

# GREATER COLUMBIA BEHAVIORAL HEALTH Policies and Procedures

Category: Administration  
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Approved By: The Board of Directors  
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**No: AD104.02**

**Title: Marketing/Education Plan**

## **I. Purpose:**

To disseminate information about Greater Columbia Behavioral Health in order to facilitate access to the mental health services provided by the GCBH Provider Network, including, but not limited to, locations of service providers and consumer rights.

## **II. Marketing Approach:**

The GCBH Regional Office will utilize a variety of public media to publicize GCBH supported services available through the GCBH Provider Network.

### **A. The GCBH client service brochure shall address the following:**

1. Range of options for treatment.
2. Range of options for supports.
3. Scope of available benefits.
4. Service provider locations and phone numbers.
5. Non-covered services.
6. How to access out of area services and what constitutes out of area services.
7. What constitutes services that are not covered?
8. Consumer rights and responsibilities.
9. Consumer right to disenroll.
10. The availability and function of Ombuds services.
11. Toll free phone number to access services and Ombuds services.
12. Consumer right to express dissatisfaction with services and the right to request and pursue grievance and fair hearing proceedings.

- B. Throughout the year, GCBH Regional Office staff provides presentations to allied providers, presents information at local events targeting social service programs, and conducts informational presentations.
- C. Anti-Stigma education is integrated with GCBH information presentations in addition to being addressed through GCBH Ombuds Service presentations. Brochures and other informational materials specifically addressing Anti-Stigma awareness are in development and will be integrated with other GCBH informational materials. During 2001, with the support of Federal Block Funds, the GCBH Ombuds staff coordinated the development of an Anti-Stigma Training Manual. The Ombuds staff is in the process of developing an Anti-Stigma awareness plan for 2002 that addresses the distributions of Anti-Stigma information throughout GCBH and includes scheduled presentations pertaining to the Anti-Stigma Training Manual.
- D. GCBH publishes a quarterly newsletter that is distributed throughout the GCBH Provider Network to over 350 agencies, stakeholders, and members of local consumer groups. The newsletter provides information on services offered throughout the GCBH Provider Network and has included articles on anti-stigma education, upcoming training events, mental health information, and provider updates.
- E. Through the GCBH Website, information will be made available about GCBH supported services available through the GCBH Provider Network, service locations and phone numbers, as well as links to other mental health resources. The Website allows for stakeholder input to be communicated back to the GCBH Regional Office.
- F. GCBH materials and brochures that publicize services are available and distributed to GCBH providers and systems such as schools, jails, DCFS, DDD, and libraries. GCBH will coordinate distribution of brochures at Community Services Offices within the region to reach individuals eligible for services under the GCBH Prepaid Health Plan. Ombuds brochures are made available at the provider level and at allied provider agencies.
- G. GCBH brochures and educational materials are to be published in languages commonly used throughout the GCBH service area. Through MHD direction and GCBH review of client demographic information, languages commonly used throughout GCBH are determined and materials developed.

H. Member agencies of the GCBH Provider Network shall assure:

1. Information explaining client rights and services offered through GCBH is provided to clients at initiation of services.
2. GCBH brochures and quarterly GCBH newsletters are openly displayed and available to consumers and/or persons eligible to receive GCBH supported services.
3. Information pertaining to agency hours of operation and programs/services offered is available to consumers and/or persons eligible to receive GCBH supported services.
4. GCBH Ombuds brochures and Ombuds contact information/consumer rights information is openly posted and otherwise made available at the agency.
5. Agency contact numbers are listed in public directories serving the local agency service area, and the agency has a toll free phone number and/or allows unrestricted access to the agency via phone.

I. Cross System Linkages

GCBH assures cross system linkages through the following:

1. Service delivery protocols that provide strategies for the coordination and integration of services for consumers with multiple needs. Consumers, parents/foster parents, and representatives of other involved systems will be included in the development of these protocols.
2. Presentations are made by GCBH staff to allied systems on request.

Examples include:

- a. Building Bridges - sponsored by the Washington Coalition for the Homeless
- b. 1<sup>st</sup> Steps Program
- c. Regional Collaborative Workshop - sponsored by the Division of Alcohol and Substance Abuse, Mental Health Division, and the Department of Health
- d. Cross Cultural Presentation - Heritage College

3. GCBH also works with allied systems to jointly sponsor and develop conferences and trainings that address cross system linkages.

Examples include:

- a. Common Ground Conference - sponsored by Aging & Long Term Care, Home & Community Services, Division of Developmental Disabilities (DDD), and GCBH
- b. Joint trainings for DDD and mental health staff

#### J. Subcontractor and Enrollee Involvement

GCBH assures sub-contractor and enrollee involvement into the plan through the following:

1. Subcontractors are involved in the development of marketing activities by being given the opportunity to review plans and provide comments.
2. Stakeholder and enrollee involvement is obtained through review and input by the GCBH Regional Advisory Board and Quality Review Team. Comments and suggestions are forwarded to the Board of Directors before approval of the plan. Stakeholder and enrollee involvement is encouraged through distribution of materials at the provider level for review and comment.

#### K. Evaluation of Marketing Plan

Evaluation and recommended changes to GCBH Marketing Plan occur on an annual basis. The GCBH Regional Office staff coordinates review of the Marketing Plan. Review of the plan enables marketing activities and information to be targeted to the general population as well as to diverse populations that are under-served or under-represented, including people of Limited English Proficiency. Review of the plan shall address effectiveness in reaching people who may be visually or auditorily impaired.

The plan review process involves:

1. Evaluation of service utilization information by the Quality Management Oversight Committee (i.e., client ethnicity throughout GCBH, access to services by age and ethnicity, and client service utilization by provider agency).

2. Input gathered from the GCBH Regional Advisory Board through their knowledge of local system issues.
3. Input from the GCBH Multi-Cultural Competency Committee gathered through its ongoing work, feedback from forums, and involvement in the development and review of the GCBH Specialist Standard.
4. Information collected through Regional Office site visits including contract audits and utilization management/quality improvement plan reviews.
5. Information collected through QRT and Ombuds activities including QRT consumer, provider staff, and allied system surveys, and Ombuds records of complaints.

Information and committee input is evaluated by staff and applied towards revising the GCBH Marketing approach to target specific populations, services, specialized programs, client access by geographic region, etc., where input indicates a need for additional marketing emphasis. Revisions to the Marketing Plan are distributed for comment prior to GCBH Board of Director approval.

### **III. Scheduled Review of this Policy:**

The review of the GCBH policies and procedures manual is on a two year cycle. The GCBH policy review and revision approval process is a three month process. This policy is scheduled to be reviewed every second year:

- A. by GCBH staff by January of even years,
- B. by the Regional Advisory Board (RAB) by February of even years,
- C. by the GCBH Board of Directors by March of even years, and
- D. outside of the schedule if required.