



OVERCOMING BEHAVIORAL HEALTH CHALLENGES IN RURAL HOSPITAL MARKETS

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- 20+ years of experience in clinical leadership
- Doctor of Nursing - Walden University
- Board Certified Psychiatric Nurse
- Fellows of the American College of Healthcare Executives
- Past-President of the American Psychiatric Nurses Association, TN Chapter



Learning Objectives



1. • **Understand** why rural hospitals face difficulty sustaining behavioral health programs.



2. • **Learn** how to create financially viable behavioral healthcare programs that improve patient outcomes.

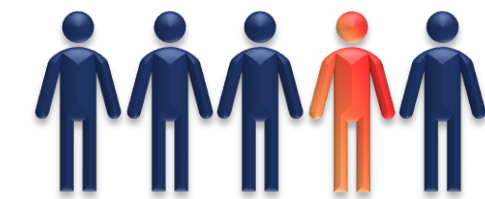


3. • **Explore** four behavioral healthcare models that work.

The Scope of Rural America



20% of the U.S. population lives in “rural areas.”



1 in 5

66 million people



The Reach of Mental Health

17 million adults in rural areas live with a mental illness.

 1 in 4 U.S. adults live with a mental illness.



The Scale of Mental Health in Rural America

65% of rural counties do not have a psychiatrist.



Rural suicide rates are nearly double those in urban areas.

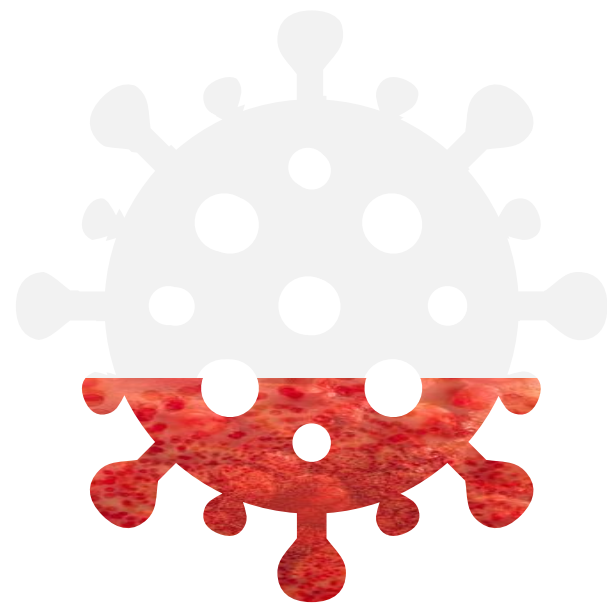
60% of rural Americans live in a designated mental health provider shortage area.



Older rural adults, especially men, are at the highest risk for suicide.

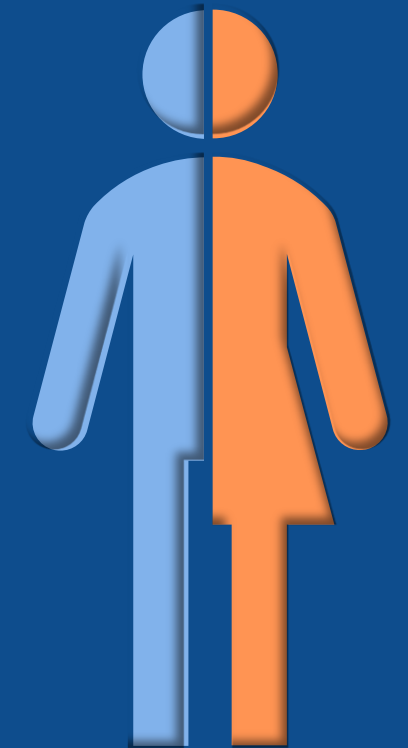


COVID's Impact on Mental Health

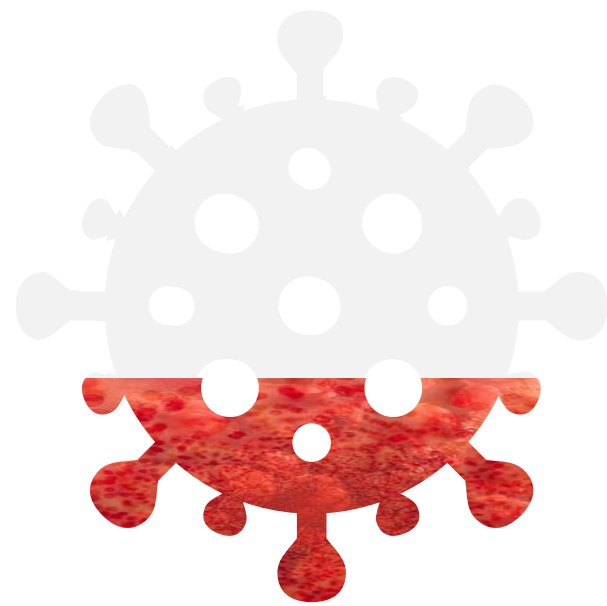


32%

of adults reported symptoms of anxiety and/or depression.

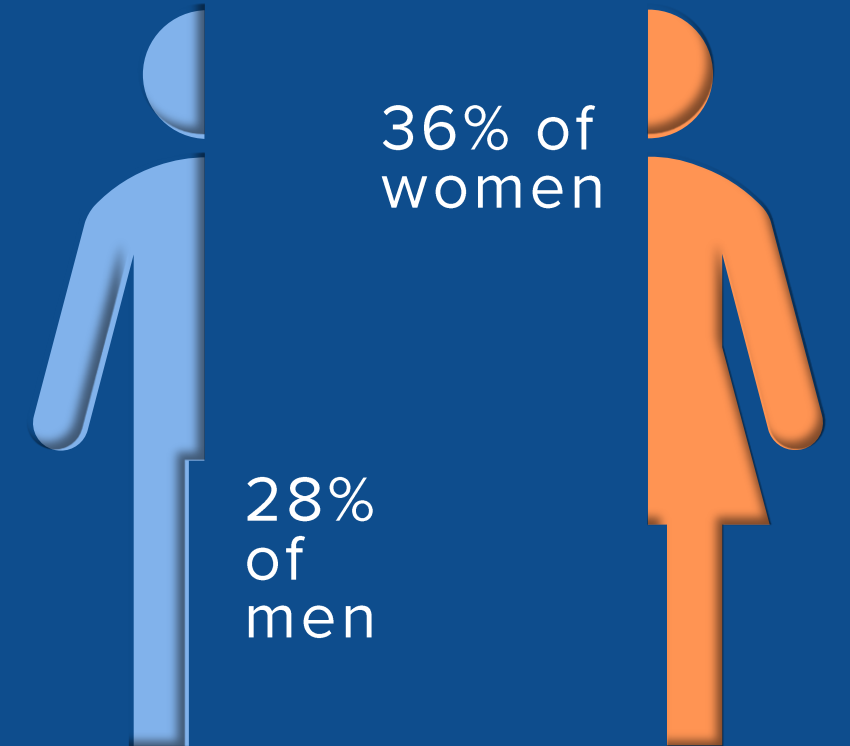


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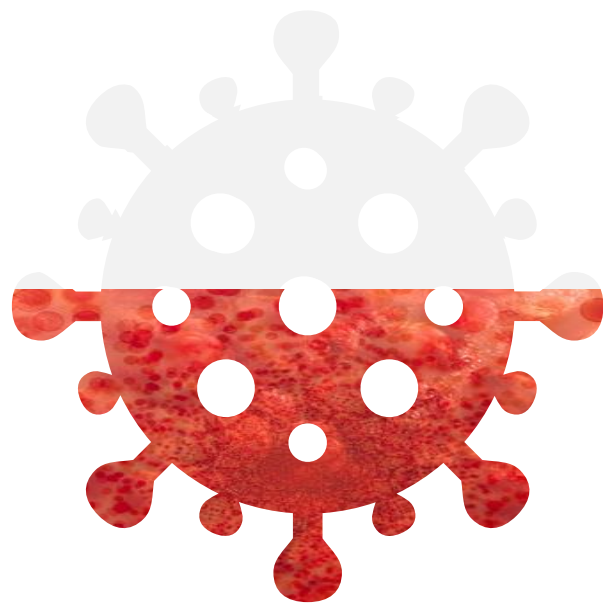


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COVID's Impact on Mental Health



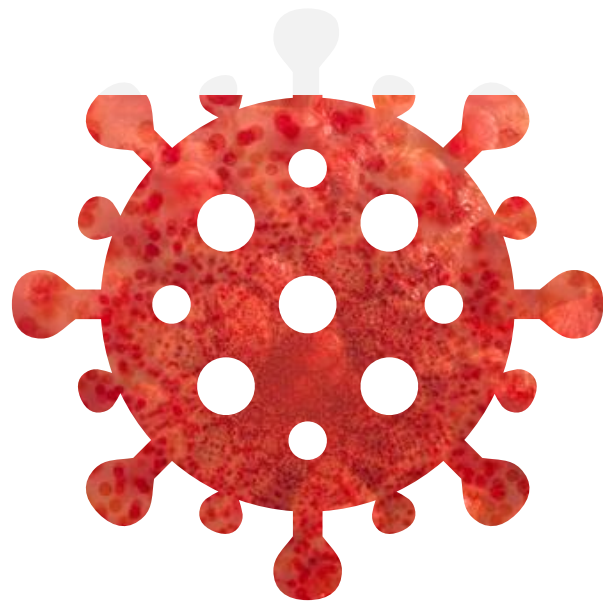
Drug overdose rates increased

50%

during the pandemic

90%
of U.S. adults believe the country is facing a mental health crisis.

COVID's Impact on Mental Health



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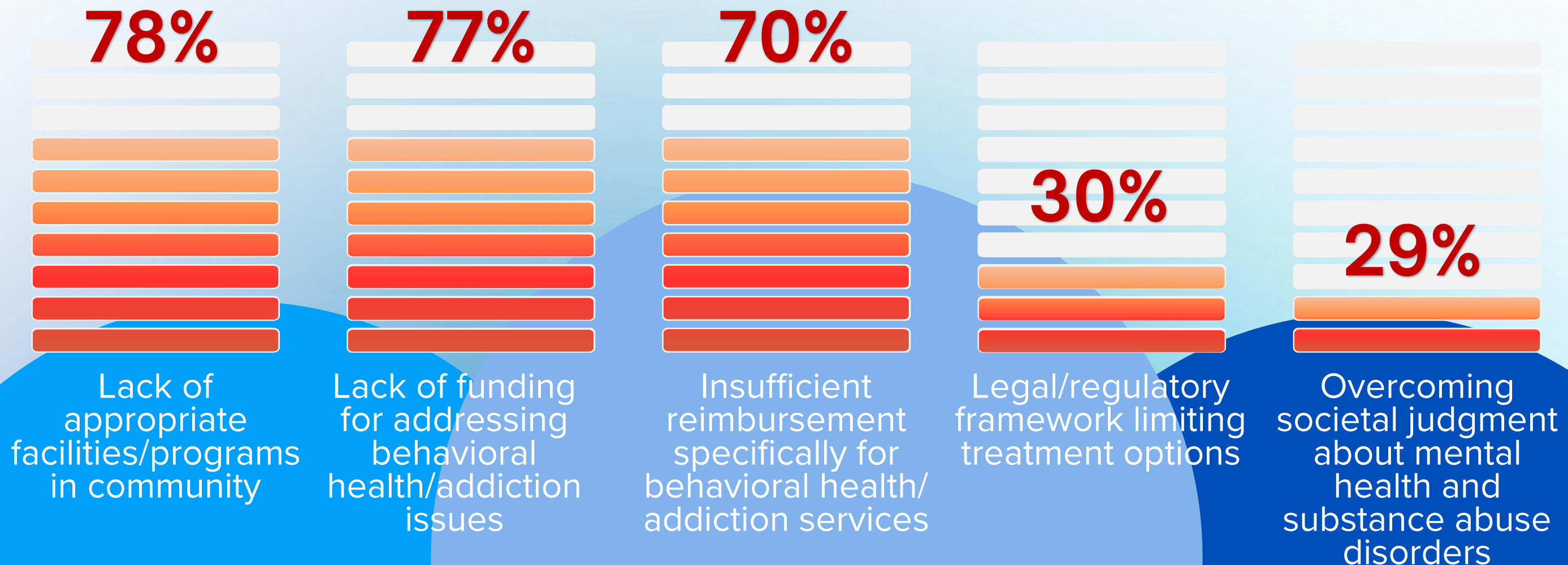
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Hospital CEO Survey

American College of Healthcare Executives 2022 Survey Results

-No. 1 Concern - Workforce Challenges



Behavioral Health & Addiction Issues

All Respondents (N= 281)

Hospital Impacts



ED visits related to mental health and substance abuse are rising.



25% of patients admitted to a general hospital also had a behavioral health diagnosis.



55% of people transported to an ED for a suspected mental health crisis were admitted for evaluation.

Emergency Department Wait Times

40 mins

average ED
wait time



48 days

average wait
time for
behavioral
health service

Behavioral Health Challenges in Rural Markets

Behavioral Health Challenges in Rural Markets

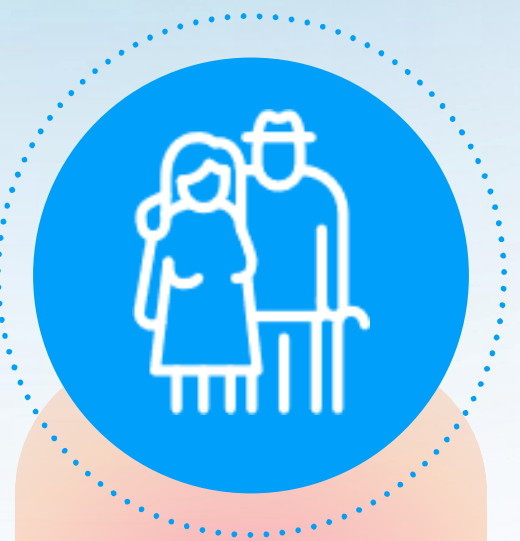
Lifestyle Challenges



Geographic Isolation



Lower median incomes



Higher percentage of older adults (65+)



Limited internet access



Stigma


Behavioral Health Challenges in Rural Markets

Stigma Challenges



Behavioral Health Challenges in Rural Markets

Reimbursement Challenges



Inadequate reimbursement rates is a primary reason people cannot access behavioral health care.

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Behavioral health providers could make double billing patients directly vs accepting Medicare (or three times as much vs Medicaid).

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Reimbursement Challenges

Inadequate reimbursement rates is a primary reason people cannot access behavioral health care.

Behavioral health providers could make double billing patients directly vs accepting Medicare (or three times as much vs Medicaid).

Secret shoppers in a study were only able to secure appointments for behavioral healthcare 13% of the time and often with long waits.

Behavioral Health Challenges in Rural Markets

Other Challenges

Despite government initiatives, the behavioral health system is worsening at a pace faster than it is improving.

6,400 designated mental health provider shortage areas.

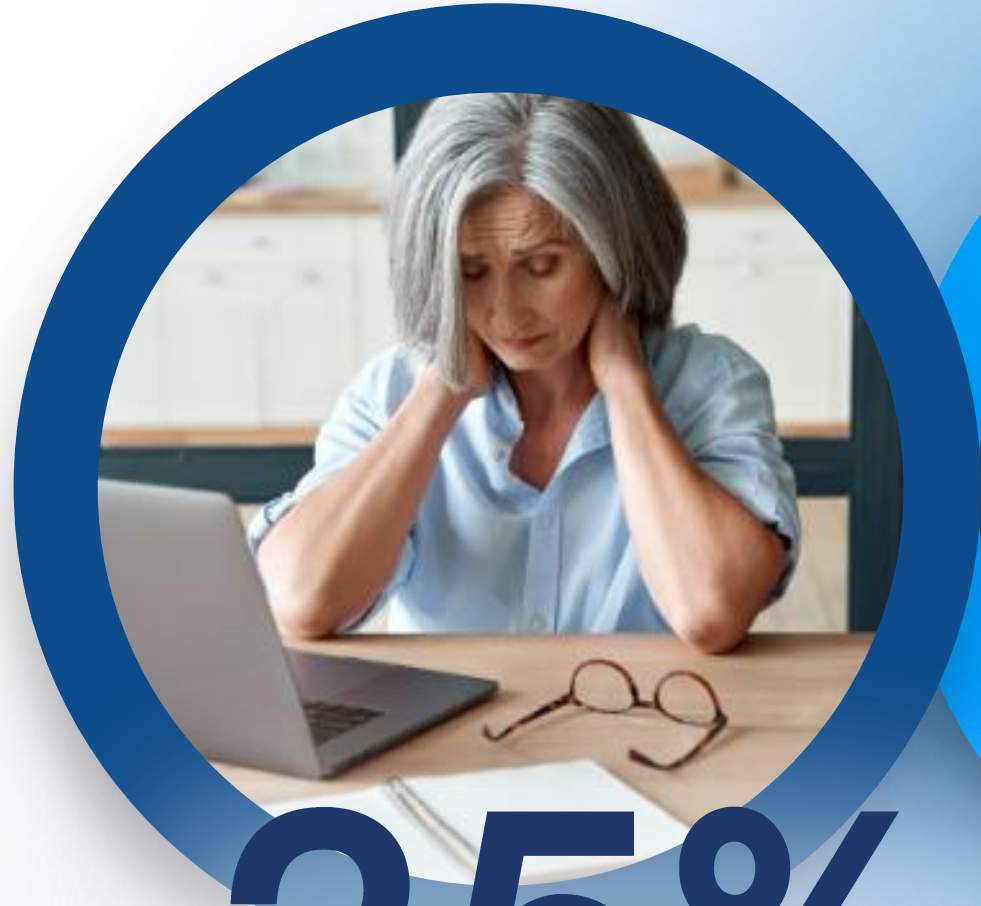
47% of the U.S. population is under covered by behavioral health services.

**“There is no
health without
mental health.”**

-Dr. David Satcher



Community Needs Assessment



25%

of U.S. adults experience a mental health issue.



20%

of people age 55+ experience some type of mental health concern.



60%

of people experience a mental health issue receive no treatment.

Adults and Mental Healthcare

Mood disorders are the most common cause of hospitalization for all people in the U.S. under age 45 (after excluding hospitalization relating to pregnancy and birth).



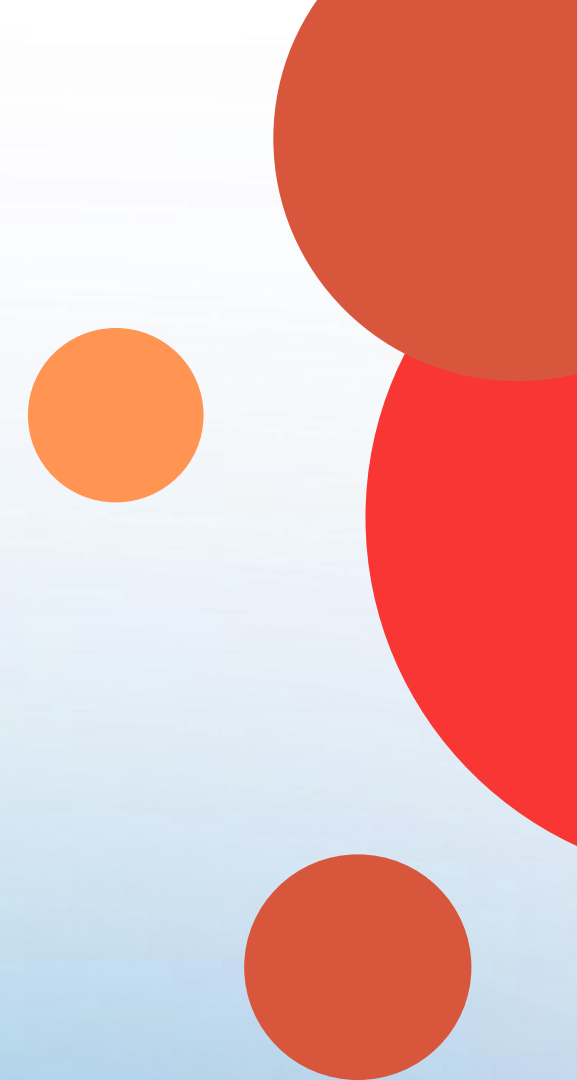
1 in 25 adults in the U.S. experienced serious mental illness in 2018.

1 out of every 8

emergency department visits by a U.S. adult involves mental illness and substance use disorders.

An estimated **26%** of Americans ages 18 and older, about **1 in 4** adults, suffers from a diagnosable mental disorder in a given year.

In the United States, approximately **180,000** patients receive mental health services each day at approximately 4,000 inpatient and residential psychiatric facilities.





Four Models That Could Work

Inpatient Mental Health Services

Hospital services to evaluate and treat an acute psychiatric condition which

has a relatively sudden onset

01

has a short, severe course

02

poses a significant danger to self or others

03

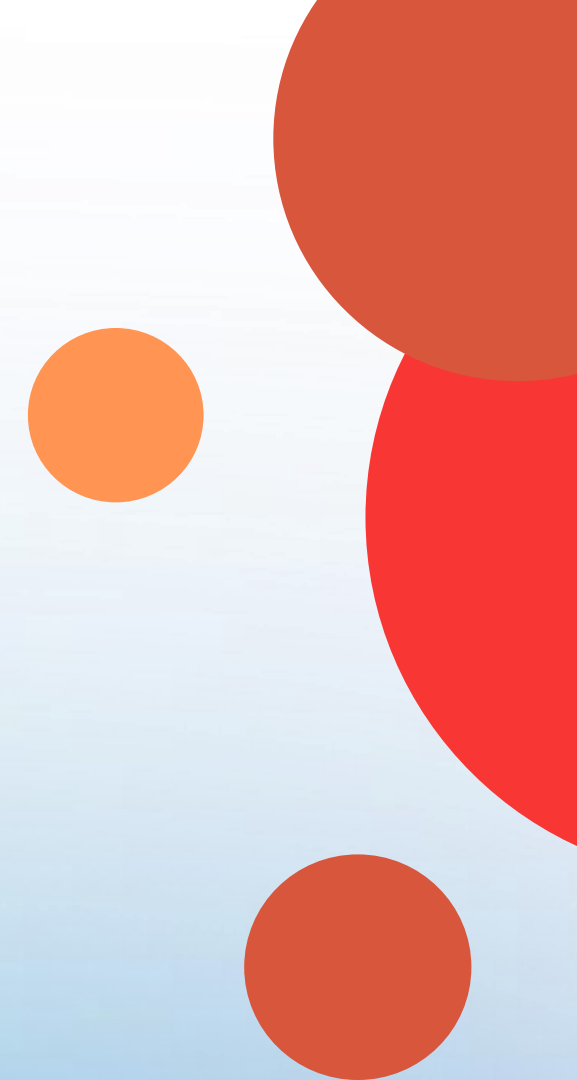
has resulted in marked psychosocial dysfunction or grave mental disability

04



1. Inpatient Psychiatry

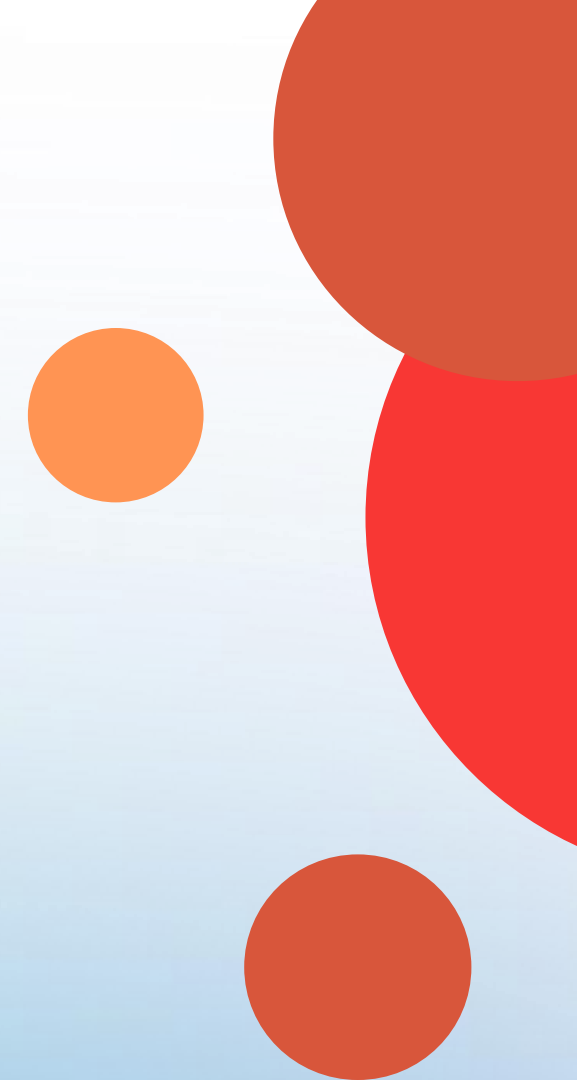
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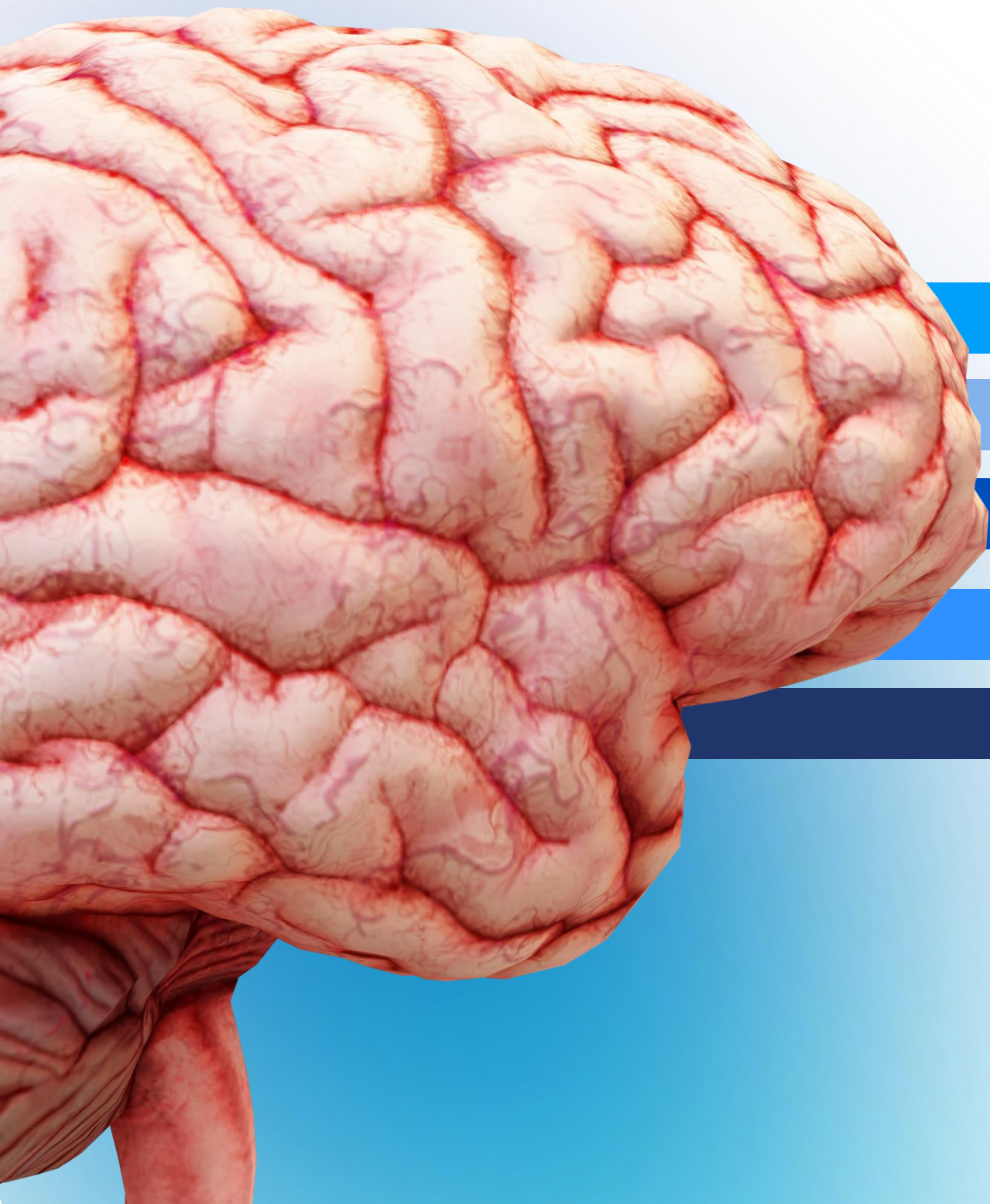


1. Inpatient Psychiatry

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How Common is Depression in Older Adults?



More than **2 million** Americans age 65+ suffer from some form of depression.

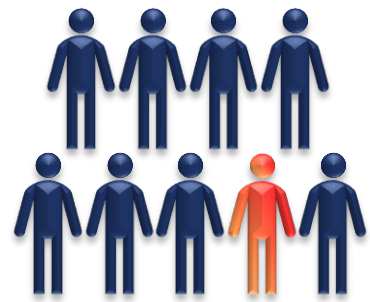
Individuals aged 65+ account for **20%** of all suicide deaths while comprising only 13% of the population. Depression is a significant predictor of suicide in elderly Americans.

About **58%** of people aged 65 and older believe that it is “normal” for people to get depressed as they grow older.

33% of widows/widowers meet criteria for depression in the 1st month after the death of their spouse. Half of these individuals remain clinically depressed after 1 year.

Approximately **68%** of adults aged 65+ know little or almost nothing about depression.

How Common is Dementia in Older Adults?



1 in 9 older Americans has Alzheimer's disease.

Over **15 million** Americans provide unpaid care for a person with Alzheimer's or other dementias.

Alzheimer's disease is the **6th** leading cause of death in the United States.



Payments for care in 2015 were estimated to be

\$236 Billion

1 in 3 seniors die with Alzheimer's disease, or another form of dementia.

Every 66 seconds someone in the United States develops the disease.



2. Intensive Outpatient

Distinct and organized intensive ambulatory treatment program.

Offers less than 24-hour daily care other than in an individual's home or in an inpatient or residential setting.

Furnishes the services as described in § 410.44.

Not required to be provided in lieu of inpatient hospitalization.

Common Diagnoses

Major
Depressive
Disorder,
multiple types

Adjustment
Disorder

Generalized
Anxiety
Disorder

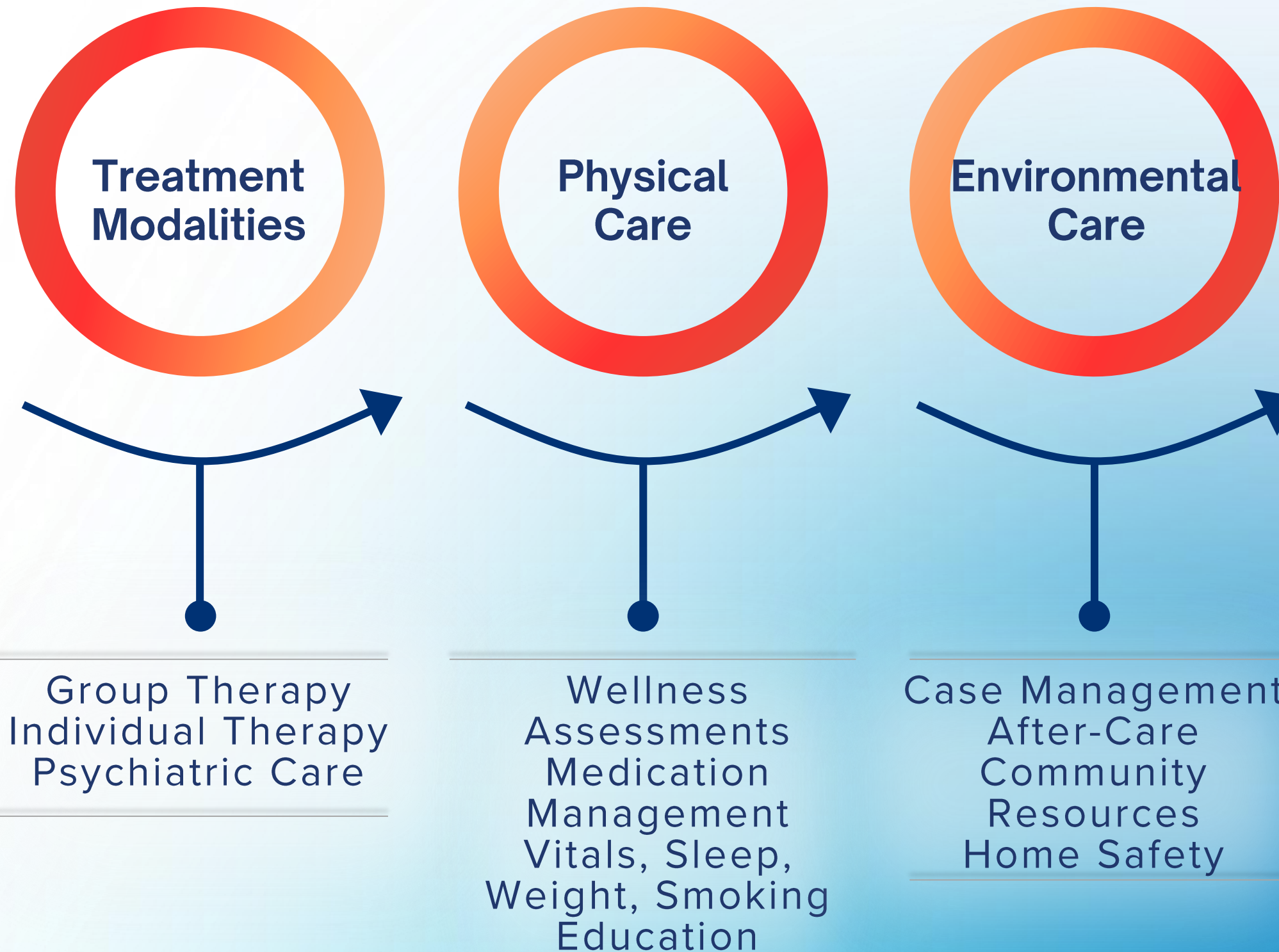
Bipolar
Affective
Disorder

Certain
Personality
Disorders

Post-Traumatic
Stress Disorder

Obsessive
Compulsive
Disorder

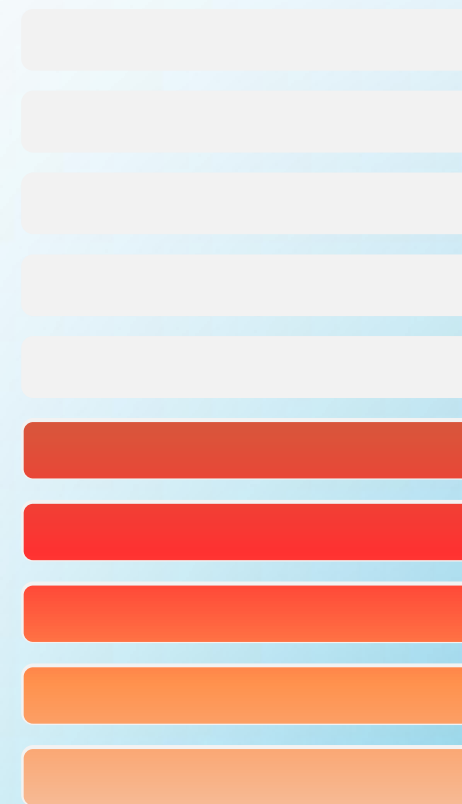
Clinical Overview



Weekly Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00	Therapy Planning	Patient Assessments / Community Education	Therapy Planning	Treatment Team Meetings	Therapy Planning
9:00	Group Psychotherapy Sessions & Group Lunch (CNA picking up / returning)		Family Therapy		Group Psychotherapy Sessions & Group Lunch (CNA picking up / returning)
10:00		LUNCH		Billing	
11:00			Communication with Local Physicians (Updating n patient care)		Patient Assessments
12:00		Documentation (Therapist and RN)		Discharge Planning	
13:00	Individual Psychotherapy		Individual Psychotherapy/ Aftercare and Discharge Planning		Transitional Group Therapy
14:00		Patients visiting with Psychiatrist/ Individual Psychotherapy/ Admissions and Documentation			
15:00	Documentation (Therapist and RN)				
16:00		Individual Psychotherapy			
17:00	Individual Psychotherapy				

2. Intensive Outpatient IOP Pilot in Louisiana



50%

increase in care
management
engagement among
enrolled members.

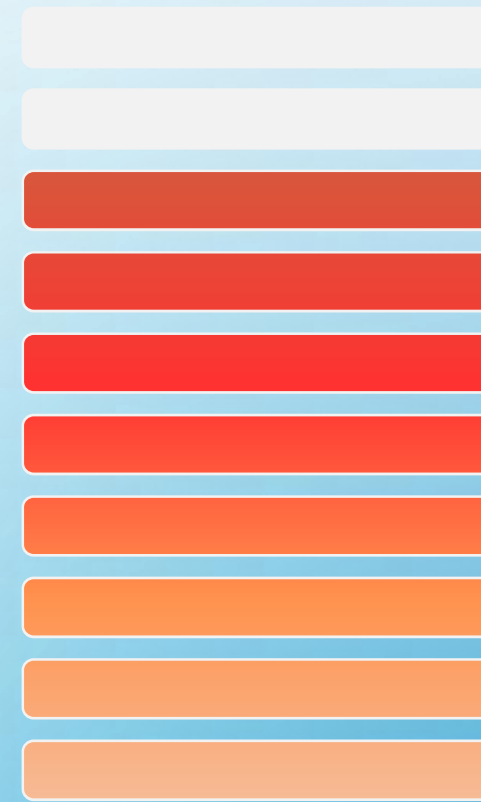
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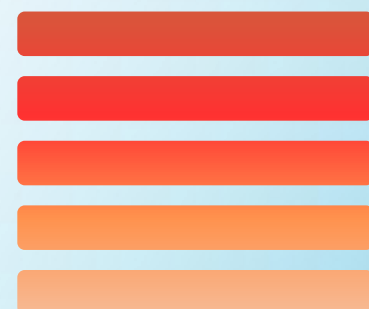
84%

reduction in hospital
admissions among
enrolled members
and in hospital
readmission rates
among enrolled
members

2. Intensive Outpatient IOP Pilot in Louisiana



50%

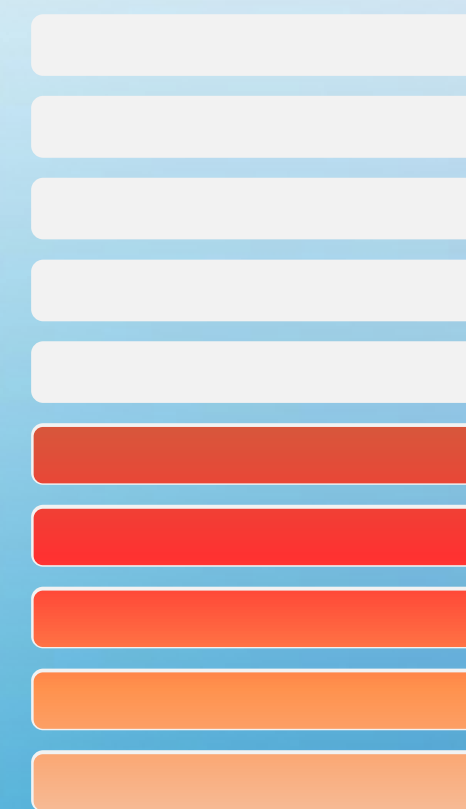


increase in care management engagement among enrolled members.

84%



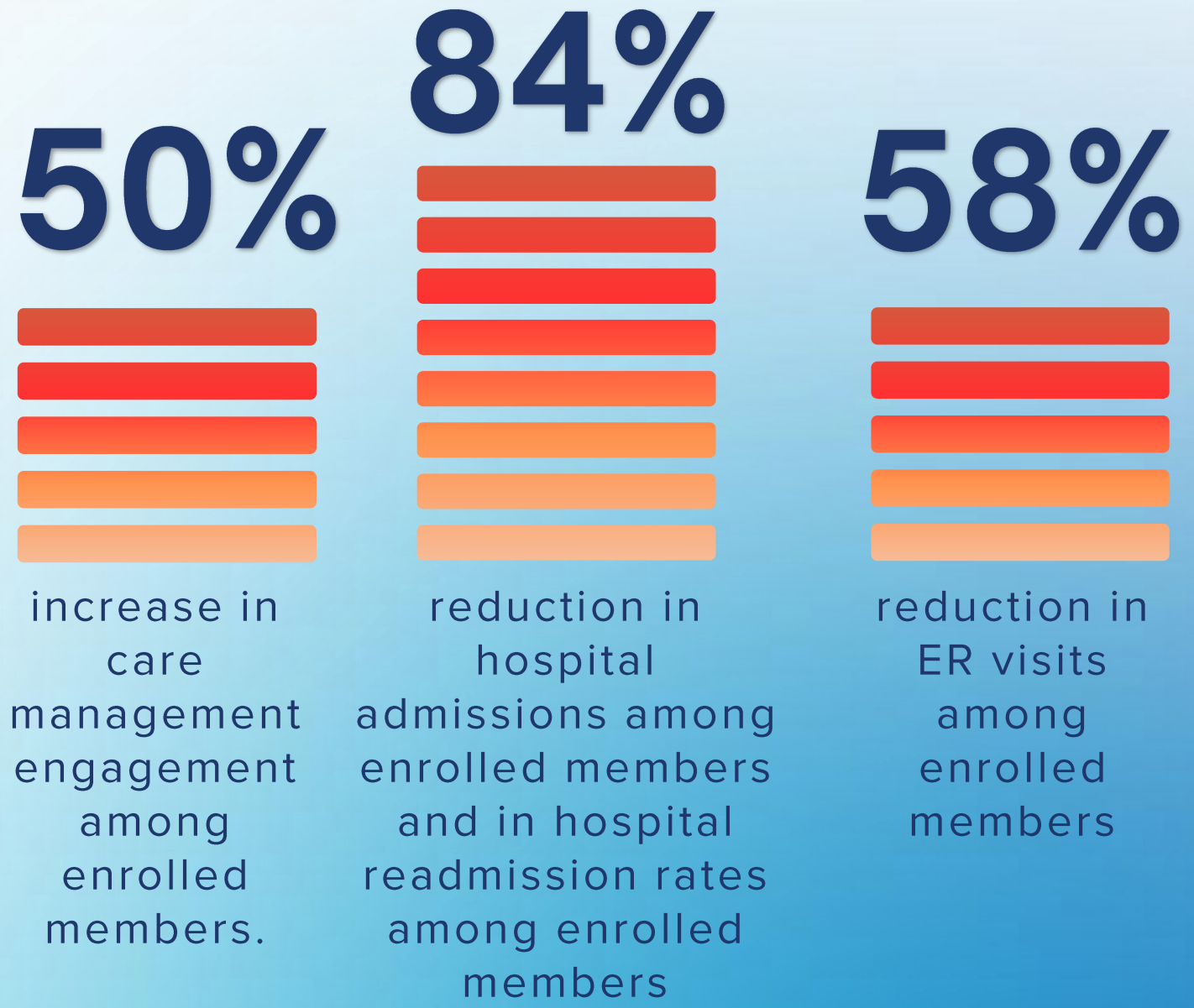
reduction in hospital admissions among enrolled members and in hospital readmission rates among enrolled members



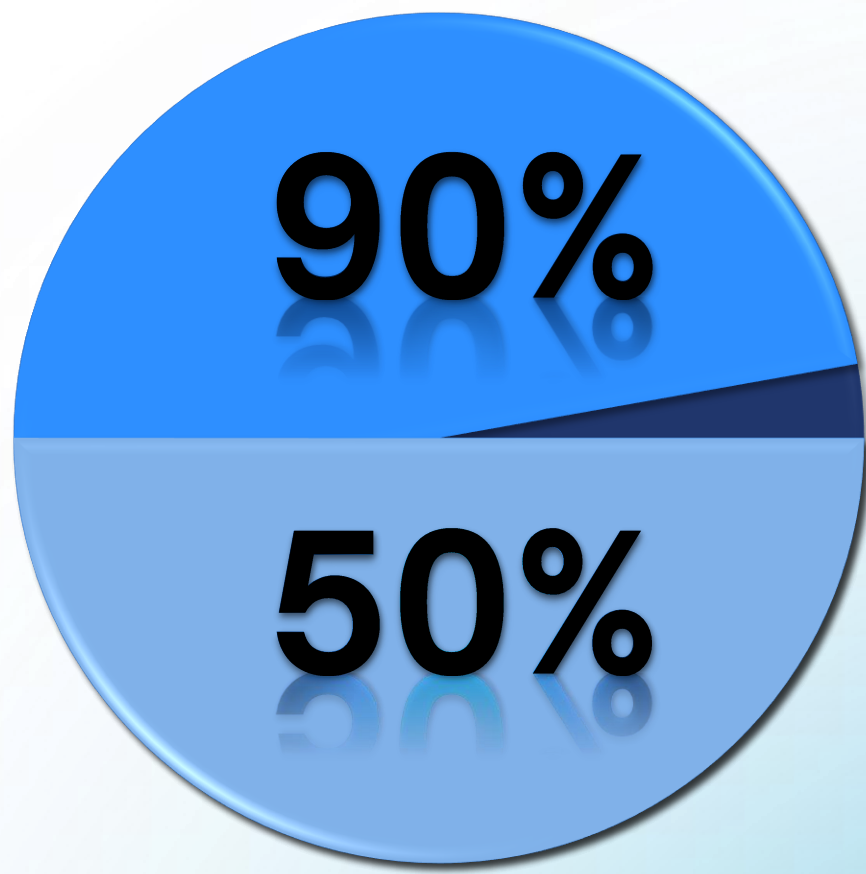
58%

reduction in ER visits among enrolled members

2. Intensive Outpatient IOP Pilot in Louisiana



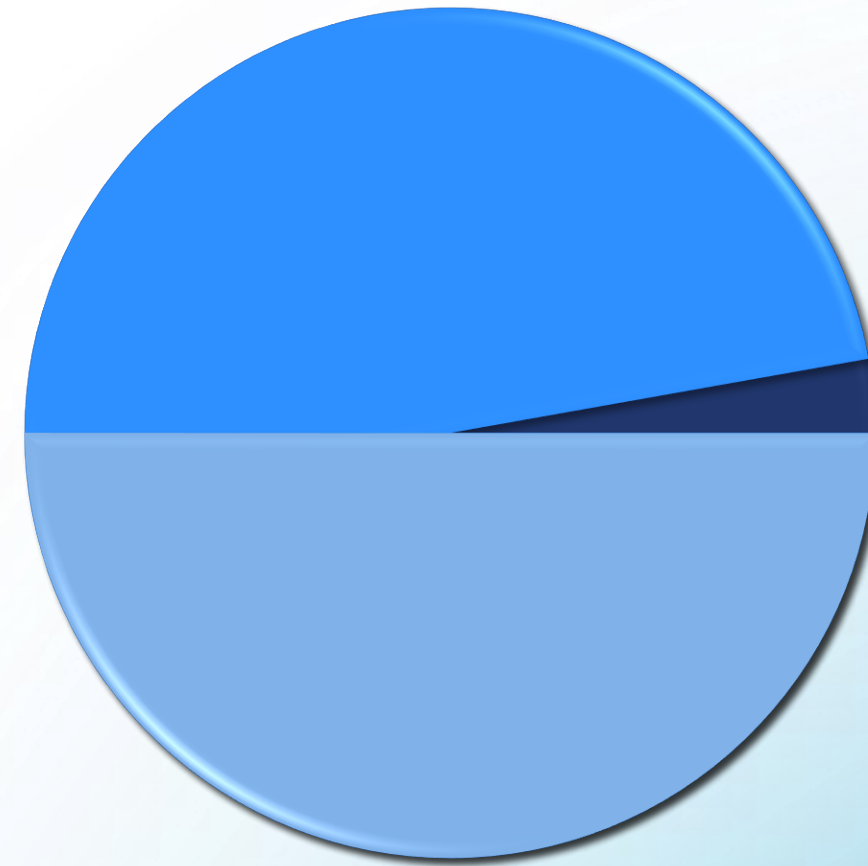
2. Intensive Outpatient Patient Outcomes



show improvement

show significant improvement

2. Intensive Outpatient Patient Outcomes



90% show improvement

50% show significant improvement

- Accurate diagnoses
- Appropriate treatments
- Reduced polypharmacy
- Reduced hospitalizations, institutionalizations
- Improved quality of life (*for patients and caregivers*)

2. Intensive Outpatient Individual Outcomes

54%

overall
improvement in
depression.

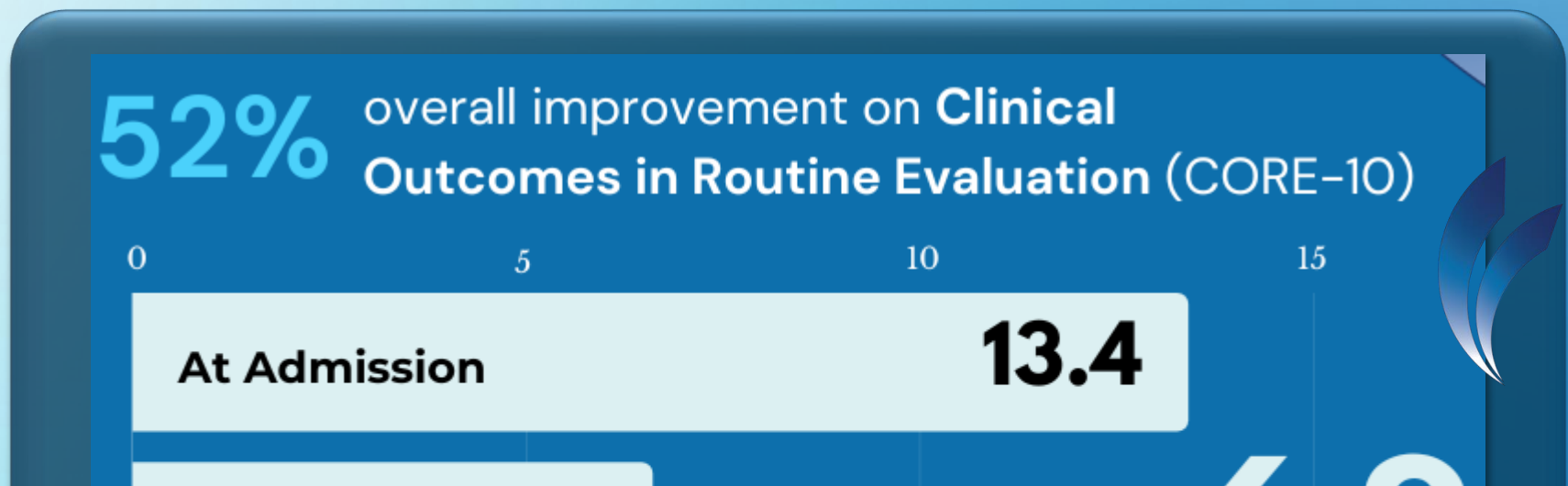
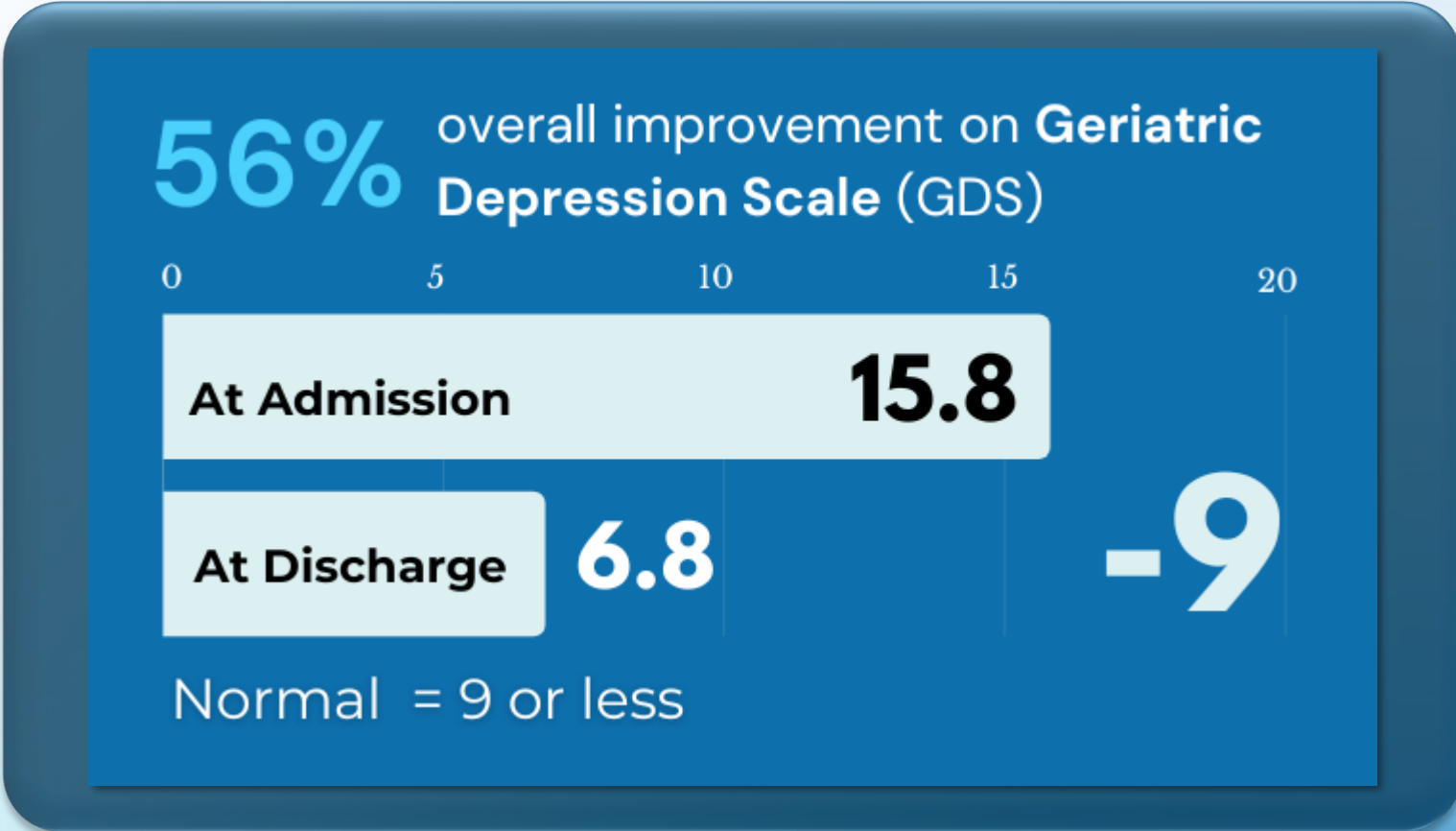
56%

improvement in
Geriatric
Depression
Scale.

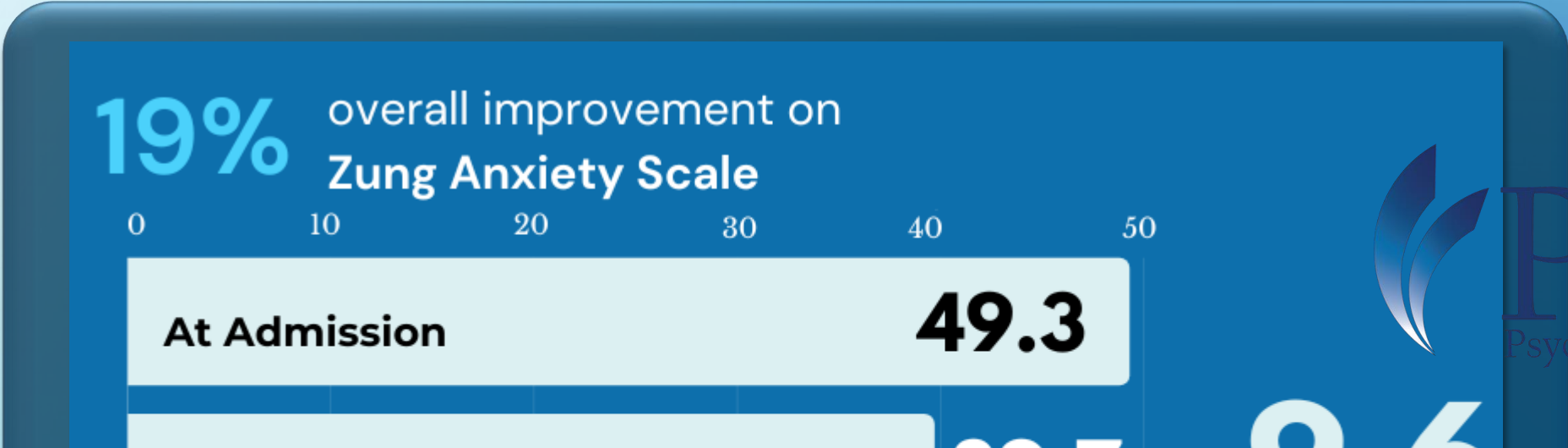
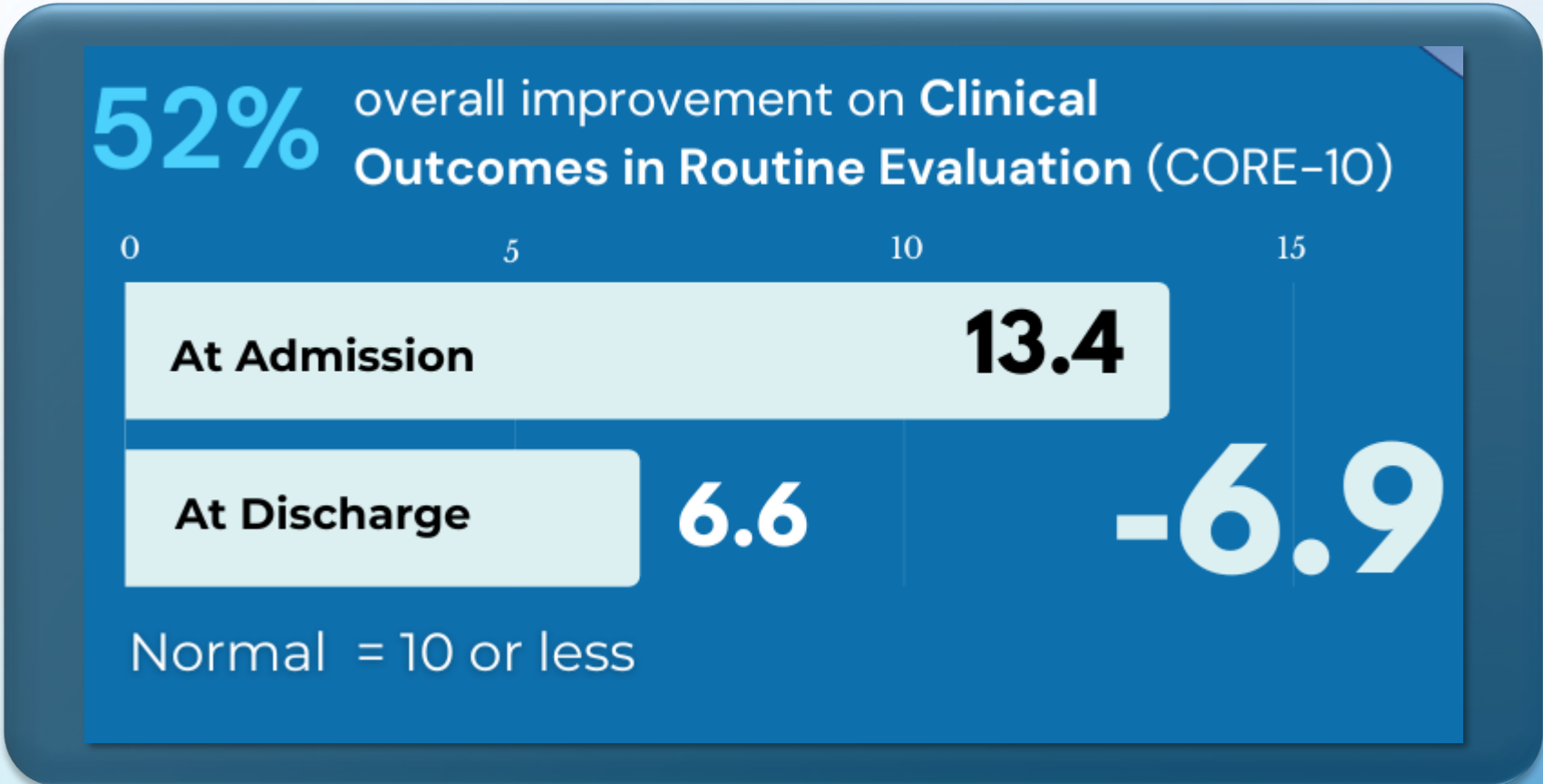
52%

improvement on
the Clinical
Outcomes in
Routine
Evaluation

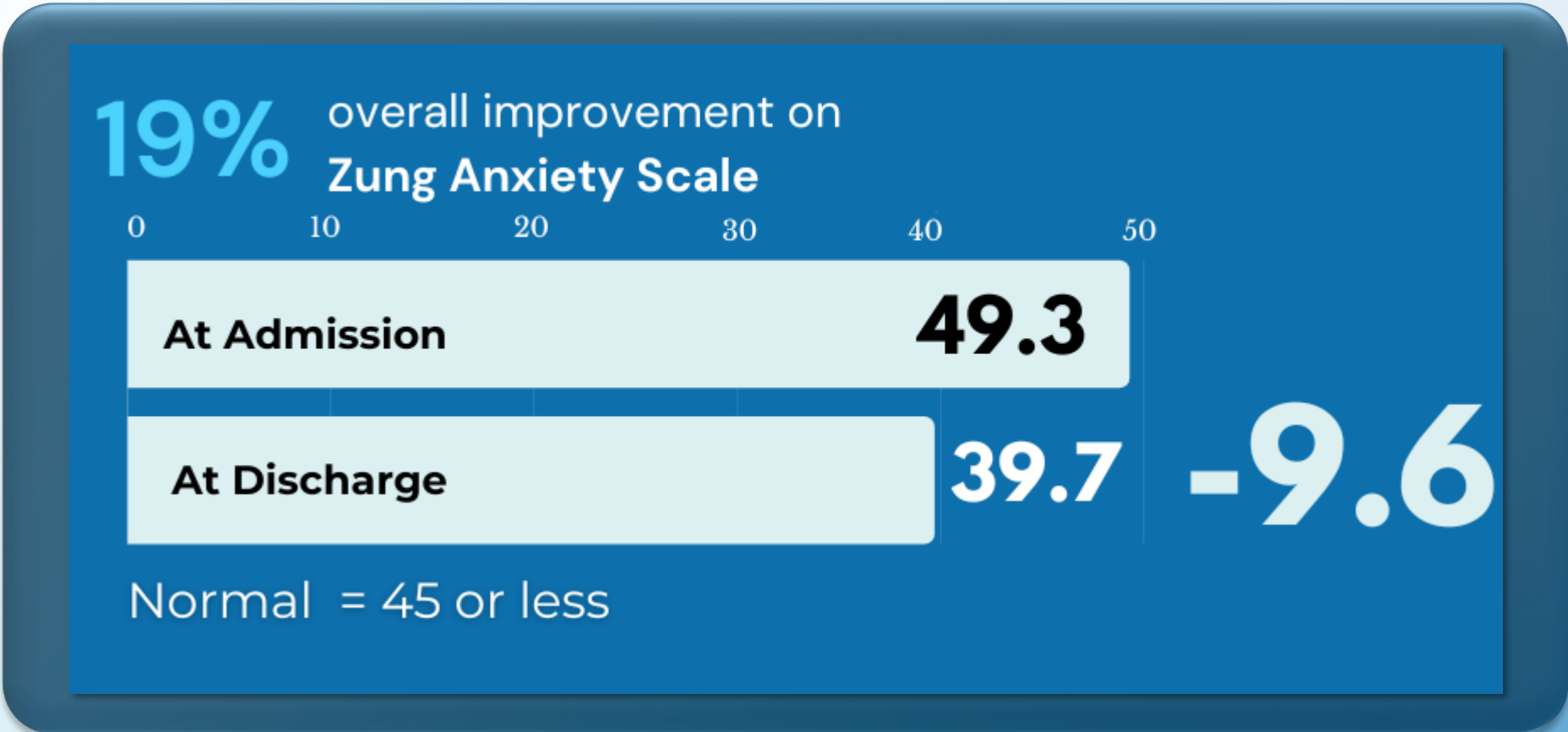
2. Intensive Outpatient Individual Outcomes



2. Intensive Outpatient Individual Outcomes



2. Intensive Outpatient Individual Outcomes



Unmet Needs in Every Community

2 out of 10 rural residents experience mental illness.

5% of rural residents experience serious thoughts of suicide.

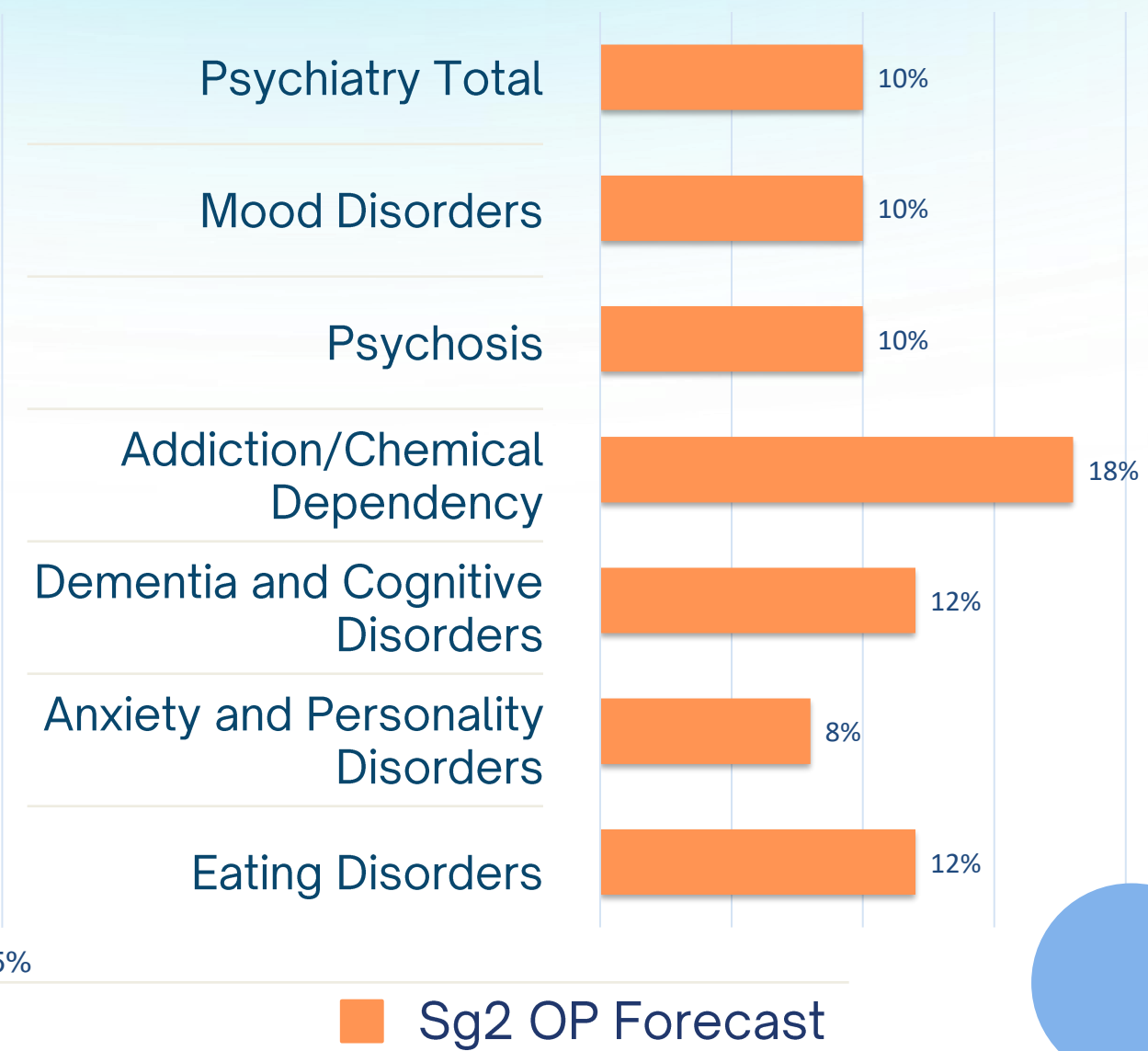


Aging Population Contributes to Increasing Demand for Services

5-Year Inpatient Psychiatry
Sg2 Family Forecast, 2017-2022



5-Year Outpatient Psychiatry
Sg2 Family Forecast, 2017-2022



3. Rural Health Clinic



3. Rural Health Clinic



Simplest method
for adding
mental health
services

Positive from an
encounter rate
perspective
(Medicare/
Medicaid patients)

Potential
staffing models.

4. Emergency Department



4. Emergency Department



CRISIS

CRISIS



with
PLACEMENT

References

Slide 1

- Photo: <https://www.canva.com/photos/MAEFB6roTtl/>

Slide 4

- Information: U.S. Census Bureau - <https://www.census.gov/newsroom/press-releases/2022/urban-rural-populations.html>, <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/urban-rural/2020-ua-facts.html>

Slide 5

- Information: Johns Hopkins - <https://www.hopkinsmedicine.org/health/wellness-and-prevention/mental-health-disorder-statistics#:~:text=An%20estimated%2026%25%20of%20Americans,substance%20use%20and%20anxiety%20disorders.>

Slide 6

- Information: <https://mhanational.org/rural-mental-health-crisis>, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7681156/>

Slides 9-10

- Information: <https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/>

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- Information: <https://www.ache.org/about-ache/news-and-awards/news-releases/survey-workforce-challenges-cited-by-ceos-as-top-issue-confronting-hospitals-in-2022>

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- Information: <https://www.aha.org/2022-02-03-aha-house-statement-americas-mental-health-crisis-february-2-2022>, Treatment Advocacy Center - <https://www.treatmentadvocacycenter.org/storage/documents/Road-Runners.pdf>

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- https://www.cdc.gov/nchs/data/factsheets/factsheet_nhcs.pdf, <https://bhbusiness.com/2021/05/25/new-data-shows-ccbhcs-improve-behavioral-health-access-reduce-wait-times/>

Slide 16

- Stigma, prejudice and discrimination against people with mental illness (no date) Psychiatry.org - Stigma, Prejudice and Discrimination Against People with Mental Illness. Available at: <https://www.psychiatry.org/patients-families/stigma-and-discrimination> (Accessed: 14 November 2023).

Slide 17-19

- Information: <https://mhanational.org/blog/fix-foundation-unfair-rate-setting-leads-inaccessible-mental-health-care#:~:text=A%20recent%20Government%20Accountability%20Office,even%20when%20they%20have%20in>
surance





Thank You

