

# National Dialogues on Behavioral Health: Digital Strategy

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Jennifer Black, VP Strategy and Development

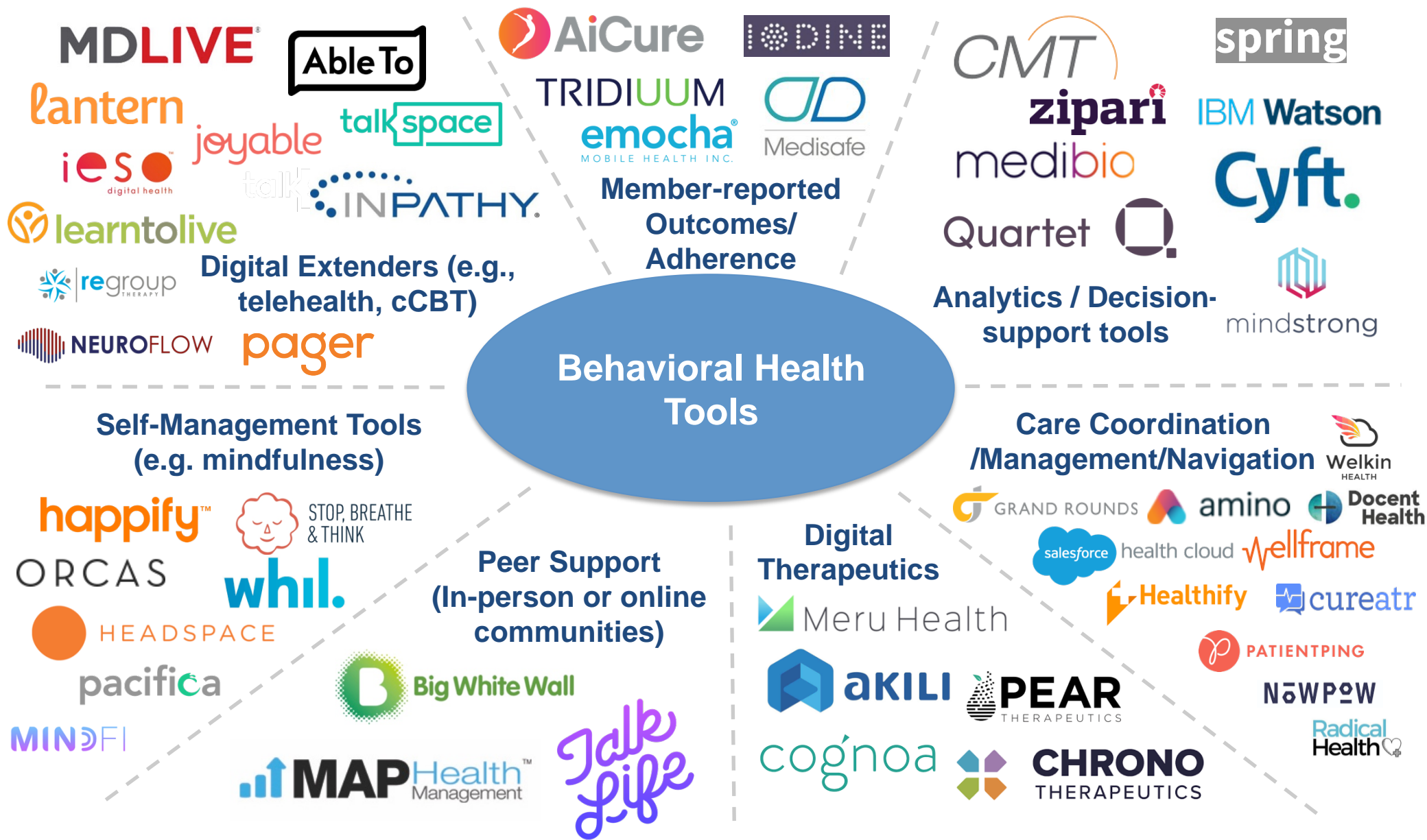


# About Beacon

- Headquartered in Boston; more than 70 US locations
- Over 4,500 employees serving 40 million people
- 180 Employer clients; 43 Fortune 500 companies
- Partnerships with 65 health plans
- Programs serving Medicaid recipients in 24 states and the District of Columbia
- Serving 5.4 million military personnel and their families
- Accreditation by both URAC and NCQA




# There is a lot of great innovation occurring in behavioral health



# But a crowded landscape also presents new challenges

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- Too many options can contribute to **member confusion**
- There is **significant churn** in the space (many start-ups)
- It is difficult to **sort through the noise** to find true value
- Majority of solutions are “point solutions”, and **do not address full continuum of care**



*There is a need to aggregate the best tools, integrate the experience, and tailor the solution to each members' unique needs*

# Constant calibration between digital strategy/extenders and a human-centric focus.



PROPOSED VALUE  
"NORTH STAR"

Amplify & Augment  
Treatment Access  
and Care Delivery



Right provider/resource



Right treatment modalities



Right interventions

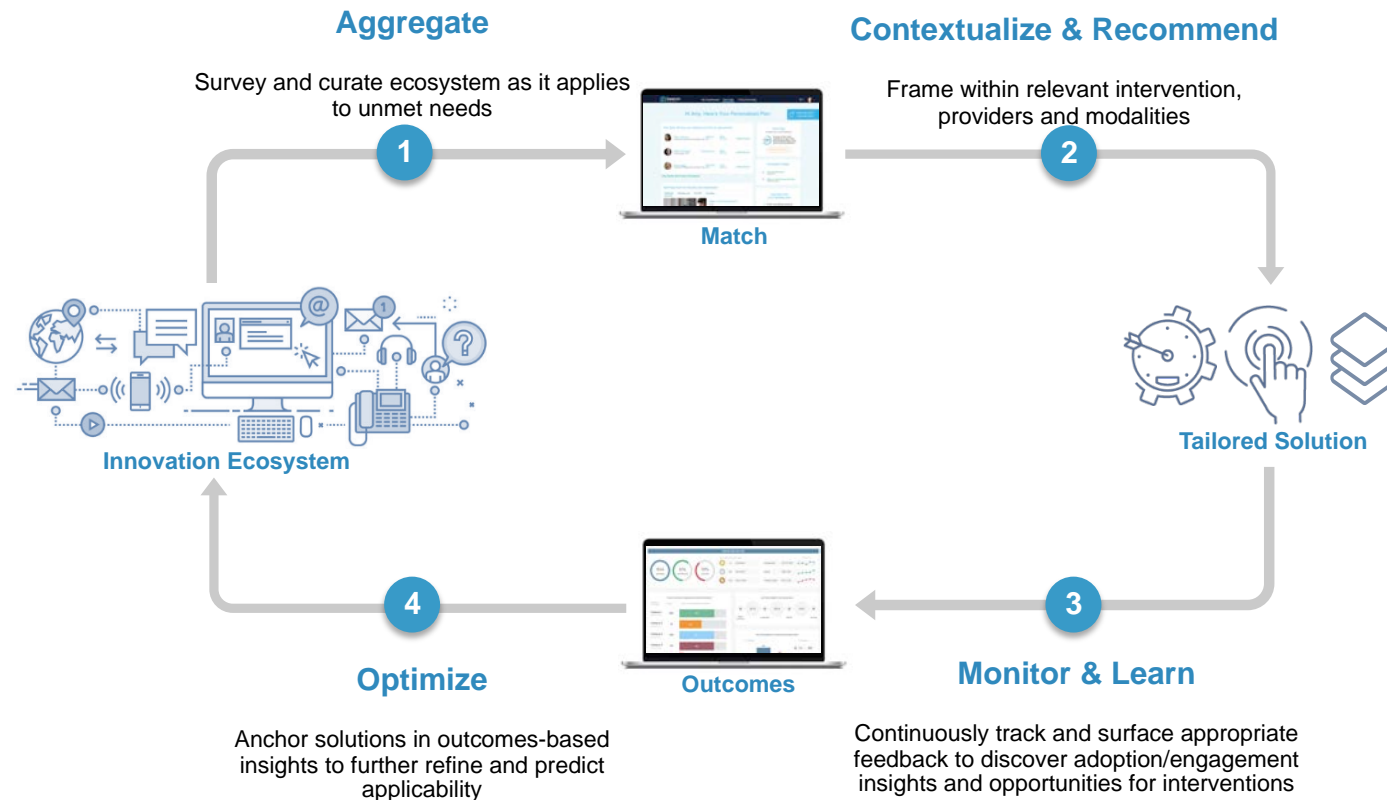


Right time, right place

## A digital strategy characterized by:

- Outcomes-focused interventions
- Member-specific experience pathways
- Extending solutions to adjacent stakeholders

# Aggregate the best tools, integrate the experience, and tailor the solution to each members' unique needs



# A disciplined process for scouting, assessing, and sourcing the right ecosystem partners

## Identify Stakeholder Unmet Needs

Collaborate cross-functionally to establish strategic needs and prioritize focus areas with a human-centric lens.



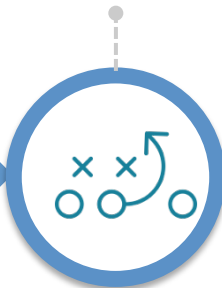
## Proactive Partner/Vendor Scouting

Continuously monitor the innovation ecosystem aligned with priority strategic needs while exploring new focus areas via conferences, academic research, others.



## Assess Opportunities Efficiently

Explore initial opportunities with a cross-functional group of SMEs to successfully move partners/vendors along the process.



## Optimize Learning Through Pilots

Design effective pilot studies to measure key success metrics and "operationalize" solutions with targeted populations.

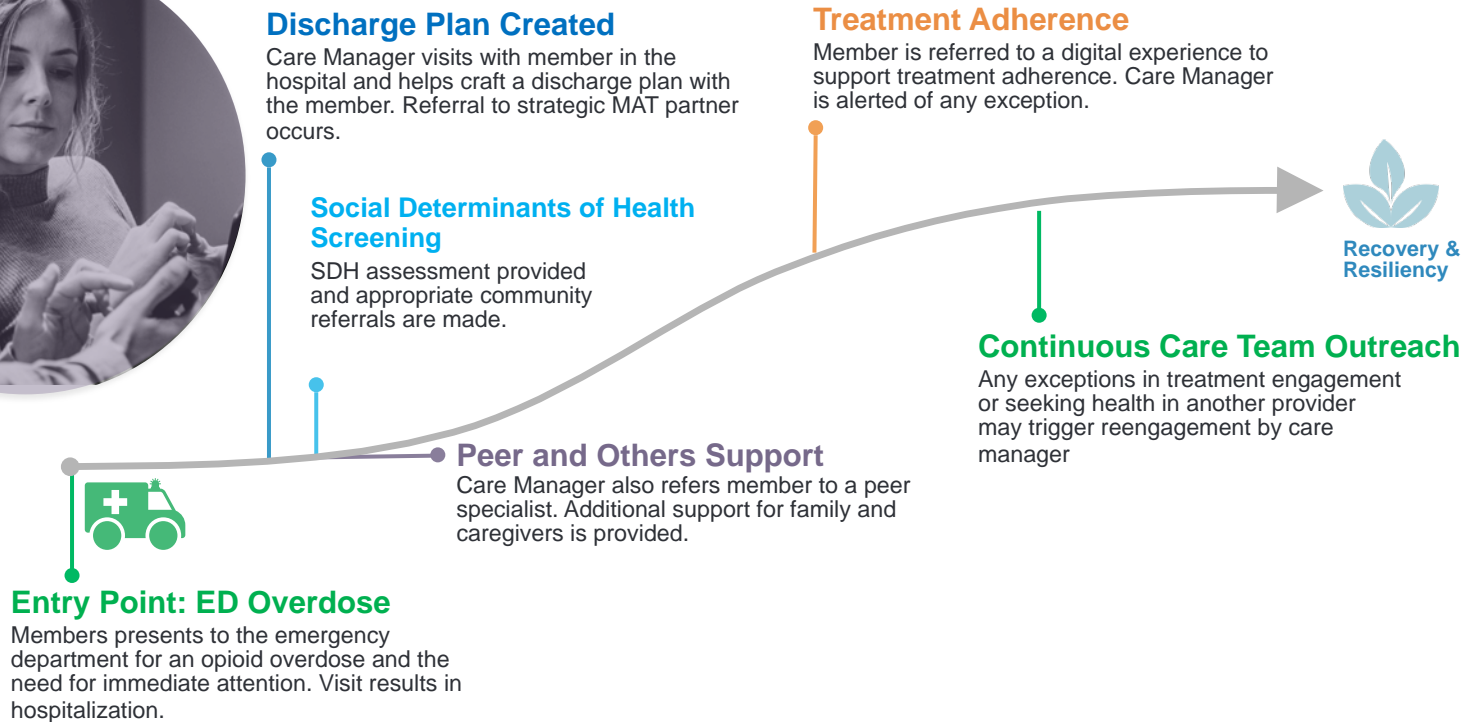


## Scale, Maintain Innovation Portfolio

Deploy successful solutions to other markets/targeted populations. Cultivate and improve solution portfolio to align strategic needs, treatment/technology innovations, and competitive environment.










# We can work with partners throughout the member experience to fill key gaps





# Sample technology partners based on strategic priorities

	<u>TECH FOCUS AREAS</u>	<u>CAPABILITY</u>
	Texting	Member outreach and engagement, adherence support, follow-up post hospitalization
	Member outreach /engagement	Enhanced demographic data mining for unable to contact members
	Telemental Health	Telemental health service system
	Advanced analytics	Machine learning predictive analytics for at risk identification including natural language processing
	Extending care into communities	Virtual collaborative care provider treatment support, hub and spoke model for opioid Rx best practice with MAT
 	Online CBT	Computer / smart phone based CBT for depression/anxiety with coaching

# Thank you

Jennifer Black, LPC  
VP Strategy and Development  
[Jennifer.black@beaconhealthoptions.com](mailto:Jennifer.black@beaconhealthoptions.com)  
(860) 384-0193

