



Nuts and Bolts of Building A Sustainable Funding Stream

William J. Hudock

Senior Public Health Advisor

Substance Use and Mental Health Services Administration

William.Hudock@samhsa.hhs.gov



How Programs Evolve To Standards of Care

- A Problem Is Identified and Its Causes Are Assessed
- A Proposed Solution Is Identified and Tested
- Results of Test Lead To Refinement and Retesting
- Retesting Validates Approach and Leads To Development of A Method That Can Be More Broadly Applied
- Measurement of Broad Application Confirms Approach, Identifies Essential Variations and Streamlines
- Success of Approach To Solve Problem Is Communicated To Those Who Care and Have Ability To Pay
- Some Payers Agree To Fund
- Advocacy For Requirement To Fund
- Determination of Whether This Approach Replaces Another
- Determination That This Approach Should Become Standard of Care Is Adopted By Payers, Regulators, Insurers and Educators

Moving Project Launch From Grant To Sustainability

The five step implementation plan

1. Identify the active ingredients, dispense with the rest
2. Create a budget and infrastructure that will sustain and grow the franchise
3. Create a Funding Plan
4. Create a convincing business case and communication plan
5. Create a viable bridge from the status quo to the new future

The Active Ingredients

- Do You Know What Makes Your Program Work?
- Measuring Effectiveness :
 - Timeframes
 - Response Rate
 - Validity of Measures – Face Validity, Statistical Validity – Politics and Perception
 - Cost Effectiveness and Cost Avoidance as Measures
- Variation in Model
 - Flexibility Versus Lack of Fidelity
 - Knowing What Actually Is Happening – Role, Structure and Implementation of Supervision
 - Standardization

The Value Proposition Is Key To The Business Plan

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- Quantification of Costs and Benefits Is Essential
 - Are Benefits Expressed In Terms That Are Understood and Accepted By Payers and Regulators?
 - Is there “face validity” to the relationship between intervention and changes noted
 - Are other variables causing too much noise
- Who Cares? How Deeply Do They Care? Is This A Problem That All Agree Needs To Be Addressed?
- New Cost or Replacement Cost?
- Is This Essential, Important or Merely Useful?
- What Is The Return on Investment – What Is Cost of Not Doing?

The Communication Plan

- Can It Be Explained Clearly in 30 seconds?
- Educate, Inform, Persuade – It's A Process
- Starting From Where They Are
- Customizing For Each Audience – Maintaining Fidelity
- Know and Engage Useful Partners For Each Audience
- Materials Support:
 - Developing Consensus
 - Developing Momentum
 - Supporting Implementation

How This Program Fits Into Broader Context

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- There is Little Interest Supporting Isolated/Fragmented Approaches Unless Part of A Demonstration
- What Are Linkages To Broader Program That Has Sustainable Support
- Who Will Be Hurt By This Program's Expansion and Sustainability? Do You Need To Address?
- What Are Known Barriers and How To Overcome?
- What Is Process To See Emerging Issues and Address?



Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover