



Enhancing Access to Behavioral Health Care: A Webcast Series on Tele-Behavioral Health

Presented by HRSA's Office of Regional Operations

April 14, 2016 1:00-2:00 pm EDT

April 28, 2016 1:00-2:00 pm EDT

May 19, 2016 1:00-2:00 pm EDT



This free Webcast Series is designed for provider organizations who would like to develop or expand tele-behavioral health services for underserved populations.

- **An Introduction to Telebehavioral Health: What's New and Why it Makes Sense *(April 14, 2016)***
- **The Finger Lakes Community Health Center Model of Telebehavioral Health *(April 28, 2016)***
- **Implementing Technology Assisted Care into Behavioral Health Settings: A Framework for Change *(May 19, 2016)***

Join the webcasts and view the presentations online by clicking below:

April 14, 2016: [An Introduction to Telebehavioral Health](#)

April 28, 2016: [Finger Lakes Community Health Center Model](#)

May 19, 2016: [Implementing Technology Assisted Care into Behavioral Health Settings](#)

An Introduction to Telebehavioral Health: What's New and Why it Makes Sense

Presented by Jay Ostrowki, National Board for Certified Counselors and Affiliates

Date: Thursday, April 14, 2016

Time: 1:00 pm to 2:00pm (EDT)

TO ACCESS THE WEBCAST: <http://services.choruscall.com/links/hrsa160414.html>

(Click on the link, and fill out the registration field on the day of the webcast.)

DESCRIPTION: This webcast is designed to help you begin exploring how telemedicine may help increase access to behavioral health services for your patients. Key issues and growth opportunities in the telemental health industry will be covered. A brief historical context will be provided as background for the current state of technology, reimbursed services, security, HIPAA compliance, laws, ethics, risk management, credentialing and training requirements. Opportunities for increased access and implementation of telemental health services will be discussed.

OBJECTIVES:

After participating in this webcast, you will be able to:

- Identify areas where telemental health services may be beneficial for your practice or service setting;
- List five current types of telemental health practice settings;
- Describe the major types of modalities for telemental health services available; and
- Discern services that are legal, ethical, HIPAA-compliant and reimbursable by third party health insurers.

PARTICIPANTS: This webcast is designed for health care providers including physicians, physician assistants, nurse practitioners, nurse midwives, nurses, counselors, social workers, case managers, and other staff who interact with patients, who work in multiple types of settings including primary care, geriatric care, maternal and child health care, STD/HIV & reproductive health care, mental health, addictions, health departments, hospitals, health centers, schools, and community health settings.

PRESENTER: Jay Ostrowski, MA, LPC/S, NCC, DCC, ACS



Jay Ostrowski is the Director of Product and Business Development with the National Board for Certified Counselors and Affiliates. He is a published telemental health researcher and has developed multiple telehealth products and services for the mental health industry. As the president of Behavioral Health Innovation (BHI), he develops comprehensive online mental health applications and serves as an advisor and telehealth consultant for the Mid Atlantic Telehealth Resource Center. Mr. Ostrowski holds a Masters degree in Counseling Psychology and has various related licenses and certifications including as a Professional Counselor, Professional Counselor Supervisor, National Counselor, Approved Clinical Supervisor, Distance Counselor, and a Telemedicine Clinical Presenter. Jay resides with his wife and two sons, just outside of Charlotte, North Carolina.

Finger Lakes Community Health Center Telebehavioral Health Model

Presented by Mary Zelazny & Sirene Garcia, Finger Lakes Community Health

Date: Thursday, April 28, 2016

Time: 1:00 pm to 2:00pm (EDT)

TO ACCESS THE WEBCAST: <http://services.choruscall.com/links/hrsa160428.html>

(Click on the link, and fill out the registration field on the day of the webcast.)

DESCRIPTION:

This webcast is designed to demonstrate a leading practice community health center model of....

OBJECTIVES:

After participating in this webcast, you will be able to:

- Identify key steps this origination took to attain their current program
- List three steps you organization could achieve within one year's time to move in a similar direction
- Describe the major challenges your organization may face to develop a similar program

PARTICIPANTS: This webcast is designed for health care providers including physicians, physician assistants, nurse practitioners, nurse midwives, nurses, counselors, social workers, case managers, and other staff who interact with patients, who work in multiple types of settings including primary care, geriatric care, maternal and child health care, STD/HIV & reproductive health care, mental health, addictions, health departments, hospitals, health centers, schools, and community health settings.

PRESENTERS: Mary Zelazny, MBA and Sirene Garcia



Mary Zelazny began her career at Finger Lakes Community Health as a Community Health Worker serving migrant and seasonal farmworkers. After several years of working in an expanding FQHC program, including work in program development, finance and administration, Mary was appointed CEO in 2006. Her focus has always been to ensure the provision of culturally appropriate, quality healthcare services to underserved communities of Upstate NY. As CEO, Mary has led a major expansion effort to provide access to healthcare services throughout the Finger Lakes region, including the development of enhanced programs and services designed to reach out to the many culturally diverse communities it serves.

In addition, FLCH has focused on the integration of health information technology within the organization, including the creation and operation of the Finger Lakes Telehealth Network which connects healthcare providers

to each other including primary care offices, specialty care providers, hospitals and social service agencies to provide more access to care.

During Mary's tenure, Finger Lakes' has opened 7 additional health center sites, as well as expanding FLCH's Migrant Voucher Program into 42 counties of NYS. As the leader of an organization with PCMH Level III 2014 recognition, Mary has promoted the incorporation of a high level of cultural competency of staff, as well as integrating care coordination and technology into primary care that has created new collaborative relationships. This effort has resulted in expanded access and better health outcomes for patients by addressing the many barriers to care that are inherent in rural communities of New York State.



Sirene Garcia came to Finger Lakes Community Health (FLCH) in 2002 with a bachelor's degree from Keuka College. With her bilingual language skills and bicultural experience, she was an important addition to an organization trying to serve a very diverse population. Sirene served as a Community Health Worker, assisting farmworkers to access health services, as well as a Certified Facilitated Enroller. In 2006 Sirene became the Coordinator of the FLCH Migrant Voucher Program, providing care in 42 counties of NY through a state wide voucher system. She also directed an Insurance Enrollment program providing financial advocacy assistance to patients across NY. In 2009, Sirene began her current position as a key member of FLCH's Administrative team. Her wide range of expertise gave her the ability to develop programs and new initiatives as the Director of Special Programs. As the FLCH Telehealth program grew, Sirene played a pivotal role in helping to bring on new partners and to work with a variety of individuals and agencies that were interested in using technology to expand services. Her work today continues with the Migrant Voucher Program as well as with her role as the central administrator for a telehealth network that reaches across NYS.

Implementing Technology Assisted Care in Behavioral Health Settings: A Framework for Change (ITAC)

Presented by Nancy Roget, Executive Director, Center for the Application of Substance Abuse Technologies, University of Nevada, Reno

Date: Thursday, May 19, 2016

Time: 1:00 pm to 2:00pm (EDT)

TO ACCESS THE WEBCAST: <http://services.choruscall.com/links/hrsa160519.html>

(Click on the link, and fill out the registration field on the day of the webcast.)

DESCRIPTION: One of the biggest barriers to individuals receiving substance use disorder treatment is access – especially in frontier/rural communities. With growing trends towards using technology-based interventions to deliver behavioral health treatment and recovery services, there is a need for administrators to know how to assess organizational readiness and individual propensity to adopt technology and a framework for implementing change. This webcast will highlight current technology-assisted care interventions; demonstrate an agency-focused telehealth decision matrix and implementation strategies framework; and introduce methods and resources to help agencies move forward with implementing technology-based interventions to enhance and expand services.

OBJECTIVES:

After participating in this webcast, you will be able to:

- Identify technology-assisted care interventions related to treating Substance Use Disorders
- List five factors of organizational readiness
- Develop awareness of an assessment tool that can be used to assess your organizations readiness to adopt substance abuse tele-health treatment
- Describe the essential resources required for substance abuse treatment through technology-assisted care

PARTICIPANTS: This webcast is designed for health care providers including physicians, physician assistants, nurse practitioners, nurse midwives, nurses, counselors, social workers, case managers, and other staff who interact with patients, who work in multiple types of settings including primary care, geriatric care, maternal and child health care, STD/HIV & reproductive health care, mental health, addictions, health departments, hospitals, health centers, schools, and community health settings.

PRESENTER: Nancy A. Roget, MS



Nancy A. Roget, MS, is the Executive Director of the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno, a grant-funded organization providing training and technical assistance in substance abuse prevention, treatment, and recovery with an annual budget over 4 million dollars. She is the Project Director for several federal (CDC, and SAMHSA) and state grants. In 2012 she was awarded the National Frontier and Rural ATTC grant with a focus on telehealth technologies. During her tenure she has created innovative initiatives, including an online minor in addiction counseling and prevention services. Previously, she directed community-based substance abuse treatment programs for adolescents and their family members for 15 years. She has written training manuals and peer-reviewed journal articles. Ms. Roget has devoted her entire professional career (37 years) to the substance abuse treatment and recovery profession working as a clinician, grant writer, trainer, educator, and administrator.