Conference Overview: Beyond the Basics!

When the Doctor of Behavioral Health degree program was launched in 2009, “integrated behavioral healthcare” was only emerging as a new area of national interest. How things have changed! Now the concept of delivering behavioral health care in primary care and other medical settings is ingrained within new pilot programs across the nation. These approaches share the goal of achieving the “triple aim” of improved patient experience of care, treating entire patient populations, and reducing cost of care.

The demand for clinicians or managers who can design, deliver and evaluate sustainable integrated care practice is high, but the supply of professionals with requisite training and experience is low. Hospital CEOs, CFOs, and other leaders are desperately seeking professionals who can deliver on the promise of improved healthcare outcomes and reduced cost. This conference is targeted for behavioral health, medical and allied health clinicians and leaders.

This conference brings together some of the most experienced and influential leaders in the field of integrated behavioral health combined with emerging new leaders in the field. Too often integrated care conferences present only basic and introductory information. The focus of this conference is on advanced clinical and practice management skills from experts who represent decades of experience. I invite you to read on to the next page to learn more about each of our seven seasoned presenters.

Whether you are a social worker or counselor, physician, nurse or allied health professional, manager or consultant – this is the conference to go beyond the basics by taking a deep dive into the specific skills, strategies, and techniques necessary to open the doors of opportunity for integrated behavioral health in 21st century healthcare reform.

Dr. Ron O’Donnell, Director, Nicholas A. Cummings Doctor of Behavioral Health Program

Co-Sponsored by

Conference Location:
Westin Las Vegas
160 E. Flamingo Rd.
Las Vegas, NV 89109

A discounted room rate of $99 per night has been negotiated for conference participants. To book your room, call the Westin Las Vegas at 866-837-4215 and identify yourself as a part of the ASU Doctor of Behavioral Health Integrated Care Conference. Reservations must be made prior to September 15, 2013.

Registration & Fees
$99 for a single day
$199 for the entire conference
DBH students/faculty/alumni free (contact us for a code to register)

Register now!
regonline.com/DBH2013

Or visit our conference website:
cabhp.asu.edu/events/DBH-Fall2013

Questions and Additional Info:
Contact Brandy Huseman, at Brandy.Huseman@asu.edu
Dr. Thomas Barrett has vaulted from DBH graduate to CEO and business start-up based on the behavioral consultant as business entrepreneur model. He will share invaluable experience in organizational and small business strategic planning and execution, with a focus on emerging opportunities in lifestyle behavior change and disease management.

Dr. Nicholas Cummings began practice of integrated care in the 1960’s in Kaiser Permanente California and developed the Biodyne model of focused behavioral treatment designed specifically for busy primary care settings. He and his daughter Dr. Janet Cummings will describe the Biodyne model of treatment for addictions.

Dr. Dennis Freeman has led innovation and sustainability as CEO of the exemplar Cherokee Health System Federally Qualified Health Center. His presentation will focus on clinical and practice management essentials that have led to a sustainable integrated care program.

Dr. Rodger Kessler is a national leader actively shaping integrated healthcare policy. He will present the new RE-AIM model as a template for how to design an integrated care practice that is tailored to the emerging needs of payers in the healthcare reform market. The RE-AIM is a strategic model that will help the behavioral consultant to leverage our body of evidence on cost-effective treatment in terms that will influence the CEO’s and CFO’s who are desperately seeking the solutions we can offer to meet the “triple aim”.

Dr. Bill McFeature will present detailed cases based on the popular Screening, Brief Intervention, Referral and Treatment (SBIRT) model of primary care treatment for substance abuse based on his years of experience as a practitioner. In addition, he will share valuable insights on emerging quality standards such as NCQA and perhaps most importantly how to receive reimbursement for these services.

Dr. David Rosen is a DBH graduate and Faculty Associate who applied his lessons in entrepreneurship to form a new company and land a contract with BCBS of New Jersey to roll out a comprehensive integrated behavioral health pharmacy program targeting adherence for HIV patients. He will be joined by his colleague pharmacist Dr. George Rusuloj.

Dr. Donna Vaughan is a DBH graduate and Faculty Associate who is rolling out a comprehensive network of integrated care practices with Aspire of Indiana. An innovative hallmark of her approach is partnering with employer-based primary care clinics. This model is critical to meet the need for employers to address the impact of health and behavioral problems on workplace productivity and disability.

Earn up to 18 hours of continuing education!

This program has been approved for 18 hours of CEU credit through NAADAC, the association for addiction professionals. NASW-AZ credit pending. Psychology CE credit is being provided through NAPPP. NAPPP is an approved sponsor of continuing education for psychologists by the American Psychological Association. NAPPP is responsible for the program and its contents.
Wednesday, October 16

8-9 a.m.  
*Registration, Continental Breakfast and Networking*

9-10 a.m.  
*Welcome and Opening Remarks*  
Ronald R O’Donnell, Ph.D., and Nicholas A. Cummings, Ph.D., Sc.D.

10 a.m. - 12 p.m.  
*Closed Town Hall Meeting* - for DBH students, faculty and graduates

12 - 1:30 p.m.  
Lunch On Your Own

1:30 - 5 p.m.  
*Triumphs and Trials of a Long-Tenured Integrated Delivery System*  
Dennis Freeman, Ph.D., CEO, Cherokee Health

This session will cover the following topics:
- Whither the safety net in a reforming health care system
- The role of the Behavioral Health Consultant in the Patient Centered Medical Home
- Balancing Mission, payroll and the Triple Aim
- Moving from Volume-based to Value-based contracting and reimbursement

Thursday, October 17

8-9 a.m.  
*Registration, Continental Breakfast and Networking*

9 a.m. - 12 p.m.  
*It is Time to RE-AIM the Behavioral Health Enterprise - On the Ground Planning for Evaluating Integrated Health Programs and Interventions*  
Rodger Kessler, Ph.D., ABPP College of Medicine University of Vermont Senior Scientist American Academy of Family Physician

This session will cover the following topics:
- The brilliance and irrelevance of our evidence base
- What do clinicians, managers, CEO’s CFO’s and funders need to know?
- An introduction to the RE-AIM (RE-AIM.org) methodology
- Using RE-AIM to plan or evaluate an intervention or program

12-1:30 p.m.  
Lunch On Your Own

1:30-3:00 p.m.  
*Partnering With Employer Site Primary Care Clinics – Eliminating Barriers For Partners, Providers, and Patients*  
Donna Vaughan, LMHC, DBH, Director of Health Integration Services, Aspire Indiana

This session will cover the following topics:
- Selecting the "right" integration partner: innovation and trust
- Collaboration strategies: planning, process, decision-making and implementation
- Making it count: clinical, operational, and financial management
Thursday, October 17 (cont’d)

3-5 p.m.  Entrepreneurship: Thinking beyond the Traditional Behavioral Health Opportunities
          Thomas Barrett, LPC, DBH - President/ CEO Integra Health Solutions, Inc.
          (Maryland S Corporation) (DBA:Anytime Fitness, Brandywine, MD)

          This session will cover the following topics:
          • Strategic and Business Planning for the Entrepreneur
          • Lifestyle Behavior Change as a Business Opportunity
          • Disease Management as a Business Opportunity

5-6:30 p.m.  Conference Reception

Friday, October 18

8-9 a.m.  Registration, Continental Breakfast and Networking

9 a.m. - 12 p.m.  Advanced Clinical and Practice Management Issues in Screening, Brief Intervention,
                   Referral and Treatment (SBIRT) for Substance Abuse in Primary Care
                   Bill McFeature, Ph.D.

                   This session will cover the following topics:
                   • Keys to population health management of substance abuse in primary care
                   • Behavioral health provider primary care treatment of substance abuse
                   • Quality oversight (NCQA), performance improvement, and reimbursement

12-1:30 p.m.  Lunch On Your Own

1:30-3 p.m.  The Biodyne Model of Addictions Treatment
              Nicholas A. Cummings, Ph.D., Sc.D. and Janet Cummings, Psy.D.

              This session will cover the following topics:
              • The first session with substance abusers
              • Games addicts play
              • Patient strategies and techniques

3-5 p.m.  Integrating Behavioral Health with Pharmacy Practice: Behavioral Care Providers
          in Community Pharmacies to Collaboratively Deliver HIV Adherence Counseling
          David Rosen, DBH, LCSW, Director Behavioral Care Services, and George Rusuloj,
          PharmD, RPh, Chief Pharmacy Officer, IntegratED Pharmacare, LLC

          This session will cover:
          • Why integrate behavioral care providers into pharmacy care for HIV adherence?
          • The integrated behavioral/pharmacy model: assessment, delivery, and outcomes
          • The IntegratED PharmaCare LLC business start up: Lessons learned and the NJ
            BCBS contract

5 p.m.  Conference concludes
THOMAS BARRETT, DBH

Dr. Thomas Barrett, LPC, NCC, brings over 30 years of leadership experience and 14 years in mental health and addiction services he has served in various leadership positions from President and CEO of Second Genesis, Inc., Director of Outpatient Behavioral Health and Addiction Services for Inova Health Systems five hospitals and Director of Addictions Services for Pine Grove Behavioral Health and Addictions Services. Thomas has served on the Certification Board for the State of Mississippi, the National Policy Committee for the Association for the Treatment of Sexual Abuser, in which he holds a Clinical Membership and the Board of Directors for the International Institute for Trauma and Addiction Professionals. Thomas is an entrepreneur and currently is a franchisee of an Anytime Fitness in Brandywine, MD. He has started several behavioral health programs for Sex Offender Treatment Programs to Outpatient Addiction Treatment Programs.

JANET CUMMINGS, PSY.D.

The daughter of Nicholas and Dorothy Cummings, Dr. Janet Cummings earned a degree in genetics and molecular biology at the University of California at Davis and a graduate degree in semantics at the University of Texas at Arlington, before going to Wright State University where she earned the doctor of psychology degree. She completed her internship and post-doctoral residency at Arizona Biodyne, and remained as a staff psychologist for several years. She then began independent practice in Scottsdale, Arizona and continued for over a decade. During that time she supervised over 50 practitioners who were active in faith-based counseling, and she earned for that center a national reputation for excellence in psychotherapy. In 2010 she moved her practice to Reno, Nevada to be close to the headquarters of The Nicholas & Dorothy Cummings Foundation which she has served as its president since its inception. At the present time, and in addition to the foregoing, she is Founder's Professor in the DBH program at Arizona State University, and Adjunct Professor at both the University of Nevada, Reno and The Forest Institute of Professional Psychology in Springfield, MO. She is the author of over two dozen journal articles and book chapters, and she has co-authored or co-edited 10 books with her father. In conjunction with her father she has conducted numerous one and two-week training courses in the Biodyne Model, one in London for the National Health Service. She is also the trainer for a 30-hour DVD course in Medical Psychology which has been highly acclaimed.

RONALD R. O’DONNELL, PH.D.

Dr. O’Donnell is a clinical psychologist and Director of the innovative new Doctor of Behavioral Health Prior to his current position Dr. O’Donnell spent over a decade in health plans as a director of case management, disease management and health coaching programs comprised of behavioral clinicians, physicians, nurses and dieticians designed to improve the outcome for patients with co-morbid medical and behavioral chronic illness. This included both “build” and “buy” program design, including work with nationally recognized disease management and health promotion vendors. He spent nearly a decade as a clinical director for HMO staff model mental health and substance abuse treatment centers closely allied to primary care offices. Early in his career he directed and treated seriously and persistently mentally ill in a state hospital and community mental health care center settings. Dr. O’Donnell has dedicated his career to integrated behavioral care, using outcomes management to demonstrate the value-added proposition for behavioral care, and interdisciplinary collaboration.
**Bill McFeature, PhD**

Dr. McFeature received his Doctorate Degree in Clinical Psychology with 15 years of specialized training in primary care and behavioral health integration. He is currently the Director of Integrative Behavioral Healthcare Services for Southwest Virginia Community Health Systems, Inc. Dr. McFeature is also a graduate faculty member for Radford University and consultant for NACHC Primary Care and Behavioral Health Integration Projects.

**Dennis Freeman, Ph.D.**

Since 1978, Dennis S. Freeman, Ph.D. has served as Chief Executive Officer of Cherokee Health Systems, Inc., a community-based provider of integrated primary care and behavioral health services in Tennessee. Cherokee Health Systems is both a Community Mental Health Center and a Federally Qualified Health Center. The company now has 600 employees and two-dozen service locations including both rural and urban sites. In 2007 the National Center for Primary Care presented Cherokee the Best Practices in 21st Century Primary Care Award.

Dr. Freeman is a Licensed Psychologist in the State of Tennessee and is included in the National Register of Health Services Providers in Psychology. He earned a B.A. degree in Psychology at Wheaton College, (Illinois) and a Ph.D. in Clinical Psychology at the University of Tennessee, Knoxville. He completed his internship at the Palo Alto/Menlo Park VA Hospital in California. In 2006 the Tennessee Psychological Association presented Dr. Freeman the Outstanding Contribution to Psychology Award. In 2010 the Department of Psychology at the University of Tennessee honored him with its inaugural Distinguished Alumni Award. Dr. Freeman’s professional interests include health services development and management, preservation of the safety net, managed care, population based care and the blending of behavioral health and primary care services.

**Rodger Kessler, Ph.D.**

Dr. Rodger Kessler is an Assistant Professor in the Department of Family Medicine and the Center for Translational Medicine. He has designed, implemented and evaluated the effectiveness of three Fletcher Allen PCMH collaborative practices. He is Project Director of a recent multi-department initiative training medical residents, nurses and social work students in team based integrated care. He is Director of the Collaborative Care Research Network (CCRN), a sub network of the National Research Network (NRN), and Senior Scientist of the American Academy of Family Physicians. He is Principal Investigator of a recently funded NIH research project to develop a toolkit for the implementation of behavioral health and health behavior in primary care. He has edited, Collaborative Medicine Case Studies: Evidence in Practice, published by Springer Publishers and is currently working on his next Springer book, Mental Health in the Patient Centered Medical Home: Design, Processes and Outcomes and has over 50 other publications. He is a senior editor of the new Society of Behavioral Medicine (SBM) journal Translational Behavioral Medicine: Practice, Policy, Research for whom he recently edited a special edition on the Patient Centered Medical Home.
Nicholas A. Cummings, Ph.D., Sc.D.

Dr. Cummings is a psychologist who has been predicting the course of psychology for the past 50 years, and has innovated steps to enhance the profession along the way. In the 1950s he wrote the first comprehensive prepaid psychotherapy insurance benefit and through his medical cost offset research convinced third party payors to include psychotherapy as a covered benefit. His pioneering “intermittent, focused psychotherapy throughout the life cycle” is the way most psychologists practice today. He was active with the Dirty Dozen for 30 years, founded the professional school movement through the four campuses of the California School of Professional Psychology, created the nation's only psychology-driven national healthcare company which grew to 25 million covered lives and in which psychiatric/medical directors reported to psychologists, and a host of other innovations too numerous to mention. He served as President of the APA, has six honorary doctorates, and holds every honor the profession can bestow, including the Gold Medal. In predicting the necessity of professional psychology to become integrated into mainstream healthcare for its survival, in 2008 he founded the Doctor of Behavioral Health program at Arizona State University. For 44 years in spite of everything else he was doing, he maintained a psychotherapy practice of no less than 40 to 50 patients per week. At the present time he is President of the Cummings Foundation for Behavioral Health, Distinguished Professor at the University of Nevada, Reno. Dr. Cummings is a founding member of NAPPP and serves on the executive board.

Donna Vaughan, DBH, LMHC

Dr. Donna Vaughan serves as the Director of Health Integration Services at Aspire Indiana. She is leading the integration of behavioral health with employer-sponsored clinics providing primary care health services throughout the state of Indiana. This project includes partnering with a company that was organized to create and manage employer-sponsored on-site medical clinics. Dr. Vaughan has been instrumental in developing the partnership and implementing collaboration strategies, as well as hiring, training, and ongoing supervision of behavioral health providers. In addition to leading integration efforts at Aspire Indiana, Dr. Vaughan has also successfully led integration projects with an FQHC and community mental health center reaching fully integrated status within three years. This project included implementing the IMPACT Program with older adults. Dr. Vaughan’s other areas of interest include Dialectical Behavior Therapy; she has successfully implemented DBT Programs in three community mental health centers in Indiana, Ohio, and New York.
DAVID ROSEN, DBH, LCSW

David Rosen received his Doctor of Behavioral Health degree in 2012 from Arizona State University and his MSW in 1996 from Rutgers, the State University of New Jersey. Since 2010, he has delivered medication adherence counseling to chronically ill patients at Bell Pharmacy, a community-based pharmacy in Edison, NJ, where he initially developed the concept and then subsequently refined the model of delivering integrated pharmacy-behavioral care provider services within a community pharmacy setting. In 2012, he co-founded IntegratED PharmaCare, LLC, a disease management company dedicated to improving health outcomes of chronically ill patients by utilizing an integrated care team of pharmacists and BCPs to reduce barriers and behaviors that contribute to their medication non-adherence. As its Director of Behavioral Health Services, Dr. Rosen is responsible for assessing the psycho-social needs of pharmacy patients, delivering targeted behavioral interventions aimed at improving their adherence to medical treatment, and oversees both the clinical work product and continuing education of Behavioral Care Provider project associates. Dr. Rosen currently divides his time between teaching graduate courses in the DBH Program at ASU and at the MSW Program at Rutgers, delivering medication adherence counseling at Bell Pharmacy and overseeing HIV prevention and HIV/AIDS treatment adherence services at Hudson Pride Connections Center in Jersey City, NJ.

GEORGE RUSULOJ, PHARM D, RPh

George Rusoloj received his Doctor of Pharmacy degree in 2006 from the Ernest Mario School of Pharmacy at Rutgers, the State University of New Jersey. He is a co-owner and supervising pharmacist at Bell Pharmacy, a community-based pharmacy located in Edison, NJ and has been a strong advocate for the integration of behavioral care providers into community pharmacies to improve medication adherence rates among chronically ill patients. Since 2010, his pharmacy has been providing behavioral healthcare services to medication non-adherent patients and has served as a clinical practicum site for the DBH Program at Arizona State University. Dr. Rusuloj is a co-founder of IntegratED PharmaCare, LLC, a disease management company dedicated to improving health outcomes of chronically ill patients by utilizing an integrated care team of pharmacists and BCPs to reduce barriers and behaviors that contribute to their medication non-adherence. As its Chief Pharmacy Officer, Dr. Rusuloj is responsible for assessing patient medical information and identifying potential instances of fraud and abuse. He also delivers direct medication management to patients through his own practice site at Bell Pharmacy, provides primary clinical oversight of the additional participating community pharmacy sites, consults with medical providers about prescribing practices, identifies educational needs for providers (both in-house and external) and then delivers such trainings as appropriate.