

Thriving in an Era of Change: Repositioning Peer Support Services for New Opportunities

Recovery Community Support Program

Annual Grantee Meeting

March 2, 2011

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A female doctor with dark hair pulled back, wearing a white lab coat over blue scrubs. She is holding a white marker with a blue tip in her right hand, looking off to the side with a thoughtful expression. The background is plain white.

Health Care
Reform?

**Major
Themes?**

Major Themes of Health Care Reform

- Increased access to care
- Increased focus on the coordination/integration of services between primary care and behavioral health
- Increased focus on quality, outcomes and accountability
- Enhanced infrastructure to support the delivery of effective services (e.g. HIT)
- Medicaid will play a much larger role in MH/SUD services
- Much greater attention to prevention and promoting wellness
- Need to develop organizational cultures that are adept at effectively responding to change!

Positioning Your Organization for Leadership!



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CHALLENGES

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Potential Challenges Ahead

- Many services needed by individuals with SUDs fall outside the scope of benefits currently covered by a typical private insurance plan or Medicaid
- Increased focus on evidence-based medicine and we have limited data
- Significant infrastructure needs in order to be competitive
- Risk of moving to a more medical model approach that focuses primarily on symptom management rather than lifestyle reconstruction

Potential Challenges Ahead

- Peer support services are valued by primary care practitioners but the model is often limited to volunteerism
- As we focus on integrated care, will the needed focus on SUDs be overshadowed by the historically larger focus on MH?
- Significant cuts in state funding for SUD services

Opportunities for RCOs

Expanded role of RCOs in the changing healthcare landscape

- Opportunity for RCOs to shape the direction of service delivery and inform discussions about quality of care, scope of services, etc.
- Opportunity for RCOs to become a more powerful network and an integrated part of the larger healthcare system
- Opportunities for RCOs to provide training and technical assistance to staff in primary care settings and other settings

For Such a Time as This...

The recovery advocacy community, recovery management and a focus on recovery-oriented services and supports have paved the way



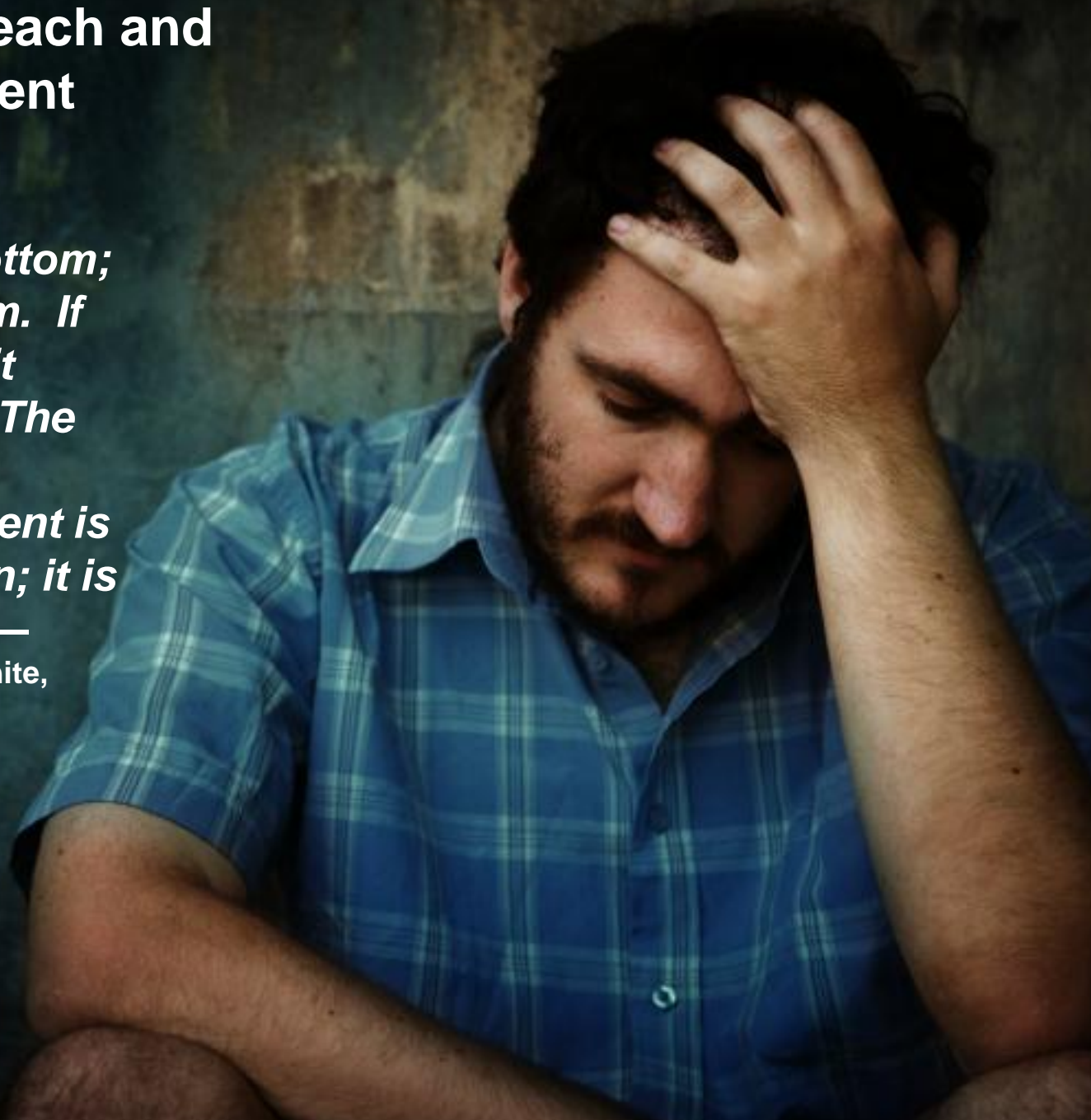
Characteristics of a RM Approach

- Attraction and Engagement
- Global Assessment
- Diverse Composition of the Service Team
- Locus of Service Delivery
- Diverse Service Menus
- Assertive Linkages to Communities of Recovery
- Sustained Service Relationships
- Post-Treatment Monitoring Support and Early Re-Intervention

Assertive Outreach and Engagement

My clients don't hit bottom; they live on the bottom. If we wait for them to hit bottom, they will die. The obstacle to their engagement in treatment is not an absence of pain; it is an absence of hope. —

Outreach Worker (Quoted in White, Woll, and Webber 2003)



Opportunities for Expanded Peer Support Roles

- RM Strategy: Attraction and Engagement
“Actual levels of enrollment in both private coverage and Medicaid will depend on ease of enrollment, outreach and education efforts”
(Garfield et al, 2010)
- Opportunity: Peers can play an expanded role in outreach, helping people navigate the world of personal insurance and enrollment

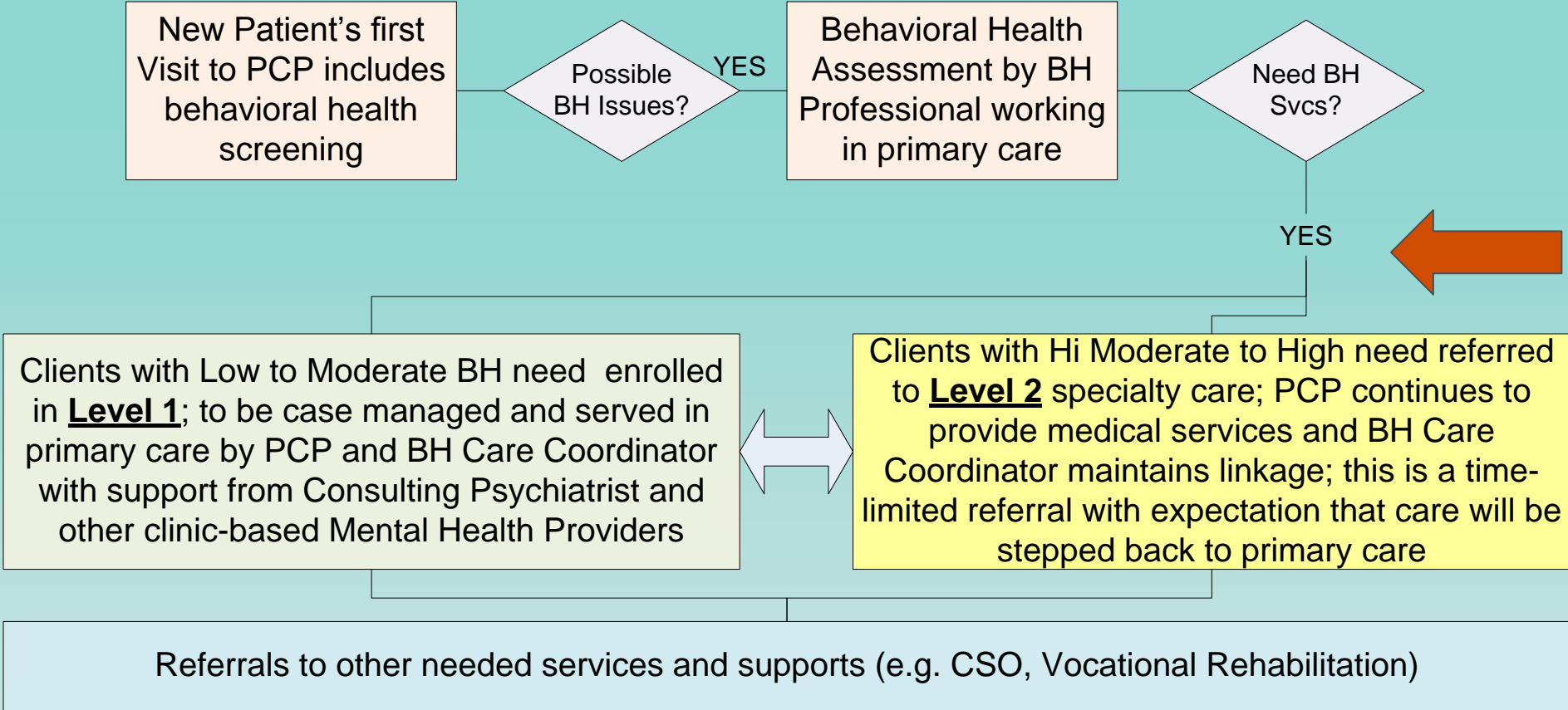
Opportunities for Expanded Peer Support Roles

- **RM Strategy: Global Assessments**
 - **Expanding our dialogue: Do you have a primary care physician? When was the last time you saw one? Do you have any physical health concerns?**
- **Opportunity: Peers can serve as a natural bridge to primary care settings and provide warm, assertive connections.**

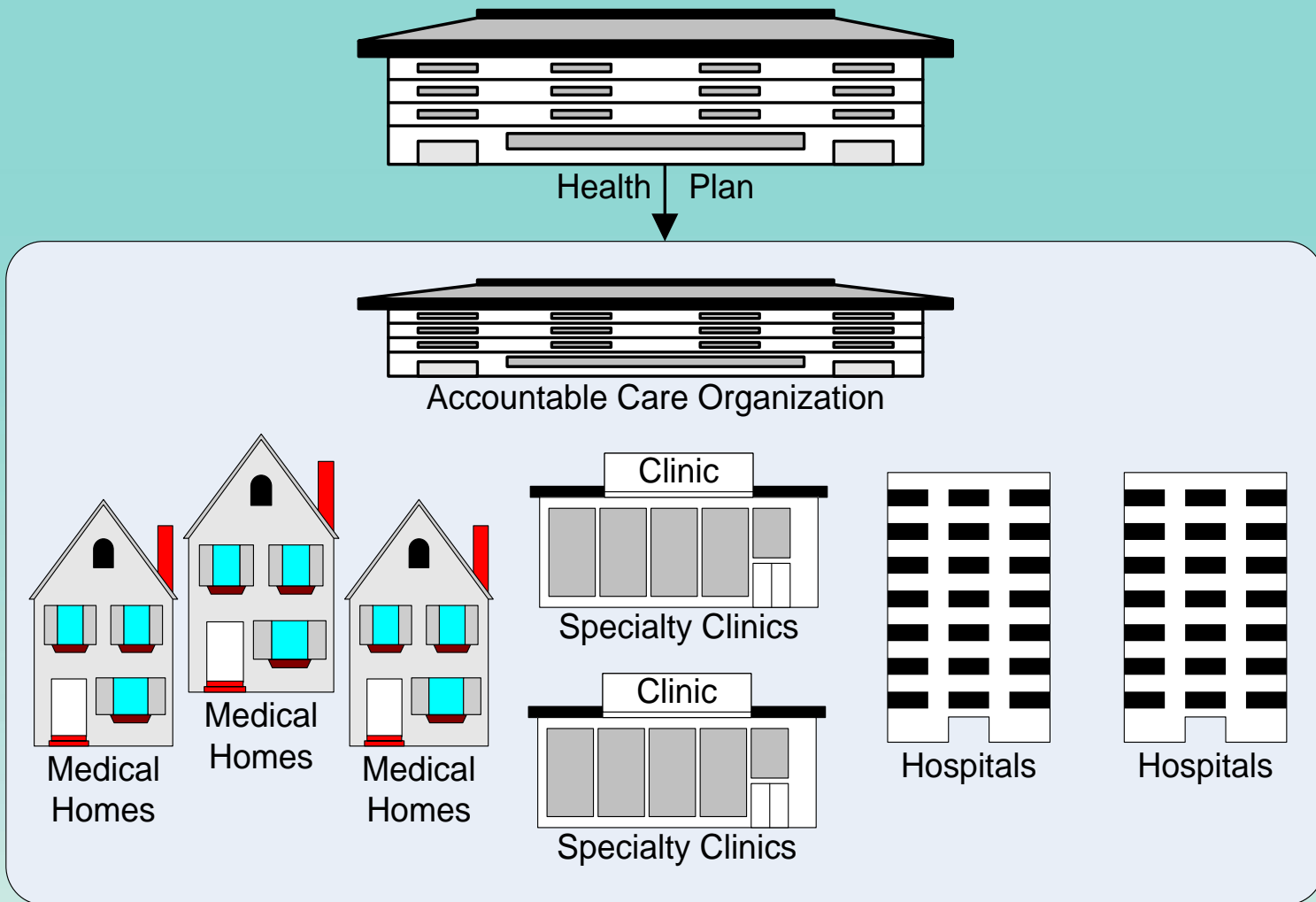
Opportunities for Expanded Peer Support Roles

- RM Strategy: Diverse Composition of the Service Team
 - **Healthcare Homes:** involves “a team of individuals at the practice level who collectively take responsibility for the ongoing care of patients.”
(From the Joint Principles of the Patient-Centered Medical Home: www.pcpcc.net)
- Opportunity:
 - Increase in screening and brief Intervention in primary care settings. Some people may receive majority of services in primary care with peer support embedded in primary care
 - Peers can provide support around general lifestyle changes and other chronic health changes conditions

National Council on Community Behavioral Health



RM Strategy: Expanded Locus of Service Delivery



Opportunities for Expanded Peer Support Roles

- **RM Strategy: Diverse Service Menus**
 - **Peers can expand their service array to encompass prevention and early intervention**
- **Opportunity:**
 - **Expand the types of services available for young people (Expanded coverage for young adults)**
 - **Increasingly diverse populations will require services and supports that are culturally competent**

Opportunities for Expanded Peer Support Roles

- **RM Strategy: Post Treatment Monitoring and Early Re-Intervention**
- **Expanded Opportunities**
 - **Peers supporting people in their natural environments and in primary care settings to perform recovery check-ups**

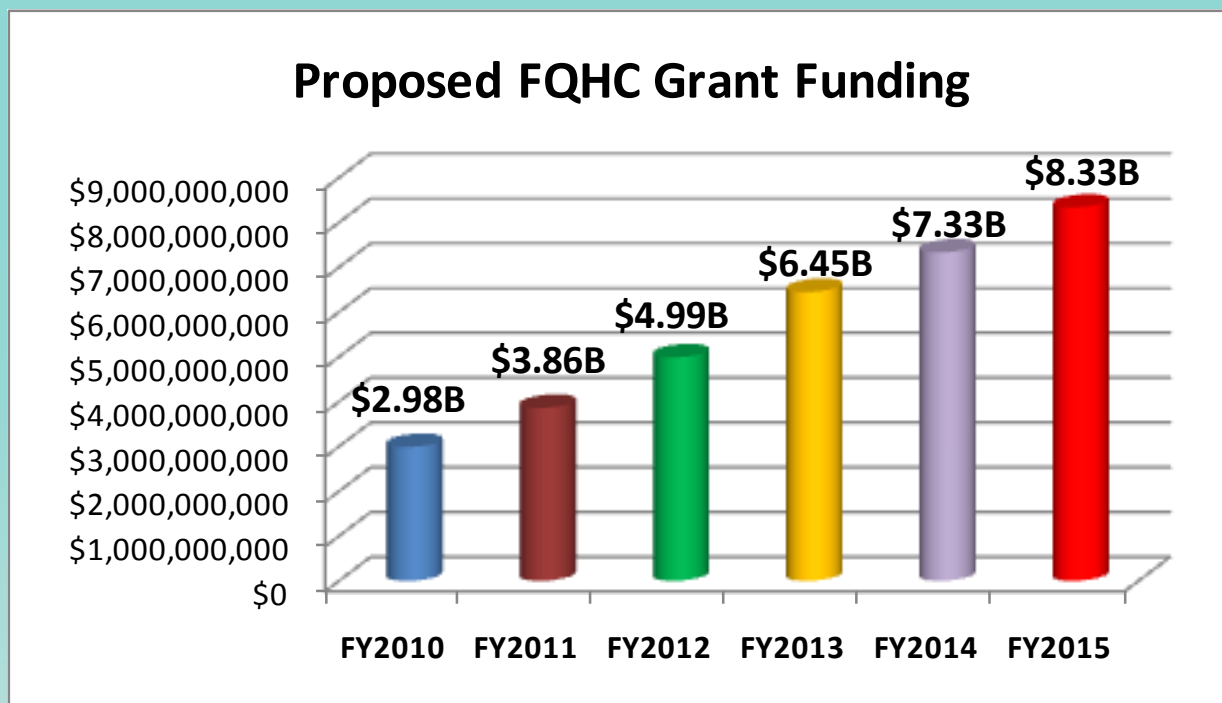
Critical Crossroad...



Strategies for Success and Sustainability

1. Get to know your neighbors!!
2. Explore opportunities with emerging ACOs and health care homes
3. Collect data to demonstrate the effectiveness of your services and sell your value and your ability to help bend the cost curve
4. Focus on partnering with Mental Health
 - **Integrated training efforts**
5. Partner with local FQHCs to develop and test pilots of peers working with and in primary care settings

The Expanding Role of FQHCs



The President's Proposal – March 2010

- FQHCs are acknowledged as a critical component of healthcare reform; funding would nearly triple over 5 years

Strategies for Success and Sustainability

6. Build a diverse cadre of certified peer support specialists/recovery coaches
7. Develop a flexible and adaptive organizational culture
8. Prepare for needed infrastructure enhancements (HIT), may require new partnerships
9. Increase your use of web-based tools and social media for marketing, outreach, follow-up, etc.
10. Develop new services beyond your traditional target population
 - **Mental health**
 - **Non-behavioral health**
 - **The full continuum of SUD wellness (from prevention and early intervention, to continuing support)**



So What's the Bottom Line?

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A hiker with a large backpack and trekking poles is captured mid-air, jumping through a natural rock archway. The archway is formed by a large, curved rock overhang. The hiker is wearing a light-colored shirt, shorts, and hiking boots. The background is a clear blue sky with some light clouds. The overall scene is set in a rugged, rocky landscape.

BLAZING A NEW TRAIL

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