

Project scope:

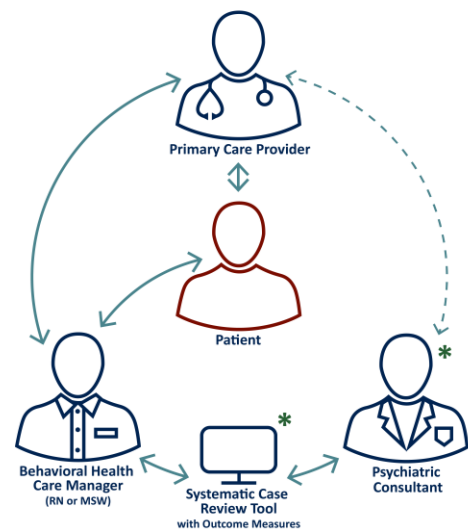
To expand use of the existing Collaborative Care Model, or CoCM. This model is available to all members in a Blue Cross Blue Shield of Michigan and Blue Care Network plan, including;

- Blue Cross commercial groups
- Blue Care Network commercial groups
- Individual members
- BCN Medicare Advantage
- Medicare Plus BlueSM

What is the Collaborative Care Model?

- The Collaborative Care Model is a provider-focused model that expands a patient's dedicated care team to include a behavioral health care manager, or BHCM, and consulting psychiatrist.
- CoCM may be used when a patient is diagnosed with depression, anxiety or other behavioral health disorders.
- The psychiatrist and BHCM meet weekly to review the caseload of CoCM patients.
- The BHCM brings the psychiatrist's recommendations to the primary care provider, or PCP.
- The PCP and patient decide whether to change the patient's treatment.
- Cycle repeats until patient is in remission.

The Collaborative Care Treatment Team



When CoCM is used, the patient is more likely to address behavioral health issues. This results in better-managed medical and behavioral health care.

- The primary care physician office remains the central point of treatment in the PCMH in line with our Patient-Centered Medical Home philosophy and ultimately makes the treatment decision for the patient.
- Members may feel more comfortable having a consulting psychiatrist work behind the scenes than they would working directly with a psychiatrist.
- The psychiatrist can influence treatment for more members and provide consultation services more quickly using the CoCM approach than they would using traditional face-to-face services. CoCM frees up the psychiatrist to concentrate their face-to-face efforts on patients with more severe conditions.

Background

Blue Cross Blue Shield of Michigan and Blue Care Network began paying for services offered under CoCM in 2017. Enterprise-wide projects are underway to improve the member experience when this model is used.

Although this is a national model, our current efforts focus on Michigan providers and [Patient-Centered Medical Home](#) practices, especially those that participate in our [Provider-Delivered Care Management](#) program. These practices may be better equipped to shift to this integrated approach as the necessary collaborative infrastructure may be in place already.

There are some unique practice workflow, billing and other requirements needed to use the model. For example, practices must meet data collection requirements and have screening and crisis protocols.

In order to increase provider engagement in the model, [Blue Cross Value Partnerships](#) has created an incentive structure to improve care management in the primary care setting. Value Partnerships has also provided training to help providers understand the benefits of the program and how to successfully implement CoCM. Blue Cross is considered a market leader in this area, as we're the only carrier currently offering CoCM incentives and training to providers.

Why use CoCM?

- Nearly 80% of patients seek or receive behavioral health care from their primary care provider. That's why an integrated approach, with the primary care provider at its core, makes sense.
- CoCM expands the primary care physician's resources for ongoing outreach and adjustments to a patient's treatment plan to improve the quality of care.
- Costs and barriers to care may be reduced when CoCM is used.

Where is CoCM being used?

- The CoCM is a national program that is being implemented in all 50 states. However, Blue Cross is the only carrier providing provider incentives and comprehensive training to expand the implementation of the model.

What is the value of the CoCM?

- **Improves quality:** The Collaborative Care Model will improve the quality of care by using a consulting psychiatrist and behavioral health care manager to better manage and monitor a patient's treatment plan.
- **Improves access and convenience:** The consulting psychiatrist works as part of the care team and regularly provides treatment recommendations, although treatment decisions are ultimately made by the primary care physician. Much of the consulting work can be done by phone, allowing a psychiatrist to provide consultations outside of the geographic area in which he or she normally practices.
- **Reduces cost:** Patients with a behavioral health diagnosis have higher health care costs. Through CoCM, costs can be avoided through better-managed chronic conditions, reduced inpatient admissions or emergency department visits and better medication management for anxiety and depression.
- **Improves outcomes:** Data demonstrate that coordinating behavioral and physical health not only improves patient outcomes but also provides a strong return on investment.
- **Reduces stigma:** Patients are more likely to follow through with behavioral health treatment through the Collaborative Care Model than when they're given a referral to a psychiatrist, psychologist or other mental health professional.

For additional information and resources

If you have questions, contact your provider consultant. To locate your provider consultant:

- Go to **bcbsm.com/providers**
- Click on *Contact Us* in the upper right corner of the page
- Under *Hospitals and facilities* or *Physicians and professionals*, click *Blue Cross Blue Shield of Michigan provider contacts* or *Blue Care Network provider contacts*
- Click *Provider consultants*
- Find your consultant on the applicable regional list