



Behavioral Health Management recognizes the diverse and changing needs of organizations involved in Behavioral Health Medicine.

Welcome to the Behavioral Health Management Newsletter

In the quickly changing health care industry, it is essential to remain one step in front of the competition. BHM will continue to strive to bring you the latest news and information from the forefront of managed care, along with helpful tips on topics that you can implement within your organization and detailed information on the latest developments within BHM.

Slumping Profit Margins Predicted for Health Plans through 2011

According to a recent study, which was the joint effort of the National Association of Insurance Commissioners and the Center for Insurance Policy and Research health care profits will grow at an annual rate of 7.4% per year, much slower than the 9.2% average experienced between 2004 and 2008. The nations faltering economy, combined with increased competition between carriers are cited as main causes for the decrease in profits. According to recently published statistics leading health insurers continue to see a decline in membership. It is estimated that between 2008 and 2009 top insurance carriers saw an aggregate decline of 1.7 million members. In fact the eight leading health plans reported a combined loss of 860,000 members. Of the top 8 organizations only Blue Cross and Blue Shield plans, and Humana saw enrollment gains in the last quarter of 2009. Steve Davis, managing editor of *Health Plan Week*, states that "As the nation's unemployment rate began to rise in 2008, health plans saw enrollment erode as employers cut staff or eliminated health coverage. Enrollment could continue to slide even as the economy stabilizes and employers begin hiring again." The Conning insurance and research consulting group predicts that "health care costs will outpace premium increases, and competition among insurance carriers combined with a reluctance among employers to accept large premium increases will likely keep margins from rebounding to pre-recession levels until after 2011."



For more information go to
http://www.naic.org/index_industry.htm

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The Importance of Accreditation

By Rachel S. Walker, RN, B-C, CHCQM
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The importance of giving much thought to how your organization spends its “accreditation dollars” is often overlooked in the haste to achieve accreditation. Healthcare organization discussion-makers often choose an accreditation entity based on what they have heard. But that’s only one of many methods for evaluating potential accreditation entities. Granted, there are situations in which a client, state, or other governmental agency dictates the accreditation entity. When an organization has a choice of accrediting entities, organizations should conduct a due diligence review prior to deciding on an accreditation organization. Accreditation is more than a “seal of quality” on an organization’s website, but rather, it permeates all aspects of how an organization runs their business.

Compliance with accreditation standards will drive most of an organization’s processes, and, although it’s an accomplishment to achieve accreditation; organizations sacrifice some degree of autonomy. If an organization is going to relinquish this autonomy to an accreditation entity, then the organization needs to be confident that the entity chosen is worthy of the relinquishment. The executive team, most importantly, must be able to concede to processes and procedures that are dictated by this external organization. If an organization already has very high standards of quality for their organization, this can be challenging. Certainly an assessment and side-by-side comparison of the various accreditation bodies is in order.

BHM can help your organization with choosing the accreditation entity that most meets your organization’s needs. BHM will conduct a side-by-side comparison of all potential accrediting entities and provide an unbiased recommendation. BHM staff has knowledge and/or experience with the following entities: NCQA, URAC, JCAHO, CARF, COA, Malcolm Baldrige.



Key Areas of Accreditation Due Diligence

The following areas are important to consider during an organization’s due diligence:

- Has the accreditation organization established an excellent reputation in the industry?
- Is the accreditation organization recommended by several respected professionals?
- Has the accreditation entity established a reasonable and competitive cost structure?
- Does the accreditation entity’s staff exude professionalism in every possible venue?
- Is the accreditation organization known for treating potentially accredited healthcare organization’s staff with respect?
- Does the staff at the accreditation entity go the extra mile in collaborating with healthcare staff to interpret standards?
- Is there a formal, user friendly process for obtaining information related to interpretation of standards?
- Remember to review the standards to see if they are relevant to your organization, to ensure that no other accreditation entity provides a better match, and that the applicable standards are not prohibitive for your organization.



BHM Announces Mike Forrester, New Senior Vice President of Clinical Operations

Behavioral Health Management is excited to announce the appointment of Mike Forrester, PhD, to the position of Senior Vice President of Clinical Operations. Dr. Forrester brings a wealth of managed care and clinical knowledge to the organization, as well as a solid reputation for innovative solutions for the fast paced health care industry.

In this role Dr. Forrester will be responsible for all Clinical Operations related work within BHM. Prior to joining BHM Dr. Forrester enjoyed an impressive 6 year career as the Executive Vice President of Customer Delivery for Health Integrated. During his time at Health Integrated Dr. Forrester is credited with the development of the first Depression Disease Management Program in the Nation to receive both NCQA and URAC accreditation.

Behavioral Health Management is very excited to have Dr. Forrester join the organization, and looks forward to the benefit its customers will receive from his many of years experience in behavioral and medical managed care, and disease management. "Because of his consistent ability to develop and market innovative approaches to disease management we feel that he will prove to be a great asset to both our organization and our clients," stated Mark Rosenberg, President of BHM.

Upon appointment to his new position Dr. Forrester stated that "Behavioral Health Management is an up and coming consulting organization. The organization provides support to providers, integrated delivery systems, Health Plans, and others in effectively managing the delivery of behavioral health and other related services. The recent changes occurring as a result of the new Federal Mental Health Parity Act provides an even greater opportunity for improving outcomes. I am delighted to be joining the organization during this exciting period."



BHM Continues Growth and Success going into 2010

Despite the troubled economic horizon Behavioral Health Management continued to grow in the final quarter of 2009, and has entered into numerous new contracts for 2010. "We are so happy to be of assistance to organizations in so many capacities, helping them in navigating the ever present changes in the healthcare industry climate, and assisting these organizations to reach their goals," stated Mark Rosenberg, President of BHM. Among the projects completed recently was the successful accreditation for East Carolina Behavioral Health. BHM's team lead by Rachel Walker assisted the organization in getting a 3 year accreditation in Health UM, Call Center, and Network. Additionally BHM assisted a well known west coast facility in review of pharmacy best practices, successfully reviewing current processes and helping to implement new ones. Gadsden Regional Medical Center recently chose BHM as their Physician review experts for their in house behavioral health utilization management program, and the NAMCP has designated BHM to assist the organization in the development of a new Behavioral Health Resource Center starting with Bipolar Disorder. Finally BHM is wrapping up a five part educational series for NAMCP on behavioral health prevention of medical illness.

**TO LEARN MORE ABOUT HOW THE
EXPERTS AT BHM CAN ASSIST YOUR
ORGANIZATION**

EMAIL:

RESULTS@BHMP.COM

NAMCP Spring Managed Care Forum

Date: April 22nd and 23rd, 2010

Location: Orlando, Florida at the Walt Disney World Swan and Dolphin Resort

Contact Information: <http://www.namcp.org>

Contact Number: 1-804-527-1905

Content: *Mental Health Parity: preparing your organization for upcoming change*

Schizophrenia: epidemiology, and tracking the current developments in care

Depression: The Dollars and Cents of Depression from a patient, payer, and societal perspective



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