The Changing Paradigm for Health & Human Services: The Trends Shaping Planning for Today & the Future

Monica E. Oss, Chief Executive Officer, OPEN MINDS
June 15, 2011
Discussion Agenda

- Key drivers of change causing shifts in the field – and new market opportunities
- Emerging new models for service delivery
- Developing strategies for market success
Environment Drives Strategy
Strategy Drives Organizational Structure
Organizational Structure Supported By Management Systems

To paraphrase Peter Drucker . . .
Key Drivers Of Change Causing Shifts In The Field – & New Market Opportunities
Innovation Model in Health & Human Services Changing

Sustaining innovation

Incremental improvements
Serve existing customers
Maintain current systems

Disruptive innovation

Disruption of professionals permits ‘less skilled’ professionals to provide services (and consumer self-service)

Disruption of institutions permits service delivery in less intensive settings (or at home)
Effect of Disruptive Innovation on Health & Human Services

- Create new markets that undermine market share of existing market leaders
- Brings crisis to established institutions that cannot adopt their business model
Synergistic & Simultaneous Disruptive Innovations in Health & Human Services

Changes in Health & Human Service Budgets & Financing Models

Synergistic Effects On Successful Market Models & Industry Leadership

Emerging Developments in Neuroscience

New Functionality in Telecommunications & Information Management
Emerging Developments in Neuroscience – Advances in Brain Science Changing Treatment Models
Scientific Discoveries Fueling Commercial Neuroscience Offerings

- Ability to monitor brain functionality using scanning technologies and new biologic tests
- Changing theory of brain development and maturity – longer and later
- Discovery of brain cell regeneration – role of physical exercise, cognitive exercise, etc.
- Better understanding of brain chemistry
- Identification of genetic and epigenetic factors in behavioral and cognitive disability
Recent Commercial Developments

- Better diagnostics – brain scans, biomarkers, and more – for mental, addictive, and cognitive disorders

- Innovative drug delivery systems – patches, injectables, and genetically-designed drugs – for mental illness, addictions, dementias, intellectual disabilities

- Virtual reality and alternative reality treatment applications

- Neurotech treatments
VeriPsych™ is the first and only blood test to aid a psychiatrist in the
diagnosis of schizophrenia.

Latest News
Feb 8 2011
VeriPsych Recognized at European Entrepreneur Awards in Zurich
Scanning Technologies in Behavioral Health

- Early detection of brain changes
- Diagnosis of illness
- Predict and monitor the effectiveness of therapies, including medication

- Electroencephalograms (EEG)
- Magnetic Resonance Imaging (MRI and fMRI)
- Positive Emission Tomography (PET)
- Single Photon Emission Computed Tomography (SPECT)
From Amen Clinics Web Site

Methamphetamine Addict
Frontal Temporal Lobe Dementia - Before
Frontal Temporal Lobe Dementia - After
Mass Murder (15 Year Old)

Baseline Surface
Baseline Surface
Concentration Surface
Concentration Surface
Concentration Active

After Gratitude
Before Gratitude
After TX
Before TX
Innovative Drug Delivery Systems

- Patches
- Injectables
- Genetically-designed drugs

- For mental illness, addictions, dementias, intellectual disabilities, and other cognitive conditions
Virtual Reality & Alternate Reality Treatment Tools

- VR technology
- Use of avatars
- Integration of service process with social networks
- mHealth as a platform
NeuroVR Therapy

Full Immersion VR

“Cave” VR
Office of Air Force Surgeon General
Telemental Health VR Project For PTSD
VirtualGalen – Virtual Reality & Avatars for Autism
Neurotherapy Market Has Two Sectors

- **Stimulation-based or neuromodulation therapies**
  - ✓ Invasive
    - • Vagus nerve stimulation
    - • Deep brain stimulation
  - ✓ Non-invasive
    - • Transcranial magnetic stimulation
    - • Light therapy
    - • Frequency-based light & sound neurotherapy

- **Exercise-based therapies**
  - ✓ Neurofeedback (EEG, HEG, & rt-FMRI)
  - ✓ Cognitive retraining
  - ✓ Mindfulness meditation
Cyberonics’ Vagus Nerve Stimulation Device
Medtronics’ Deep Brain Stimulation Device
Transcranial Magnetic Stimulation in the Physician’s Office
A TMS Investigational Device for Migraine Relief
New study on the Brain Fitness Program published in the Journal of the American Geriatric Society

The study, led by Mayo Clinic and USC, shows that the Brain Fitness Program significantly improves memory and attention—and that people notice these changes in their daily lives. Read the press release to learn more or buy now to experience these benefits for yourself.

Catch Posit Science on PBS

Dr. Merzenich and Posit Science InSight are featured in a brand new PBS special, Brain Fitness 2: Sight and Sound. Sight and Sound is a follow-up to last year’s highly popular Brain Fitness Program. Check our schedule for showtimes, or watch a preview here.
New Science Changing Consumer Expectations

1. **Brain scans and related diagnostic technologies**  New technologies provide ‘demonstrable’ evidence of brain condition and changes due to treatment – more of ‘what works.’

2. **Prevention and early intervention possible**  New brain research changing treatment approaches (age of development, brain cell replacement, etc.) – can prevent behavioral disorders and create new cognitive functioning.

3. **Integrated approach with new interventions**  New research validates neurotech, enhanced pharma, genomics and biomarkers, virtual realities, exercise, meditative states, nutrition, acupuncture, etc. – creates consumer demand for integrative approaches.

4. **Neuroenhancement and cosmetic neurology**  Consumers will look for enhanced brain functioning with new tools.

High consumer demand for ‘new science’
New Functionality in Telecommunications & Information Management Reshaping Service Delivery
The Information Technology Building Blocks of Future Success

**Bioconnectivity** –
Merger of data from EMR, claims databases, and clinical testing data with connectivity technology
Creates comprehensive, web accessible data set

**Informatics** -
Analysis of data gathered through bioconnectivity
Systematic study of the health care delivery system – and the tools and methods to support decisions
Bioconnectivity Data Used in Health Informatics

Clinical Data From New Diagnostics & Emerging Neurotech

EMRs & EMR Data (NHIN of the future)

Bioconnectivity Single Real-Time Clinical, Admin, & Cost Data Set

Clinical Metrics From E-Health & Remote Consumer Monitoring

Connection of All Data Sets Via Web Tools (With Consumer & Professional Access)
Your LDL cholesterol is still too high.

Please increase your Lipitor from 20 mg a day to 40 mg a day. You can take two pills at a time until you use up your current prescription.

I can call in a new prescription to the higher dose to your pharmacy. Please let me know where to call.

Be well,

GSF
Physician Making an On-Line House Call
CardioNet
Popchilla, Robot-Based Autism Therapy for Children
The SONY Paro

Paro at a nursing home in Japan (Photo courtesy of Dr. Takanori Shibata)

Robot therapy with Paro at a pediatric ward in Stockholm, Sweden (Photo courtesy of Dr. Takanori Shibata)
MEDCottage “Smart Home” Concept

The MEDCottage, or so called “Granny Pod,” is being marketed as “family managed health care as an alternative to long-term care facilities.”
MindApps 2010 Launch of eCBT Trauma

Mental health application for the iPhone and iPod touch smartphones based on cognitive behavioral therapy (CBT) principles to help people with post-traumatic stress disorder (PTSD)
Addiction CHESS (Comprehensive Health Enhancement Support System)
I-Phone Application “Smurks” For Autism Therapy
Change in Health & Human Service Budgets & Financing Models
Confluence Of National Financial & Legislative Events Created The Current Market Dynamics

Banking crisis

TARP (including Parity Act)

Recession and collapse of state budgets

Stimulus package (ARRA)

Health care reform legislation

End of ARRA funds for Medicaid (January 1, 2011)
Payer Responses to the Recession & Budget Issues
Payer Response to Budget Issues – State Medicaid & Private Health Plans

- Reduced fees to provider organizations
- Reduced eligibility for services at state level
- Reduce coverage of services at state level
- Risk-based, pay-for-performance, and value-based purchasing initiatives (more managed care)
- Privatization and outsourcing

*This financial pressure is speeding the adoption of disruptive innovations.*
Reduced Fees To Service Delivery Organizations

- Many Medicaid plans have put across-the-board rate cuts in place
- Continuing controversy about Medicare specialist rates
- No rate increases in sight
Reduced Eligibility for Services & Coverage of Services

- Applies to both employer-sponsored and government-sponsored health plans
- Rising coinsurance, deductibles, and copayments
- Medicaid plans continue to eliminate discretionary services from coverage
Risk-Based, Pay-For-Performance, & Value-Based Purchasing Initiatives

- More Medicaid managed care – particularly for consumers with disabilities
- CMS Value-Based Purchasing program
- New NQF measures for mental health
- NQF measures for addiction
- Move from FFS to bundled case rates
  - Texas child welfare recommendation
  - Oregon and Nebraska DD payments
  - Pennsylvania autism case rate pilot
- Medicaid plans adding value-based purchasing initiatives
  - Texas Medicaid adding more performance incentives to BH MCO contracts
Privatization & Outsourcing

- Medicare administrative contracting moving to more competitive purchasing
- Medicaid administrative changes
- Medicaid managed care administrative moved to competitive bidding
- Privatization of service delivery in states where states/counties provide community-based services
- Privatization of facility management
Federal Health Care Reform Initiatives
The Patient Protection & Affordable Care Act

- Passed on March 23, 2010
- Not a single system change – a series of changes to health care system financing and delivery
- State-based health care reform with Federal template
- Most similar model is Massachusetts’ state health plan
Reform Plan To Achieve Universal Coverage in 2014

- Current Medicare and Medicaid eligibility remain the same
- Medicaid expansion
  - All adults in households of less than 133% of the federal poverty level
- Employers with 50 or more employees must provide insurance coverage or pay penalty
- Individual mandate becomes effective for those not covered
- Premium tax credit to assist with individual mandate
  - Any household income from 133% up to 400% of federal poverty level will pay a maximum health care premium equal to 2% up to 9.5% of their household income (sec. 5000A, amended sec. 1002)
  - Credits via annual tax returns for premium overcharge
- Health insurance exchanges go live
  - Design to be set up by the states with mandatory call center
  - For companies with 100 or fewer employees and individuals without adequate coverage
September 2010 Provisions of Health Care Reform Bill

- Establishes high-risk health insurance pool for uninsured because of pre-existing conditions (Sec 1101, began 90 days after enactment and ends on January 1, 2014)
- Allows uninsured, dependent, children up to the age of 26 to be covered on parents insurance (Sec. 2714; began six months after enactment)
- Requires states to maintain current income eligibility levels for CHIP through September 30, 2019. From 2015 to 2019, provides states with a 23 percentage point increase in their federal CHIP match rates, with a cap at 100% (Sec 2101)
- Small business tax credits for coverage
January 2011 Provisions of Health Care Reform Bill

- Health insurance plans no longer allowed to have annual/lifetime limits – or preexisting condition rules
- Full coverage of prevention services
- Medical loss ratio standards are set
- Bonuses to health care professionals and provider organizations for use of electronic health records
CMS Initiatives In Place In Past Year

- Expanded ease use of home- and community-based waivers – all disability groups in single waiver
- Expanded Medicare telehealth coverage for 2011
- Extended state Medicaid waivers for programs serving dual-eligibles
- Opened provider organization registration for EHR incentive programs
- Remove “rehab” requirement for use of home care services
Planned Sources To Finance Health Care Reform Initiatives

Pay-for-performance initiatives

Enforcement of program integrity

Efficiencies from health IT investments

Comparative effectiveness research incorporated into program policy

Enhanced collection of tax revenues from small businesses

Increased taxes on households with $250,000+ in annual income

Pay-for-performance initiatives
<table>
<thead>
<tr>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dementia Detection &amp; Management</td>
</tr>
<tr>
<td>Alzheimer’s &amp; Other Dementia</td>
</tr>
<tr>
<td>Children With ADHD</td>
</tr>
<tr>
<td>Serious Emotional Disorders</td>
</tr>
<tr>
<td>Autism Spectrum Disorders</td>
</tr>
<tr>
<td>Social-Emotional &amp; Developmental Disorders</td>
</tr>
<tr>
<td>Major Depressive Disorders</td>
</tr>
<tr>
<td>Chronic Pain Management</td>
</tr>
<tr>
<td>Pharmacologic Treatment</td>
</tr>
<tr>
<td>Post-Suicide-Attempt Management Strategies</td>
</tr>
<tr>
<td>Serious &amp; Persistent Mental Illness</td>
</tr>
<tr>
<td>Primary Care &amp; Mental Health Care</td>
</tr>
</tbody>
</table>
Reform Market Effects With Greatest Impact on Local Behavioral Health System Plans

1. Medicaid expansion – and state response to Medicaid expansion
   ✓ More managed care and disease management initiatives
   ✓ Move of state funding for mental health to Medicaid

2. Mandated employer coverage -- with child eligibility up to age 26, no annual or lifetime limits, and no preexisting condition exclusions

3. Incentives for primary care and community-based service delivery

4. Focus on outcomes: “P4P” initiatives and application of comparative effectiveness research in financing and service delivery

5. Enforcement of “program integrity”
Likely Effects of Health Care Reform on States (& Counties)

- Estimated Medicaid enrollment increase due to health care reform
- Likely to see larger state variability – and increase in differences between states
- More managed care for Medicaid populations
- While Medicaid expansion is budget neutral to states for first years, states anticipating challenges in managing larger system
- Combination of parity and universal coverage under health care reform will move most state mental health funding to Medicaid
Strategic Implications Of Health Care Reform For Behavioral Health & Human Service System

1. More behavioral health dollars – through universal coverage with parity provisions

2. Most behavioral health dollars will flow through health plans

3. Health care reform legislation creates incentives for primary care focus and community-based care
   - Behavioral health specialists will be focused on complex/chronic cases
   - More services addressed in community-based settings

4. More managed care with immediate increase in carve-out financing of behavioral health – with longer-term payer plans for integration

5. Comparative effectiveness research will be ‘operationalized’
   - More focus on consumer outcomes and P4P
   - Comparative effectiveness will increase private pay market – new tech, services not ‘preferred’

6. More (and new) competition in behavioral health treatment space

7. Health plan-based financing will draw clear lines between ‘health’ services and ‘social’ services
Emerging New Models For Service Delivery
Online Mental Health Counseling
"Caring online counseling -- just what the doctor ordered."
-- Updated January 1, 2008 --

Welcome!

You have come to a place of healing and growth, where you can purchase information, counseling and personal guidance from a very experienced, supportive, and thoughtful psychiatrist, Ron Sterling, M.D.

This is an online mental health information and counseling center. Dr. Sterling's 31 years of psychiatric expertise allow him to assist you by E-mail, Internet Chat, and Telephone, with just about any type of non-emergency personal difficulty you may be experiencing.
MDLiveCare

1-888-MDCARE8
24h Toll Free (1-888-632-2738)

The doctor will see you now

See a doctor from anywhere by video, phone or e-mail. Plans starting as low as $49.95 per visit!

Get Started

Wellness & Lifestyle

From life coaching to nutrition, get access to expert advice and testing from our wellness panel.

On-Demand Live Care

MDLiveCare is a revolutionary health care delivery system that provides patients with on-demand access to board certified doctors and licensed therapists. The goal is simple: To connect you with the
NowClinic: Virtual House Call To Go Nationwide in 2010

A screen shot of a virtual exam
Learn How to Set Up an Online Counseling Appointment Now!

Virtual Email Online Counseling Sessions are only one click away!

- No need to set up an appointment for email counseling sessions. Just click on "Make an Email Appointment" once logged in.
- Then select the Online Counselor or Medical Professional of your choice.

Members: Log in Here
New Members: Sign Up Here

Read more information about Online Counseling Appointments.

We are one of the first, and most original, online counseling and medical service!

Get the benefit of online counseling from the privacy of your own home or office. We provide different mental health online counseling alternatives such as telephone, email, chat, and audiosvisual counseling mediums. Our site is reliable, safe, and private. Our staff of internet therapists and mental health counseling professionals are fully qualified in the following areas: psychiatry, psychology, therapy, career development, professional coaching, marriage counseling, family therapy, and substance abuse counseling. We also offer a wide variety of hypnosis tapes and hypnosis CDs, and hypnosis MP3s and mental health educational videos!
Online Therapy / Online Counseling

eTherapy is the practice of psychotherapy using the Internet as the means of communication between client and mental health practitioner. Psychologists, psychotherapists, social workers, psychiatrists and counselors who are licensed may use Online Therapy (also known as e-therapy), Online Counseling (Online Counselling in England), Internet Therapy, and Internet Counseling to provide service to people who suffer from depression, anxiety, stress, family issues, eating disorders, self-esteem issues and other mental health issues.
Live-Counselor.com
Professional Online Counselors

There's always someone to talk to.
Speak to our online counselors, from the convenience of your home!

Our reliable counselors are available 24/7 for you! Kasamba offers you direct access to a wide variety of experienced professional counselors.

Stay anonymous and unload your burdens with someone who can listen and offer help. All sessions start free, meet your personal counselor now.

Relationship Issues | Parenting | Addictions | Eating Disorders | Emotional Disorders | Personal Development

Ryan Kappel, MSW, LSW
★★★★★ (829 reviews)
Experienced individual/family therapist working all types of problems from relationships to at-risk behaviors to depress...

Online Contact Live!
$2.00/minute

Rafael Morales Tosa, MA-MS, MHT-MHRS-MFT
★★★★★ (638 reviews)
We all need objective, compassionate and insightful feedback in order to understand, comfort, nurture and motivate ourse...

Online Contact Live!
$1.99/minute

GREAT VARIETY
More Info

See What Others Say

"My counselor was very helpful, non-judgmental, validating, and calming. Thank you for taking the time to help me right when I..."
Sparks of Genius™

Brain Fitness You Can Trust
Call Us 1-561-245-4613

Prevent, Slow Down, Stop or Reverse Memory Loss

Improve Academics, Attention, & Potential

KIDS PROGRAM  click here

ADULT PROGRAM  click here

“Is There Help For My Child?”

Sparks Of Genius
Brain fitness training helps children with attention deficits and learning problems. more...

Tips to Transformation
Spark your children’s genius and watch them soar to new levels of accomplishment more...

“Is There Help For Memory Loss?”

Protect Your Memory
Find out how brain fitness training strengthens memory and sharpens your brain. more...

Tips, Optimal Brain Fitness
Turn memory loss into memory more...
Founded in 2002, Hired Power Transitional Recovery Services was the first company to professionalize Transition Services.

Today, Hired Power is the longest established professional transition service and continues to lead with a commitment to the highest standards of professionalism, safety and responsibility. Hired Power is well-known both nationally and internationally for confidentiality, discretion, and anonymity.

Nanette Zumwalt, President and CEO of Hired Power has worked in the business of supporting addicts for more than 20 years. She has worked with more than 250 programs and 400 clients nationally and internationally, specializing in providing custom, confidential support to those who lead high-profile lives. Nanette is trusted by high-profile clients, professionals and treatment centers to provide support in many different phases of recovery. Her specialty is bringing recovery home and on the road; finding the resources to meet the individual needs of each client. Nanette believes that Hired Power provides the answer to bridging the gaps addicts face in traditional treatment plans.

The Hired Power team has more than two decades of experience.
Sober Escort:
We Get You Where You Need To Go.

Client transportation services are provided by a Traveling Sober Escort. For some obvious reasons (and some not so obvious), transportation can be a huge hurdle in the life of a newly abstinent person. Whether the client is interested in maintaining an ongoing recovery or just needs to stay abstinent for a period of time, getting from A to B can be a real hassle.

We are called upon by parents to transport adolescents from their home or detox directly to a residential treatment facility. Often, the parents of a recovering teen have their hands full - there's no time left to take a trip across the country to ensure their son or daughter makes it safely to a healing environment.
Human Services Without Walls

(prov’dens) - the exercise of foresight and care for the future

PROVIDENCE SERVICE CORPORATION

In-Home Tutoring

In many states Providence offers tailored one-on-one tutoring in the comfort and convenience of the client’s home. Our programs provide private, focused tutoring and mentoring. Each child participates in an innovative pre-testing process in order to create and individualized program tailored to the unique needs of that child. Students quickly become eager learners and are willing to try harder in subject areas that have become a source of frustration.

We believe that every child, regardless of their socio-economic background, deserves a chance to have a good education. We are proud partners of many local area social services agencies, school districts and non-profit organizations that deal with kids who have problems. We specialize in working with at-risk youth and children who have been victims of abuse and neglect. Encouragement, inspiration and building self-esteem have become the foundational tenets of our tutoring.

Currently, the main provider of this service is our wholly owned subsidiary, A to Z In-Home Tutoring www.atoztutoring.com ("A to Z"). A to Z is proud to be a No Child Left Behind supplemental education service provider in many states, partnering with local school districts to provide after school tutoring to children living in poverty. A to Z also partners with...
eGetGoing On-Line Addiction Treatment
Teengetgoing On-line Addiction Treatment For Adolescents

Join a live group dealing with alcohol & drug issues

Do you know

Women Get Drunk Faster Than Men
The same amount of alcohol is more intoxicating to females than males. A female’s body processes alcohol differently than a male...

Secrets

Danger Zone
Alcohol poisoning occurs following drinking games to see who can drink the most, the fastest, or heavy binge drinking over a few hours.

Ever wonder...

- Do I have a problem?
- Why can't I stop using?
- How can I help someone I care about?

Become a member
Free evaluation
Human Services Without Walls
(prä've dens) - the exercise of foresight and care for the future

PROVIDENCE SERVICE CORPORATION

Virtual Residential Programs (VRP) ™

The Virtual Residential Program provides families, schools and communities with a community-based alternative to unnecessary out-of-home placements. The program also seeks to facilitate the successful reunification of youth with their families following residential, psychiatric or foster home placements.

The Virtual Residential Program (VRP) is a distinctive and effective service that unites highly intensive, multi-systemic in-home services within the structure of a residential approach. The average intensity of VRP services initially is thirty-five hours per week, with a focus on defusing imminent risk factors and implementing crisis stabilization plans. Services are initially planned within an eight-week time frame and extended in four-week increments based on treatment team recommendations and referral source authorizations. Step-down services are available to transition families toward less restrictive services at the earliest possible opportunity.

The VRP Treatment Team, including the client, referring agency representative and parent/guardian, establish the Virtual Residential Schedule, which individualizes daily routines and integrates treatment and behavior management components. The Team also introduces the Five-Phase System, which outlines
Remote Consumer Status Report by QuietCare

CURRENT STATUS SCREEN

<table>
<thead>
<tr>
<th>Activity</th>
<th>Current Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Bedroom Exit</td>
<td>Jane Doe woke up this morning and moved around the home.</td>
</tr>
<tr>
<td>Possible Bathroom Fall</td>
<td>Red: Fall may have occurred. Jane Doe at 212-555-1212 may require immediate medical attention, contact Jane Doe immediately to check on their condition.</td>
</tr>
<tr>
<td>Medication</td>
<td>0 Medication events yesterday. This motion sensor data must be used in conjunction with a detailed understanding of medications and their dosage amounts and timing. This information should not be construed as medical advice in any way.</td>
</tr>
<tr>
<td>Meal Preparation</td>
<td>Green Meal preparation was in the normal range.</td>
</tr>
<tr>
<td>Activity Index</td>
<td>Green Was active in the normal range over the past 24 hours.</td>
</tr>
<tr>
<td>Night Time Bathroom Visits</td>
<td>Green Bathroom usage was in the normal range.</td>
</tr>
</tbody>
</table>
ResCare “RestAssured” Staff Sharing Model Using Remote Technology & Staff

- Remote caregiver
  - ✓ Telecams
  - ✓ Sensors
  - ✓ Two-way audio
- On-call first responder
ResCare “RestAssured” Telecams
How does the “Home For A Lifetime” Initiative help?

This initiative creates resources and programs for the benefit of the community. They include:

- Neighborhood focused volunteer opportunities for and by seniors.
- Access to volunteers to volunteer drivers for seniors
- Mind-body wellness and creative arts programs geared for pre-retirement “boomers” to elders
- Programs for seniors who may have specialized needs and their caregivers
- Information and referral services for mental health wellness.
- Connection with local vendors of specialized products and services for older adults
- Resource directory as well as online access to resources for seniors, caregivers and pre-retirement “boomers”
WELCOME TO NEUROTECH COACHING

HI-TECH HEALING AND PEAK PERFORMANCE FOR THE 21ST CENTURY

Neurotech Coaching is a consultancy that has been devoted to scientifically based neurotechnologies that enhance brain function for over nineteen years.

The brain mediates all emotional, mental and physical functioning. When it is functioning correctly you are at your best, however if the brain is detuned then this manifests as problems on an emotional, behavioural, mental and physical level.

Neurotechnology is synergistic with all energetic, bodywork, behavioural, coaching, counselling, metabolic and medical approaches. We strive to work with individuals, coaches, parents and organisations to provide the best technologies and services to achieve their goals. We fully support our clients in the choice and ongoing use of all our products and services:

- brainwave assessment and brainwave biofeedback (neurotraining)
- brainwave entrainment (CDs and downloadable mp3s)
- brainwave entrainment (light stimulation unit)

REHABILITATION, REMEDIATION AND HEALING

Natural, non-invasive, drug free treatment for

<table>
<thead>
<tr>
<th>ADHD</th>
<th>ADD</th>
<th>Autism</th>
<th>Depression</th>
<th>Anxiety</th>
</tr>
</thead>
</table>

Enquire about our services now
Subscribe to our free newsletter now
Buy our latest Neurotechnology products
H R T C is a nonprofit organization dedicated to providing alternative treatment to people with drug and alcohol problems.

The treatment, Harm Reduction Psychotherapy, is based on the belief that substance abuse develops in each individual from a unique interaction of biological, psychological, and social factors.

Harm Reduction Psychotherapy is a non-judgmental approach to helping substance users reduce the negative impact of drugs and alcohol have on their lives. It respects that people use drugs for a variety of reasons. It addresses the complex relationship that people develop with drugs and alcohol. Drug and alcohol issues are addressed simultaneously with social and occupational concerns and psychological and emotional issues.

Anyone is welcome in our treatment program, regardless of the status of their drug use, regardless of their primary concerns or goals. A person’s goals can range from complete abstinence to controlled or safer use based on a desire to improve health, relationships, or one’s functioning in the world.

If you live in the San Francisco Bay Area and are interested in treatment, please call 415.863.4282. If you live elsewhere in the United States, other organizations can be found in the Resources section of this site.
Introducing the new way back to the true you™

Advanced TMS Clinics of Texas
New Drug Free, FDA Approved Treatment for Depression

For patients trapped by depression and its treatment side effects...

GRAPEVINE • BAYLOR ALL SAINTS FORT WORTH

Advanced TMS Clinics of Texas founded by Dr. Gary L. Malone is excited to offer repetitive Transcranial Magnetic Stimulation (rTMS) in his Grapevine and Baylor All Saints Fort Worth offices.

Dr. Malone has over 26 year of experience treating a vast number of adult patients with all levels of depression. He is pleased to include rTMS as a new treatment option for his patients. Read more about Dr. Malone.

Non-systemic • Non-invasive

NeuroStar®

"I was not able to leave the house before I started my treatments. I feel a great deal better than when I first came to the hospital. The TMS treatments have made me more aware of my surroundings and better able to cope with my feelings."
Treatment

About the rTMS treatment

- The treatment is made up of 20 sessions lasting an hour each in a comfortable environment with friendly staff.
- rTMS uses repetitive trains of magnetic pulses to stimulate nerve cells in the brain.
- This innovative technology has been researched by experts for over two decades.
- It is ideal for patients who have not achieved satisfactory improvement from prior antidepressant treatment.
- It is non-systemic (does not circulate in the bloodstream throughout the body)
Vagus Nerve Stimulator (VNS) Clinic

Dr. Barry Hendin and Dr. Todd Levine are in charge of the VNS clinic at Phoenix Neurological Associates. Through the VNS Clinic, they are responsible for treating adults with medically intractable seizures who have undergone VNS implantation. Through the VNS Clinic, patients undergo rigorous evaluation to ensure that their seizures are being properly controlled through VNS and AED treatment. Following implantation, the patient is followed regularly in the VNS Clinic for optimizing seizure control by manipulating device settings, and when possible, weaning medications. VNS clinic days are usually every 3 months. Nicole Hank is the clinic’s VNS specialist and may be contacted with questions.

For more information or to schedule an appointment, please contact Nicole at (602) 258-3432 or nhank@pnnl.net.
Substance Abuse & Addictions

How Brain SPECT Imaging Can Help with Substance Abuse and addictions

- Identify toxic exposure
- Help break denial
- Motivate treatment
- Help identify comorbid conditions
- Follow progress
- Use scans in prevention education

SPECT can add valuable information to the prevention, evaluation, and treatment of substance abusers. 3D SPECT images demonstrating brain damage from substance abuse may have a positive educational effect on deterring children and teenagers from drug abuse. SPECT studies may also help to break though the denial that often accompanies substance abuse. When patients are faced with abnormal SPECT images it may be hard for them to remain in denial. The effects of drug abuse are detected by SPECT, so that patients can see how their drug use has damaged their own brain function. SPECT might also help evaluate the
Drug Court

As Drug Courts enter their sixteenth year mark nationally, there are now over 1,500 Drug Courts across the country. Drug Court’s approach to substance abuse is a marriage of therapy and judicial involvement. The program involves long-term treatment of generally a year or more, since research shows that outcomes improve with increased length of time in treatment. Also, it has been statistically proven that participants in drug treatment who have the added coercion of the court do not quit treatment too soon, thus showing stronger outcomes.

Since their inception, Drug Court programs have provided the most comprehensive and effective control of offenders' criminal behavior and drug usage while in treatment and under the court’s supervision. They outperform all other strategies for drug-involved offenders in producing ongoing results and a reduction in repeat offenses. The long-term rewards for the families of participants through increased employment skills, lower social service utilization and drug free babies born saves taxpayers countless dollars and produces lower crime and victimization in our communities.

Drug court programs differ from traditional treatment programs for several
Gain Visibility and Control.

Our web-based technology platform is rapidly-deployed to execute high-impact solutions with integrated tools, evidence-based pathways, data and analytics, enabling complete visibility and more informed decisions.

Learn More

Company Overview

Health Integrated is the leading innovation partner for health plans, providing evidence-based solutions to accelerate achievement of health management goals for clinical outcomes, quality measures and cost containment.

- Population Health
- Medical Management
- Behavioral Health Management

Product Highlights

Integrated Case Management

An ideal approach for your most complex members.

- Learn More

SNP Model of Care

Comply Now.

- Find out how we can help

Executive Leadership Series

Industry leaders share and explore new solutions in health care at our thought-provoking forums.

View past event summaries

Health Executive Leadership Blog

- Taking on the Healthcare Reform Future
  Wednesday, April 20, 2011 9:01:08 AM

- Death Panels vs. Care Coordination – Are They Related?
  Wednesday, April 13, 2011 7:26:21 AM

- An Analogy to Healthcare: Mister A Squared from Flatland
  Wednesday, April 6, 2011 11:18:16 AM

- Physicians and Patients – A Considered Approach
  Wednesday, March 30, 2011 12:30:25 AM

- ACOs – Outcomes may not be as Prescribed
  Tuesday, March 22, 2011 6:25:00 AM

Featured Podcast

- Stem Rising Costs of Care Management for the Medicaid Population via Integrated Case Management

In this podcast, Dr. Toney describes how integrated case management and integrated chronic condition management are especially beneficial to Medicaid’s mostly vulnerable members as they navigate acute health crises as well as longer-term, sustainable efforts to improve their health status.

New Peer-Reviewed Study

- Care Coaching: An Alternative Approach to Managing Co-Morbid Depression
  Professional Case Management

In The News

- March 10, 2011 - Press Release
  Health Integrated Forum to Focus on New Models of Care and Opportunities for Health Plans

- January 17, 2011 - Press Release
  Steve Wigginton to serve as Board Advisor to Health Integrated
Magellan Condition Care Management

Integrated Disease Management Solutions

Helping people is our business. We believe in the power of behavioral health to positively influence related physical conditions, especially when it comes to fighting chronic illness. Magellan’s Condition Care Management programs for obesity and behavioral health are built on an innovative strategy designed to help combat chronic health and wellness challenges. Our programs focus on coordination and collaboration between behavioral health and clinical care to generate positive outcomes.

Magellan Condition Care Management: Obesity

In 2000, obesity caused more than 16 percent of all deaths in the United States, and contributes significantly to the risks for some of the top killers, including heart disease, cancer, stroke and diabetes.

According to the Centers for Disease Control and Prevention, 64 percent of adults are obese or overweight. Designed to address this alarming problem, Magellan Condition Care Management: Obesity uses a multi-faceted approach to help members lose weight and maintain that weight loss.

In addition to coaching about nutrition and exercise, our program promotes good mental health and wellness by addressing the cognitive and emotional issues that can impact weight gain and weight loss. Depending upon their unique needs and conditions, members have access to different tiers of intervention, from interactive tools on MagellanHealth.com to specialized behavioral health providers.

Magellan Condition Care Management: Behavioral Health

Improving care for Magellan members who have chronic or severe behavioral health conditions and who are at risk for high utilization of services, Magellan Condition Care Management: Behavioral Health is a condition-driven model.

Early identification of members who are likely to be high risk and high cost will permit earlier intervention in the evolution of their condition. We believe that this early intervention will more effectively meet the needs of these members while supporting more appropriate utilization of services.
Magellan Autism Connections Launches to Support Health Care Insurers, Employers and Families

AVON, Conn.--(BUSINESS WIRE)--Mar. 26, 2009-- With the diagnosis of autism spectrum disorders (ASD) growing steadily over the past two decades and cost of care exceeding $35 billion a year, Magellan Health Services, an industry leader in behavioral health care management, has launched Magellan Autism ConnectionsSM, a program to ensure that individuals and families living with these disorders receive effective and appropriate care.

Today, one out of every 150 children, who are eight-years-old and born in the United States, is diagnosed with a disorder along the autism spectrum. In response to this growing trend, a majority of states have passed or proposed legislation requiring health insurers to cover ASD. Covered treatments for autism spectrum disorder often include physical, speech, occupational therapy, and behavioral interventions including Applied Behavior Analysis (ABA) therapy. Legislation mandates coverage thresholds for treatments, which may include ABA, from about $6,000 to $50,000 per child per year.

“Magellan is keenly aware of the clinical issues associated with an autism spectrum disorder diagnosis, as well as the economic demands on families,” said Rose Maljanian, R.N., M.B.A., Magellan’s senior vice president of product innovation. “The depth and breadth of Magellan’s experience in behavioral health management offers a distinct advantage to health plans, self-insured employers and state government agencies in helping individuals and families access the most appropriate care in an effort to improve the quality of their lives.”

Magellan’s Autism ConnectionsSM program offers a comprehensive suite of services that includes:

- Full service benefits management;
- Care management and care coordination;
- An autism specialty network with providers experienced in treating ASD;
- Autism support services including community resources;
- Web-based educational resources to help families make informed choices regarding autism treatment needs; and
- A Comprehensive Coaching Support program involving proactive outreach and coaching sessions for parents designed to build self-management skills.

“Service and coverage requirements for autism spectrum disorders are changing quickly and vary widely across states making it challenging to manage the quality and effectiveness of care,” said Gary Henschen, M.D., Magellan’s chief medical officer of behavioral health. “Magellan Autism ConnectionsSMstrives to meet the unique needs of health care providers and their members. The program includes programs and services to help families access appropriate care, regardless of the state where the member resides.”

Magellan’s Autism ConnectionsSM program is part of the Magellan Behavioral Health Community. More information about the program is available at http://www Magellan.com/AutoConnects.
Substance Abuse Disease Management

Understanding the Problem for Employers

According to the 2004 National Survey on Drug Use and Health (NSDUH), over seventy-seven percent (77%) of people who use illicit drugs or alcohol are employed. Employees who use drugs or alcohol are far more likely to be absent from work, cause accidents in the workplace, be less productive than their coworkers, and contribute to a poor working environment.

Substance Abuse in the Workplace

- 22.5 million people (age 12 or older) were classified with substance dependence or abuse over the past year. Of these, 3.4 million were classified with dependence or abuse of both alcohol and illicit drugs (2004 National Survey on Drug Use and Health)
- The George Washington University Medical Center reports that alcohol costs employers $134 billion dollars in productivity losses, mainly due to absenteeism.
- According to the National Mental Health Association, more than 90% of employees say that their mental health and personal problems have a direct impact on their job performance.
- Employed drug abusers cost their employers about twice as much in medical and worker compensation claims as their drug-free counterparts. (National Institute on Drug Abuse)

How Can CompCare Help?

Whether large or small, businesses are affected by substance abuse. In order for businesses to maintain their competitiveness in today's marketplace, employers must address the substance abuse issue head on. By establishing programs, such as CompCare's Substance Abuse Disease Management, employers can realize savings through increased productivity, reduced absenteeism and presenteeism, a bolstered workplace morale and reduced health costs.

Government programs face the challenge of addressing the access needs of all who seek care, while private sector employers also face a similar challenge. A study by the State of California found that the cost of rehabilitating an employee addicted to alcohol or other drugs was half of what the...
Disease Management and Nurse Triage Services

Leading the Industry with Flexibility and Experience

Improving chronic care management and coordinating care for public programs such as Medicaid and Medicare is complex. It requires scalability and flexibility, as no two geographic areas, populations or payer goals are the same. It requires collaboration between all members of the care team and the community. And it requires experience.

McKesson is the leader in providing flexible, collaborative, results-oriented solutions for government payors. We bring unparalleled financial stability and depth and breadth of experience.

> Since 2002, we have successfully launched nine state Medicaid programs and a CMS Medicare pilot
> Our programs are NCQA, JCAHO and URAC accredited
> McKesson has been named by Health and Industry Research Corp and the Disease Management Purchasing Consortium one of the industry’s top vendors since 2000
> McKesson was awarded “Best Medicaid Disease Management Program” in 2002 and Best Disease Management Journal Article in 2005 by the Disease Management Association of America
> McKesson was the winner of a 2006 “Best Ideas in Disease Management” award from the Disease Management Purchasing Consortium
> McKesson’s 24x7 nurse triage services cover the most lives in the industry at more than 29 million
CareEnhance Schizophrenia Program

Alleviating Symptoms through Comprehensive Education

The Schizophrenia Care Management Program educates members/beneficiaries with schizophrenia, as well as their caregivers, about medication adherence, early signs of psychotic relapse (prodromal symptoms) and resource access.

The program also addresses the wide array of comorbidities associated with the disease, including diabetes, tobacco use, substance abuse and other mental conditions such as depression and anxiety disorder.

Serving Multiple Needs

The Schizophrenia Program uses a combination of phone and face-to-face delivery, working closely with physicians, mental health centers and other behavioral health and community resources. It offers:

- Proactive identification and referral of eligible participants

Call 800.782.1334
for more information about our products and services for payors.

Request more information
Catasys Introduces OnTrak™—An Innovative and NextGen Solution for Substance Dependence

The problem... Substance Dependence drives significant healthcare costs for payors through a combination of factors that include acute inpatient utilization and unaddressed co-morbidities. The Substance Dependence problem is pervasive, largely untreated and costly.

Pervasive: 10.5% prevalence (1.93% incidence in past 12 months)

Untreated: Up to 72% do not have claims for Substance Dependence treatment

Costly: $160MM total claims per 1MM members
  • High utilizing Substance Dependence members are 700% more costly than non Substance Dependence members

Chronic Conditions
  • Substance Dependence increases cost of chronic conditions between 75-400%

We shift the paradigm... Most existing Substance Dependence treatment approaches focus on a specific medical intervention, or provide various types of counseling without coordination between medical and behavioral components. These fragmented and siloed methods do not provide optimal care. Catasys bridges these gaps in the treatment continuum by addressing substance dependence as a chronic disease, taking a holistic approach, and focusing on translating science into clinical practice.
Developing Strategies For Market Success
The Strategic Issue For Specialist Organizations Is Market Power

- Market power is the degree of influence that an organization has over another organization.
- In economic terms, it is the ability of a seller to raise prices without losing business.
- In U.S. health and human service system, the market power and market position of specialists is shifting “downward”
- Much of this market phenomenon due to disruptive innovation in market
Strategic Challenges of Specialist Provider Organizations

- Redefining “demand” for specialty care in current (and future) environment
  - Increased demand for charitable care – by consumer type and by service type
- Managing unit costs in era of rate freezes and declines
- Competition for ‘profitable’ consumer care segments
- Investments in new service development
- Marketing and business development investments
- Maintaining competitive advantage -- in face of new technology, rules-based treatment, industry consolidation, and health care reform
Mastering Disruptive Innovations Key To Competitive Advantage in “New Normal”

- **Bargaining Power of Customers**
  - Payer purchasing policy
  - Financing models
  - Consumer choice and access

- **Threat of New Market Entrants**
  - Primary care
  - Urgent care clients
  - Home care providers

- **Bargaining Power of Suppliers**
  - Labor
  - Proprietary knowledge systems
  - Cost of new technologies

- **Threat of Substitute Products**
  - Neurotech, biotech, and pharma
  - On-line service providers
  - Rules-based ‘automated’ service delivery models
  - Consumer “self-service” tools

**Future Competitive Advantage**
“It is not necessary to change. Survival is not mandatory.”

Peter Drucker