

## CASE STUDY

# Collective Medical Helps Providers Manage Behavioral Health Care

Using the Collective Platform, Aspire Health Alliance has **increased patient engagement by 150%**

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Getting these notifications is important—even if we can’t meet the person—because we can connect them to a doctor and social worker who will engage them and get them the care they need without having to go to the ED.” ”

- **Deborah Jean Parsons**  
Director of Integrated Care at  
Aspire Health Alliance

## Aspire Health Alliance

The Massachusetts Medicaid healthcare system, known as MassHealth, provides healthcare to one quarter of the state population—at a cost of over 40 percent of the state budget. Of these patients, many have significant mental, behavioral, medical, and/or social needs, which means that 5 percent of the state’s most vulnerable population is spending 50 percent of the MassHealth budget.

Aspire Health Alliance (Aspire) is working with its affiliated partner, Spectrum Healthcare, to participate in MassHealth’s Delivery System Transformation Initiative to develop a better system for producing better healthcare outcomes for patients with significant needs while reducing the cost of healthcare.

Aspire partners with organizations and clinics throughout Boston, the South Shore, and Southeastern Massachusetts to provide better patient care for those struggling with behavioral health challenges. Aspire has partnered with Spectrum Health Systems to form the South Shore Community Partnership which uses the Collective Platform to successfully implement their Behavioral Health Community Partner (BHCP) programs.

## The Challenge: Contacting Those Who Need the Help

The BHCP program assigns patients with behavioral, mental, substance-use, or other health concerns to a dedicated case manager who is responsible for finding the patient and connecting him or her to medical and behavioral healthcare along with resources in the community. When these patients include homeless or other transient populations, it makes tracking down patients difficult as phone numbers and addresses change frequently—if they exist at all. The contact information offered through the Collective Platform has been a helpful start in finding these patients to connect them with the care they need.

## The Solution: Real-Time Notifications

Aspire receives real-time notifications through the Collective Platform—alerting staff when a BHCP patient presents in the hospital. An Aspire case manager then reaches out to the patient to schedule a follow-up appointment—often before the patient has even left the hospital—and connects them to the appropriate behavioral care resources.

Deborah Jean Parsons, Director of Integrated Care at Aspire Health Alliance, explains:

“The event notifications are a way to find people and engage them while they’re in the ED. In this acute state—this crisis state—we find a higher rate of engagement. If we send our people to the hospital, we can coordinate with a social worker to say ‘Look, this is a free service from MassHealth for you. I’m here to help you get what you need; how can I help?’”

This proactive collaboration helps ensure patients get needed follow-up care within three days of an ED visit, or within seven days from inpatient discharge, for better care and outcomes.

## Clinic Outcomes

With Collective notifications, case managers at Aspire have been able to contact and engage more patients in the BHCP program through timely outreach efforts.

*Utilizing Collective’s real-time notifications, Aspire Health Alliance has been able to follow-up with patients during their hospital stay, raising patient engagement from 20 percent to 50 percent—a 150 percent increase.*

Even when an Aspire staff member is unable to connect with a patient during their hospital visit, the Collective notifications have still been helpful when it comes to coordinating follow-up care. Deborah Jean states:

“In general, I think the takeaway is that getting these notifications is important—even if we can’t meet the person—because we can connect them to a doctor and social worker who will engage them and get them the care they need without having to go to the ED.”

**TAKE CONTROL**

[collectivemedical.com/behavioral-health](https://collectivemedical.com/behavioral-health)

## Patient Success Stories

Aspire Health Alliance seeks to find and engage members who have significant medical, mental health, and social needs—like the homeless population, people struggling with addiction, and others with significant medical and mental health conditions.

One of these members showed up at the South Shore Hospital completely inebriated. They called in the hospital social worker to meet with him, and Collective sent a notification to Aspire.

The care coordinator at Aspire had been trying to reach this patient about the BHCP program but had previously been unable to. She called the hospital, explained the situation, and received permission to visit the patient.

At the hospital, both the social worker and the care coordinator sat down together with the patient to discuss possible care resources for him. They worked out a care plan for him, signed him up for the BHCP program, and even got him set up for an appointment with a Medication Assisted Treatment facility the very next day.

## About Collective Medical

Collective Medical provides the nation’s largest and most effective network for care collaboration. Our risk-adjusted event notification and care collaboration platform spans across all points of care—including hospitals, payers, behavioral and physical ambulatory, and post-acute settings. The Collective Platform uses the network to identify at-risk, complex patients and share actionable, real-time information with diverse care teams, leading to better care decisions.