



PUBLIC SECTOR SERVICES

Innovation in Behavioral Health Model

State Medicaid agencies can capitalize on a new, evidence-based opportunity to design better behavioral health systems

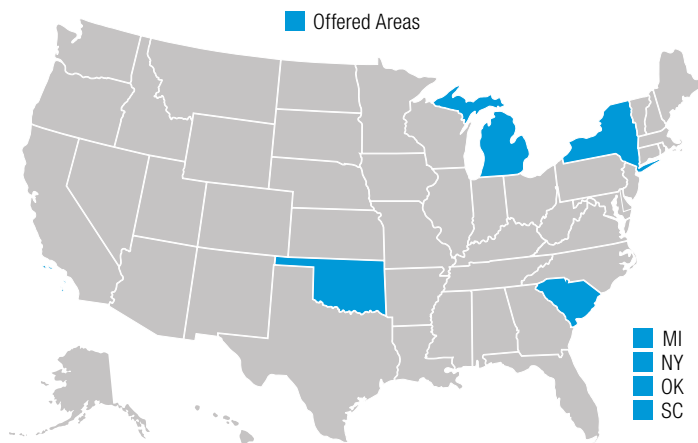
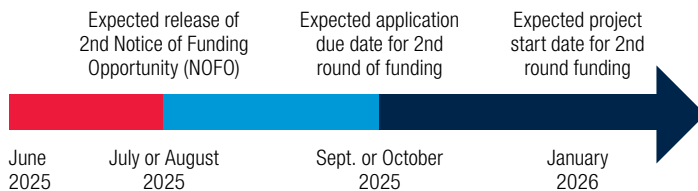
The Opportunity

The Innovation in Behavioral Health (IBH) Model is designed to address the fragmentation of behavioral and physical health care for adults with moderate to severe mental health and substance use disorders (SUD). These individuals often face poor outcomes, premature mortality, and unmet social needs due to uncoordinated systems. The model promotes whole-person, coordinated, and equitable care that improves access, outcomes, and efficiency while reducing unnecessary utilization and health disparities.

IBH Model Goals

- Integrate behavioral health and physical health care for adult Medicaid, Medicare, and dually eligible beneficiaries with moderate to severe mental health and/or SUD.
- Promote value-based payment alignment across Medicare and Medicaid.
- Address health-related social needs like housing, food, and transportation.
- Expand the use of certified health IT and improve care coordination.

The Schedule



Source: Centers for Medicare & Medicaid Services

How A&M Can Help

- Explore and assess for feasibility
 - Help adapt existing models
 - Provide foundational needs support
 - Establish quality measures and incentives
 - Conduct stakeholder engagement and communication
 - Support project and change management
- See next page for details*

First Round Awards (2024)

CMS selected four states for initial implementation:

- Oklahoma (statewide)
- Michigan (sub-state)
- New York (sub-state)
- South Carolina (sub-state)

Each received approximately \$7 million in initial cooperative agreement funding¹ to be used for:

- Planning
- Data infrastructure
- Provider transformation

1. At least 30% of total cooperative agreement funding must be passed through to Medicaid-only practice participants per the original NOFO dated June 17, 2024.

How A&M Can Help

A&M **brings deep subject matter expertise and practical experience** in supporting states and other organizations to assess and implement federal demonstration programs and other funding opportunities. Below are specific skills and service offerings we have leveraged for states:



Explore and Assess for Feasibility

- **Assess** state electronic health record systems and interoperability capacity
- **Identify** eligible specialty behavioral health practices
- **Evaluate** relationships with existing crisis service delivery systems
- **Analyze** alignment with the IBH care delivery framework



Foundational Needs Support

- **Enhance** health IT infrastructure to support integrated care
- **Leverage** telehealth tools to expand access and care coordination
- **Coordinate** practice transformation across participating providers



Adaptation of Existing Models

- Certified Community Behavioral Health Clinic (CCBHC) Demonstration
- CCBHC SAMSHA Expansion Grants
- Medicaid Health Homes
- Primary Care Case Management



Project and Change Management

- **Support** interprofessional team development and change management
- **Address** resistance to change and **foster** organizational alignment with model goals
- **Guide** teams through sustainable cultural and operational transformation



Stakeholder Engagement

- **Maintain** transparent, consistent communication with regulators, leadership, and staff
- **Negotiate** expectations and **resolve** concerns with oversight and compliance bodies
- **Respond** to feedback by strengthening staffing, retention, and workforce development



Quality Measures and Incentives

- **Support** states in designing IBH quality measures tied to payment and required reporting
- **Develop** value-based quality incentives targeting diabetes, hypertension, and tobacco use disorder
- **Monitor** person-centered planning, treatment goals, and outcome achievement

Authors

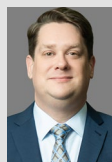


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