



Section: <b>Customer Services</b>	Policy Name: <b>Community Benefit</b>	Policy Number: <b>06.02</b>
Owner: <b>Customer Services Manager</b>	Reviewed By: <b>Sarah Ameter</b>	Total Pages: <b>3</b>
Required By: <input type="checkbox"/> BBA <input checked="" type="checkbox"/> MDHHS <input type="checkbox"/> NCQA <input type="checkbox"/> Other (please specify): _____	Final Approval By:  <i>Sarah Ameter</i>	Date Approved:  Jun 24, 2020
Application: <input checked="" type="checkbox"/> SWMBH Staff/Ops <input checked="" type="checkbox"/> Participant CMHSPs <input checked="" type="checkbox"/> SUD Providers <input checked="" type="checkbox"/> MH/IDD Providers <input type="checkbox"/> Other (please specify): _____	Line of Business: <input checked="" type="checkbox"/> Medicaid <input type="checkbox"/> Other (please specify): <input checked="" type="checkbox"/> Healthy Michigan                      _____ <input checked="" type="checkbox"/> SUD Block Grant <input checked="" type="checkbox"/> SUD Medicaid <input type="checkbox"/> MI Health Link	Effective Date: <b>4/1/20</b>

**Policy:** Southwest Michigan Behavioral Health (SWMBH) strives to utilize currently established local relationships with community-based agencies to promote wellness and a healthy community through collaborative efforts at the local level. When identified as of common benefit or need, SWMBH will promote educational/informational activities throughout the region to promote a common message to stakeholders.

**Purpose:** To outline the role of SWMBH in providing education and information to various stakeholder groups within the regional service area.

**Scope:** Customer Services

**Responsibilities:** SWMBH Customer Service department, delegated Community Mental Health Service Providers (CMHSP) and their provider networks, including Substance Use Disorder (SUD) providers, will ensure that community benefit standards outlined in this policy are implemented and supported throughout the region.

**Definitions:** None

**Standards and Guidelines:**

- A. Educational opportunities and information will be provided to all stakeholder groups in order to:
  1. Enhance the understanding, acceptance, and inclusion of individuals with mental illness, serious emotional disturbance, developmental disabilities, substance use disorders and other behavioral health needs.



2. Promote identification of individuals and families who could benefit from CMHSP, SUD, and/or Prepaid Inpatient Health Plan (PIHP) services.
3. Increase the community's knowledge of behavioral health services including those offered by the PHIP, CMHSPs, Provider Network, and eligibility guidelines and how to access services.
4. Increase community support for mental health, developmental disabilities, substance use disorders and other behavioral needs services.
5. Support mental health, developmental disability, other behavioral needs and substance abuse prevention advocacy in the community.

**B. These objectives will be met through activities such as:**

1. Community collaborative activities that focus on activities designed to promote wellness and healthy communities.
2. Promotion of the visibility of CMHSP/PIHP service provider network.
3. Partnership arrangements with community organizations to provide specialty health service perspectives on issues of concern to the general population or sub-groups served by the CMHSP/PIHP.
4. Outreach activities and screening of the general population, or identified sub-groups, for health conditions such as, but not limited to: depression, eating disorders, substance use disorders, etc.
5. Distribution and dissemination of relevant mental health, developmental disability, other behavioral needs and substance use disorder information, including trends and priority needs of the population served.
6. Sharing of information regarding the availability, eligibility for and access to mental health, developmental disability, other behavioral needs and substance use disorder services.
7. Support other activities which promote inclusion of customers in the community.

**C. It is expected that monitoring of outreach by each CMHSP and SWMBH may include:**

1. Reports of numbers/types of activities and number of participants at events.
2. "Post-test" scores of attendees at identified educational events.
3. Survey data collected from event participants.
4. Community Needs Assessment data, comments and reports for improvement.

**References:**

- A. MDHHS/PIHP Contract: Attachment P.13.0.B, Customer Services 2.6

**Attachments:** None



### Revision History

Revision #	Revision Date	Revision Location	Revision Summary	Revisor
1	2/19/15	SWMBH		
2	4/24/15	SWMBH		
3	1/10/17	SWMBH		
4	4/1/19	Standards and Guidelines: A1, A4, A5, B5, B6, References	Edited language, updated references.	Heather Woods
5	4/1/20	References	Updated reference	Heather Woods






# 06.02 Community Benefit

Final Audit Report

2020-06-24

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