

Magellan Behavioral Health of Pennsylvania

A 5-Year Success Story in Cambria County



Magellan
HEALTHCARE.

Dear Cambria County,

From the beginning of Magellan's partnership with the Cambria County Behavioral Health Services Program, Behavioral Health of Cambria County, and the Cambria County Commissioners, we understood that our collective team had the opportunity to generate impactful change for this County. This booklet captures many of the positive moments we have enjoyed together, and we are excited by the innovative solutions and new programs that started immediately in 2017 and have grown year over year on an accelerated basis. **We are confident that this will continue due to a core mutual belief shared with the County leadership and key stakeholders that the residents of this County deserve the most accessible and diverse options for their behavioral health.**

It has been uplifting to build new relationships and partnerships along the way, and this has occurred with the Cambria County Drug Coalition, P.E.N. Drop-In Center, Greater Johnstown Cambria County Chamber of Commerce, and the Cambria County Suicide Prevention Task Force. We look forward to continuing all of these relationships, while creating new ones with other local community organizations in the years to come.

Our path forward will maintain our key leadership principles to include, but not be limited to:

- Responsible financial management
- Incorporation of recovery and resiliency principles into all programs and initiatives
- Evidenced-based clinical innovation
- Collaborative provider partnerships
- A transparent and accountable Quality Management Program
- Robust community engagement
- A commitment to improvement in member health outcomes

Thank you to the Cambria County leadership for having a vision of what was possible for members, providers, and the community, and we hope you enjoy this summary of our collective successes.

Sincerely,

Jim Leonard

*CEO, Magellan Behavioral Health
of Pennsylvania*

Tracy Shultz

*Director of Operations for Cambria County,
Magellan Behavioral Health of Pennsylvania*

On the cover:

Ribbon cutting at open house event to officially start Magellan's relationship with Cambria County on July 1, 2017.

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Member education, engagement, and outreach

Magellan spent several years learning about the member experience across Cambria County prior to July 1, 2017. Together with local information gathered from key stakeholders and Magellan's experience with HealthChoices in other regions of Pennsylvania, a strategy was formed to provide increased education, engagement, and outreach for Cambria County members. A key aspect of this strategy was to ensure our staff have a keen understanding for the communities we serve. Key member highlights from the first five years of this strategy include:

Local staff best understand the needs of individuals served and are eager to provide solutions:

- ✓ **Member and Family Advocate** attends community meetings, school-based meetings like SAP, and looks to offer resources in real time.
- ✓ **Community Transition Coordinator** is proactive in identifying potential referrals for ICC, BCM, and OP and is also successful in linking members to OP providers.



Engagement and continual outreach at the P.E.N. Drop-in Center in Johnstown to include the following programs and member-focused events: Wellness Recovery Action Plan (WRAP) trainings and workshops; Whole Health Action Management (WHAM) trainings; Peer-to-Peer workshops; Member Advisory Work Group (MAWG) meetings; various holiday volunteer efforts; and Magellan Cares month activities.

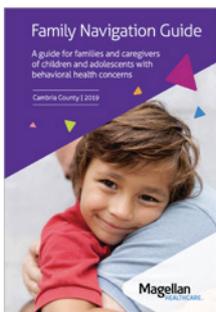


Personal Growth and Recovery Series – This innovative concept was started in September 2017. Members were engaged and excited to attend a series of events that created positive connections for their recovery.

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Magellan Youth Leaders Inspiring Future Empowerment (MY LIFE) –

This group is led by motivated staff determined to provide a positive engagement opportunity for youth between the ages of 13-23 in Cambria County. The group was formed ahead of the projected timeline and has remained adaptable to needs to include a virtual meeting schedule during the beginning of COVID-19. There is a constant feedback loop to listen and adjust based on feedback, while always reflecting the interests of the youth. Fun meetings with interesting topics have led to positive experiences for the youth that continue to stay involved.



Family Navigation Guide – This guide created in 2019 helps families locate helpful resources across Cambria County in a family-friendly way.

Local staff ensures community connections to improve member outcomes. The Community Transition Coordinator assists members following up with their appointments after they are discharged from an inpatient facility. **Due to the work of the Community Transition Coordinator, the Cambria County 7-day aftercare follow up rate increased from 33.76% pre-position to 45.63% (year to date average) between July 2021 and April 2022.** This positively impacts member outcomes with increased connections for community-based aftercare services.

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“The Peer to Peer workshops were so vital in helping peers to converse and brainstorm about a number of different everyday topics which helped with problem-solving skills and taught them ways to navigate behaviors and challenges.”

— Maryann George, Executive Director, P.E.N. Drop-In Center

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Provider education, engagement, and outreach



With a similar process to the member strategy, Magellan also spent several years learning about the provider experience across Cambria County prior to July 1, 2017. The feedback received indicated the importance of being nimble and responsive to the local providers. Together with this local information gathered from key stakeholders and understanding of HealthChoices in other regions of Pennsylvania, a strategy was formed to provide increased education, engagement, and outreach for Cambria County providers. Magellan has a thoughtful and deliberate approach with our provider network, and our team prides itself in being readily available, approachable, and supportive in all situations.

Provider highlights from the first five years of this strategy include:

- ✔ **COVID-19 response** – Implemented a provider announcement resource to share key updates on provider access and FAQ's on a daily, weekly, and monthly basis. Comprehensive effort to include proactive outreach and engagement with providers. Network and finance team worked closely with our county partner to create alternative payment arrangements to support providers both in the short term and long term.
- ✔ **BCM Learning Collaborative** – Quarterly provider learning collaborative including SAMHSA Case Management to Care Management training, implementation of the BCM Outcomes Tool in a staged approach, engaging and educating providers on leveraging data to make decisions, developing a Value Based model specific to case management, formalizing benchmarks, and developing an overall score of value.



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- ✔ **Provider Advisory Committee** – Magellan created this meeting opportunity to bring family providers together to learn about resources and have the chance to brainstorm ideas in a relaxed setting.

“It has been a great opportunity for all providers to be able to actively communicate with our MCO in Cambria County and to discuss ideas, issues and concerns in a group setting. The PAC committee has helped providers in Cambria County to be able to network among ourselves as well.”

— Gina M. Smithbower, MA, CAADA,
Owner, Impact Counseling Services, LLC and PAC Chair

- ✔ **Peer Learning Consortium** – The 2022 Cambria County Peer Support (Certified Peer Support Specialist and Certified Recovery Support Specialist) Consortium is an effort to provide foundational activities to strengthen the capacity of peer providers to support additional members, including supporting recruiting and retention of qualified peer support staff.

“Magellan’s Quality and Compliance Departments have clear and specific expectations and have been supportive to our team in the learning environment to best serve our members in the development of a new and exciting program. Magellan’s team exemplifies dedication to their members and providers alike through their view on strict quality assurance and maintaining regulatory compliance. This has been of great value to my organization. The collaborative approach to evaluations and audits has also been very successful.”

— Jennifer Yahner BSN, CPS/S, CRS
ACRP Kids, Director of Peer and Recovery Support Services
Cambria, Bedford, Somerset, and Blair Counties

- ✔ **Compliance Tools and Support** – We have aided providers in identifying fraud, waste, and abuse (FWA) when needed and provided key education and reporting opportunities.
 - We have provided annual Compliance Training. We also provide an abundance of resources on our website and send monthly email blasts to providers on a variety of topics.

✓ **Mental Health and Suicide Prevention Trainings** – Providing more trainings/resources to providers within Cambria County.

- Wellness Recovery Action Plan (WRAP); Whole Health Action Management (WHAM); Mental Health Advanced Directives (MHAD); Youth Mental Health First Aid (YMHFA); Question, Persuade, Refer (QPR); More Than Sad; Talk Saves Lives; It's Real – Teens and Mental Health (1500 + high school students trained); Over 35 separate training sessions reaching 3200+ individuals.



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“Magellan’s continuous provision of training allows providers and members to stay up-to-date on the latest recovery topics. Magellan is clearly committed to improving the lives of community members.”

— Colleen Wolfhope, Coordinator of Recovery & Rehabilitation Services for People with Psychiatric Disabilities, Goodwill of the Southern Alleghenies

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Community leadership



With the member and provider strategies in place, Magellan has also incorporated a community relations plan that is specific to Cambria County. This plan is forward-thinking to include new opportunities for members and their families in Cambria County. There have been numerous examples of positive stories showcasing recovery and resiliency over the first five years, and here are a few to share.

✔ Suicide prevention initiatives

- Hosted the **2017 Cambria County Suicide Prevention Summit**, featuring Kevin Hines as the Keynote speaker. This event led to the formation of the Cambria County Suicide Prevention Task Force, which continues to function today.
- **Laurel Highlands Semicolon Project** – school outreach and 2022 logo contest with 85 submissions from 5 schools.

✔ Assisted in re-organizing and re-launching the **Cambria County Community Support Program** – helped to increase membership, supported Zoom meetings throughout the pandemic.

✔ **Recovery in the Valley** – 6 years and counting. This yearly family-friendly event celebrates prevention, treatment, and recovery in all its forms.

✔ **STAR Summit** (Success, Treatment, Advocacy and Recovery) – 5 years and counting. This yearly event celebrates excellence in behavioral health.

✔ **Duffle Bag Project** – Duffle Bag Project was one of many school-based initiatives the Magellan team has supported.



“Magellan has been great for the community. They are very hands-on and always available to answer our questions. Magellan staff attend drop-in events and lead their own events and trainings that show us we are being heard. Their support has actually inspired me to become a Certified Peer Specialist.”

— Tracy McQuown





A 5-Year Success Story in Cambria County

What's to come



Our first five years have included many highlights and success stories that are the result of our strong partnerships across the County. To provide even better outcomes for Cambria residents, our collective efforts will continue to include the expansion of services into more rural areas of the County, as well as help to overcome the ongoing provider workforce challenges. We are guided by a comprehensive strategic plan that is updated on a regular basis in consultation with County leadership and key local stakeholders.

It is our sincere belief that this relationship-based approach with a motivated team of skilled professionals will continue to develop innovative solutions. Members across Cambria County deserve the most accessible and diverse options for their behavioral health, and we look forward to more success stories and highlights in the years to come.

In 2023-2024, Cambria County officials, stakeholders, and Magellan plan to:

- Expand crisis services to include the opening of a walk-in crisis center in Johnstown and a satellite service office in the northern portion of Cambria County.
- Open a Recovery Community Center, where individuals with substance use disorders can participate in recovery oriented social activities. This center will be open on the evenings/weekends and be peer run.
- Provide education to members on the importance of treatment adherence, follow up appointments, and medication adherence.
- Expand the continuum of care for youth, including early intervention services for those ages 2-7, as well as transitional programs back to home and community-based settings.
- Assist providers with staff recruitment and retention.



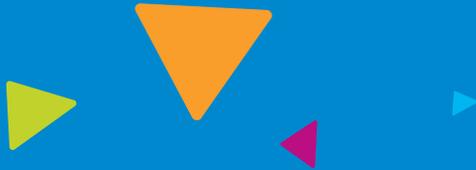
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“From day one, Magellan has proactively worked to develop relationships and connections within the community and has demonstrated a commitment to the health and well-being of the residents of Cambria County. Magellan has invested in the communities of Cambria County and become a part of the fabric of our communities, from a visible presence and participation in public events and committees to spearheading the creation and implementation of programs like My Life and Recovery in the Valley. Magellan demonstrates that Cambria County is not merely a business acquisition but a true partner with whom they are invested.”

— Tracy Selak, Administrator, Cambria County Behavioral Health/
Intellectual Disabilities/Early Intervention Program

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