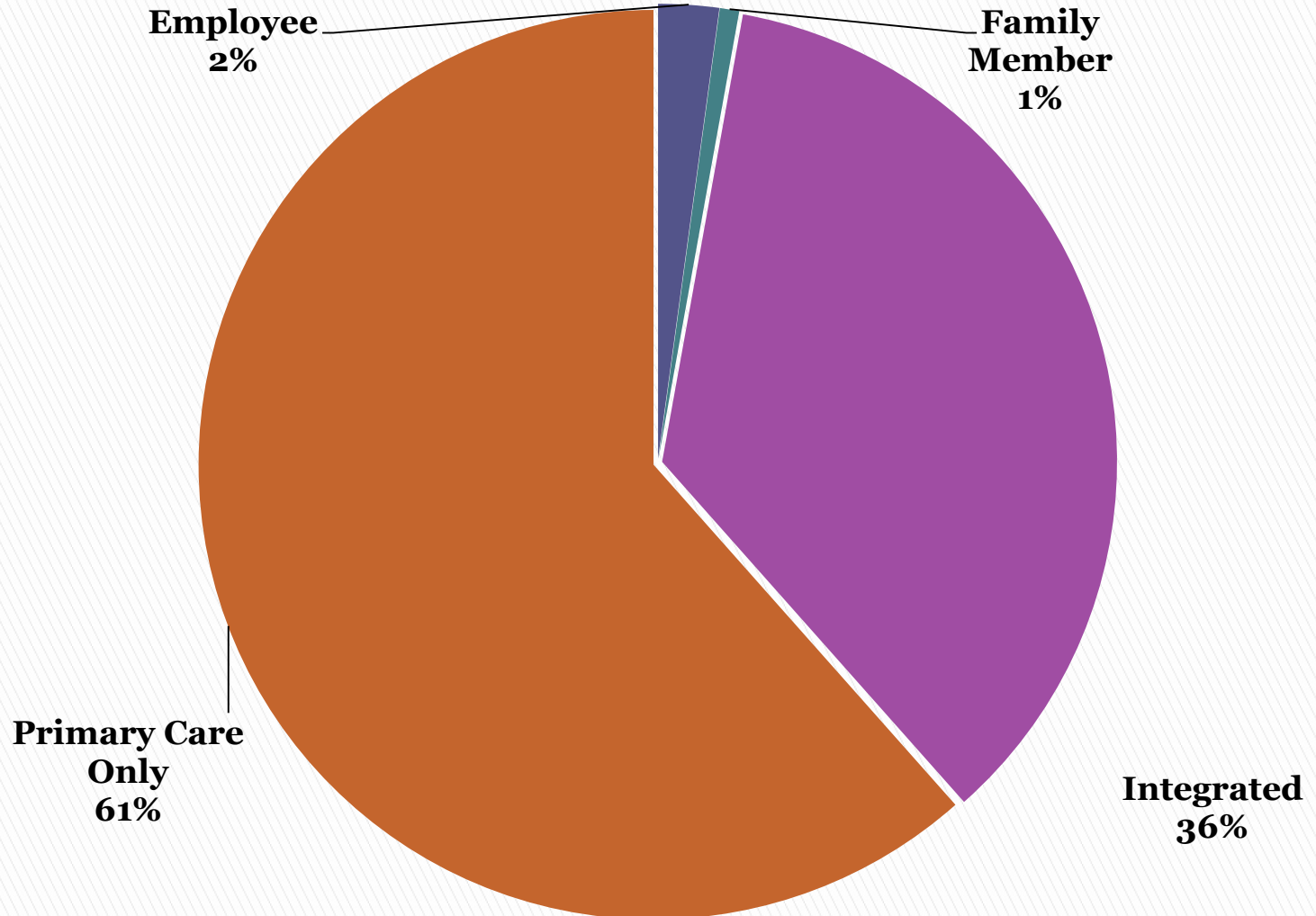


# Cherokee Health Systems Assisted in Primary Care Design

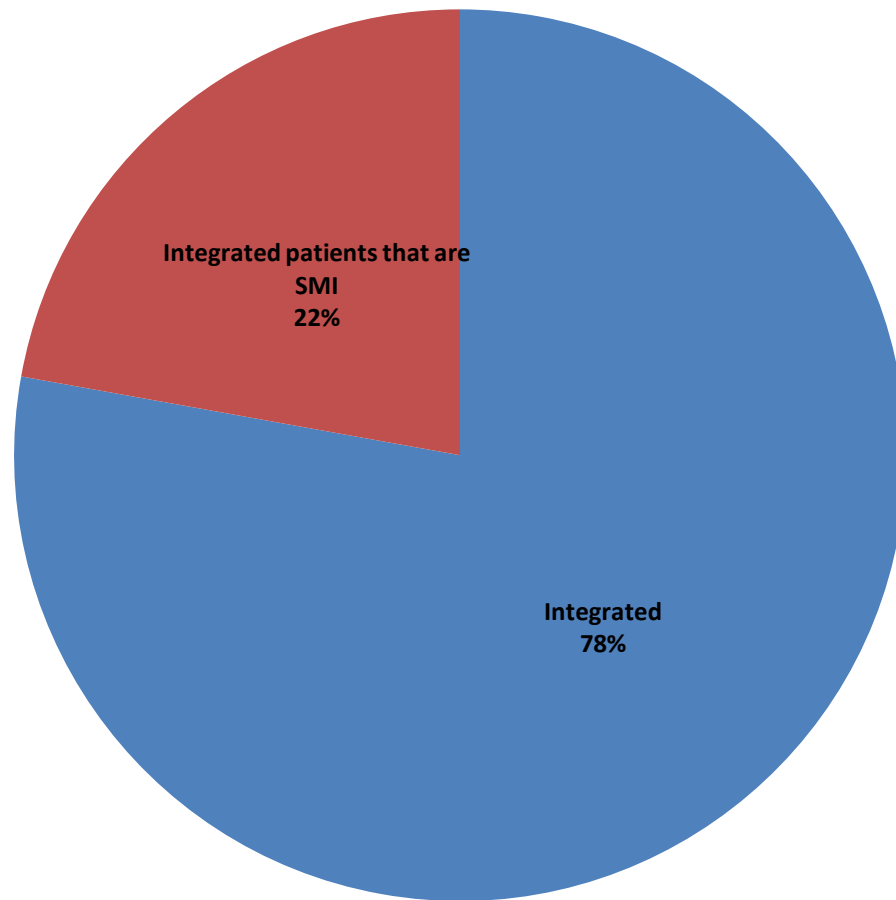
- **BEHAVIORAL HEALTH CENTRALLY LOCATED**
- **SERVE THE SURROUNDING COMMUNITY**



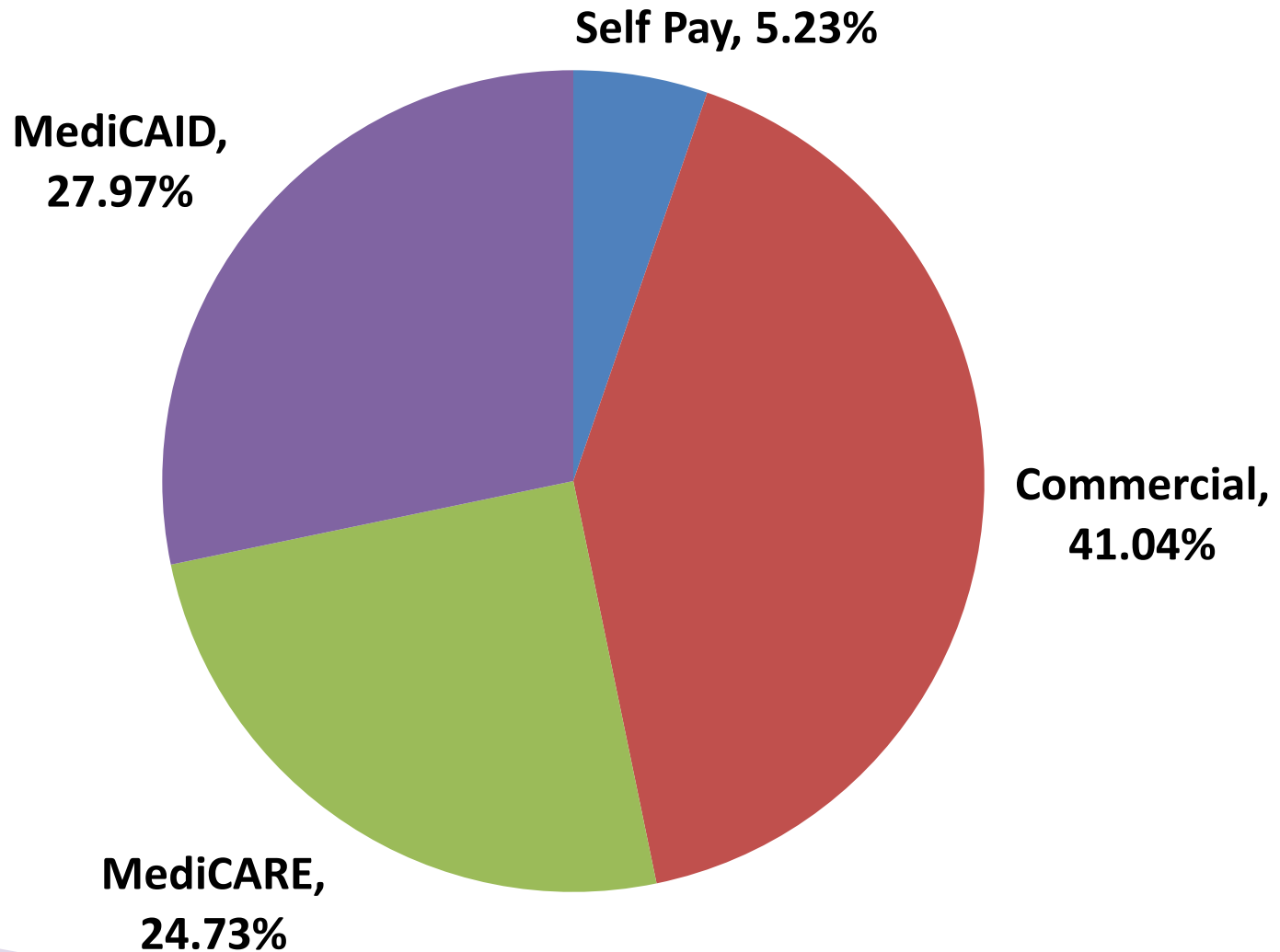
# 37% of Patients are Integrated



# 22% of Integrated Pts. are SMI



# Payer Mix



# June 2012: NP Licensed in Family Practice and Psychiatry



**Keira**

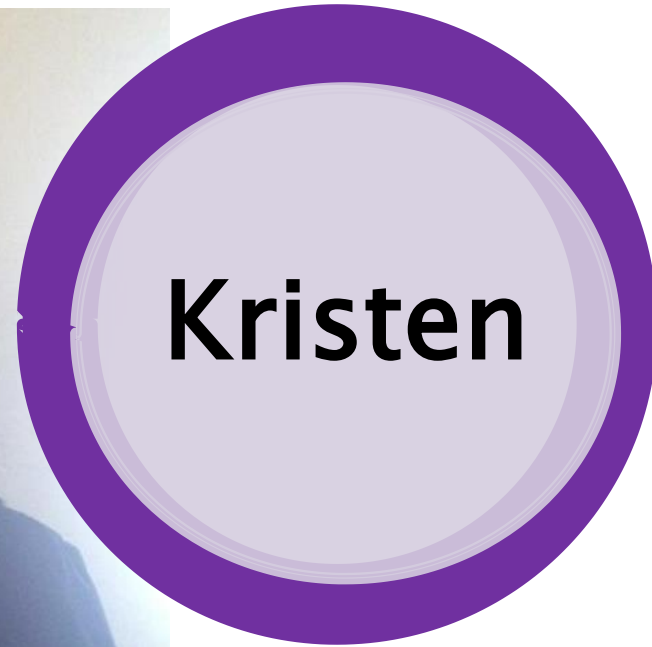
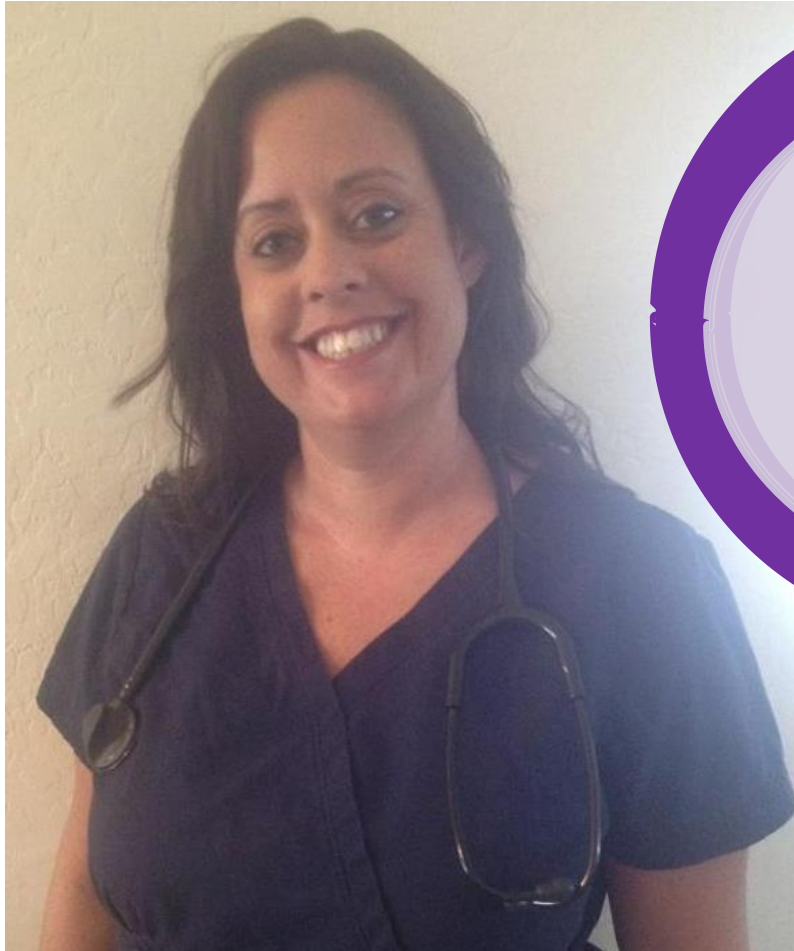
# July 2012: Integrated PA Student



**Samantha**



# July 2012: Our First Integrated MA Intern



# 2009: Incorporated Senior Director of Wellness



**MAKE IT YOUR GOAL TO QUIT  
BY THE GREAT AMERICAN  
SMOKEOUT ON  
NOVEMBER  
17TH**

APACHE JUNCTION



*Wellness Partnership*

**ANNOUNCES**  
**TOBACCO**  
**CESSATION KICK-OFF**



**GREAT AMERICAN  
SMOKEOUT**



The American Cancer Society is marking the 36th Great American Smokeout on November 17 by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By doing so, smokers will be taking an important step towards a healthier life – one that can lead to reducing cancer risk. Quitting smoking is not easy, but it can be done. To have the best chance of quitting successfully, you need to know what you're up against, what your options are, and where to go for help.

**VISIT THE ASHLINE FOR ADDITIONAL RESOURCES**

Whether you are thinking about quitting, you're ready to quit, or just working to stay quit, we can help. The Arizona Smokers' Helpline (ASHLine) provides free services in both English and Spanish. Our quit coaches are real people located right here in Arizona. Most of them are former tobacco users so they've "been there" and understand how hard it is to quit and stay quit. In addition to our free telephone-based coaching services, you can also use WebQuit. Create an account, work through activities, set goals, and monitor your progress from your own computer. WebQuit is available whenever you need support – 24 hours a day, 7 days a week. Ashline additionally offers free quit tobacco medications like the nicotine patch, gum, lozenge, inhaler, nasal spray, Zyban™, and Chantix™ for individuals enrolled in their program.

**You CAN quit. We CAN help. Visit us at [www.ashline.org](http://www.ashline.org) or call toll free at 1(800)556-6222**

**THE AJ WELLNESS PARTNERSHIP IS FUNDED IN PART BY A GRANT FROM ST. LUKES HEALTH INITIATIVE  
see your wellness representative for more information or visit [www.healthyaj.com](http://www.healthyaj.com)**

Before you scold me, Mom ...  
maybe you'd better light up a

# Marlboro



Gee, Mommy  
you sure enjoy your

# Marlboro

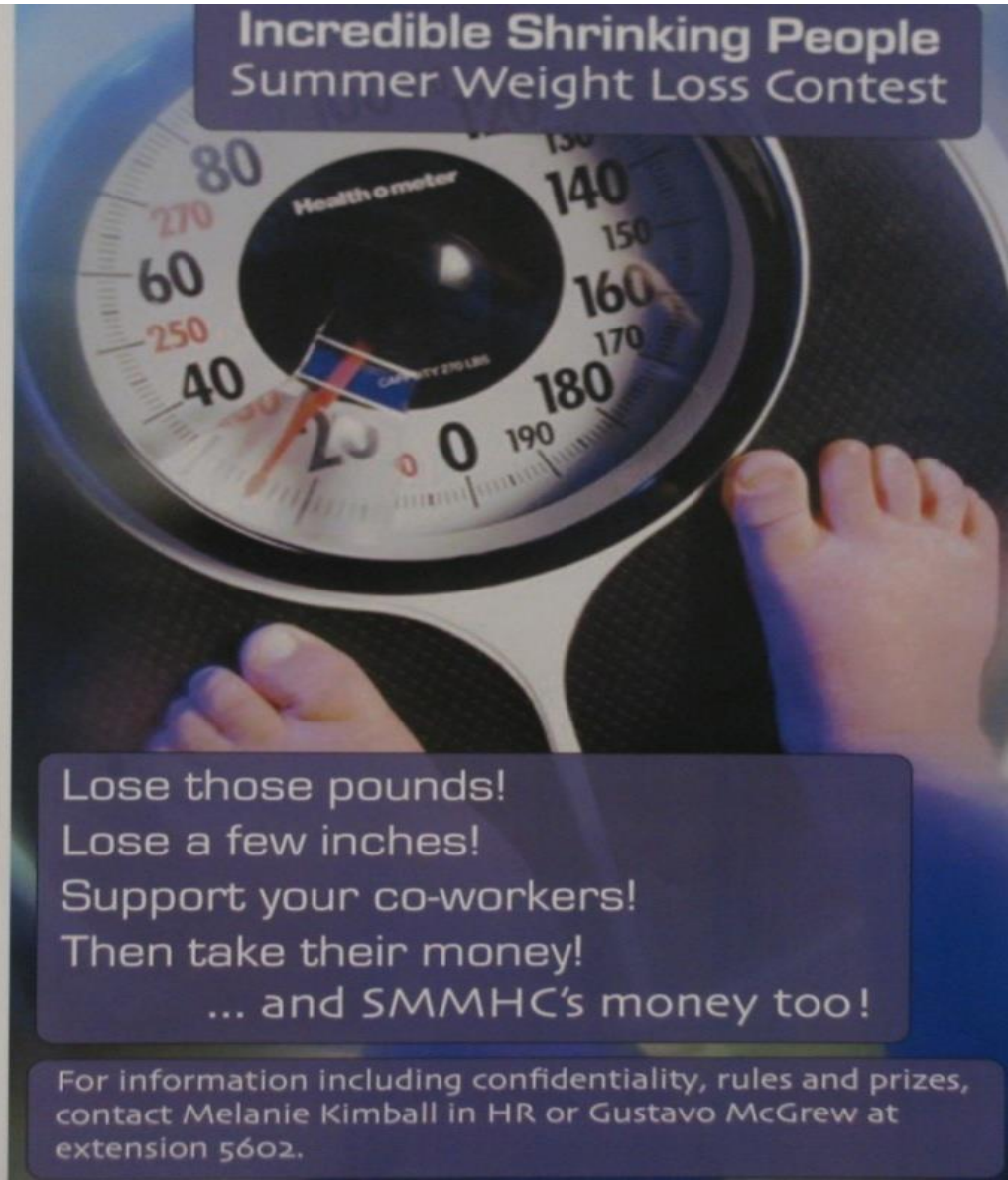
Yes, you need  
never feel  
over-smoked  
... that's the  
Miracle of  
Marlboro!



YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS • RED

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS • RED

# Spring 2009: First Body Transformation Campaign

A photograph of a person's feet on a scale. The scale has a circular gauge labeled 'Health o meter' with a needle pointing to the number 20. The gauge has two scales: an outer scale with numbers 40, 60, 80, 140, 150, 160, 170, 180, 190 and an inner scale with numbers 20, 25, 30, 250, 270. The needle is positioned between 20 and 25 on the inner scale. The scale is white and black. The person's feet are visible on the scale's platform.

Incredible Shrinking People  
Summer Weight Loss Contest

Lose those pounds!  
Lose a few inches!  
Support your co-workers!  
Then take their money!  
... and SMMHC's money too!

For information including confidentiality, rules and prizes,  
contact Melanie Kimball in HR or Gustavo McGrew at  
extension 5602.



**October 2010:**  
**MHW, City of AJ, CAC**



# *Dinner for your Valentine*

*Valentine cooking class with Chef Rei Rubio*

**Saturday, February 12th - 11am-1pm  
@ the Multi-Generational Center**

*Some and learn to make and enjoy Valentine's Evening dinner. We will be cooking with heart-felt colors, textures, aromas and tastes of this nice but simple cuisine. This hands-on cooking class is sure to jump start a new way of cooking and eating healthy. The tips and recipes you'll take home will put a spark in your life. We will be cooking asparagus, chicken, caramelized tomatoes and no-bake chocolate cheese cake. Let's start with yes and let's start cooking!*



**Please  
RSVP**

**to Larry Binion  
@ 480-474-5242 or  
lbinion@ajcity.net**

**"Dinner for Your Valentine"  
is provided for employees of  
Mountain Health and Wellness,  
City of Apache Junction and  
Central Arizona College by the  
Apache Junction Wellness Partnership.**

nutritional cooking series

# TAMALES

DECEMBER 10TH  
10AM - NOON  
@ THE MGC

*Chef Rei Rubio will be giving a cooking demonstration and sharing healthy choices while preparing this regional dish. Participants will have the opportunity to taste test different foods and his creations.*

with **Chef Rei Rubio**

One guest is welcome to attend with you.

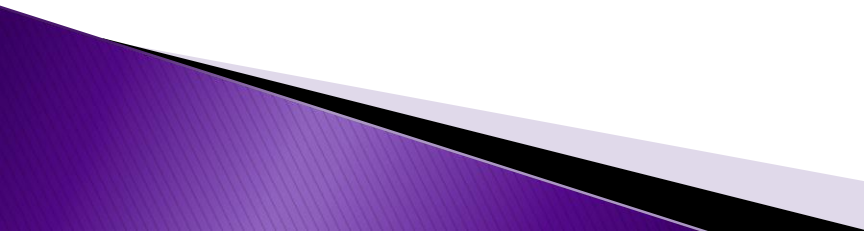


*Aj*  
WELLNESS PARTNERSHIP  
[www.healthyaj.com](http://www.healthyaj.com)

Contact Larry Binion  
to reserve your spot  
480-474-5242 or  
[lbinion@ajcity.net](mailto:lbinion@ajcity.net)



# 2012 Summer Nutrition Series

- ▶ July 18: Reading Food Labels
  - ▶ July 25: Take this Food and Stuff It
  - ▶ Aug 15: Healthy Fats
  - ▶ Aug 22: Summer Salads: Using Healthy Fats
  - ▶ Sept 19: Juicing ~ Importance of Vitamins
- 

# MHW Earthheart Park and Community Garden

Plaza Dr.

Landscape Designed by

Kris Emsbach  
Aurora Landscape

Tom McDonald  
Heather Kirchner  
Leading Design Associates

Superstition BLVD.  
and Plaza Dr.  
Apache Junction, AZ

SCALE:  
1" = 20'

January 23, 2012



-  Olneya tesota  
Ironwood
-  Cercidium molle  
Foothill Palo Verde
-  Prosopis juliflora  
Velvet Mesquite
-  Various fruit trees
-  Various citrus
-  Larrea tridentata  
Creosote
-  Simmondsia  
Jojoba
-  Encelia farinosa  
Brittle bush
-  Ambrosia deltoidea  
Flame cholla
-  Yucca californica  
Chuparosa
-  Salvia densiflora  
Chaparral sage
-  Calliandra californica  
Red berry dumpling
-  Ephedra viridis  
Mormon tea
-  Carnegiea gigantea  
Saguaro
-  Fouquieria splendens  
Cholla
-  Agave waterstonii  
Water agave
-  Opuntia engelmannii  
Pinky pear
-  Hyssopus emeryi  
Desert lavender
-  Vegetable box

# Partnership Evolved to Alliance

1. City of AJ: PD, Parks and Rec, Community Relations, Planning
2. CAC
3. MHW
4. ARMC
5. Chamber of Commerce
6. Friends of AJ
7. AJ School District: Governing Board, HS Principal, PTO President
8. Empowerment Systems
9. AJ Christian Community Church
10. Church of Jesus Christ of Latter-day Saints
11. AZ Board of Regents
12. Rotarians, CAAFA, represented by Sharon S.
13. A New Season Church
14. Cenpatico
15. AJ PD
16. City Council
17. Pinal County Supervisor, Clark Smithson
18. Boys and Girls Club
19. Individual Community Members
20. AJ Food Bank

# New Initiative: Rural TeleHealth

## ▶ USDA Rural Utilities Services Telemedicine Grant

- Superior
- Kearney
- Oracle
- San Manuel
- SBHC's



# ***A Call to Action!***

- ▶ Integrated Facility License
- ▶ Integrated Contracts – commercial & RBHA
- ▶ Integrated Rates of Reimbursement
- ▶ Integrated Wellness Rates of Reimbursement
- ▶ Integrated Credential(s)
- ▶ Integrated Staff Positions – all of them
- ▶ Integrated Clinical Language
- ▶ Integrated Internships / externships
- ▶ Integrated educational curricula
  - Billing, Accounting, MA's, Doctors, Nurses, etc.

# Viva La Integración

