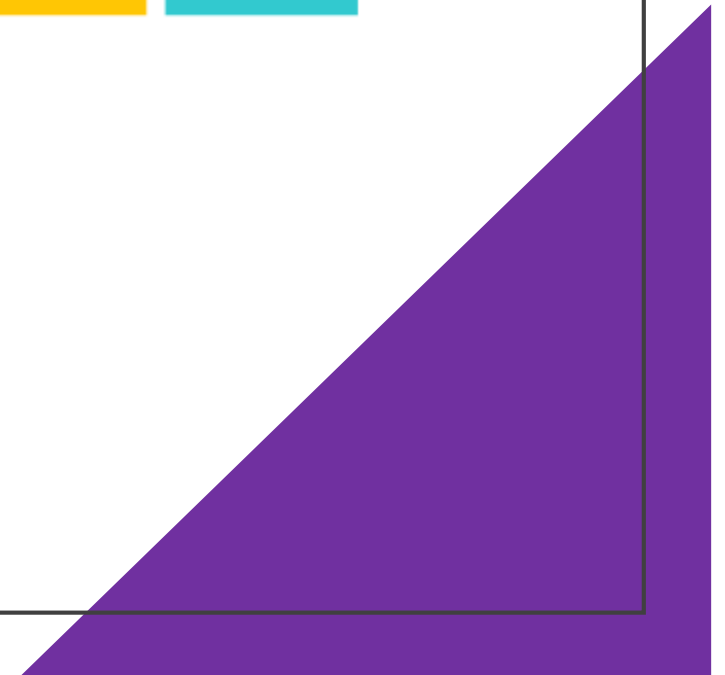


# Financial Support for EBPs: Why it matters and what it takes to make it work.

Lessons Learned from the Louisiana EBP Capacity and  
Sustainability Funding Program

Ronnie M. Rubin, PhD  
Impact Reach, LLC  
Thursday March 16, 2023



# Agenda

- Introduction
- The Center for Evidence to Practice
- Financial barriers to EBPs
- Louisiana EBP Capacity & Sustainability Funding Program
- What we learned – successes and challenges
- Recommendations for systems and clinicians implementing EBPs
- Reminder of Center for Evidence to Practice Resources



## MISSION

To support the state and its agencies, organizations, communities, and providers in the selection and implementation of evidence-based interventions to promote youth and family well-being, improve behavioral health outcomes, and to address challenges related to sustaining quality practice.

## VISION & VALUES

Identify strengths and gaps in Louisiana's child and youth behavioral health system

Make evidence-based support and intervention available when and where youth and families need them

Promote excellence and accountability in service provision

Encourage a ready workforce through education and support efforts

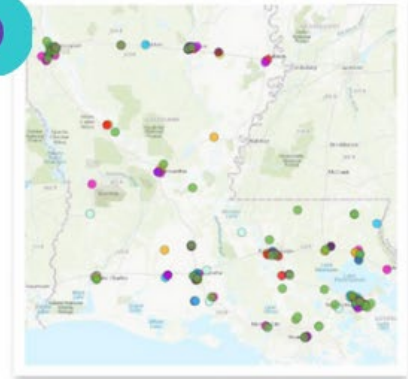
Introductions: Please, introduce yourself in the chat

# Increase in EBPs in Louisiana

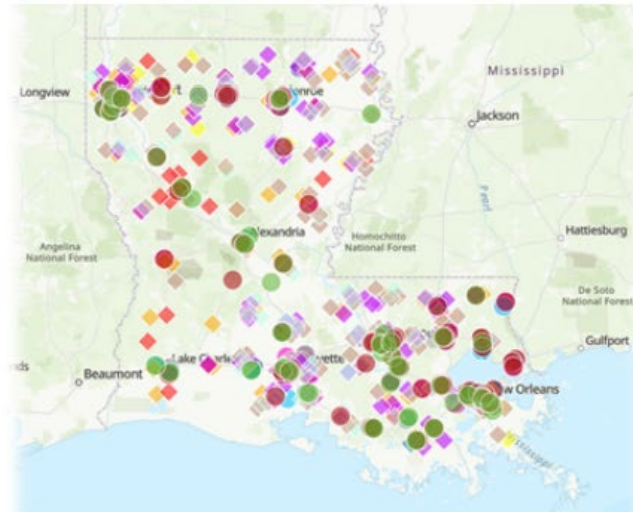
2006



2019



2022



# 2022 Accomplishments

**175**

Agencies  
representing

---

**278**

New EBP practitioners  
**participated in training.**

**7**

New **EBP training** cohorts initiated:

---

- EMDR - 2 cohorts
- TF-CBT - 2 cohorts
- PCIT - 2 cohorts
- PPT/YPT - 1 cohort

# Why EBPs?

## Why do they need financial support?

- Outcomes – diagnostically specific, increase provider efficacy, meaningful short-and long-term change
- Harder to do – specialized training, time to learn and time to deliver
- Harder to access – especially in community mental health settings
- Systems working to address this problem
  - Financial support for training and consultation
- Training not enough - System, organizational, financial, and policy change



# Louisiana Providers Perspective on Financial Barriers to EBPs

2021 Brief



Commitment to EBPs



Importance of trainings offered by Center for Evidence to Practice



Direct and indirect cost of EBPs



Key challenge: retention of EBP clinicians



Policy and managed care barriers

A blue pen with a silver tip is positioned diagonally on the left side of the slide, resting on a document that features a bar chart with blue bars. The background is a light blue gradient.

# Tracking EBPs

2021 Brief

---

- EBP Tracking Codes not being used
  - Survey – 65% did not know about EBP tracking codes and 10% reported using them
- Importance of tracking
  - Impact of training investment on system
  - Identify needs / gaps
  - Potential mechanism for future funding
- EBP Tracking Codes
  - Outpatient therapy by licensed practitioner
  - Used by clinicians who have met EBP qualifications



# EBP Capacity and Sustainability Funds

System response to identified need for financial support of EBPs

- Interim strategy
- Directed additional funds to providers offering EBPs in Medicaid-funded outpatient therapy services
- One time funding opportunity

Funding intended to offset the costs to providers of

- 1) achieving EBP qualifications
- 2) integrating EBP tracking codes within claims processes
- 3) delivering EBP services

Test if funding could address 2 current barriers

- Achieving certification
- Using EBP tracking codes



# Funding Timeline and Process

Funding based on use of EBP tracking codes in Medicaid Claims

- Submit documentation of qualification to each MCO
- \$3500-\$10,000 per location up to \$40,000 for multiple locations
  - Number of EBP qualified practitioners using code during contract period (March-July 2022)
- Volume bonus of \$3000 for multiple session with multiple clients

Child-Parent Psychotherapy (CPP)  
Eye Movement Desensitization and Reprocessing (EMDR)  
Parent-Child Interaction Therapy (PCIT)  
Preschool PTSD Treatment (PPT)  
Trauma-Focused Cognitive Behavioral Therapy (TF-CBT)  
Positive Parenting Program (Triple P – Level 4)  
Youth PTSD Treatment (YPT)



# Participants

59 initial applications

42 contracted

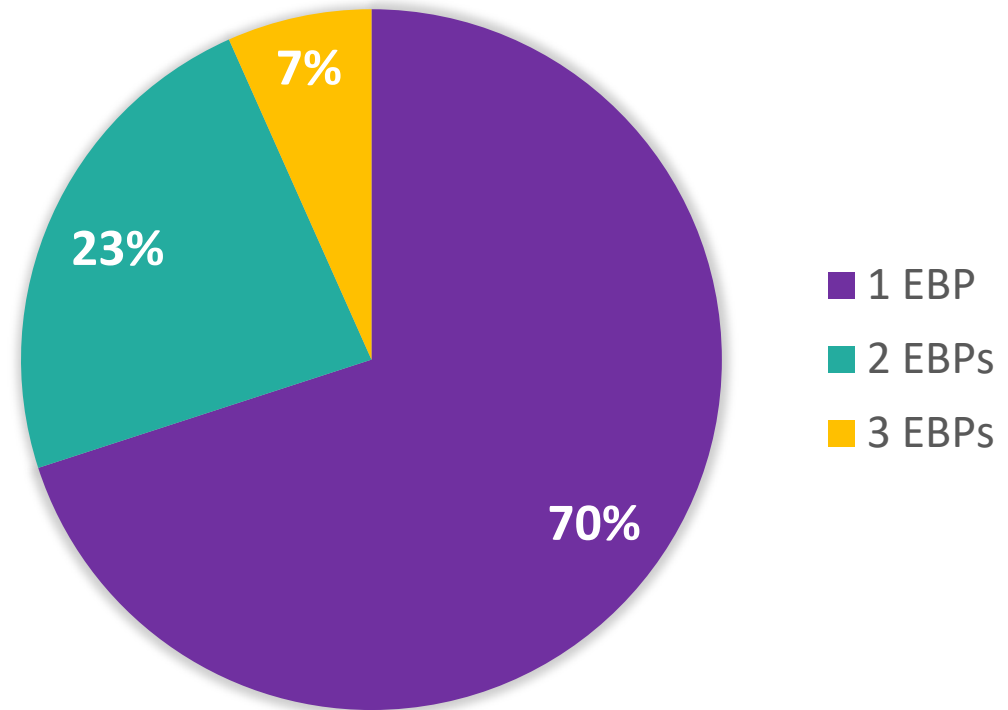
**25 completed**

- 22 independent practitioner
- 3 agencies with multiple clinicians
- 30 clinicians – some qualified in more than one EBP

**\$167,500 awarded**

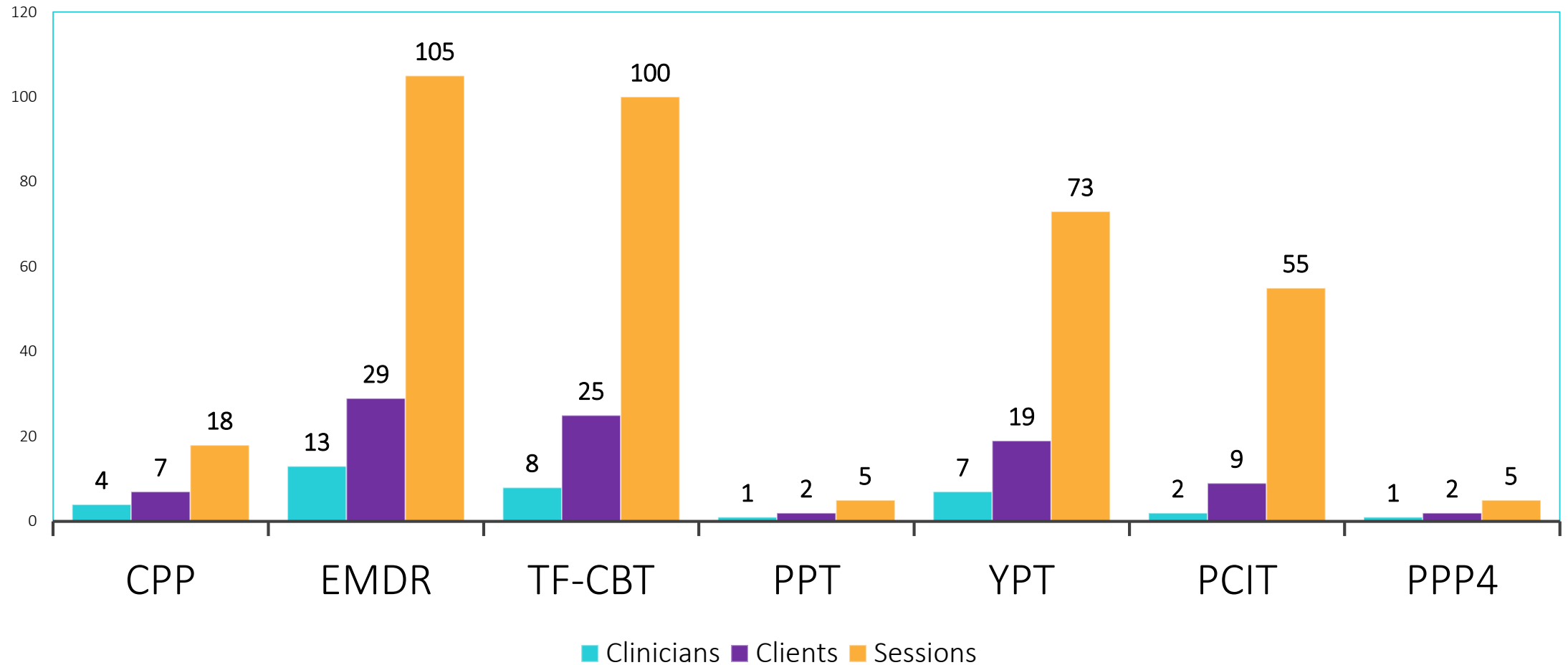
- 56% received bonus for volume of EBP service

**CLINICIANS QUALIFIED IN 1 OR MORE EBPS (N=30)**



# EBP Services

## CLINICIANS, CLIENTS AND SESSIONS BY EBP



# Feedback from participating providers

Survey, 25 respondents

**96% would recommend this type of funding opportunity to other providers**

- Funding encouraged the continued delivery of EBPs in the Medicaid provider network
- Encouraged providers to continue to learn EBPs
- Support and recognition of the time and costs that goes into these models and helped work out the challenges of using the EBP tracking codes

How the funding will be/was used?

- To help sustain and grow practices
- Train more clinicians and see more clients
- Continue learning and needed resources and supplies
- Reward EBP providers

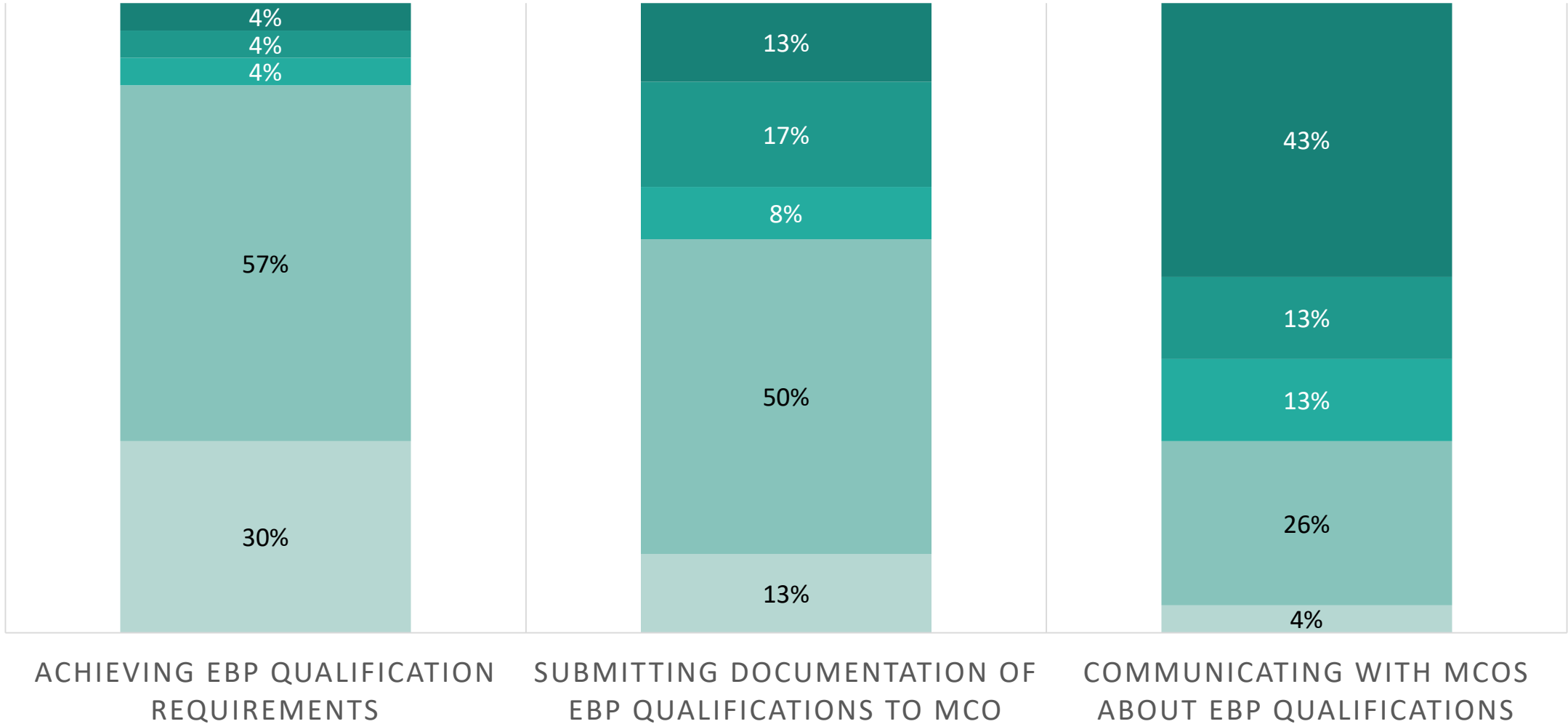
*“I think this has been a great opportunity as a therapist and as someone who wants to continue providing services to underrepresented children.”*

*“I would recommend this type of funding opportunity to other EBP providers because it brings awareness to all of the hard work, training, and experience that professionals within this field are utilizing.”*

*“A lot of providers either quit or change their course of action because of the expenses related to EBP practice. This funding opportunity provides the opportunity for providers to participate in trainings and receive some extra much-needed support.”*

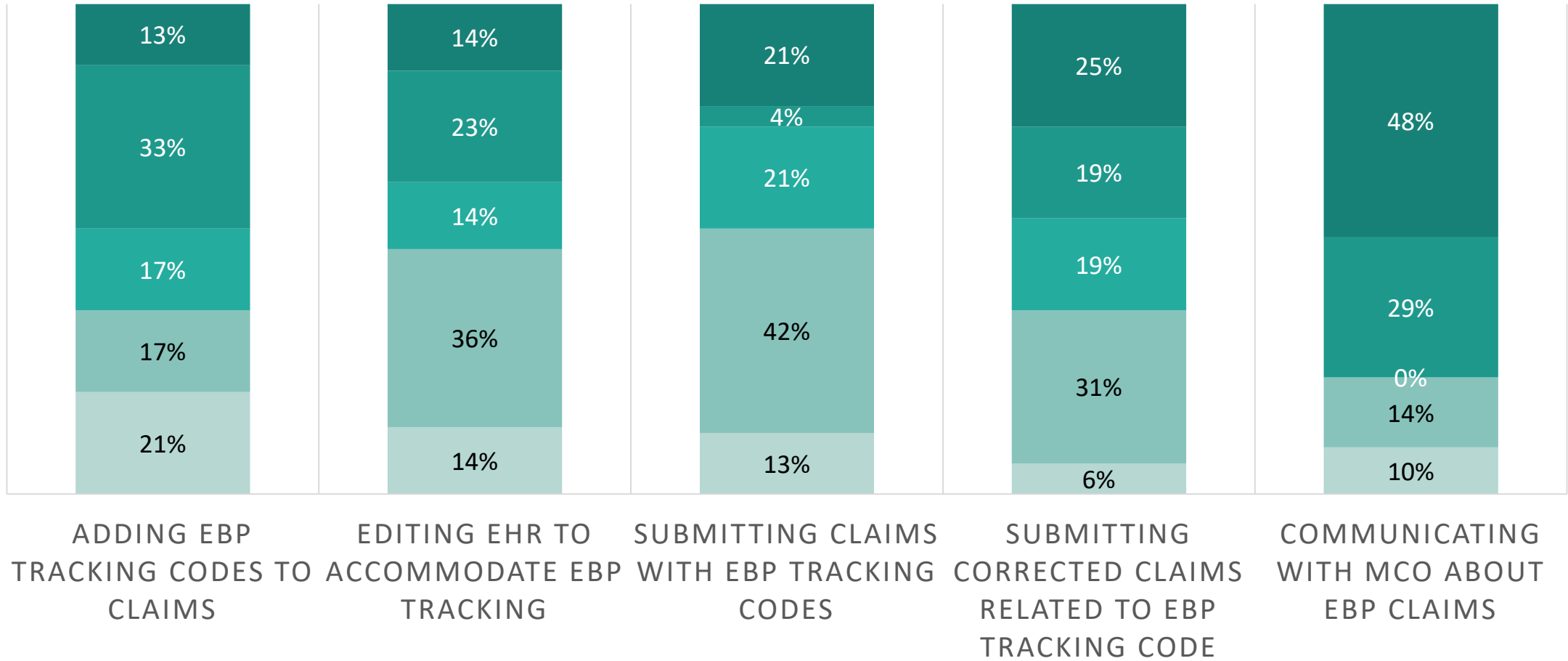
# EBP QUALIFICATION STEPS (%)

Very Easy   Easy   Neutral   Difficult   Very Difficult



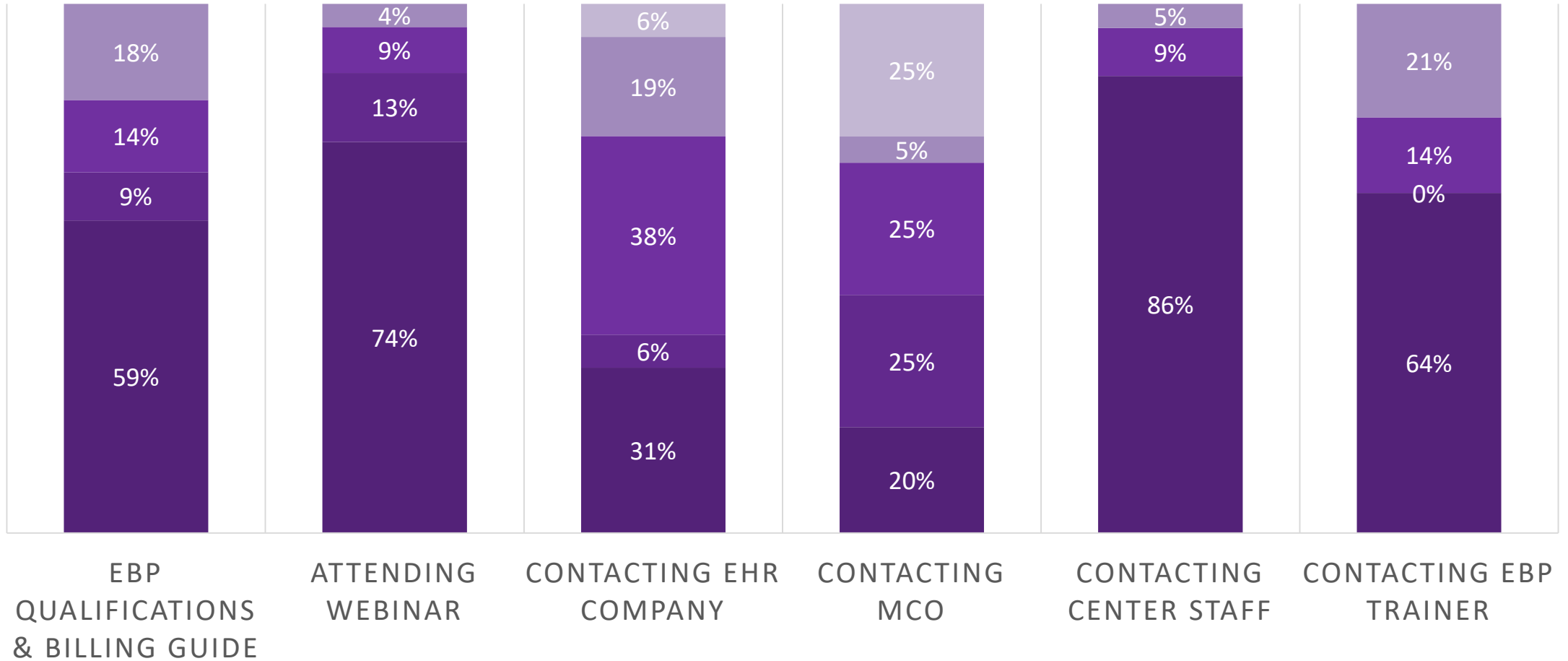
## EBP CLAIMS STEPS (%)

Very Easy Easy Neutral Difficult Very Difficult



## HOW USEFUL WERE THE FOLLOWING SUPPORTS? (%)

Very Useful   Somewhat Useful   Slightly Useful   Neutral   Not at all Useful





# Success / Challenges

- Responded to providers' concerns about EBP funding
- Funding for achieving EBP qualification and use of EBP billing codes
- Efforts **implementing EBPs recognized and financially compensated**
- **Raised awareness** about and increased motivation to achieve the EBP qualification.

BUT . . .

- Distributed less than 20% of available funds
- Communication and technical barriers with the MCOs made this funding opportunity **frustrating and time-consuming for a workforce that is already stretched thin.**

## EBP Qualification Expectations

- Needed clarification on requirements
- Not prepared to meet them
- Submitting documentation to MCOs
- Not receiving confirmation

## MCO processes for EBP qualifications and claims with EBP tracking codes

- Rejected and submitting corrected claims
- Using MCO portal instead of EHR
- Not all codes ready for use
- Process needed to be addressed with each MCOs

## EBP Tracking codes are not part of standard billing processes

- Not included in the Louisiana Medicaid Fee schedule
- Lack of familiarity with tracking code fields (not modifiers) and frequent reject claims
- Compatibility with provider billing systems and processes

# Recommendations for Systems

## Importance of financial support for EBPs

## Simplify process for distributing financial support

- Mindful of administrative or regulatory burden

## Technical aspects of tracking

- Fully tested, well communicated and embedded within existing processes
- Provide technical assistance to bridge providers, MCOs trainers

## Reach of funding

- Ensure that it is aligned with who / where EBPs are being delivered

## Extra support to achieve EBP qualifications

- Beyond typical training initiative
- Booster training, tracking, re-engage clinicians

# Recommendations for Clinicians & Agencies

## Importance of achieving EBP Qualifications

- Steps after participation in training and consultation
- Criteria that will be used for funding opportunities
- EBP Qualification and Billing Guide  
<https://laevidencetopractice.com/>

## Integrate EBPs in operations

- Intake / Referral / Clinician assignments
- Documentation
- Claims

## Future of EBPs

Resources: <https://laevidencetopractice.com/>

## REPORTS, PUBLICATIONS, AND CONFERENCES

**BRIEF 8**  
March 2023



Evidence-Based Practice  
Capacity and Sustainability  
Funding Pilot

**ANNUAL REPORT**  
2022



**BRIEF 7**  
November 2022



Examining Patterns in  
Medicaid Behavioral Health  
Data amidst COVID-19 and  
other Natural Disasters

**Interactive Map of  
Medicaid EBP Providers  
in Louisiana**



**Training Opportunities**



**EBP Resources**



View materials to see if  
evidence-based practices may be  
ideal for your therapeutic  
practice or family.

**Materials for EBP  
Promotion and Referral  
Building**



Download free materials to  
educate your community about  
EBPs and help them connect with  
trained Medicaid providers.

Find Medicaid providers near you  
that are trained or certified in an  
evidence-based program for  
children and families.

Explore our upcoming training  
opportunities, our three-year  
training calendar, information on  
past cohorts, and more.