



SMARTER, BETTER HEALTH CARE

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# Blue Cross Behavioral Health<sup>SM</sup>

Addressing our members' and customers' mental health and substance use disorder needs

## Defining behavioral health

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**Inclusive of mental health disorders and substance use disorders.**

- Mental health disorders are conditions affecting a person's thinking, feeling, mood or behavior. Examples include depression, anxiety, bipolar disorder and schizophrenia.
- Mental health is defined as emotional, psychological, and social well-being. It affects how we think, feel and act. It also helps determine how we handle stress, relate to others and make choices.
- Substance use disorders are defined as the use of alcohol or another substance that leads to health issues or problems at work, school or home.



# The prevalence of behavioral health disorders

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Nearly **1 in 5** Americans lives with a mental illness.<sup>1</sup>

**55% of adults** with a mental illness did not receive any treatment in the past year.<sup>1</sup>

On average, **one person dies by suicide every six hours in Michigan.**<sup>2</sup>

There's a **two to three times greater spend** for members with primary or secondary behavioral health conditions.<sup>3</sup>

There were more than **107,000 drug overdose deaths** in a 12-month period ending in April 2022, which is a 15.6% increase over the previous year.<sup>4</sup>

1. NIMH; 2. CDC 2018 Fatal Injury Reports; 3. BCBSM; 4. Centers for Disease Control and Prevention



**Blue Cross Blue Shield of Michigan is committed to delivering high-quality and effective behavioral health care focused on the challenges our members face.**

**We will achieve this by:**

**Ensuring access to care**

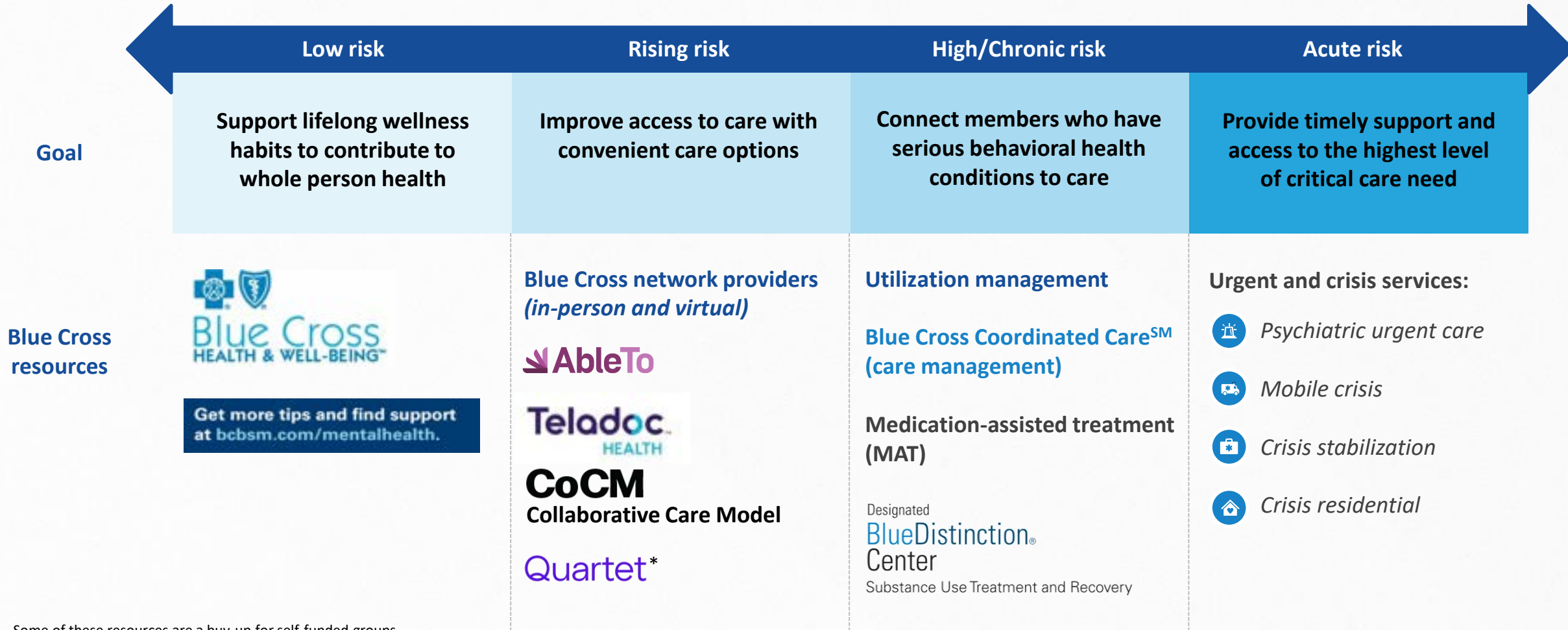
**Ensuring appropriate high-value and high-quality care delivery**

**Providing additional support for those who need specialized services**

**Engaging members with self-management tools**

**Addressing behavioral health care disparities**

# Blue Cross Behavioral Health<sup>SM</sup> across the risk continuum



Some of these resources are a buy-up for self-funded groups  
\*Available only for fully-insured groups



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# ENSURING ACCESS TO CARE



ENSURING ACCESS TO CARE

## Blue Cross Blue Shield network

The depth and breadth of the Blue Cross behavioral health in-person and virtual network is **growing**.

47%

Increase in behavioral health providers to the Blue Cross network over the past two years\*



### PROVIDERS INCLUDE:

- Psychiatrists
- Psychologists
- Advanced practice nurses
- Physician assistants
- Clinical nurse specialists
- Clinical social workers
- Marriage and family therapists
- Professional counselors
- Behavioral analysts
- Addiction medicine providers

\*Varies based on plan type and provider type

## ENSURING ACCESS TO CARE

# Receiving care virtually

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**Virtual Care** expands member options for mental health support, offering access to licensed therapists and board-certified psychiatrists in the convenience of one's home. Blue Cross works with Teladoc Health® to offer these services that are available by appointment only and include:

### Therapy

- Master's and doctoral-level behavioral health clinicians
- 45-minute visits
- Available for members age 13+

### Psychiatry

- Psychiatrists trained to deliver care virtually
- Initial visits are 30 to 40 minutes
- Follow-up visits are 15 minutes
- Available for members age 18+

Utilize this flyer to promote **Virtual Care** to your members: [BH Virtual Care Flyer](#)

Note: Virtual Care is a buy-up for self-funded group customers





## ENSURING ACCESS TO CARE

# Expanded access to national virtual providers

**AbleTo** is a high-quality, national virtual provider with measurable outcomes\*, such as:

- 59% decline in depression symptoms
- 57% decline in anxiety symptoms
- 52% decline in stress symptoms

AbleTo delivers a **structured 8-week Cognitive Behavioral Therapy program**, the recommended treatment for anxiety and depression. The program includes member access to weekly sessions with a **licensed therapist** and access to **digital tools and resources**.

With a network of over 2,500 therapists spanning all 50 states, AbleTo serves adults aged 18 and older across all lines of business.\*\*

Utilize this flyer to promote **AbleTo** to your members: [AbleTo Flyer](#)

\*AbleTo Book of Business DASS-21 Outcomes, Feb. 2023

\*\*Some exclusions may apply.



## ENSURING ACCESS TO CARE

# Helping members navigate care

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**Blue Cross supports members in navigating the complex behavioral health care system by providing [care navigation services through Quartet](#) that expedite connections to outpatient behavioral health providers.**

When an eligible member engages with Quartet (either by self-referral or by care management referral), they are [paired with an in-network provider aligned with their needs and preferences](#). The provider then coordinates with the member to schedule the appointment.

Accessible by phone or online, this resource is offered at no charge to fully-insured, commercial and MA members 18 and older. Members must reside in Michigan to be eligible.



ENSURING ACCESS TO CARE

Crisis services provide help when it’s needed most

Blue Cross is working with Michigan community organizations to manage urgent and crisis needs for our members. Crisis services are designed to assess clinical needs and initiate treatment quickly.

Early outcomes:

68%

Of members at Hegira Health are being directed to alternative placements using crisis services

81%

Of members at Common Ground are being referred to alternative placements in a less acute setting

*These achievements are comparable to and even exceed the research findings of SAMHSA.*



PSYCHIATRIC URGENT CARE

Urgent walk-in service to provide quick assessment and treatment needs for patients that cannot wait for routine outpatient treatment and care.

*Somewhere for immediate help*



MOBILE CRISIS

Emergency mobile mental health assessment and intervention for adults and children in immediate crisis. Mobile unit can be deployed to places like home, office or emergency department.

*Someone to respond*



CRISIS STABILIZATION

24/7 recovery-oriented crisis center that offers emergency assessment, intervention and stabilization for urgent-emergent situations.

*A place to go*



CRISIS RESIDENTIAL

Designed for short-term treatment to support adults ready to actively participate in recovery.

*A place to recover*



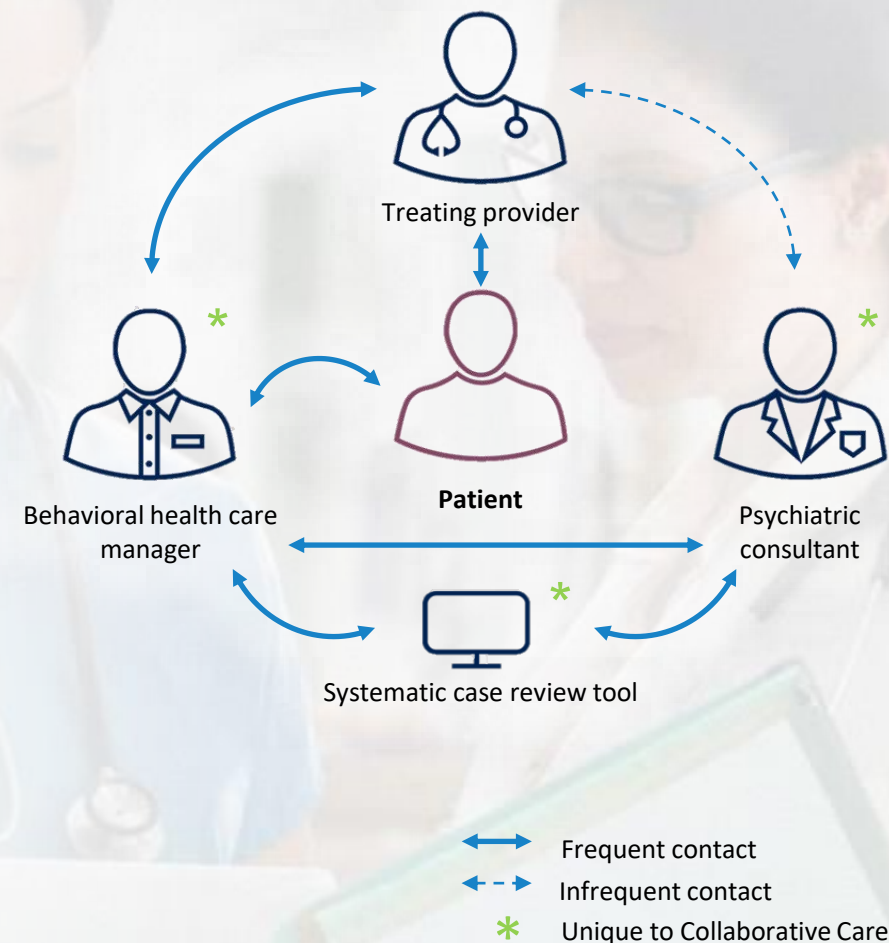
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# ENSURING APPROPRIATE HIGH-VALUE AND HIGH-QUALITY CARE DELIVERY

## Collaborative Care Model

The **Collaborative Care Model** delivers mental health care in the primary or perinatal care setting, expanding the care team with a behavioral health care manager and consulting psychiatrist.

- **Streamlines the approach to care** by enhancing coordination between behavioral health and primary care or OB/GYN providers
- Maintains patient's relationship with a trusted provider, eliminates need to make additional provider appointments, and helps limit stigma by **keeping care centralized** within the primary care physician office
- Reduces patient wait time and **improves access to psychiatric expertise**
- In 2021, it expanded to pediatric practices, followed by an expansion to the perinatal population and members with substance use disorders in 2023



**Blue Cross Blue Shield of Michigan is the first to market with the Collaborative Care Designation program.**

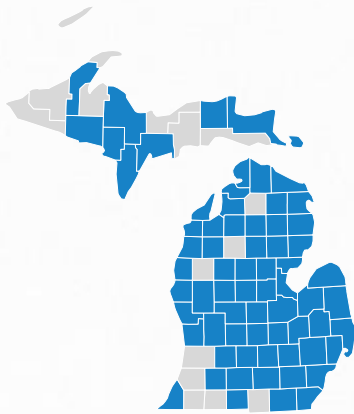


## Increasing access to treatment for substance use disorders

### Medication Assisted Treatment (MAT)

The use of FDA-approved medications in combination with therapy to provide treatment to patients diagnosed with opioid use disorder.

- Delivering provider trainings and expanding MAT access to integrated primary care substance use treatment, maternity and emergency department
- **Sixty-six counties** now have primary care physicians delivering MAT treatment, of those, there are **28 new counties** that did not previously have access



\*Data from Jan '22 – Dec '22 Behavioral Health dashboard

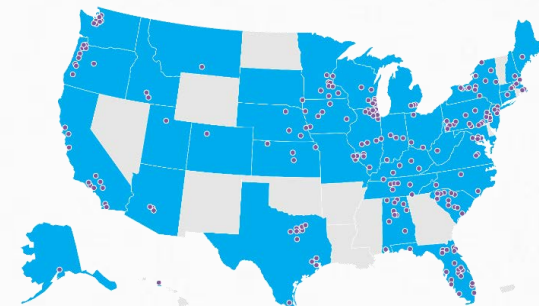
### Blue Distinction™ Specialty Care for Substance Use Treatment and Recovery

National program aiming to improve patient outcomes and value by focusing on the treatment of substance use disorder, including opioid use disorder. The program addresses the full continuum of care delivery.

#### Designated facilities offer:

- Multi-disciplinary, coordinated care
- Medication-assisted treatment and other evidence-based therapies
- Nationally accredited care that recognizes specific quality standards and value-focused care

There are over 380 designated facilities for Substance Use Treatment and Recovery in 42 states and rapidly expanding. Michigan alone has a total of 19 designated providers.



ENSURING APPROPRIATE HIGH-VALUE AND  
HIGH-QUALITY CARE DELIVERY

## Pharmacy integration

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**Pharmacy coverage through Blue Cross is an integral part of behavioral health care and treatment.**

### Features:

- All current classes of antidepressants, mood stabilizers and antipsychotics, including long-acting injectable medication, are available on our drug list and are reviewed for safety and efficacy by clinicians
- Integration of pharmacy with medical and behavioral health through programs promoting drug adherence and routine therapy
- Provider incentives for antidepressant medication adherence
- Diabetes screening for people with schizophrenia or bipolar disorder who are using antipsychotic medications
- Opioid management with quantity limits, five-day first start and prior authorization activities to minimize high-dose, and high-quantity fills that lead to dependence





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# PROVIDING ADDITIONAL SUPPORT FOR THOSE WHO NEED SPECIALIZED SERVICES

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NEED SPECIALIZED SERVICES

## Opioid utilization interventions

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### Opioid overdose outreach

When Blue Cross learns about a nonfatal, medical opioid or heroin overdose, we reach out to those members to provide support.

Member outreach includes:

- Referring members to in-network providers delivering evidence-based therapies, such as MAT, residential treatment or intensive outpatient options
- Offering behavioral health case management services

### Opioid education

To help increase awareness about the safe use of opioids, members who have recently filled opioid prescriptions will receive an email or SMS outlining the safety risks of opioids and help them understand how to take prescriptions safely\*. Members are directed to a landing page of online resources to learn more about:

- The risk factors for misuse and the warning signs
- How quickly dependency can happen
- How to get help when needed

\*Members will only receive one communication per year, regardless of their number of opioid prescriptions. Members must be opted into receive emails or SMS from Blue Cross.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.



PROVIDING ADDITIONAL SUPPORT FOR THOSE WHO  
NEED SPECIALIZED SERVICES

## Blue Cross Coordinated Care<sup>SM</sup> Behavioral Health

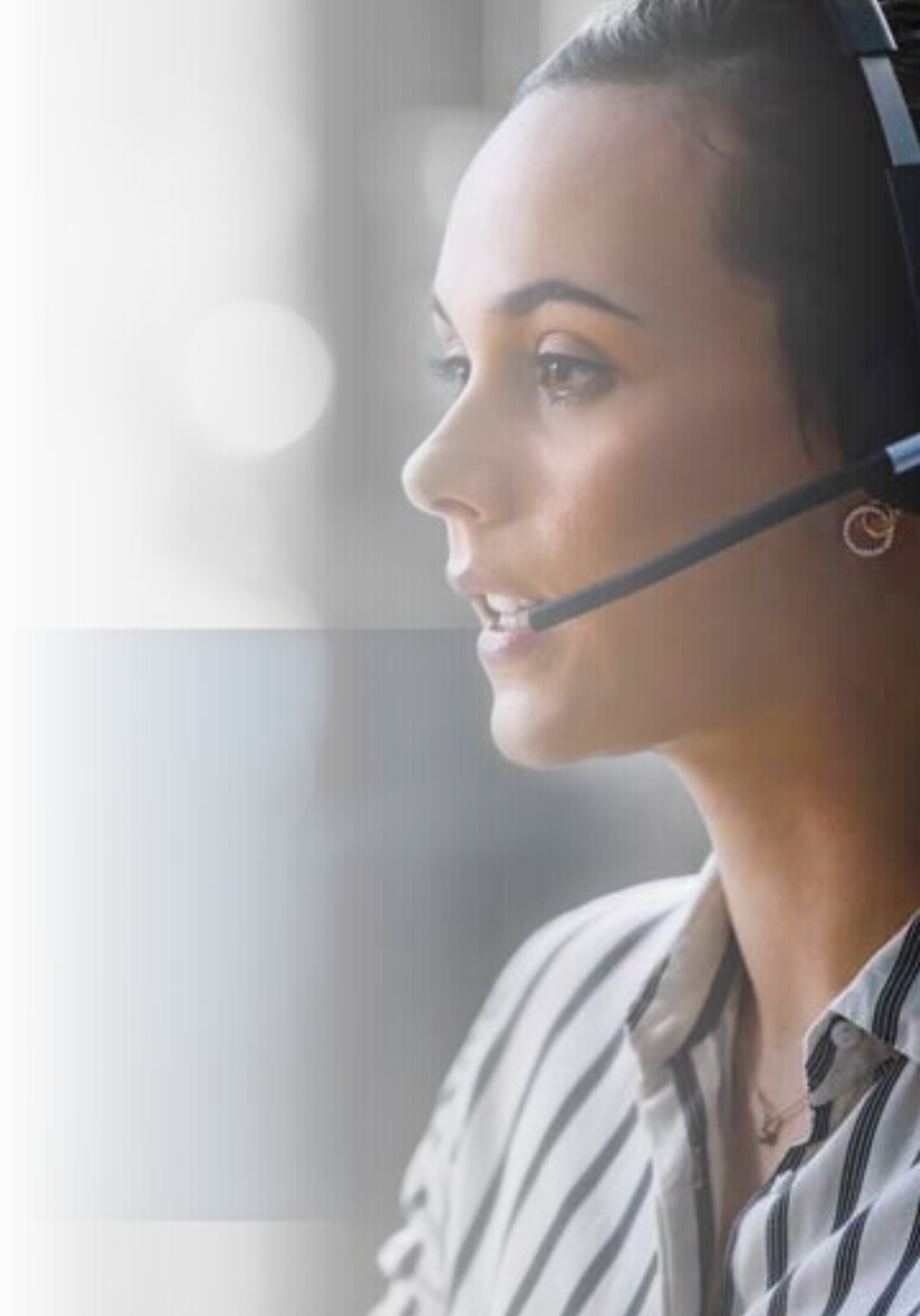
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**Blue Cross Coordinated Care<sup>SM</sup> Behavioral Health** is designed to simplify the unique behavioral health challenges of your employees through personalized care management, clinical guidance, and customer service solutions.

- Collaboration with medical, pharmacy, inpatient and outpatient staff, as well as community-based resources to ensure seamless transitions between care levels, reducing readmissions and adverse events
- Offering member and caregiver education, assessments, and targeted interventions to achieve positive outcomes

### **New enhancements in 2024:**

- Utilizing predictive analytics to identify members requiring higher levels of care at an earlier stage
- Providing a concierge clinical escalation advocacy program to assist with highly escalated cases
- Offering specialized programs and resources, including enhanced support for families and children





# Behavioral health specialty programs and resources for higher acuity patients

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## Substance Use Disorder

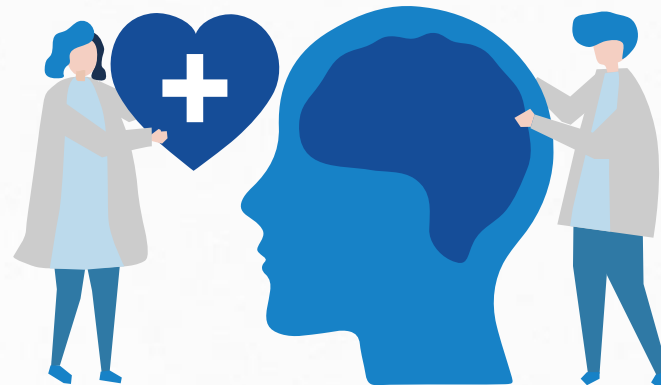
Active encouragement, information, and community-based resources to get the appropriate treatment. Assistance with in-network access to substance use disorder facilities and treatment.

## LGBTQ+

Self-guided content specific to the LGBTQ+ community on coping skills and resources based on cognitive behavioral therapy and mindfulness practices.

## Geriatric

Engagement with the member's care team, screening tools, additional monitoring for possible neurocognitive complications, and common geriatric SDOH.



## Maternity

Pregnancy and postpartum support, including guidance, information, and access to resources. Pediatric algorithms that identify children born with substance use disorder.

## Eating Disorder

Support, guidance, education and continuum of care with treatment options and community resources.

## Autism

Includes a clinical team of highly trained care advocates, utilization management review by certified behavioral analysts, periodic testing to measure progress, and support for families.



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# ENGAGING MEMBERS WITH SELF-MANAGEMENT TOOLS

## Mental Health Self-guided Support

The **Mental Health Self-guided Support** program is an online tool that offers self-guided online tools, video modules and text-based engagement coaching to help members work through **everyday life stressors**, such as **anxiety, depression and trauma**. Features include:

- Cognitive behavioral therapy and commitment therapy approaches
- Skills for coping
- Emotion processing
- Mental wellness and inner calm in difficult times
- Skills for parenting in challenging times
- Relationship building
- Mindfulness
- Inspiration resources
- Progress tracking

Utilize this [Behavioral health care options](#) flyer to promote available behavioral health care options to your members, including **Mental Health Self-guided Support**.



## Behavioral Health Support page

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The Behavioral Health Support page provides a curated member experience through [a centralized support center](#), in the member portal, enabling members to easily access and select the most suitable behavioral health care options for themselves and their loved ones. This includes:

- The ability to answer a brief questionnaire to receive personalized care recommendations
- Filter available care options according to specific need
- Access detailed program information and resources



# Member engagement campaign

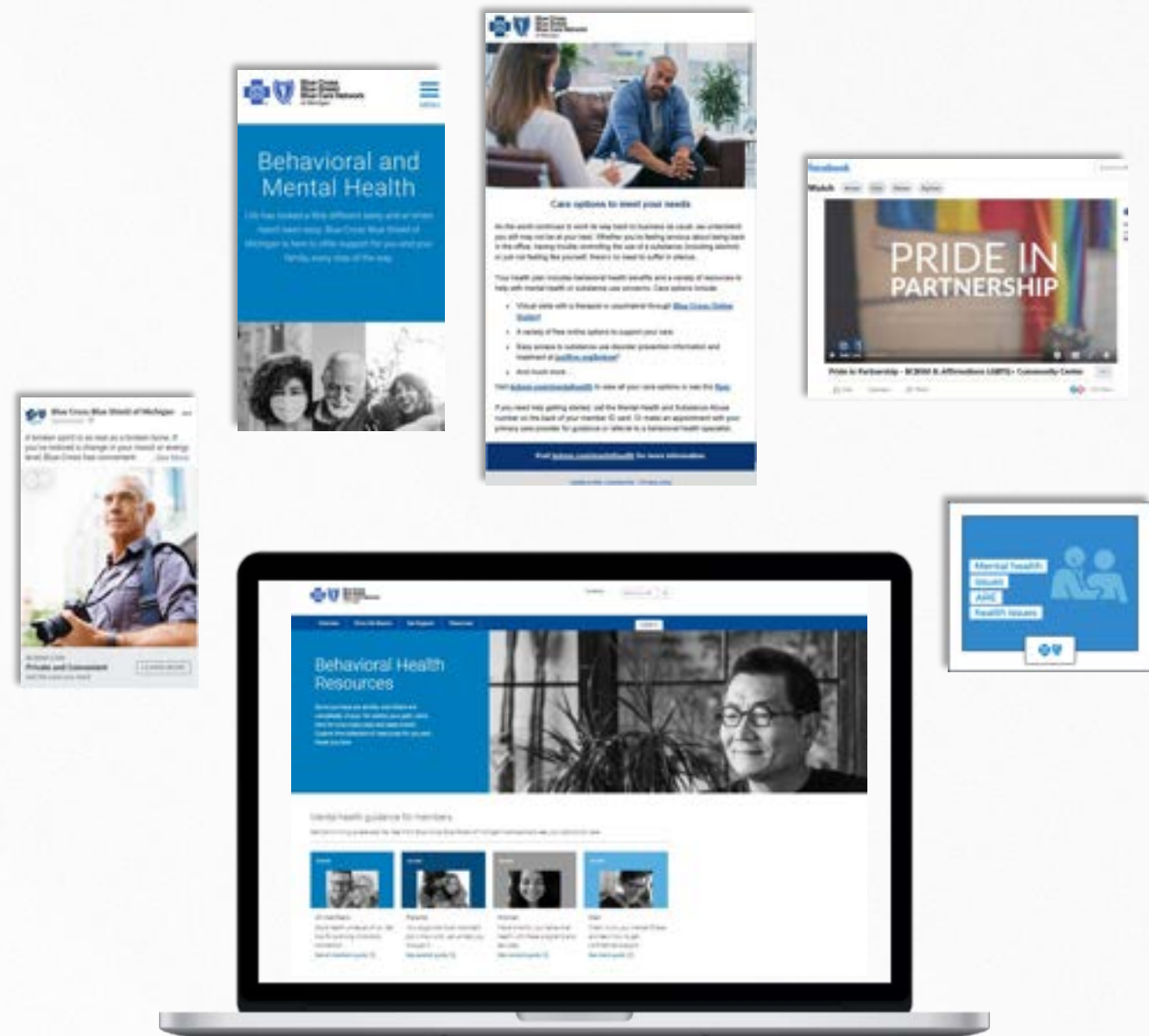
A multi-channel member engagement campaign to provide guidance, education and support members with behavioral health care resources. Communications direct members to the behavioral health website, [bcbsm.com/mentalhealth](https://bcbsm.com/mentalhealth).

The behavioral health website provides members with a variety of information, resources and sources of care.

## Key topics include:

- Options for getting care, including crisis services
- How to access care
- Parenting support
- Specific resources for men, women, seniors and other targeted audiences
- New in 2023, a Caregivers Guide was developed

*Since the campaign launched in 2020, it has outperformed all benchmark metrics for paid social media, paid advertising and paid search. It has also had multi-million impressions from Blue Cross members on the campaign content.*







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# ADDRESSING BEHAVIORAL HEALTH CARE DISPARITIES

## Supporting through community-based partnerships and programs

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The Blue Cross Community Responsibility and Social Mission teams partner with organizations, provide resources, and fund programs and events. Some of the recent contributions Blue Cross has been a part of include:

- Addressing children's mental health through multiple collaborations with Michigan-based organizations, and co-granting more than \$1.2 million to these efforts
- Supporting Black-led community-based organizations to improve access to mental health, and contributing more than \$700,000 to seven Black-led CBOs partnering with healthcare
- Suicide prevention training and intervention demonstrations to Blue Cross community partners, and granting \$649,000 to multiple non-profit healthcare providers for evidence-based interventions



## In summary

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- Behavioral health has been a longstanding, national concern causing a tangible impact on the overall well-being of our members.
- Blue Cross will continue to support all members and employers and ensure that our strategy continues to evolve to meet their behavioral health needs.
- Our Blue Cross Behavioral Health<sup>SM</sup> strategy is not a singular solution, but a portfolio of programs, campaigns, care navigation and provider models that focuses on acknowledging behavioral health as a public health crisis. Our strategy proactively addresses behavioral health needs in our members by:

Ensuring access to care

Ensuring appropriate  
high-value and high-  
quality care delivery

Providing additional  
support for those who  
need specialized  
services

Engaging members  
with self-management  
tools

Addressing behavioral  
health care disparities

**Looking for ways to promote available resources to your members?**

Visit [www.bcbsm.com/engage](http://www.bcbsm.com/engage) and utilize the information available in the [Behavioral Health Employer Toolkit](#)



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# Thank you