

# Looking for ways to differentiate your behavioral health practice to optimize your payer reimbursements?



The team at Tribunus Health evaluates behavioral health providers against several core attributes to better define their value proposition for leverage in negotiations. Consider these elements as a starting point.

1

**Comprehensive Provider Network:** Highlight your practice's diverse mix of license levels, including psychiatrists, nurse practitioners, and therapists. Emphasize your ability to meet the critical need for psychiatrists, a challenge many health plans face in their networks.

2

**Urgent Care Accessibility:** Showcase your practice's commitment to timely care, especially for urgent appointments. This rapid response capability is crucial in mental health crises and demonstrates your dedication to patient well-being.

3

**Hospital Aftercare Partnerships:** Emphasize your collaborations with hospitals to provide prompt aftercare appointments. This partnership helps health plans meet their HEDIS standards, making your practice a valuable asset in quality care delivery.

4

**Lifespan-Inclusive Services:** Highlight your expertise in serving diverse age groups, particularly children/adolescents and geriatric populations. This broad age-range competency addresses the full spectrum of mental health needs within a community.

5

**Specialty Population Focus:** Showcase your practice's commitment to serving specialty populations, such as the LGBTQ+ community. This demonstrates cultural sensitivity and the ability to provide tailored, compassionate care to underserved groups.

6

**Multilingual Services:** Emphasize your ability to offer services in multiple languages. This linguistic diversity breaks down communication barriers and ensures that non-native English speakers receive equitable, comprehensive care.

7

**Cultural Competency:** Highlight the diverse cultural competencies of your practitioners. This expertise allows for more effective, respectful, and inclusive care, particularly important in the sensitive field of mental health.

8

**In-Person Care Options:** Underscore your commitment to offering face-to-face services, a differentiator in a field where many providers have shifted to telehealth-only models. In-person care can be crucial for certain patients and conditions.

9

**Community Presence:** Emphasize your strategic clinic locations in underserved communities. This presence demonstrates your commitment to addressing mental health disparities and improving access to care in high-need areas.

10

**Care Coordination Excellence:** Showcase your practice's demonstrable coordination of care with primary care physicians (PCPs) and other medical professionals. This integrated approach acknowledges the interplay between mental and physical health, leading to more comprehensive patient care.

By presenting these elements, mental and behavioral health providers can differentiate themselves. This will strengthen your position in rate negotiations with payers and also emphasize your vital role in improving community mental health outcomes.