

## Criterion Health Development Services Vignettes

Utilizing Criterion Health to organize a program or entity provides a solid general contractor to assure owner goals are maintained throughout the design and development processes. These services usually are time limited, but typically are of a scope taking several years to set up and “birth” successfully. Samples of projects Criterion has been involved in include:

**Aroostook Mental Health Services** Wesley Davidson, Chief Executive Officer, One Vaughn Place, Caribou, ME 04736, 207-498-6431

Aroostook is a private community mental health center serving upstate Maine.

In 2004 Aroostook received a grant from the Maine Health Foundation to implement behavioral health services with four community health centers in northern Maine. Criterion Health was contracted to organize and assist that project:

- Criterion created an organized way for behavioral health issues to be identified and services delivered in the culture of public primary care medicine. The Prime Health Solutions program had the following attributes:
  - Screening tools for high incidence and high risk behavioral disorders (including domestic violence)
  - Screening tools for chronic lifestyle related illnesses such as diabetes, hypertension, asthma and arthritis
  - Organized interventions for specially trained behavioral health practitioners adhering to Motivational Interviewing and the Transtheoretical Model of Change involving a series of 15 to 30 minute interventions
  - An organized group based program addressing adherence to prescribed medications, diet regimens, activity regimens and addressing the cognitive restructuring techniques necessary to accommodate lifestyle changes when adjusting to a chronic illness.
  - An organized program evaluation program was administered; performance measures from the depression and diabetes health collaboratives were adopted (along with similar measures for other covered syndromes) and the Medical Outcomes Survey was administered. Two years of findings were maintained and significant lifestyle adjustments for participants were found.

Related projects involving integrating behavioral technologies into primary care settings have occurred with Behavioral Health Solutions in Phoenix, AZ, the US Health Resources Services Administration, Bureau of Primary Care, Rockville, MD and the Evansville Rehabilitation Center, Evansville, IN among others.

**Easter Seals Rehabilitation Center**, Ray Raisor, Chief Executive Officer, 3701 Bellemeade Ave., Evansville, IN 47714, 812-479-1411.

Easter Seals provides “services that maximize the independence of children and adults with disabilities...” in Southwestern Indiana.

Since 2006, Criterion has worked with Easter Seals to foster their goal as an innovator of products and services to further their mission. Working with the expertise and resources of the Center, Criterion has obtained Small Business Innovation Research (SBIR) funding for two projects. All SBIR programs, which are highly competitive, consist of three phases: Phase I—to demonstrate feasibility with approximately \$75,000-150,000 for six months; Phase II—to complete research and development with approximately \$500,000-1,000,000 for two years; and Phase III—commercialization with no funding. All federal agencies that provide extramural funding participate in the SBIR program, for example, National Institutes of Health, Department of Defense, National Institute for Disability and Rehabilitation Research (NIDRR) within the Department of Education, etc.

- LifterMate received Phase I funding from NIH. The project addresses the need to provide a portable lifter that will allow a person who is unable to do so independently to transfer from a wheelchair into and out of a bathtub. Currently available Hoyer-style lifts only allow transfers within the footprint of the base. A patent has been granted for the innovation that not only allows transfers outside the footprint of the base but also includes innovations that improve the lifter’s overall functioning.
- A variable position mid wheel drive system for power wheelchairs has received Phase I and Phase II funding from NIDRR. The drive wheels for power wheelchairs are located at either front, mid, or rear positions. However, each position has its advantages and disadvantages as function of the terrain and environment in which the user is driving. For example, mid wheel drive power wheelchairs are very maneuverable in tight spaces like indoors. However, front wheel drive is better for many climbing curbs and on uneven terrain. In Phase I a proof-of-concept model was developed and evaluated that showed that the innovation is feasible. Phase II will lead to the development of a fully operational and evaluated prototype that a manufacturer can bring to market.

As a provider of clinical services, Easter Seals is uniquely aware of the needs of its clients. The challenge for Easter Seals as well as any other human service organization is to move from only addressing the needs of one client at a time to see the opportunity to innovate, that is, to develop new products and services. Criterion has the skill set to help an organization realize its potential as an innovator.

**Spokane Regional Services Network (SRSN)** Kasey Kramer, Director of Social Services, 312 W. 8th Ave. Spokane, WA 99204, 509-477-7561

The state of Washington adopted a new Medicaid method of services delivery (via a 1915b freedom of choice waiver). Criterion Health assisted the Spokane group organize to successfully deliver services. In 1998-2000 the following services were delivered:

- Affiliation assistance; helping the organization and inter organizational agreements.
- Administrative services organization; creating policies, procedures, monitoring templates and reports.

In addition to the Spokane RSN we also provided similar assistance to: NEWRSN in Collville, WA, Thurston-Mason RSN in Olympia, WA and the SouthWest RSN in Kelso, WA.

We have provided organization to regional entities organizing to accommodate new Medicaid requirements as well in Kentucky, Oregon, Alaska, Florida and North Carolina.

**Mental Health Association of Colorado**, (MHAC) Jean Rohner, Chief Executive Officer, 1385 S Colorado Blvd, Ste 610, Denver, CO 80222, 720-208-2225

The Mental Health Association of Colorado was selected by the Denver Health Foundation to be the administrator of finding to create a new service system that addresses behavioral health crises that may avoid utilizing the area's overworked hospital emergency departments. Criterion was selected as the entity to design the new services. Since 2005, Criterion has provided the following:

- Assessed existing patient flow and demand
  - Established benchmarks for comparison
- Organized a community steering committee
- Facilitated a community goal setting process
- Facilitated a design process
  - Provided feedback from multiple existing national models
- Determined a best fit model for service organization and delivery
- Provided the business plan and pro forma for capitalization
  - Basic service descriptions
  - Core job descriptions
  - Cost and financial projections

We have assisted other hospital groups address more consumer satisfying, cost effective means of delivering behavioral health crisis care in Ohio, Michigan and Washington.

If we can provide further information or examples of service  
please feel free to contact:

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