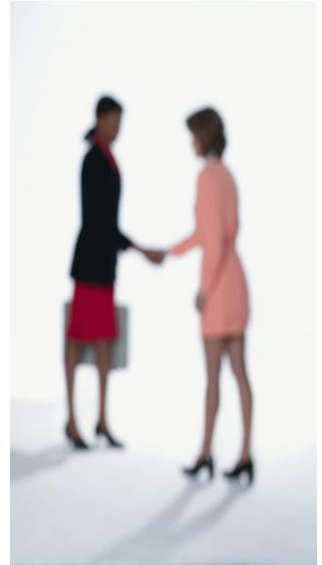


# TAKING YOUR SHARE IN BEHAVIORAL HEALTH HOME CARE-PART 3

WHO DO WE SELL TO?



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- Who do we sell the program?
- Discuss referral source strategies
- Best Sales Message to Use?

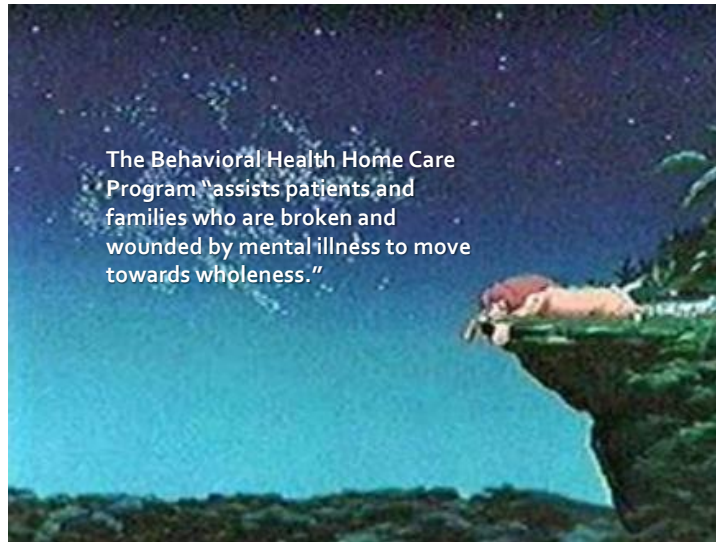
**GOALS FOR THIS WEBINAR**



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## KEY MESSAGE

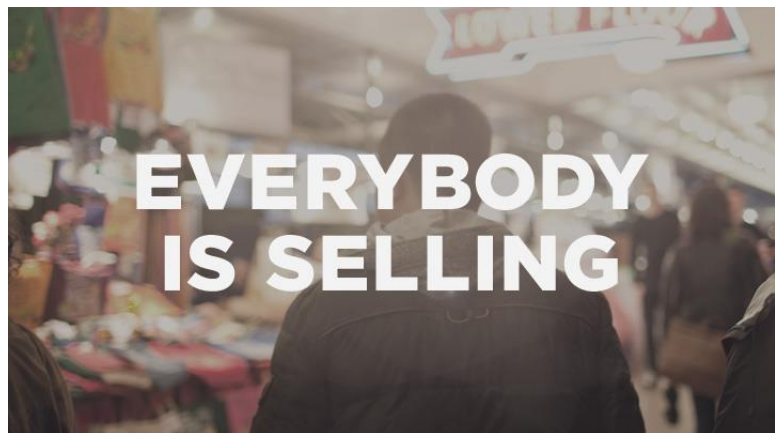


The Behavioral Health Home Care Program "assists patients and families who are broken and wounded by mental illness to move towards wholeness."

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## KEY TO AN AGENCY SUCCESS



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## What Do We Do to Get Started?

1-KNOW YOUR BEHAVIORAL HEALTH CARE PROGRAM. BECOME THE EXPERT!

2--DEVELOP A SALES ACTION PLAN

- Who do you already call on that you can get business from?
- List our 10 referral targets to begin with. Identify the “key” players in each account and develop an Action Plan for each potential referral
- Define what your referral goals are per month
  - 5 new referrals /month

3--Define Community Marketing Efforts

4-Know what your Agency can provide

- Do not over promise a service you cannot provide
- Know staffing patterns

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## ACTION PLAN

Account	Account Type	Account Strategy	Action Steps	Goal Date	Referrals	Quarter Review
CooperRidge Hospital(Mental Health Unit)	HOSP	1) Penetrate Account to gain BH referrals. 2) Develop referral relationship.	1) Meet w/CM and MDs to present services. 2) Bring in key staff to meet facility staff. 3) Present benefits 4) Meet with staff to present scenarios. Paint the picture. 5) Set up referral process.	12/31/08	2-3/qtr	

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TOP 10 STRATEGY LIST  
ACTION PLAN

ACCOUNT	ACCOUNT TYPE	ACCOUNT STRATEGY	ACTION STEPS	GOAL DATE	PROJECTED REFERRALS	QUARTER REVIEW

LET'S THINK AHEAD-  
WHO ARE 10  
ACCOUNTS YOU WANT  
TO TARGET?

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KEY  
REFERRAL  
SOURCE  
STRATEGIES



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## PHYSICIANS WHAT PHYSICIANSTO TARGET?

- -Psychiatrists
- -Neurologists
- -Geriatricians
- -Internal medicine
- -Family practitioners
- -General practitioners
- -Physicians who make house calls [www.aahcp.Org](http://www.aahcp.Org)



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## PHYSICIAN DISCOVERY

- Find out as much as you can about the practices that you are calling on:
  - How big is the practice? How many physicians?
  - What home care agency do they currently use? Why?
  - What types of patients do they refer for home care? Geriatrics, Adults, Children
  - Who makes the home care referrals? And when?
  - What payers do they accept?
  - How do they make their current home care referrals?
  - Is there anything about home care that they don't like?

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## Discovery Questions

- Has anyone been in the office this week that might benefit from receiving home care services?"
- Do you treat clients for Depression or refer them to a specialist?
- Do have clients whose anxiety and/or depression interfere with management of their medical conditions?
- "Do you have any patients that are continuously calling your office who could use a home care assessment?"
- "Do you have any patients where the families are struggling to provide care?"
- Do you have patients who are having difficulty transitioning from inpatient care to community? Who don't get their medication ? End up in the hospital within 30 days?
- Do you have patients who cannot manage their medications and/or have compliance issues?

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## What Do We Sell to Physicians?

- Review of services ( Medicare criteria, homebound criteria, BEHAVIORAL HEALTH program criteria)
- CareGuides (physicians love to see what you will actually do for the patient.)
- Case studies-paint a successful picture of a patient who benefitted from home care services
- Service (define it, practice what you promise)
- Delivery and pick-up of signed orders
- One step referral process
- Hiring and training practices
- Follow-up(when and how)



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# Physician Success

- Build Relationships with Physicians
- Gain Access to Physicians
  - **ORDER DELIVERY**
    - Set up Schedule
    - Give Patient Highlights
    - "THANKYOU"
    - Follow-up on referrals



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# Features & Benefits

## SELLING YOUR UNIQUENESS "WHAT SETS YOU APART"

- Physicians will not refer without seeing a benefit to them. Explain features and benefits.
- **Feature**-staff are specifically trained to MANAGE THE CLIENT WITH PSYCH DX
- **Benefit**-PATIENTS use LESS EMERGENCY SERVICES AND are more adherent TO MEDS AND TX.
- **Feature**-our staff can service all areas of ABC County.
- **Benefit**-Your patients will be started on care within 24 hours of referral. Patient's families will call less frequently.

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# HOSPITALS

- STATE PSYCH HOSPITALS
- GENERAL HOSPITALS WITH PSYCH UNITS
  - **LOOK FOR GERI-PSYCH**
- PRIVATE PSYCHIATRIC HOSPITALS
- ER DEPTS.
  - PTS SEEN, NOT ADMITTED
- VA HOSPITALS
  - VA CLINICS



# HOSPITALS

- Develop relationship with case management dept
- Get on their home care list
- Present to departments (look at others (geropsych,neuro,er))
- BH patient often hospitalized for another reason (htn,diabetes,etc.)
- Discovery
  - Explain benefits of program
  - Helps patients who fall thru cracks
  - Present program
  - Patients with compliance issues upon discharge
  - Talk to case management re: PROGRAM BENEFITS →  
DECREASE HOSPITALIZATION, DECREASE ER USE, INCREASE COMPLIANCE
  - CONTINUATION OF CARE PLAN
  - PARTNER IN CARE
  - EMPHASIZE PROGRAM USES HOME CARE BENEFIT NOT MH



# MENTAL HEALTH CLINICS

- Part of health systems
- Community Mental Health Clinics
  - Community Mental Health Centers (CMHCs)
- Catholic and Jewish charity clinics
- Free standing
- W/day tx



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# MENTAL HEALTH CLINICS WHAT TO TARGET?

- Elderly population
- MCR
  - Explain home care benefit
- Diagnoses
- Population served



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# Adult Day Center Services

<http://www.adultdayserVICESNH.org/>

- ❖ Can also RECEIVE BEHAVIORAL HEALTH HOME CARE
- ❖ @50% have Alzheimer's or other dementia
- ❖ Many only go 2-3 days /week
- ❖ Director and staff key to talk with
- ❖ Check out consumer marketing ideas with facility

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# LOCAL, COUNTY, STATE AGENCIES

- WEBSITE HAS REFERRAL SOURCE LISTINGS(ASK TO BE LISTED)
- DEVELOP RELATIONSHIP WITH LOCAL CHAPTER
- PARTICIPATE IN LOCAL EVENTS
- WHO MAKES THEIR REFERRALS- SET UP CONTACT POINT!
- CHAPTER NEWSLETTER
- COMBINED EVENTS
- HEALTH FAIRS-DISPLAY, SPEAKER, PARTICIPATE
- GET RESOURCE BOOKS
- ALLIANCE FOR THE MENTALLY ILL
- MENTAL HEALTH ASSOCIATION

## ➤ ACT- ASSESSIVE COMMUNITY TREATMENT TEAM

## ➤ MOBILE CRISIS TEAMS

## ➤ NH COMMUNITY BEHAVIORAL HEALTH ASSOCIATION

➤ <http://www.dhhs.nh.gov/dcbcs/bbh/centers.htm>

## ➤ Community Mental Health Centers (CMHCs)-10 Centers

➤ <http://www.dhhs.nh.gov/dcbcs/bbh/centers.htm>

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## Geriatric Care Managers

- Many times they work privately, some work with elder law attorneys
- National academy of certified case managers – [naccm@snet.Net](mailto:naccm@snet.Net)
- National association of geriatric care management- [www.Caremanager.Org](http://www.Caremanager.Org)

New England Chapter

<http://www.gcmnewengland.org/>

- Find local associations-presentation opportunities



## Elder Law Attorneys

- [www.NEAL.Org](http://www.NEAL.Org) to find lawyers in your area
- Local associations
- Usually active in aging activities/boards



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## REHAB FACILITIES

- Discharge short-term rehab patients that families are unready to care for.
- Market program to facility (patients may need certified too)
- Often need assistance in order to discharge
- 69% have cognitive impairment
- Key-discharge planners, sw



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## How to Reach Consumers?

- ❖ Support groups
- ❖ Churches(parish nurses)
  - ❖ Faith Community Nursing
- ❖ Senior centers
- ❖ Senior papers
  - ❖ Submit articles
- ❖ Health fairs
- ❖ Senior housings
- ❖ Clubs/support networks
  - ❖ Mental Health Association



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## LET'S FIND THE REFERRALS!

The end

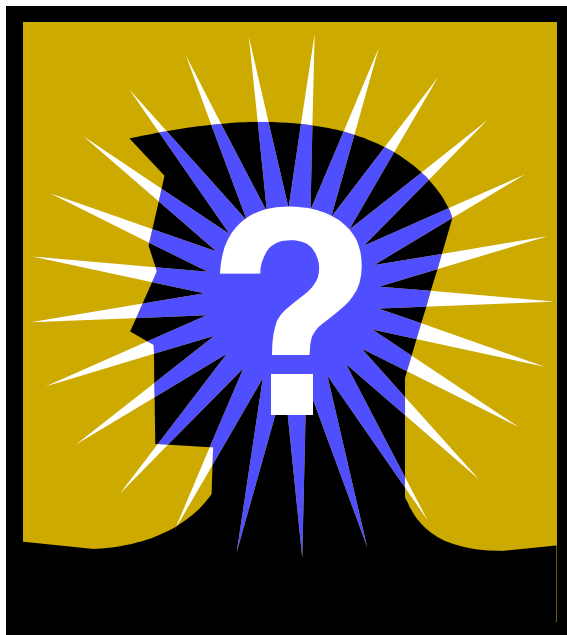


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## ASSISTED LIVING FACILITIES & SENIOR LIVING (NEXT WEBINAR)





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