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Monday, October 19th, 2009

## New Medical Home Initiatives Shift Local Behavioral Health Market

Medicare will soon be joining Medicaid and private insurers in state-based medical home projects. The initiative will build on a medical home model currently being tested in Vermont that enables private insurers to work in cooperation with Medicaid to set uniform standards for "advanced primary care" (APC) models need to create these medical homes, as reported in *OPEN MINDS On-Line News* on October 9th in "[Medicare to Participate in States' Medical Home Demonstrations to Align Payment Incentives & Goals](#)" **PREMIUM**.



When discussing this with my colleague, Dee Brown, *OPEN MINDS* Senior Associate, she pointed out that, "One big threat to the behavioral health system is the potential for "easier" consumers to be moved to the medical home initiative, leaving provider organizations with a more chronic—and more indigent—population. However, whether this adverse selection happens depends on the particular state initiative design.

In general, medical home models that include individuals with a mental illness or addiction shift the delivery system landscape in a local health care system. According to Dee, "If a behavioral health provider organization is located in a state with an active medical home initiative, their strategy will need to shift. APC practices will likely hire staff to provide all counseling services, case management, and medication management, leaving behavioral health provider organizations with programmatic service provision. One option is to create partnerships with primary care providers to jointly own and operate medical home initiatives. The other is to reposition and further develop program offerings in the behavioral health space."

Look to our team at *OPEN MINDS* to track the progress—and results—of medical home initiatives. We'll keep you up-to-date on the various models under development for the integration of behavioral health services into consumer primary care. And, if you have an integration model that you would like to share, feel free to contact me at [tgriffin@openminds.com](mailto:tgriffin@openminds.com).

Sincerely,  
Terry Griffin  
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