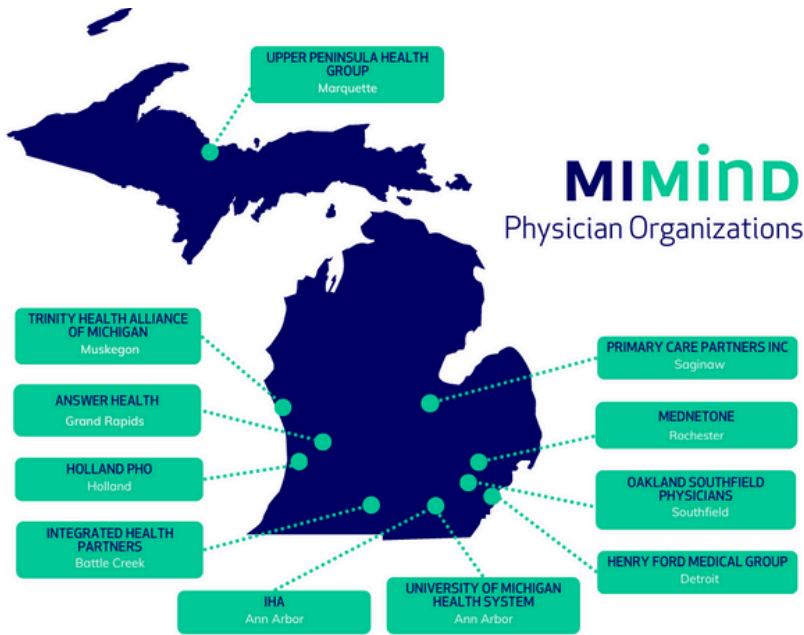


MIMIND Memorandum



PHYSICIAN ORGANIZATIONS JOIN MI MIND FOR OUR THIRD COHORT

Three Physician Organizations (POs) have joined MI Mind for Cohort 2024. The MI Mind Coordinating Center team is pleased to welcome:

- Primary Care Partners, Inc., Saginaw, part of [Covenant Healthcare Partners](#)
- [Integrated Health Partners](#), Battle Creek
- [University of Michigan Health System](#), Ann Arbor

Continued on page 2

COLLABORATIVE-WIDE MEETING

All PO leaders are invited to the Collaborative-wide Meeting on Friday, Oct. 11 from 9 a.m. to 1 p.m. at [St. John's Resort](#) in Plymouth, Mich. Meet and exchange ideas with like-minded practitioners, enjoy a delicious lunch, and pick up MI Mind handouts, branded items, and patient materials translated into multiple languages. Keynote speaker is [Kevin Fischer](#), executive director of NAMI Michigan, past president and executive director of CIT International and the CEO of [EverybodyVsStigma.com](#). He will share his lived experience with stigma reduction, community outreach and suicide prevention. If you have questions about the meeting or need to register, email MIMind@hfhs.org.

In this issue of 'The Mem'

MI Mind Handbook

Grand Rapids Practice Profile

What to Expect in Year 3

FAQs about Cohorts and PDSAs

Patient Materials in Multiple Languages

Walk with MI Mind

Marketing Specialist Joins MI Mind Team

Community Events

Celebrating Cathy Frank, M.D.

MIMIND

Support for MI Mind is provided by Blue Cross Blue Shield of Michigan (BCBSM) as part of the BCBSM Value Partnerships program. Although BCBSM and MI Mind work collaboratively, the opinions, beliefs and viewpoints expressed in this newsletter do not necessarily reflect the opinions, beliefs and viewpoints of BCBSM or any of its employees.

PHYSICIAN ORGANIZATIONS JOIN MI MIND FOR OUR THIRD COHORT



*Heather Omdal,
MPH, MI Mind
Program Manager*

The new POs represent a 33 percent increase in total providers and a 22 percent increase in practices, bringing the total number of providers to almost 740 with 124 practices.

According to MI Mind Program Manager Heather Omdal, MPH, “We are encouraged by the new group of Physician Organizations (POs) joining us in Cohort 2024. Primary Care Partners, Inc., Integrated Health Partners and the University of Michigan Health System expand our network of providers and our collaborative footprint, enabling MI Mind to reach additional areas of the state and a larger patient population. We are excited about new opportunities for collaboration and look forward to another year of learning from our partners.” Omdal shared that four Physician Organizations are already on deck for Cohort 2025.

Already offering collaborative care, the new POs are ideally positioned to build stronger connections between primary care and behavioral health. Participation in MI Mind will further strengthen the practices’ suicide prevention protocols, refining focus on the suicide prevention care pathway. MI Mind will officially welcome the new providers at the Collaborative-wide Meeting on Friday, Oct. 11.

HAVE QUESTIONS? CHECK THE MI MIND HANDBOOK

The MI Mind Coordinating Center team has developed a comprehensive handbook for Physicians Organizations (PO). The goal is to document, clarify and streamline participation and measurement requirements, and develop a resource for participating MI Mind practices to consult. It will be updated annually.

The [2024-2025 MI Mind Handbook](#) includes the following key information:

- PO Performance Index Scorecards, pgs. 21-26.
- Provider VBR (Value-Based Reimbursement) Scorecards, which apply to PCP and Specialist rewards, pg. 27.
- Updated program documents and policies to aid PO Leads and Practice lead staff participating in the Zero Suicide Initiative:
 - Practice Program Roles, pg. 13
 - Practice Coverage Expectations, pg. 14
 - Attendance Policy, pg. 16
 - Asynchronous Schedule Pilot for Year 3, pg. 17
 - 2024-2025 Training Schedules for Years 1-3, pg. 18-20
 - PDSA Submission Rubric, pg. 31
 - Presentation Guidelines, pg. 35



The MI Mind team will share more information about the Handbook contents at the Collaborative-wide Meeting on Friday, Oct. 11. We welcome your feedback at the meeting or by contacting us at MIMind@hfhs.org.

COLLABORATION IS KEY FOR GRAND RAPIDS FAMILY MEDICINE CLINIC

Kiarra Lane, LLMSW, is a behavioral health specialist at the Trinity Health Family Medicine Residency Clinic in Grand Rapids. Together with family medicine physicians, first- second- and third-year residents and a team of specialists, she cares for a diverse caseload of patients. Lane is called to patient rooms when patients are in crisis and feels MI Mind training has better prepared her for those moments, ultimately benefitting her patients.



*Kiarra Lane,
LLMSW,
Behavioral Health
Specialist, Trinity
Health Family
Medicine
Residency Clinic*

“The interactions and feedback from training have helped me feel more comfortable having conversations about suicide with our patients. It’s important to me and our team to become more confident,” she says. Now in Year 2 of training, MI Mind coaching and materials have enabled Lane to prepare the clinic’s newer physicians. “We’ve been able to educate our providers about suicide prevention and safety planning. We take what we learn in training and bring it back to our entire practice. Everyone has the opportunity to improve their approach to patients who may be thinking about suicide.”

Each new patient benefits from MI Mind materials. “We give a MI Mind Crisis Card to every patient at intake, and they usually put it right in their purse or wallet,” she says. (MI Mind Crisis Cards and other patient materials are available in multiple languages. Learn more on page 6 of this issue of *The Mem*.)



At their clinic, Lane involves medical assistants, triage nurses and front desk staff in suicide prevention efforts. She thinks it’s important for everyone to be knowledgeable when it comes to suicide prevention, use the Question-Persuade-Refer (QPR) method, and interact with patients effectively.

Through the practice’s first PDSA (Plan-Do-Study-Act), Lane and her colleagues identified why some of their patients were not being screened for suicide risk. “We investigated our process for administering the PHQ-9, which we send patients via MyChart prior to their appointments. We saw that while overall completion has increased, accessibility is an area for improvement. Some of our patients don’t have online access to log into MyChart or aren’t technologically savvy. Our PDSA revealed this, and we are working on a process to ensure we talk to those patients when they come in for a visit and ask them to complete the PHQ-9 on paper.”

Reflecting back, Lane says Physician Organizations in Year 1 can look forward to gaining truly valuable information. “We didn’t know what to expect, but it’s been an opportunity for us to grow and learn new things. We not only learned from the training team, but from the many other providers we were able to meet at the in-person meetings,” she says. “MI Mind brings us all together, and those opportunities for collaboration are so valuable.”

MI MIND TERMINOLOGY CHANGES

In order to better describe the roles of MI Mind providers, Blue Cross Blue Shield of Michigan has made the following changes to these descriptive terms:

- Site is changed to practice
- Site Champion is changed to Practice Clinical Champion
- Administrative Liaison is changed to Practice Liaison

The roles of Practice Clinical Champions and Practice Liaisons, have not changed. These terms are in use on the [MI Mind website](#), *The Mem* and in all new materials.

THREE-PRONGED APPROACH ROLLS OUT FOR YEAR 3

by Olga Gagnon, MSN, FNP-BC, RN, Clinical Quality Improvement Lead

Building on the solid foundation of Years 1 and 2, in Year 3 of MI Mind, we are diving deep into practical implementation to make real, measurable changes in clinics across the state. We are tailoring our practice-level education to include flexibility for providers in choosing content that resonates with their community, varying learning modalities adapted to each provider's learning style, and increasing our focus on cultural sensitivity. Data education will harmonize with practice-level implementation by corresponding with the PO-level data cadence.

We aim to achieve these goals through a three-pronged approach to education designed to revolutionize how we train and support providers:

- The first prong is two one-hour training modules that each provider has the opportunity to attend. Whether you attend in a small group or asynchronously, these sessions are designed to fit your schedule.
- The second prong is three 45-minute one-on-one coaching calls between each provider and the MI Mind team. Personalized and convenient, the calls offer guidance and support when clinics need it.
- The third prong is attending one of the 45-minute webinars offered through the [“On My Mind” Webinar series](#).



Olga Gagnon, MSN, FNP-BC, RN, Clinical Quality Improvement Lead



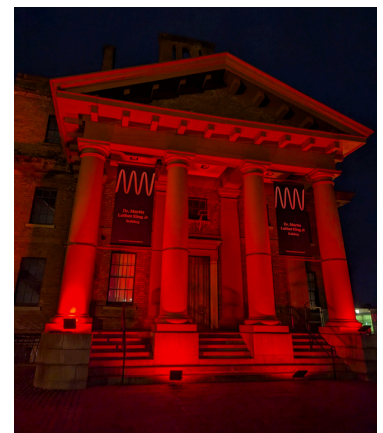
Each webinar is hosted by an expert in their field and offers additional support for providers.

Throughout Year 3, providers are backed by MI Mind resources and support. We are excited to continue MI Mind training with our initial group of providers. Your work is invaluable as we strive to prevent suicide deaths in our communities.

CATCH THE ZERO SUICIDE SUMMIT HIGHLIGHTS

More than 20 nations were represented at the 5th Zero Suicide International Summit in Liverpool, England, in June. View a [video of highlights and a photo gallery](#) from the Summit. Liverpool lit the city in orange lights, shown at right, to recognize suicide prevention and awareness.

Events kicked off with a message from His Royal Highness Prince William. Speakers included MI Mind Program Co-director Brian Ahmedani, Ph.D., LCSW, the Mayor of Liverpool, scientists, policymakers and healthcare innovators. Lived experience, implementation science, return on investment and artificial intelligence were highlights of the presentations. MI Mind and Henry Ford Health hosted the Summit.



FREQUENTLY ASKED QUESTIONS ABOUT MI MIND COHORTS AND PDSAS

Sarah Moore, LMSW, Sr. Clinical Quality Improvement Lead, and Leslie Johnson, R.N., Clinical Quality Improvement Lead, answer these questions about MI Mind cohorts and PDSAs:

How many cohorts are there?

MI Mind is currently divided into three cohorts determined by the year the Physician Organization (PO) began training:

- Cohort 2024 is in Year 1 of Training
- Cohort 2023 is in Year 2 of Training
- Cohort 2022 is in Year 3 of Training

Every spring, POs that complete Year 3 of training will move into an Advanced Cohort that will continue to grow annually. Cohort 2022 will complete their training in spring 2025 and become the first group in the Advanced Cohort.



*Sarah Moore,
LMSW, Sr. Clinical
Quality
Improvement Lead*



*Leslie Johnson,
R.N., Clinical
Quality
Improvement
Lead*

What is a PDSA (Plan-Do-Study-Act)?

PDSAs are a way to improve or add to clinic processes. They involve making a small change to a practice or process and determining if the change improves the clinic flow or function.

What is expected for my cohort's PDSA?

- Cohort 2024 is in Year 1 of training, and will complete a PDSA to increase suicide risk screening in their practices. PDSA instruction is given in the first presentation in the fall with more education and information to follow in Module 3. Completed PDSAs are due in May.
- Cohort 2023, in Year 2 of training, will complete a PDSA on any clinic process, and is encouraged to focus on recommendations related to the suicide prevention care pathways for Primary Care and Behavioral Health and aimed at strengthening Zero Suicide strategies. Training will highlight successes and barriers encountered by previous cohorts as they completed their PDSAs. In previous cohorts, practices have selected a process to automate, expanded their screening protocols, or focused on safety plan use, lethal means counseling, and caring card use. PDSAs do not need to be limited to these topics. Some practices build on their PDSA from the prior year.
- Cohort 2022 will complete a new PDSA with a focus on advanced quality improvement. Practice Clinical Champions and Liaisons can discuss their PDSAs in their one-on-one coaching calls.

Are PDSAs difficult to complete?

The MI Mind training team is here to help you. After training, contact us if you need assistance. We want to make the PDSA process feasible and beneficial.

What if my PDSA does not result in improvement in the process?

PDSAs are typically well written and practices find multiple opportunities to enhance clinic flow or function. A change that is not beneficial is just as valuable as a change that is. PDSAs are useful for discovering barriers, learning what influences the process, what to change, and how to improve for the next PDSA.

If you have questions about your PDSA, please contact the MI Mind training team at MIMind@hfhs.org.

MI MIND PATIENT MATERIALS NOW AVAILABLE IN MULTIPLE LANGUAGES

These MI Mind patient materials are now available in English, Arabic, Bengali, Mandarin, French, Hindi, and Spanish:

- If you're thinking about suicide, read this first
- Preventing suicide, tips for parents
- Understanding and helping someone who is suicidal
- Crisis cards (shown at right in Arabic)
- This website offers the [PHQ-9 and GAD-7 in multiple languages](#).



Visit the [Tools and Materials page](#) to access these materials and print them in your office. Providers will receive a packet of translated materials at the Oct. 11 Collaborative-wide Meeting. Crisis Cards are business-card size, making the MI Mind printed cards handy to give to patients and their loved ones.

KNOWING WHEN TO CALL 988 HIGHLIGHTS SUICIDE & CRISIS LIFELINE ANNIVERSARY

988

SUICIDE & CRISIS LIFELINE

In the two years since 988 became available, more than 10 million people have called, chatted and texted the lifeline. The current challenge is educating the public about when to call 988, and providers can help by advising their patients.

“Any person having thoughts about suicide or hurting themselves or who is struggling with emotional distress or crisis between therapy appointments should call 988,” says Sarah Moore, LMSW, MI Mind Sr. Clinical Quality Improvement Lead. Moore urges providers to remind patients that it can be helpful to talk to someone outside their usual social support circle.

“I have encouraged patients and loved ones to try calling 988 even when they are not having suicidal thoughts and just need someone to talk to. My hope is that they will feel more comfortable calling if those thoughts come up in the future,” she says.

Providers can assure patients that the crisis worker will help them de-escalate thoughts of suicide and come up with a safety plan. In 97 percent of calls, there is no need for the crisis worker to involve emergency services.

WALK WITH MI MIND AND BOOST SUICIDE PREVENTION AWARENESS

Join the MI Mind team on Saturday, Oct. 19 at Belle Isle in Detroit for the American Foundation for Suicide Prevention's (AFSP) Out of the Darkness Community Walk. The walk is a journey of remembrance, hope and support that unites our communities and provides the opportunity to acknowledge how suicide and mental health affects our lives and those we care about. Invite colleagues, friends and family members, and bring your dog along to walk with us on Oct. 19. [Register today.](#) For more information, contact Team Captain Leslie Johnson, Ljohns19@hfhs.org.



MARKETING SPECIALIST SHARES GOALS AND FOCUS FOR MI MIND COMMUNICATIONS

A seasoned social media and marketing professional, Sr. Marketing Specialist Jason Robertson collaborates with the MI Mind Coordinating Center team to promote suicide prevention, enhance provider communication, destigmatize mental illness and encourage discussion around suicide prevention.

“My early career was in event management, and I’ve already enjoyed contributing to the regional and collaborative meetings with a goal of making the events even more meaningful and interactive,” he says.

Since joining MI Mind in June, he has refocused social media communications with an emphasis on LinkedIn. “Please [follow us on LinkedIn](#) and invite others from your practice. Look for frequent postings ranging from helpful information to events and meetings,” he says. “We want to be a resource for mental health awareness and suicide prevention. When you encounter suicide prevention-related information that could be valuable for MI Mind providers, patients and their loved ones, please email it to me at jrober40@hfhs.org.”



Jason Robertson, Sr. Marketing Specialist

Recent growth through the addition of three Physician Organizations (POs) and a waiting list to join signify to Robertson that in the infancy of the program, MI Mind is making an impact. Building on a solid foundation, Robertson plans to enhance communication in meaningful ways. “I’d like to begin humanizing our content, including more lived experiences, and bringing in the human element,” he says.

With a bachelor’s degree in advertising from Michigan State University, Robertson’s career took him from Michigan to San Diego and back. After personal experiences with suicide, prevention is important to him and he strives to make a difference through his work. He explains, “The reality is that even with our efforts, suicides are increasing. I want to encourage conversations, decrease stigma, and help providers and the public feel more comfortable talking about suicide and empowered to prevent it.”

In addition to MI Mind, Robertson works with Zero Suicide International and the Michigan Spine Surgery Improvement Collaborative (MSSIC). Learn more about him [on LinkedIn](#).

MI MIND TEAM SUPPORTS COMMUNITY EVENTS

The MI Mind Coordinating Center celebrated the LGBTQIA+ community at three summer events: Motor City Pride, Downriver Pride and Transgender Pride in the Park. For people who identify as LGBTQIA+, stigma, prejudice and discrimination increase the likelihood of mental health concerns and risk for suicide. Sarah Moore, LMSW, MI Mind Sr. Clinical Quality Improvement Lead and Jeremy Toney, Research Recruitment Coordinator, Henry Ford Health Center for Health Services Research, provided support and MI Mind materials at Motor City Pride at Hart Plaza. Sr. Marketing Specialist Jason Robertson and his husband Liam joined Henry Ford Health team members in Ferndale at Transgender Pride in the Park. They provided MI Mind materials and said the close-knit community was welcoming and appreciative.

On Sept. 21, the MI Mind team participated in the NAMIWalks ([National Alliance on Mental Illness](#)) at The University of Detroit Mercy. MI Mind team members attended and hosted a booth with MI Mind materials and giveaways. Several providers attending the walk expressed interest in using MI Mind materials and resources in their practices. NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.



Sr. Marketing Specialist Jason Roberson, left, and his husband Liam supported Transgender Pride in the Park.



MI Mind team members (from left) Jason Robertson, Gabrielle Benton, Sarah Moore and Heather Omdal were joined by Kevin Fischer at the NAMIWalks booth. Fischer is the keynote speaker for the MI Mind Collaborative-wide meeting.



Sarah Moore, LMSW, MI Mind Sr. Clinical Quality Improvement Lead and Jeremy Toney, Research Recruitment Coordinator, Henry Ford Health Center for Health Services Research, at Motor City Pride.

The MI Mind team is available to host a booth or table, provide materials or simply attend events in Michigan that align with MI Mind's suicide prevention mission.

Contact us at MIMind@hfh.org.

CELEBRATING THE CAREER OF MI MIND CO-DIRECTOR CATHY FRANK, M.D.



Please join the MI Mind Coordinating Center team as they congratulate co-director Cathy Frank, M.D., on her official status change to emeritus chair of the Department of Psychiatry and Behavioral Health Services at Henry Ford Health.

For almost 40 years, Dr. Frank dedicated her career to improving mental health, reducing stigma, and eliminating suicide. Her leadership included pioneering research and global mental health initiatives. She continues to be a light in times of darkness for her patients. The MI Mind team treasures her knowledge, experience and ongoing leadership as she embarks on a well-deserved new chapter in life.

FOLLOW US ON LINKEDIN

MI Mind has a renewed social media presence on LinkedIn. If you've followed us, you've seen meeting announcements, important dates and more, like our daily posts in September to recognize Suicide Prevention Month. We encourage you to email us when you encounter relevant news and information about suicide prevention we can share with others. To follow us and tune into MI Mind content, click on the LinkedIn icon or scan the QR code at right.



VISIT THE MI MIND WEBSITE AND PARTNER PORTAL



We've been updating the [MI Mind website](#) and the [MI Mind Partner Portal](#) with materials and information for our providers. If you haven't visited them recently, or are new to MI Mind, please take a moment and check them out. On the website you'll find the latest [blog article](#), registration for our [webinar series](#), and [patient materials](#). Let us know if you have suggestions for how we can make the website and portal more beneficial for our providers by emailing us at MI Mind@hfhs.org.

CONTACT US

To reach the MI Mind team, email MI Mind@hfhs.org, One Ford Place, Suite 5E, Detroit, MI 48202.

The *MI Mind Memorandum* is a newsletter for providers participating in the MI Mind Collaborative Quality Initiative (CQI). If you have questions or suggestions for *The Mem*, please contact Program Manager Heather Omdal, homdal1@hfhs.org.

