

36TH ANNUAL **AHA RURAL** | LEADERSHIP  
**HEALTH CARE** | CONFERENCE

**FEBRUARY 19-22, 2023** | **SAN ANTONIO, TX**

JW MARRIOTT SAN ANTONIO HILL COUNTRY

# Expanding Behavioral Health Programs Into Schools and Community Access Sites

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February 21, 2023

# Objectives

- Share our story
- Benefits of being a Rural Health Clinic
- Ways to extend behavioral access within your community
- Lessons learned
- Questions





# Who are we?



“Proper healthcare is about people and technology. It’s about combining a fundamental sense of community with an attention to modern advancement to create the most welcoming and effective result for patients”.



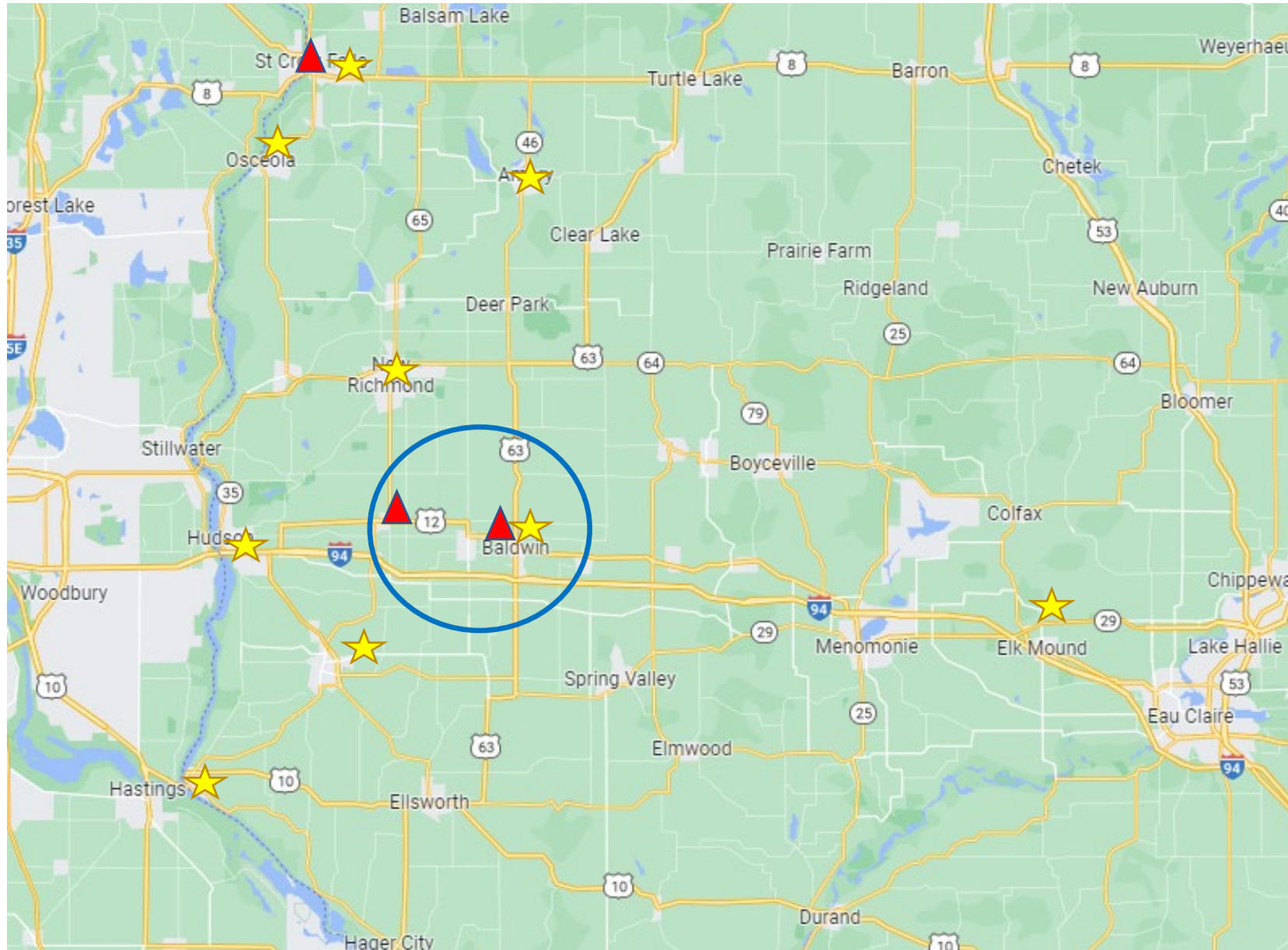
# Mission

- **Our Vision**  
Imagine a healthier tomorrow.
- **Our Mission**  
To build a healthier tomorrow together.
- **Our Values**  
We will achieve our vision through exercise of our core values



**WESTERN WISCONSIN HEALTH**

# Geographical location



- ▲ Rural Health Clinic
- ★ Critical Access Hospitals



# Provider Based Rural Health Clinic's



# Integrated Primary Care



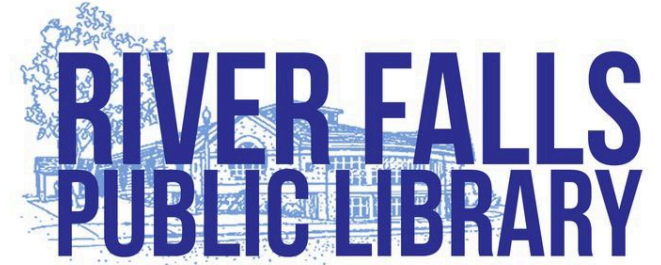


# Recruiting

- Internships
- Residency Programs
- Clinical Rotations
- Word of Mouth



# Community Relationships





# Demand

● USA TODAY.

**As suicide rate keeps rising in Wisconsin, concentration in rural areas raises alarm**



*“When others say no, we say yes”*



# Barriers to Access

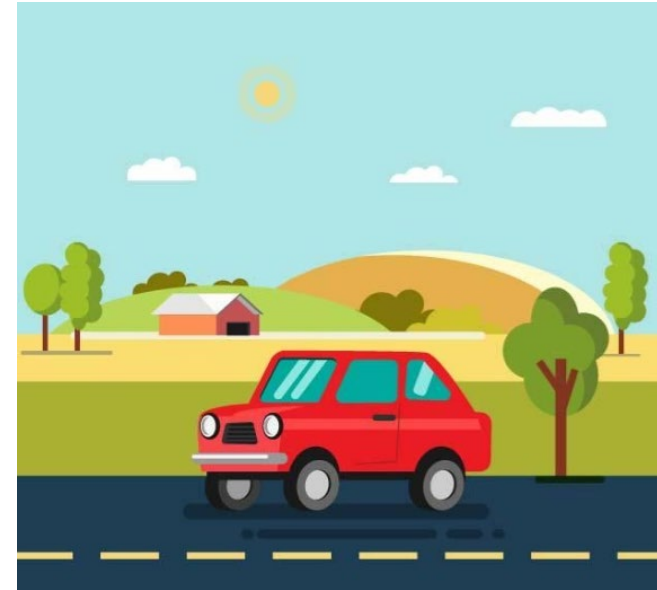
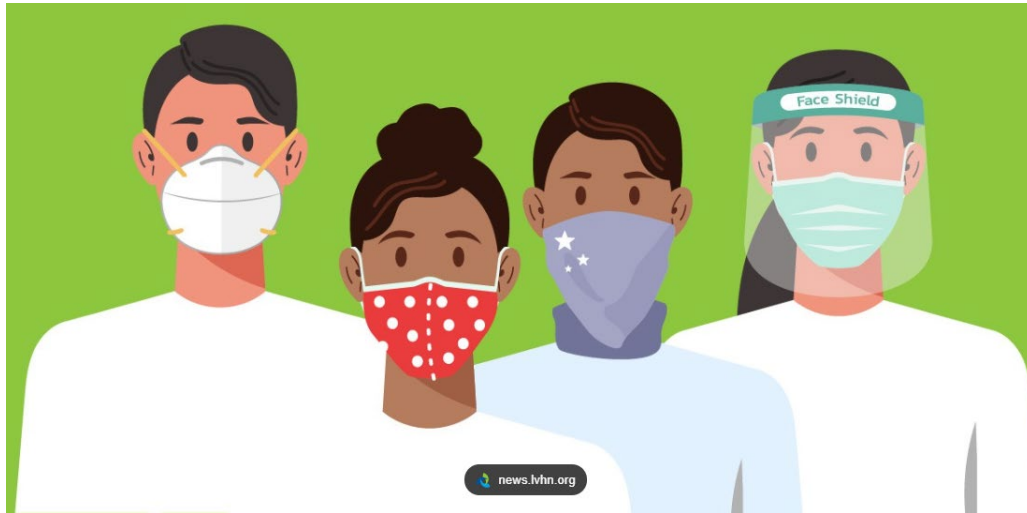
NEWS > LOCAL NEWS

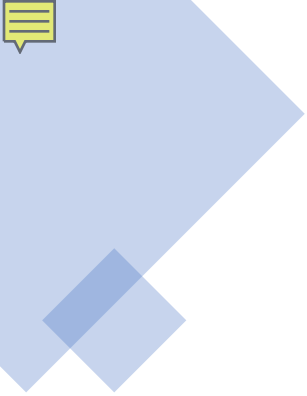


## Rural communities left out of broadband boom in Wisconsin

THE WISCONSIN IDEA

### A Quarter of Rural Wisconsinites Lack Adequate Internet Access





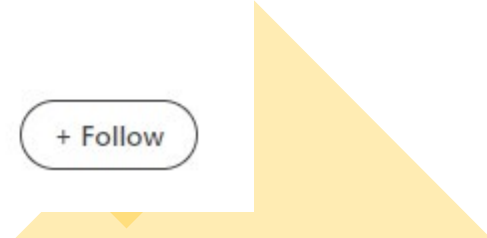
# Western Wisconsin Health Receives Behavioral Health Telehealth Grant



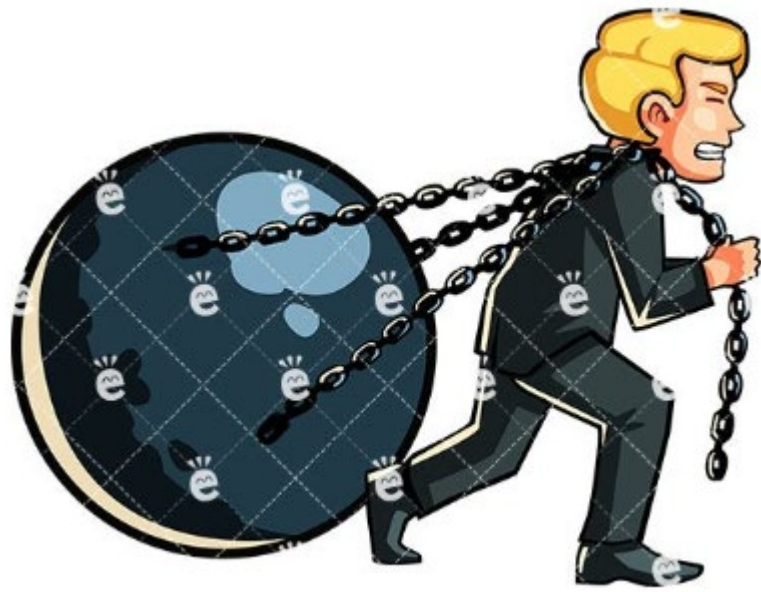
Western Wisconsin Health

Published Sep 21, 2022

+ Follow



# Implementation



- September 2022-December 2022
- School/Library/Community Center
- Technology & Furniture
- Behavioral Health Providers
- Hybrid Model





# Training & Workflow



Director of Health Information Management  
& Privacy Officer

- Compliance & Staff training
- Patient workflow within schools' districts/Library's
- Quarterly Meetings



# Metrics

- School visits
- Telehealth utilization
- Revenue
- National Research Council (NRC)



# Sustainability

- Regulatory changes for 2022 & 2023
- Cost report
- CMS Productivity Standard
- Demand

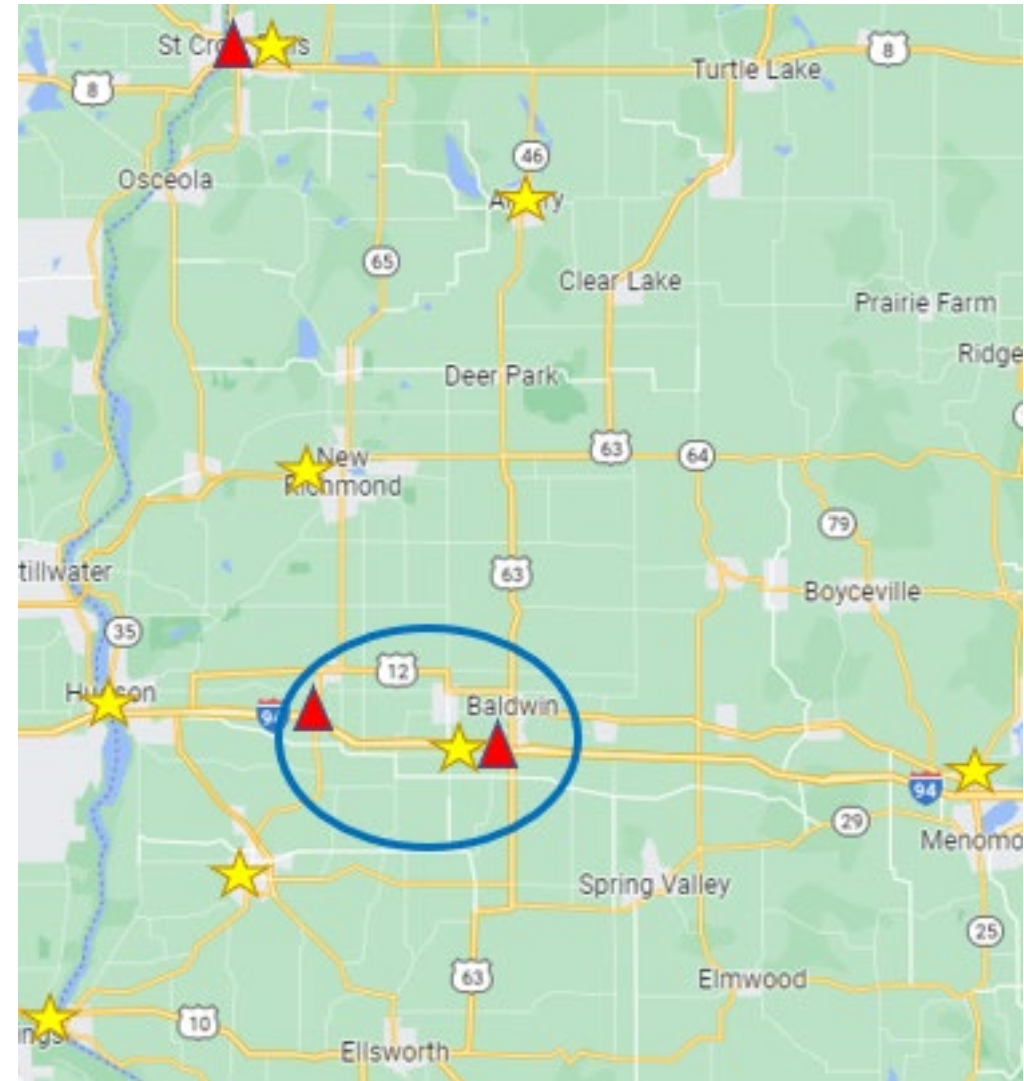




# Sustainability Continued.....

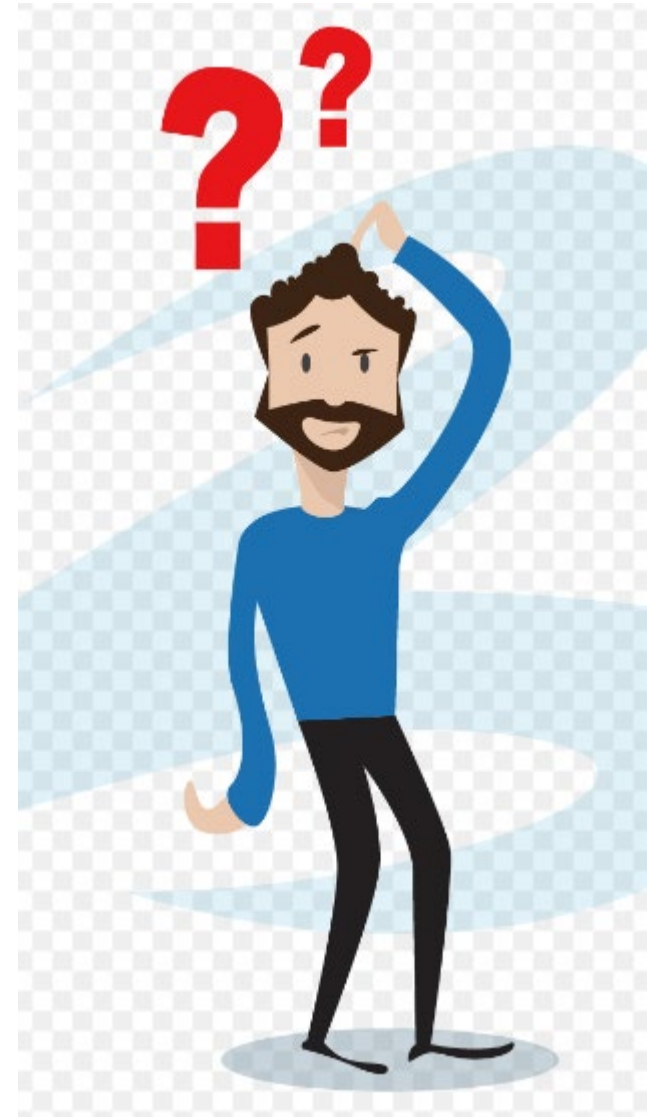
- County Government
- Universities
- New covered lives
- Grant funding

“If we build it today, will it be here tomorrow”



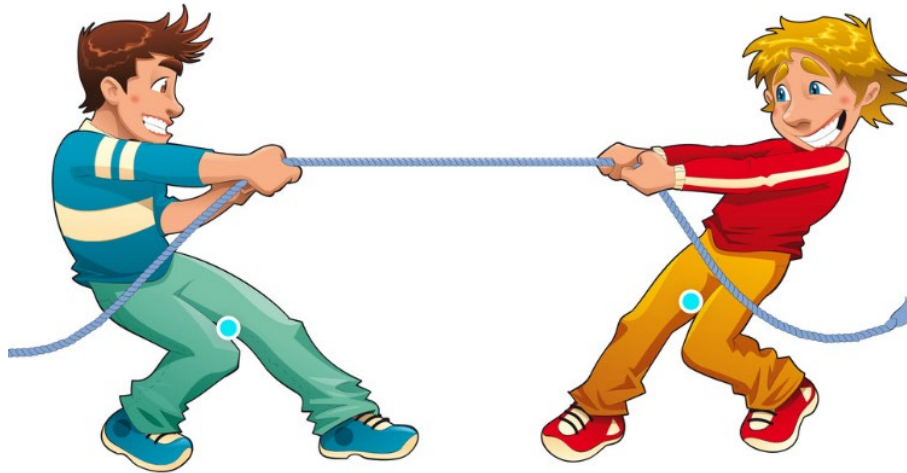
# Challenges

- Infrastructure
- Patient adoption
- Patient demand
- Parent/Legal gradian engagement



# Resources

- Five districts in the same region
- Different patient needs
- Provider capacity
- Summer School





# Outcomes

- Strong Communities
- Improve access to behavioral health
- Community partnership
- Provider satisfaction





# Benefits

- Increase in market share
- Wraparound services
- Space
- RHC visits





# Lessons Learned

- Explore physical sites
- Explore communication infrastructure
- School/Staff training
- Billing





# Crisis in the Emergency Room





# What's Next

- Intensive Outpatient Program
- Medication Assisted Withdraw Program
- Expansion of Telehealth access





# Questions



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