NCQA



CASE STUDY

B&D Integrated Health Services Earns NCQA CCBHC Accreditation, Strengthening Its Commitment to Quality Care

Achieving NCQA Accreditation helps B&D stand out and demonstrate to payers, patients and other stakeholders that it meets national standards and provides high-quality care to patients.

Established in 2005, B&D Integrated Health Services (B&D) provides comprehensive, integrated primary care, behavioral health and substance use services to more than 2,200 people each year. Its mission is to meet the diverse needs of the community by using approaches that are flexible, person-centered, family-focused, culturally responsive and empirically based. B&D demonstrates its commitment to patient-centered care by including patients on its Board of Directors, ensuring their voices guide its future direction.

B&D is one of five Certified Community Behavioral Health Clinics (CCBHCs) funded by the North Carolina Department of Health and Human Services. While most of its services are funded through Medicaid, the state also provides funding for B&D to serve anyone, regardless of ability to pay.

WHY B&D CHOSE NCQA ACCREDITATION

B&D's leadership recognized the evolving state healthcare policy landscape and potential shifts in payment for CCBHCs, so they sought independent validation that they were meeting national Substance Abuse and Mental Health Services Administration (SAMHSA) standards. They viewed NCQA's CCBHC Accreditation as an opportunity to strengthen B&D's commitment to excellence and demonstrate the quality of its services.

"We felt like having the NCQA CCBHC Accreditation would give us a leg up and solidify the work we were already doing," says Erin Lewis, Clinical Director at B&D. "It takes it a step beyond attestation."

For B&D, achieving CCBHC Accreditation was also an opportunity to demonstrate its commitment to quality to stakeholders, including payers, community partners and patients.

> *"It really impacts the patient experience and the services they are receiving. If we can show that we are doing the absolute best by being able to meet the NCQA standards, then our patients will have a better experience."*
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> **TANYA HINCKLE**, *Quality Management Director, B&D Integrated Health Services*

B&D'S CCBHC ACCREDITATION JOURNEY

Rather than viewing Accreditation as an audit, B&D experienced the process as a collaborative partnership focused on continuous improvement. The Accreditation effort was led by a cross-functional team that systematically worked through the requirements and documentation.

According to the team, NCQA's structured approach was one of the most valuable aspects of the process. *"The way that it was structured, including the three scheduled check-in meetings, was really helpful,"* says Tanya Hinckle, Quality Management Director at B&D. *"The feedback we received from NCQA was very supportive."*

The organization's leaders also appreciated the way NCQA broke the standards into manageable components and provided actionable feedback throughout the process.

NCQA's process made it easy for B&D to just follow the path. Systematically going through the criteria and uploading documentation along the way helped the team stay focused and confident throughout the Accreditation journey.

> *"We really appreciated that spirit of NCQA wanting us to be the best CCBHC we can be, and they really gave us the foundation for that. It was very positive."*
>
> **TANYA HINCKLE**
> *Quality Management Director, B&D Integrated Health Services*

POSITIVE IMPACT OF ACCREDITATION

B&D's experience demonstrates how CCBHC Accreditation can serve as both an external validation of quality and a vehicle for meaningful organizational growth. Here are just a few of the benefits:

Creates a systematic approach to quality. Accreditation provides structure and a framework to organize and execute a quality improvement strategy. "Having a systematic way of approaching the work and having all of the standards broken down really helped us stay organized," says Lewis.

Demonstrates a culture of excellence. The Accreditation seal serves as a visible symbol of quality for employees and patients. "We prominently display our NCQA certificate at the front desk," says Lewis. "It helps employees better understand the importance of the CCBHC model and it also signals quality and accountability to patients entering our facility."

Enhances community connections. Accreditation helps organizations better understand how to capture and analyze community needs in a more comprehensive way. B&D updated its methodology and added to its current needs assessment, which will inform its strategic plan and ultimately impact the patients and communities it serves.

Establishes legitimacy with payers. Accreditation provides legitimacy and proves that the organization is a strong contracting partner. "As the state focuses more on CCBHCs, it feels like we are a step ahead of some other organizations that are just starting the process," says Lewis.

B&D entered the Accreditation process seeking confirmation that it was delivering care aligned with national standards. It emerged with stronger processes, greater confidence and a clear framework for continuous improvement.

> *"NCQA Accreditation is a stamp of approval of quality. It demonstrates to payers, stakeholders and patients that we are in fact meeting the criteria that we strive to meet."*
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> **ERIN LEWIS**, *Clinical Director, B&D Integrated Health Services*

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Improving healthcare.
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