

WORKFORCE SOLUTIONS JAM

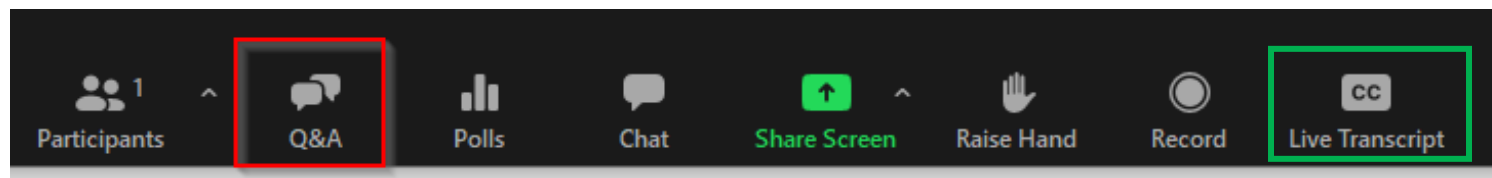
DECEMBER 16, 2025

The Future of Rural Behavioral Health



Housekeeping & Accessibility

- Please introduce yourself in chat: Name, location, organization
- A recording and slides will be emailed to you within the week
- **Live captioning** is available – click the "show captions" button to see the transcript
- If you have technical difficulty, please chat "Hosts and Panelists" to try to troubleshoot
- **Q&A** is available – click on the Q&A feature to ask a question or upvote



Chat Code of Conduct

Welcome! This is a respectful, inclusive space for shared learning.

Engagement is encouraged – please share resources and reflections in chat!

Please keep comments:

- **Relevant** to the topic
- **Respectful** of all identities and perspectives
- **Free of hate speech, spam or promotions**

Inappropriate comments will be removed.

Thanks for contributing to a thoughtful discussion!





NATIONAL COUNCIL
for Mental Wellbeing

HMA


 The College for Behavioral
Health Leadership

What is the Workforce Solutions Jam?

A monthly webinar to build national momentum and encourage collaboration through The Workforce Solutions Partnership

- Learn innovative new practices
- Stay informed about ongoing efforts
- Engage with subject matter experts
- Hear about new legislation
- Take action!





today:

**The Future of Rural
Behavioral Health**



Agenda

Welcome

Topic Introduction

Innovative Insights

Panel and Q&A

Next Steps

Poll

What do you see as the biggest opportunity with the Rural Health Transformation Program (RHTP)?

- Strengthening the rural workforce (recruitment, retention, training)
- Expanding access to behavioral & primary care
- Investing in modern infrastructure (technology, facilities, data systems)
- Expanding peer support and lived experience roles
- Improving access to crisis and community-based services

Topic Introduction





**INNOVATIVE
INSIGHTS**



Workforce Solutions Jams: The Future of Rural Behavioral Health Nebraska's Approach and Progress

Marley Doyle, MD

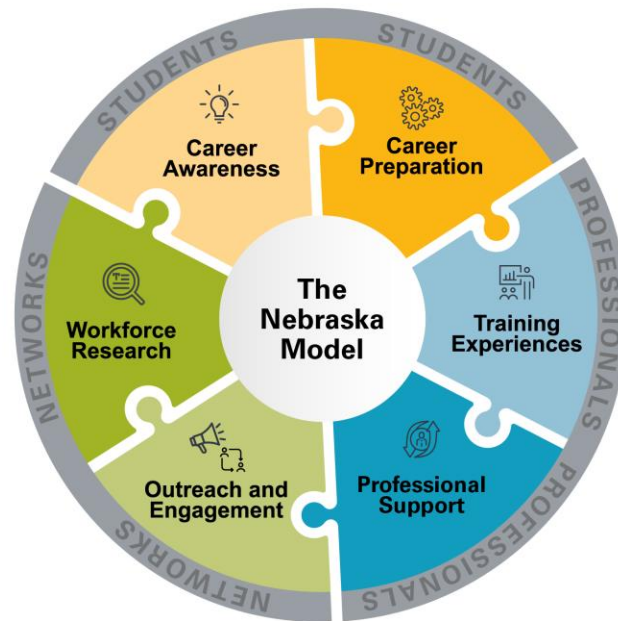
Director, Behavioral Health Education
Center of Nebraska (BHECN)

University of Nebraska Medical Center
(UNMC)



BHECN
BEHAVIORAL HEALTH
EDUCATION CENTER
OF NEBRASKA

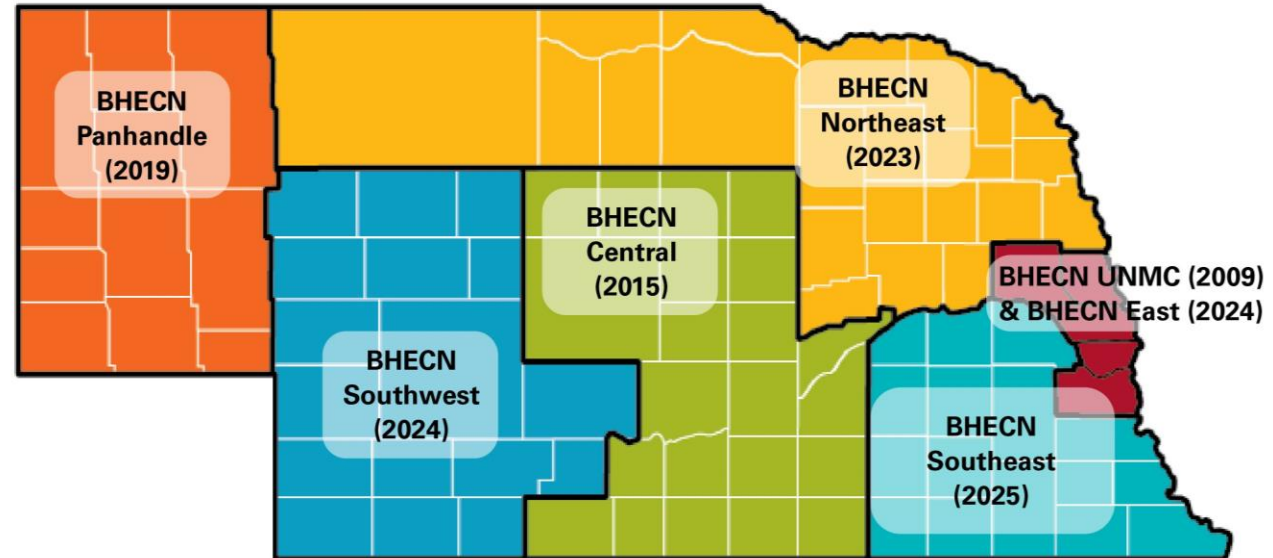
The Nebraska Model: A Statewide Framework



- BHECN (University of Nebraska Medical Center) leads statewide behavioral-health workforce development.
- Nationally recognized best-practice model — “The Nebraska Model.”
- Six integrated strategies: Career Awareness, Career Preparation, Training Experiences, Professional Support, Outreach & Engagement, Workforce Research.

BHECN Sites

- Panhandle
- Southwest
- Central
- Northeast
- Southeast
- East



Professional Support & Community Networks

- 40+ rural professionals trained as supervisors.
- Continuing education and credential support funds.
- Regional conferences (Panhandle, Northeast) strengthen collaboration.

Current State of Affairs: 2025 Behavioral Health Workforce Report



BHECN
BEHAVIORAL HEALTH
EDUCATION CENTER
OF NEBRASKA

Tracking the Behavioral Health Workforce

- BHECN tracks the number of licensed behavioral health providers who practice in Nebraska
- Data provided by the UNMC Health Professions Tracking Service
 - Licensure data
 - Individual and clinic surveys
 - Public records review

BHECN Dashboard



<https://app1.unmc.edu/publichealth/bhecn/#/home>

Data Snapshots

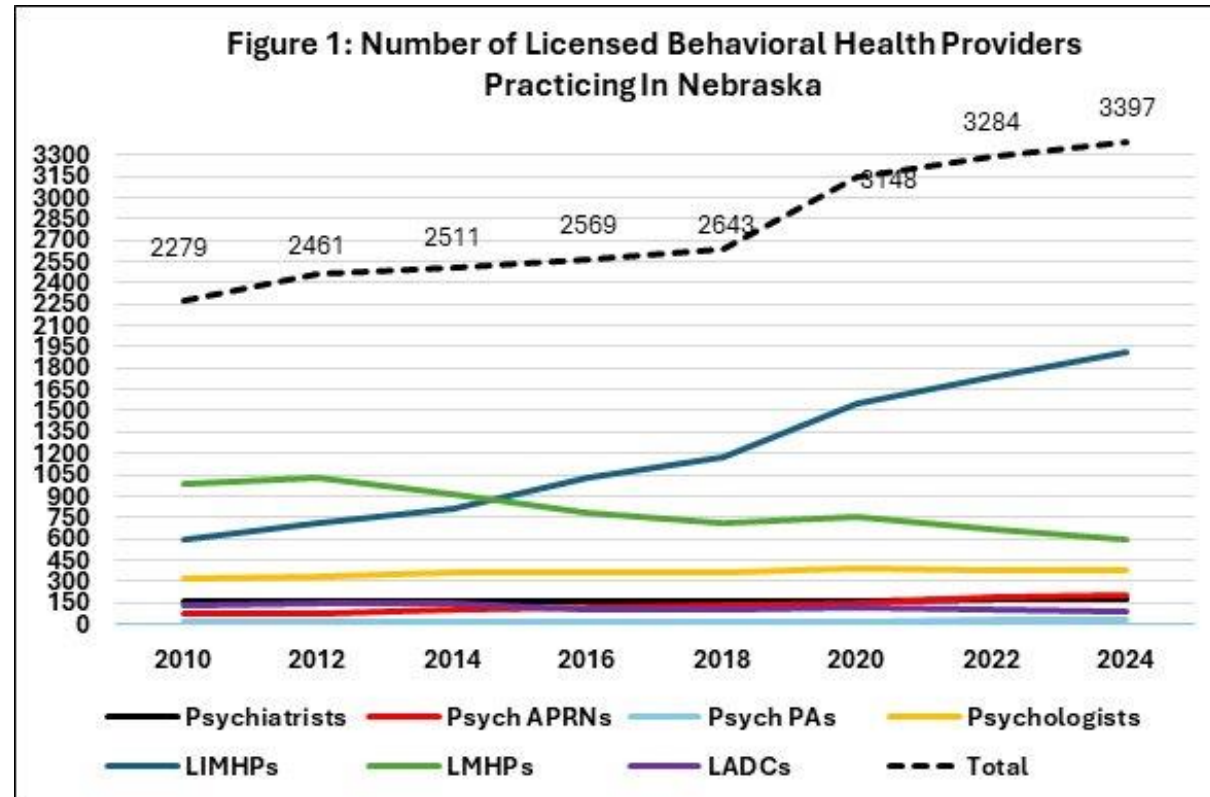
- **Executive Summary**
- **2010-2024**
 - Overall Workforce
- **2020-2024**
 - Regional
 - Psychiatrists
 - Psychologists
 - Psychiatric Physician Assistants (PAs)
 - Psychiatric ARPN/Psychiatric Mental Health Nurse Practitioner (PMHNP)
 - Licensed Mental Health Practitioners (LMHP) & Licensed Independent Mental Health Practitioners (LIMHP)
 - Licensed Alcohol and Drug Counselors (LADC)



<https://www.unmc.edu/bhecn/research-data-policy/data-snapshots.html>

Workforce Growth: 2010-2024

- There was steady growth from 2010-2024, with a **49% increase in the number of providers**
- Some provider types experienced major growth - Psychiatric PAs (267%), LIMHPs (225%), and Psychiatric APRNs (168%)



Rural Providers

- There was a 24% *increase* in the number of rural providers, and **increases in 40 rural counties**
- Rural counties still have fewer providers per 100,000 compared to urban areas
- The number of counties with no providers has *decreased*

Challenges and Ongoing Needs

- **Access Gaps:**
 - 1 in 4 Nebraskans experience a behavioral health issue each year, yet many still struggle to receive needed care due to provider shortages and long wait times
- **Geographic and Structural Barriers:**
 - Several regions still require residents to drive more than an hour to reach in-person behavioral health services
 - Telebehavioral health has improved reach, but it cannot fully replace the availability of local, in-person services or provide the full range of behavioral health care
- **Training and Supervision Pipeline:**
 - Extensive training requirements and limited supervision and post-graduate training opportunities slow the entry of new providers into the workforce
 - Training opportunities are still limited in rural areas

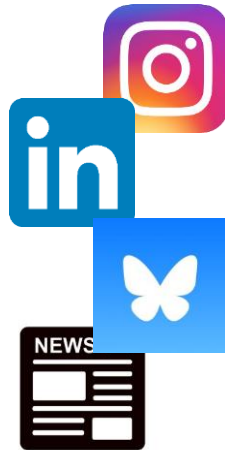
Recommendations

- Expand behavioral health training capacity across all regions, with a focus on rural accessibility
- Enhance pathways to licensure through increased support for graduate-level and post-graduate supervision
- Encourage coordinated statewide partnerships that align education, policy, and service delivery

Connect With Us

- Dr. Marley Doyle
- LinkedIn: [linkedin.com/in/marleydoyle](https://www.linkedin.com/in/marleydoyle)

BHECN Social Media



[instagram.com/bhecn](https://www.instagram.com/bhecn)

[linkedin.com/company/bhecn](https://www.linkedin.com/company/bhecn)

[@BHECN.bsky.social](https://bsky.app/profile/BHECN.bsky.social)

bit.ly/BHECNNews



Meet Our Panelists



Marley Doyle, MD

University of Nebraska Medical Center
Dept of Psychiatry & Behavioral Health
Education Center of Nebraska



Paul Fleissner, Moderator

Health Management Associates



Jennifer Dunn, LMFT

Georgia Department of Behavioral
Health and Developmental Disabilities



Shauna Reitmeier, MSW, LICSW

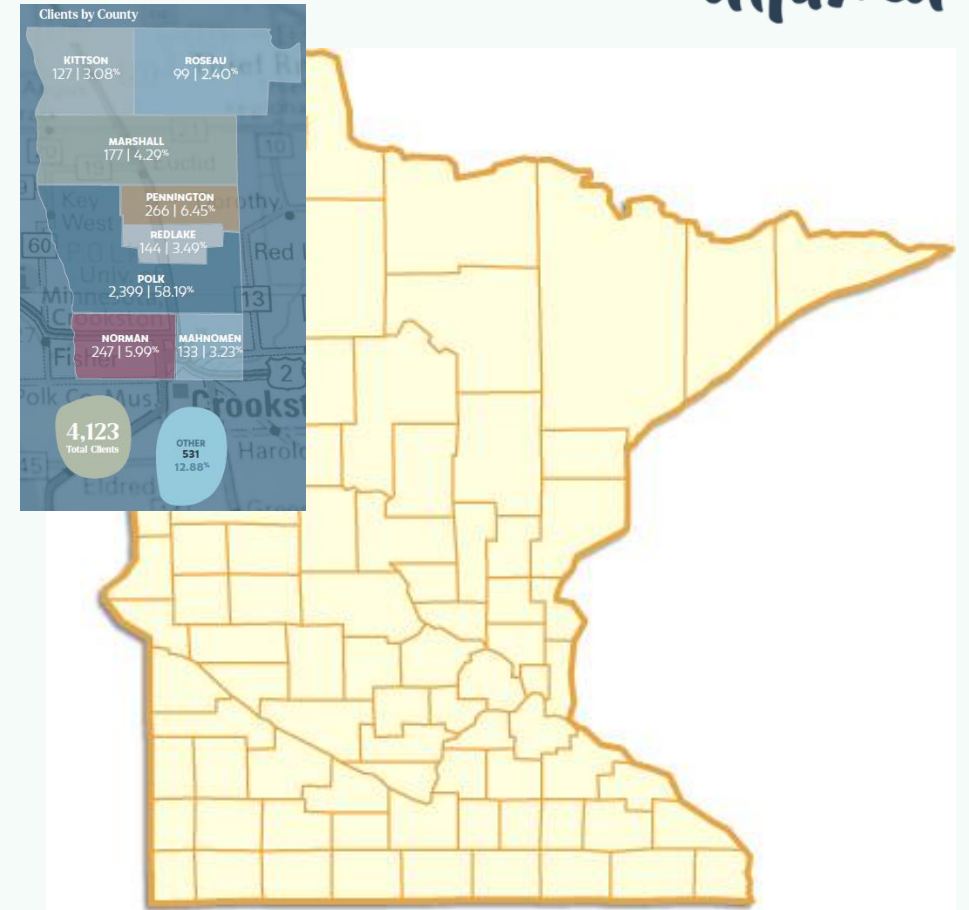
Alluma Inc.



Rural Workforce Strategies within a CCBHC

Background of Alluma

- 9100 square miles mostly Agriculture
- Rural/Frontier, Poorest County, Climate
- 88,000 total population
- 63+ years of service to the region
- Only CCBHC provider in region
- Co-location in clinics, schools
- Serve birth to end of life
- One of the first to be a NHSC site for mental health
- Mission focused vs. Market Salary



Challenges & Reframe



- Geographic reach
- Windshield Time
- Resource Desserts
- COVID-19 impacts
- Organizational Culture
- Personal Purpose & Organizational Infrastructure
- Grow our own
- Intergenerational Workforce: Focus on Why

Opportunities & Decisions Made



- Becoming a Certified Community Behavioral Health Clinic
- Executive Team Development = Organizational Culture
- Employee Investments & Cost Report
 - Investing in Employees
 - Market Salary Evaluation Annual
 - Tuition Reimbursement/Loan Repayment Annual
 - » Application process, Focus on needs of Alluma, good standing
 - Commuter Stipend
 - » Cross Dept workgroup, changes to tracking and monitoring, criteria
- Grow the Workforce=Internship Program
 - Existing Employees 2024=3 & 2025=8
 - Prospective Employees 2024=8 & 2025=7 (Hired 4 in '24)

Comparative Data



Before CCBHC

- 2,500 clients served
- 100 employees
 - Avg MHP \$55,000
 - Avg Rehab \$42,000
 - Avg Peer \$15.00
- Revenue
 - \$6 million

As of 2024

- 4,123 clients served (2024)
- 175 employees
 - Avg MHP \$78,000
 - Avg Rehab \$52,000
 - Avg Peer \$18.25
- Revenue (2024)
 - \$19.4 million



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TAKEAWAYS & REFLECTION

We want your feedback!



Scan the QR code, or type this link into your browser:

<https://www.surveymonkey.com/r/Dec18JamEval>

Have a suggestion for a future presentation?



Scan the QR code, or type this link into your browser:

<https://www.surveymonkey.com/r/workforcesolutionsjam>

**JOIN US AT THE NEXT
WORKFORCE SOLUTIONS JAM!**

January 20, 2026

at 10:00am PT / 1:00pm ET