

EOCCO Action Plan
Health Aspects of Kindergarten Readiness: CCO System-Level Social-Emotional Health

Name: CCO: Eastern Oregon Coordinated Care Organization

Date: 12/31/22

Target Area 1 Identified for Improvement: Therapy Services(within Specialty Behavioral Health and Integrated Behavioral Health)

- Workforce development to improve skills of available providers (e.g., training, support for credentialing, tool provision, quality improvement facilitation)
- Workforce development to increase provider diversity and availability (e.g., recruitment strategies, training, support for credentialing or other educational attainment)

Aim Statement / Desired Outcome (Ensure that this is a SMART aim):

- EOCCO aims to develop the behavioral health workforce within our network by increasing the number of practitioners capable of assessing and/or providing dyadic services to members ages 0-5. EOCCO will achieve this aim through the implementation and execution of the Behavioral Health recruitment campaign launching in March 2023, provision of training for network providers and community partners at the 2023 EOCCO Summit, and roll-out Behavioral Health Network RFP in January 2023 which will provide ongoing funding opportunities to increase member access to services with priority focus on dyadic services for 0-5.

Improvement Strategies or Action Steps	Summary of Improvement Strategy	Responsible Person/Party	Community-Level Partners Engaged	Deadline	Resources/Allocated	Methods that will be used to track progress and impact	Status/Update
1. Implement and execute the Behavioral Health recruitment campaign in Eastern Oregon.	<ul style="list-style-type: none"> • Targeted recruitment and marketing campaign for Eastern Oregon Behavioral Health providers. Campaign will be launched in English and Spanish. 	<ul style="list-style-type: none"> • EOCCO Contract Specialists • CFM Advocates • Birdee Media • ZP Productions 	<ul style="list-style-type: none"> • CMHPs • Yellowhawk Tribe • EUVALCREE • Burns-Paiute Tribe 	<ul style="list-style-type: none"> • The first of 5 recruiting videos will be launched by February 2023 • All 5 recruiting videos will be launched by March 2023 	<ul style="list-style-type: none"> • Allocated Funding \$150,000 year timeline • FTE 	<ul style="list-style-type: none"> • Social Media Analytics • Google Analytics • Number of new behavioral health hires following campaign launch Tracking hiring vacancies among CMHPs and GOBHI	<ul style="list-style-type: none"> • Campaign launching March 2023

<p>2. Request for Proposal- Behavioral Health Network Development</p>	<ul style="list-style-type: none"> • \$200,000 total funding (CY 2023) to increase member access to behavioral health services. One of the primary areas EOCCO will focus on is dyadic services for 0-5 • Funding will be renewed annually 	<ul style="list-style-type: none"> • EOCCO Contract Specialist • EOCCO RFP Committee 	<ul style="list-style-type: none"> • EOCCO Community Mental Health Programs (CMHPs) • Tribal Providers • SUD Service Providers 	<ul style="list-style-type: none"> • 2023 Submission Deadline: 9/30/2023 • Final Report Deadline: January 2025 	<ul style="list-style-type: none"> • Allocated total Funding \$200,000 • FTE 	<ul style="list-style-type: none"> • Required quarterly progress reports from funding recipients • Final evaluative report from funding recipients (1/2025) • RFP Applications received • RFP Committee Meeting Minutes/CBHP Progress report 	<ul style="list-style-type: none"> • 2/3/23: RFP Released • 2/8/23: RFP Q&A Webinar
<p>3. Training</p>	<ul style="list-style-type: none"> • Utilize the EOCCO Summit, and collaborative meetings held throughout 2023, to provide targeted training to network and community providers on diagnosing, Collaborative Problem Solving, ABA, and Early Periodic Screening Diagnosis Treatment (EPSDT). 	<ul style="list-style-type: none"> • Compliance / Integrated Services • Jacque Serrano [Mental Health Program Administrator] • ABA Team • CPS Trainer 	<ul style="list-style-type: none"> • CMHPs • Contracted Behavioral, Dental, and Physical Health Providers • PCPCHs • Regional Hospitals • Early Learning and Head Start Partners 	<ul style="list-style-type: none"> • EOCCO Summit: September 2023 • Training for the 12 Counties during the System of Care Practice Level Workgroups by 12/31/2023 	<ul style="list-style-type: none"> • Funding • FTE for trainers • Educational materials and resources 	<ul style="list-style-type: none"> • Meeting/training attendance rosters • EOCCO Summit attendance roster • Training Materials • Training and EOCCO Summit evaluations • CEUs 	<ul style="list-style-type: none"> • Planning for EOCCO Summit presentation • Ongoing development of ABA Training program

	<ul style="list-style-type: none"> In 2023 EOCCO has at least 3 providers participating in the CPP cohort. 						
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12/29/2022

Target Area 2 Identified for Improvement: Referral Pathways

- Address access barriers for families (e.g., improve language access supports, provide child care supports, provide transportation supports, expand hours or offer flexible scheduling)

Aim Statement / Desired Outcome (Ensure that this is a SMART aim):

EOCCO will utilize direct member outreach and community engagement strategies documented below in order to increase the amount of information and knowledge community partners have related to accessing NEMT for members 0-5 to receive behavioral health assessments and services.

Improvement Strategies or Action Steps	Responsible Person/Party	Community-Level Partners Engaged	Deadline	Resources Needed	Methods that will be used to track progress and impact	Status/Update
1. Mailers and Outreach Rider Guide (to include other efforts) on Non-emergency medical transportation (NEMT) will be added to the quarterly childhood mailer campaign, encouraging families to utilize NEMT for early childhood appointments.	<ul style="list-style-type: none"> Kris Boler (NEMT Operations Manager) EOCCO MarketingGraphic Designer Office Manager EOCCO Operations team (submitting documents for OHA approval) 	<ul style="list-style-type: none"> Pediatric Clinics Head Start and other early childhood resources CMHPs PCPCHs 	<ul style="list-style-type: none"> Send documents to OHA for approval by 3/31/2023 NEMT flyers will be included in the childhood mailer campaign beginning Q3-Q4 of 2023 	<ul style="list-style-type: none"> EOCCO Budgeted Outreach Funds Use of EOCCO Flex Funds for car seats as requested by members 	<ul style="list-style-type: none"> Qualitative feedback from clinic/early learning partners and EOCCO members EOCCO member mailing dates NEMT service utilization data 	<ul style="list-style-type: none"> Beginning the process of developing outreach materials

<p>2. Presentations to Community Partners to enhance knowledge of NEMT service availability for EOCCO members</p>	<ul style="list-style-type: none"> • Kris Boler [NEMT Operations Manager] • Lourdes Reyna [Community Health Development Manager] • Jacque Serrano [Mental Health Programs Administrator] • GOBHI Field (Community Engagement) Team 	<ul style="list-style-type: none"> • Pediatric Clinics • Head Start and other early childhood resources • CMHPs • Health Fairs and Community Events • Systems of Care Committees • EOCCO Local Community Health Partnerships (LCHPs) 	<ul style="list-style-type: none"> • First community presentations held during Q2 of 2023 	<ul style="list-style-type: none"> • FTE 	<ul style="list-style-type: none"> • Presentation materials and resources • Dates, times and locations of presentations held • Presentation Attendance Sheets 	<ul style="list-style-type: none"> • Beginning the process of developing presentation materials
<p>3. Development of co-branded social media toolkits and media content to enhance member and community-wide awareness of NEMT services</p>	<ul style="list-style-type: none"> • Communications Team for Approval and Final Draft • Kris Boler [NEMT Operations Manager] and Team to create the story and content 	<ul style="list-style-type: none"> • Community Partners (listed in above) • Local media outlets [ex: newspaper, local news stations] 	<ul style="list-style-type: none"> • Toolkit completed by end of Q3 2023 	<ul style="list-style-type: none"> • Social Media Content 	<ul style="list-style-type: none"> • NEMT Site Traffic • NEMT Specific Content Traffic • Eastern Oregon Paper News • Google NEMT Page Views / Web Search Terms 	<ul style="list-style-type: none"> • Beginning the process of developing the social media toolkit and creating media materials • Developing list of local contacts and media outlets to engage