

Employers Embrace Outcomes-Based Provider Matching to Advance Behavioral Health Access and Quality

Insights from a National, Multi-stakeholder Convening



Spring 2026 | Chicago, Illinois

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BACKGROUND

 Outcome Referrals, Inc. (ORI) hosted the *National Convening on Evidence-Based Behavioral Health* with support from a Patient-Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award. The convening brought together stakeholders from across the behavioral health landscape to share findings from the study “Matching Patients with Therapists to Improve Mental Healthcare” and discuss their implications for referral quality and outcomes-informed provider matching. (See Appendix 1.)

The convening centered on dissemination of findings from PCORI-funded research supporting the TOP Match model, an evidence-informed approach designed to improve alignment between patient needs and provider expertise using patient-reported outcomes data. The event brought together employers, providers, researchers, patient advocates, coalitions, behavioral health organizations, and industry leaders to explore how patient-centered research findings may inform real-world behavioral health decision-making and improve access to appropriate care. (See Appendix 2.)

The convening was designed to support more than awareness of the research alone. A primary

objective was to help stakeholders interpret the findings within the context of real-world healthcare systems and explore opportunities, challenges, and considerations for future application across employer-sponsored healthcare, payer systems, referral pathways, and behavioral health navigation models.

Discussions focused on persistent challenges within behavioral health, including fragmented referral systems, delays in access to care, lack of transparency regarding provider effectiveness, and the burden patients experience navigating trial-and-error approaches to finding appropriate care.

In addition, the event supported PCORI’s broader mission to accelerate dissemination and meaningful interpretation of patient-centered research findings by creating a collaborative environment where diverse stakeholders could examine implications of the research from their own operational, clinical, and patient-centered perspectives. It also provided an opportunity to better understand how diverse stakeholder groups interpret, discuss, and evaluate patient-centered behavioral health evidence within real-world organizational settings.

CONFERENCE SUMMARY

The National Convening on Evidence-Based Behavioral Health successfully advanced dissemination of PCORI-funded research findings to an audience of over 60 people representing employers, healthcare providers, researchers, patient advocates, coalitions, behavioral health organizations, and industry leaders from over 15 organizations from across the country.

The conference opened with “The Mental Health Moment,” delivered by Craig Kramer with the National Action Alliance for Suicide Prevention, which framed the broader urgency surrounding behavioral health access, fragmentation of care, and the need for more patient-centered approaches to behavioral health navigation and referral quality. The keynote reinforced the growing recognition that individuals and families often face significant barriers navigating behavioral healthcare systems and highlighted the importance of improving how patients access appropriate care early in their treatment journey.

The scientific foundation of the convening was presented by Michael J. Constantino, PhD with the University of Massachusetts Amherst, who summarized the evidence supporting outcomes-informed provider matching and the development of the TOP Match model. The presentation highlighted research demonstrating that psychotherapists vary meaningfully in effectiveness across specific mental health domains and that these differences can be

Participants gained a clearer understanding of several important contributions of the PCORI-funded research, including:



► **how therapist-patient matching may improve alignment** between patient needs and provider strengths



► **the importance of improving the patient’s experience** in behavioral health



► **the potential impact** of reducing trial-and-error care experiences



► **opportunities to support** more patient-centered, outcomes-informed behavioral healthcare systems

identified using routinely collected patient-reported outcomes data.

The research also generated significant discussion regarding the broader implications of evidence-informed matching approaches, particularly related to equity, access, patient engagement, and value-oriented behavioral healthcare.

The morning also highlighted a patient-centered session, “Evidence That Works for People: Why the Patient Voice Matters,” featuring Greg Merritt, Founder & CEO of PatientisPartner, interviewed by Margaret Rehayem, Vice President of Strategy at ORI. The discussion reinforced the importance of ensuring that dissemination of behavioral health research remains grounded in patient



experience and real-world care navigation challenges. Merritt emphasized that patients and families often struggle to understand how to access appropriate behavioral healthcare, particularly when navigating fragmented systems with limited transparency regarding provider fit, quality, or outcomes. Discussions highlighted the importance of approaches that help patients feel more confident, informed, and supported early in the care journey while also reducing the burden associated with repeated unsuccessful care experiences.

Multi-stakeholder panel discussions and reactor sessions then expanded the conversation from research dissemination to practical interpretation and potential operational relevance. Stakeholders explored how outcomes-informed provider matching approaches may support employer behavioral health strategies, referral workflows, payer network design, and broader movement toward value-based and patient-centered care models.

The afternoon portion of the convening focused on facilitated breakout discussions and mixed stakeholder roundtables. These sessions enabled participants to move beyond passive learning into active exploration of how the findings may apply within their own organizations and systems.

Discussion themes included:

- ▶ employer and payer decision-making
- ▶ operational and workflow considerations
- ▶ patient experience and access challenges
- ▶ provider engagement and autonomy
- ▶ stakeholder-specific messaging
- ▶ potential implementation challenges and enablers
- ▶ future research and evidence needs
- ▶ opportunities for collaboration and
- ▶ continued learning

The mixed stakeholder discussions were particularly valuable in identifying areas of cross-sector alignment and highlighting practical considerations associated with translating patient-centered research findings into operational behavioral health systems.

Patients, those who care for and love them, and other stakeholders played an important role throughout both the planning and execution of the convening. Stakeholders participated as speakers, moderators, facilitators, advisors, and discussion participants, helping ensure that discussions remained grounded in patient experience, healthcare system realities, and practical implementation considerations. Inclusion



Stakeholders noted that delays in accessing care, uncertainty regarding provider quality or fit, and repeated “trial-and-error” referral experiences can contribute to disengagement from care, worsening symptoms, and loss of trust in the behavioral health system.

of patient partners and people with lived expertise helped strengthen interpretation of the research findings by grounding discussions in the realities patients and families face when navigating behavioral healthcare systems.

Across stakeholder discussions, participants repeatedly returned to the patient experience as a central theme. Stakeholders noted that delays in accessing care, uncertainty regarding provider quality or fit, and repeated “trial-and-error” referral experiences can contribute to disengagement from care, worsening symptoms, and loss of trust in the behavioral health system. Participants emphasized the importance of approaches that may improve early engagement, reduce unnecessary barriers, and support more transparent and patient-centered navigation experiences. Stakeholders also discussed the importance of strengthening patient trust and confidence in behavioral health navigation processes by improving transparency, reducing uncertainty, and helping individuals feel more supported when seeking care.

KEY OUTCOMES & LEARNINGS

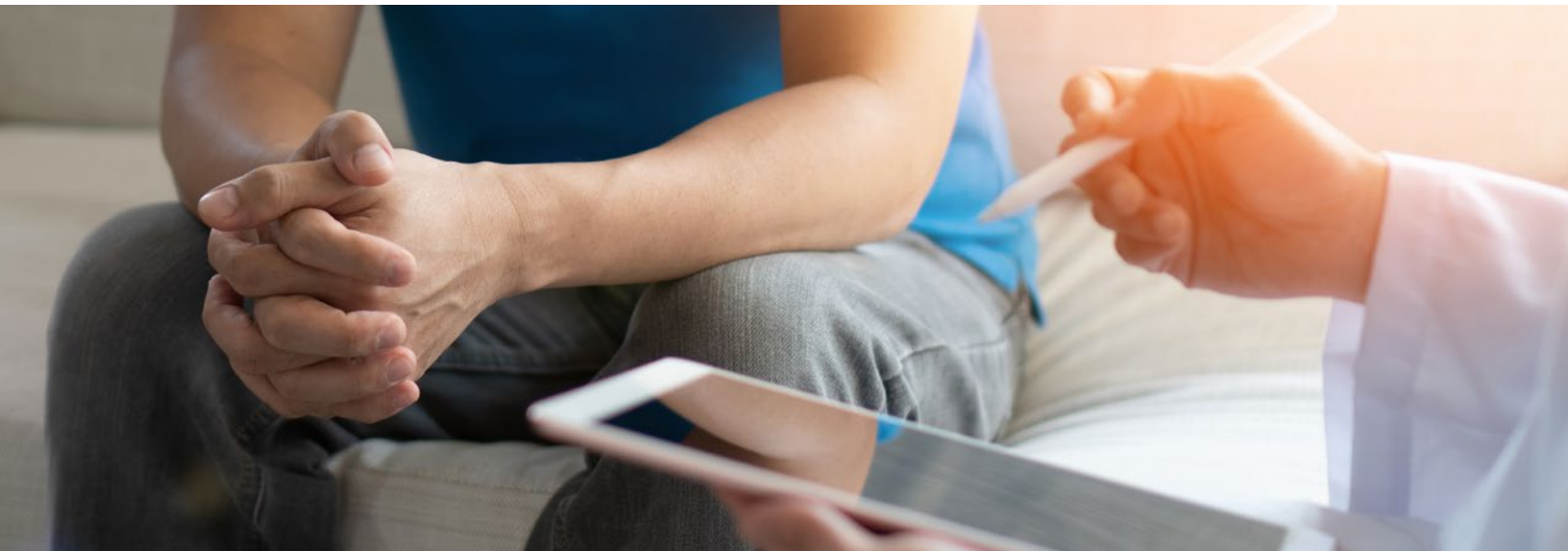
The convening successfully demonstrated strong dissemination and stakeholder understanding of complex PCORI-funded research findings across a diverse national audience.

A major outcome of the convening was the strong level of stakeholder understanding of the science supporting outcomes-informed provider matching. Participants consistently recognized that the TOP Match model does not alter clinical care itself, but instead improves the referral process by more effectively matching patient needs with provider expertise. This level of understanding was evident in the questions and discussion during the convening and was reinforced through responses to the post-event survey.

Importantly, the convening demonstrated meaningful progression from awareness of the

research toward early exploration of practical application. Stakeholders actively discussed how outcomes-informed referral approaches may complement existing employer benefit strategies, provider referral pathways, navigation systems, EAP structures, and payer network models.

Across stakeholder groups, several broader strategic and operational themes consistently emerged that extended beyond the research findings themselves. This reflected growing interest in how patient-centered evidence may influence future behavioral health system design, referral quality, and navigation approaches. Discussions focused on how outcomes-informed matching and patient navigation models could be operationalized within real-world healthcare systems in ways that improve trust, transparency, coordination, and confidence throughout the behavioral health care journey.



Key Learnings from the Convening



► Strong Understanding of Outcomes-Informed Matching

Stakeholders demonstrated clear understanding of the TOP Match model and its value in improving how patients are matched to appropriate care, rather than changing clinical care itself.



► Emphasis on Improving Access and Quality

There was strong alignment across all stakeholders that improving how patients access care—by reducing delays and trial-and-error—can significantly enhance outcomes and overall system efficiency.



► Broad Applicability Across Stakeholders

Employers, health plans, providers, and patient advocates all identified relevant use cases, reinforcing the model's flexibility across benefit design, referral pathways, and network strategies.



► Growing Demand for Outcomes-Based Decision Making

Stakeholders expressed a clear need for more measurable, evidence-based approaches to behavioral health, particularly in evaluating provider performance and care effectiveness.



► Integration May Be the Key Adoption Barrier

Employers consistently focused on how outcomes-informed referral approaches could integrate within existing systems—such as EAPs, health plans, and employer programs—while minimizing disruption to current workflows.



► Need for Practical Implementation Pathways

Stakeholders are seeking clear, actionable guidance on how to operationalize the model, including real-world use cases, workflows, and phased approaches.



► Acknowledgment of Need to Reduce Patient Burden

Stakeholders frequently referenced the burden patients experience navigating fragmented behavioral health systems, including long wait times, uncertainty regarding provider fit, and repeated unsuccessful referral experiences. Participants noted that improving referral quality may help reduce frustration, support earlier engagement in care, and improve the overall patient experience.



Themes & Key Insights

1. Improving the Initial Referral Experience

Matters Participants widely recognized that improving how patients are matched and referred to behavioral health providers may significantly influence downstream outcomes, patient experience, engagement in care, and continuity of treatment.

2. Trial-and-Error Care Creates Significant

Patient Burden Stakeholders repeatedly highlighted the burden patients experience navigating fragmented behavioral health systems, including delays in care, repeated unsuccessful provider matching experiences, lack of referral transparency, and challenges identifying providers equipped to address their needs.

3. Patients Want Greater Confidence and

Transparency in Accessing Care From the patient perspective, outcomes-informed matching should help people make informed

decisions about care while preserving patient choice and clinical judgment. People should be able to understand a recommendation and seek another provider if a suggested match does not feel right.

Patient advocates and provider stakeholder discussions reinforced that patients want greater confidence that the provider they are referred to is equipped to address their needs. Participants highlighted the importance of improving transparency around referral quality and reducing the emotional burden associated with repeatedly restarting care with providers who may not be a good fit. Discussions also emphasized that earlier positive engagement in behavioral healthcare may strengthen trust, improve retention in care, and support better long-term outcomes.

Themes & Key Insights (continued)

4. The Convening Supports Exploration of

Practical Application While the convening was designed as a dissemination and engagement activity rather than an implementation initiative, discussions highlighted strong stakeholder interest in exploring how patient-centered behavioral health evidence could inform future employer, payer, provider, and navigation strategies. Participants emphasized the importance of future learning opportunities to help organizations discuss and evaluate operational relevance, feasibility, and alignment with existing systems and workflows.

5. Stakeholders Are Ready for Practical

Translation Support Participants demonstrated strong understanding of the research findings but emphasized the need for practical implementation guidance, workflow examples, operational use cases, and integration strategies that support exploration of real-world application with minimal disruption to existing systems.

6. Cross-Sector Alignment Is Emerging

The convening revealed growing alignment among employers, providers, patient advocates, researchers, and industry stakeholders regarding the importance of improving

the quality of behavioral health referrals, supporting efficient patient navigation, and strengthening access to appropriate care early in the treatment journey.

Participants discussed the potential value of outcomes-informed referral approaches in supporting more equitable access to behavioral healthcare, particularly for individuals and communities that historically experience greater barriers navigating behavioral health systems and accessing appropriate care.

Convening attendees noted that matching can improve access only when an appropriate provider is available, is accepting new patients, and is covered by the patient's insurance. These constraints can be especially consequential for people with low incomes and those in rural communities.

Discussions also reflected growing recognition that behavioral health referral quality may increasingly need to be viewed as foundational healthcare infrastructure rather than simply an administrative or transactional process. Participants noted that referral quality can influence access, engagement, continuity of care, patient trust, and downstream outcomes across the behavioral health journey.

What Success Looks Like to Patients

A successful referral helps a person find care that is available, affordable, appropriate for their needs, and acceptable to them—without repeated unsuccessful starts. The person understands their options and retains a meaningful choice of provider.

Dissemination Is Strengthened Through Stakeholder Engagement

Bringing employers, health plans, providers, researchers, and other stakeholders together to discuss the evidence created opportunities to explore practical implications, identify implementation considerations, and examine how the findings could be applied across diverse real-world settings.

Participants highlighted that effective dissemination extends beyond presenting scientific findings alone. Stakeholders found the greatest value in collaborative discussions that allowed them to explore challenges, operational implications, and organizational relevance within real-world settings. Discussions consistently reinforced that stakeholders were seeking not only understanding of the research itself, but also practical frameworks for evaluating organizational relevance and operational feasibility.

The convening also surfaced several important barriers and enabling factors that may influence future exploration and dissemination efforts, including:

- ▶ stakeholder variability in familiarity with outcomes-informed models
- ▶ integration with existing systems and workflows
- ▶ data infrastructure and reporting capabilities
- ▶ provider workflow alignment
- ▶ organizational readiness and change management
- ▶ continuity of care concerns
- ▶ implementation resource needs
- ▶ system-wide access limitations

Collectively, the convening demonstrated that stakeholders are not only interested in patient-centered behavioral health evidence but are increasingly prepared to explore how such evidence may inform future behavioral health decision-making, navigation strategies, and system transformation efforts.

At the same time, participants identified several factors that could support future exploration and engagement internally and with relevant partners:

- ▶ continued dissemination of real-world outcomes data
- ▶ development of implementation roadmaps
- ▶ examples of integration workflows
- ▶ employer and payer case studies
- ▶ clearer operational guidance
- ▶ additional education, peer learning opportunities, and cross-sector collaboration forums

Participants also emphasized that successful dissemination of patient-centered outcomes research requires practical translation into operational environments. Stakeholders consistently explored how research findings could be interpreted within existing employer, payer, provider, and navigation systems, including considerations related to workflow integration, implementation feasibility, reporting capabilities, and organizational readiness. Discussions reinforced the importance of helping organizations bridge the gap between evidence generation and real-world system application.

SUMMARY OF SURVEY RESULTS

Post-convening survey findings reflected strong stakeholder engagement, meaningful increases in understanding, and broad interest in continued exploration of outcomes-informed behavioral health approaches.

Stakeholder Representation and Engagement

Of the 60 people that attended the Convening, we had about a 25% response rate to the post event survey. Survey respondents represented a diverse range of stakeholder groups, including employers, purchaser coalitions, consultants, national organizations, behavioral health leaders, and patient-centered stakeholders. Organization sizes ranged from small employers to organizations representing more than 20,000 employees, supporting broad cross-sector representation.

Participants reported high levels of engagement throughout the convening and particularly valued the opportunity to participate in collaborative discussions with stakeholders representing different sectors of the healthcare ecosystem.

Increased Understanding of PCORI-Funded Research Findings

The majority of respondents reported moderate to significant increases in understanding of outcomes-informed provider matching and evidence-based behavioral health referral approaches following the convening.

Participants specifically highlighted increased understanding of:

- ▶ the science supporting TOP Match
- ▶ the importance of provider-patient alignment
- ▶ the role of patient-reported outcomes in referral quality
- ▶ opportunities to improve behavioral health navigation and access
- ▶ how front-end referral quality may influence downstream patient outcomes

Recognition of the Need to Reduce Patient Burden

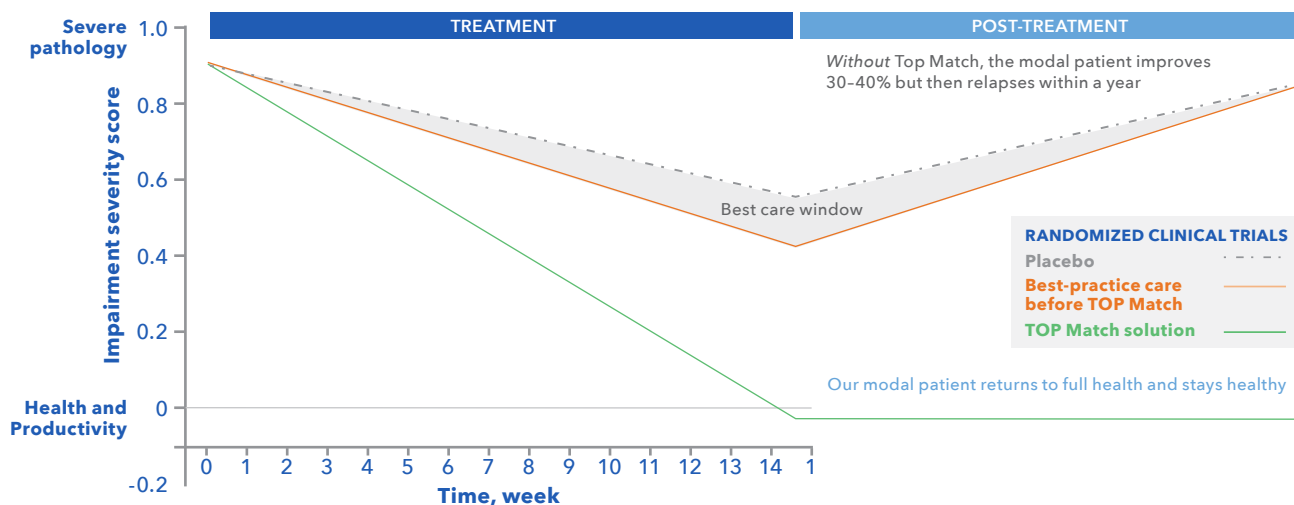
Survey comments frequently referenced the burden patients experience navigating fragmented behavioral health systems, particularly long wait times, uncertainty regarding provider fit, and repeated unsuccessful referral experiences. Respondents noted that improving referral quality and alignment may help reduce frustration, support earlier engagement in care, and improve the overall patient experience.

Strong Ratings for Discussions and Stakeholder Dialogue

Participants rated the presentations, breakout discussions, and stakeholder sessions highly, particularly valuing:

- ▶ quality of the research presentations
- ▶ patient-centered framing of discussions
- ▶ practical operational dialogue
- ▶ cross-sector collaboration
- ▶ opportunities for networking and shared learning

TOP Match™ Outperforms Best Practice Care



Source: Kraus et al. 2016; Constantino et al., 2021 JAMA and Constantino et al, 2024.

Many respondents emphasized that hearing multiple stakeholder perspectives helped strengthen understanding of how patient-centered research findings may be interpreted differently across organizational settings.

Interest in Continued Learning and Future Exploration

Survey findings reflected strong interest in continued engagement and future exploration activities. Participants expressed interest in:

- ▶ implementation learning opportunities
- ▶ peer discussion forums
- ▶ employer and payer integration strategies
- ▶ case studies and pilot examples
- ▶ webinars and follow-up discussions
- ▶ additional dissemination activities
- ▶ coalition and stakeholder collaborations

Many respondents also indicated plans to continue conversations initiated during the convening and to discuss findings internally within their organizations.

Key Themes Related to Perceived Challenges and Support Needs

Participants identified several important considerations that may influence future evaluation and potential implementation exploration, including:

- ▶ workflow alignment
- ▶ organizational readiness
- ▶ integration challenges
- ▶ data and reporting capabilities
- ▶ provider participation considerations
- ▶ operational feasibility
- ▶ cost and resource implications

At the same time, respondents emphasized the importance of practical implementation supports, operational examples, employer case studies, and continued education to help stakeholders better evaluate future opportunities for application.

Overall, survey findings reinforced the convening's effectiveness in disseminating patient-centered research findings while also highlighting strong stakeholder interest in continued learning, dialogue, and future exploration of evidence-informed behavioral health approaches.

Dissemination Plans

The project team will continue disseminating conference findings and stakeholder insights through multiple activities designed to support continued interpretation, dialogue, and exploration of patient-centered behavioral health approaches.

Planned dissemination activities include:

- ▶ presentations at employer and behavioral health conferences
- ▶ participation in PCORI-related dissemination activities
- ▶ development of a public webinar summarizing key findings and stakeholder insights
- ▶ develop a short, plain-language summary for patients and families, with accessible formats and translations where appropriate.
- ▶ preparation of case studies highlighting early implementation exploration
- ▶ follow-up discussions with employer coalitions, advocacy organizations, and healthcare stakeholders
- ▶ distribution of the final summary report to attendees and broader stakeholder audiences

Future dissemination efforts will continue emphasizing interpretation of the research, operational considerations, stakeholder dialogue, and collaborative learning opportunities.

Dissemination activities will continue focusing on helping stakeholders better understand operational considerations, implementation readiness, and practical translation of patient-centered evidence into diverse healthcare environments.

The convening also highlighted important future opportunities for PCORI-related dissemination and implementation learning activities, including:

- ▶ additional cross-sector stakeholder engagement
- ▶ exploration of implementation supports and operational models
- ▶ continued education regarding outcomes-informed referral approaches
- ▶ future research focused on equity, integration, and patient navigation
- ▶ expanded discussion regarding behavioral health quality, referral transparency, and patient-centered access strategies

Future pilot design and evaluation should involve patient partners from the outset and assess outcomes that matter to patients, including confidence and trust in referrals, the burden of finding care, time to meaningful treatment, ability to exercise choice, and continued engagement in care.

CONCLUSION

The National Convening on Evidence-Based Behavioral Health successfully advanced dissemination of PCORI-funded research findings while creating meaningful opportunities for stakeholder interpretation, dialogue, and early exploration of practical application.

The event demonstrated that employers, providers, patient advocates, researchers, and healthcare organizations are increasingly interested in patient-centered approaches that improve behavioral health referral quality, reduce patient burden, and strengthen alignment between patient needs and provider expertise.

The convening also reinforced the importance of including patient advocates and individuals with lived experience in dissemination efforts to help ensure that interpretation of research findings remains grounded in real-world patient needs, care experiences, and barriers to access.

Importantly, the event reinforced that dissemination is most effective when stakeholders are actively engaged in interpreting research findings within the context of real-world operational environments. The structured discussions, breakout sessions, and cross-sector collaboration enabled participants to move beyond awareness of the science toward consideration of how patient-centered evidence may inform future behavioral health decision-making and system transformation efforts.

The convening further demonstrated the value of multi-stakeholder dissemination models in supporting broader understanding of patient-centered outcomes research and helping bridge the gap between research evidence and practical behavioral health application across the healthcare ecosystem.



Minimalist method of precision mental healthcare with big impact



Provides stakeholders a choice for optimizing care beyond chance levels & minimizing harm



Enhances clinical outcomes without requiring clinicians to discard their preferred treatment approach

TOP Match™ provides a scalable, outcomes-informed approach to behavioral health referral matching that improves care quality while minimizing poor treatment fit

APPENDIX 1.

Research Behind the Convening: Matching Patients with Therapists

TOP Match™ is an outcomes-informed approach developed by Outcome Referrals, Inc. to connect people with therapists whose demonstrated strengths align with their clinical needs. It uses patient-reported information from the Treatment Outcome Package (TOP), a measure of symptoms and functioning, to inform referrals. The PCORI-funded study summarized below evaluated this approach under the name “Match” and provided evidence supporting the model discussed at the National Convening on Evidence-Based Behavioral Health.

The question. Therapists can differ in their effectiveness across mental health concerns. The study asked whether assigning patients to therapists based on evidence of their strengths would improve outcomes compared with a clinic’s usual assignment process, which often relies on availability and reported specialty.

How the study worked. Researchers conducted a randomized clinical trial at six community mental health clinics in Cleveland, Ohio. The primary analysis included 218 adult patients treated by 48 therapists. Patients were assigned through either the Match system or the clinics’ usual process. Match used previous patients’ TOP outcomes to identify therapists’ strengths across specific concerns and align those strengths with new patients’ needs. Therapists continued their usual treatment approaches. Patients reported symptoms and functioning before treatment and over approximately 16 weeks.

What the study found. Compared with usual assignment, patients assigned through Match experienced greater reductions in overall symptoms and impaired functioning, psychological distress, and difficulties related to their primary mental health concern. Outcomes were also more consistent among matched patients. The groups did not differ significantly in their ratings of the patient-therapist relationship, expectations for treatment, early treatment discontinuation, or satisfaction with their therapist.

Why it matters. For employers, health plans, providers, and other stakeholders, the findings support considering referral quality alongside access to care. TOP Match offers a way to use evidence of therapist effectiveness to guide initial referrals while allowing clinicians to retain their treatment approaches. Patients and other stakeholders contributed input during the study. The results support using patient-reported outcomes to improve referral decisions; they do not guarantee a particular result for an individual patient.

Study reference: Constantino MJ, Boswell JF, Coyne AE, Swales TP, Kraus DR. “Effect of Matching Therapists to Patients vs Assignment as Usual on Adult Psychotherapy Outcomes: A Randomized Clinical Trial.” JAMA Psychiatry. 2021;78(9):960–969. doi:10.1001/jamapsychiatry.2021.1221.

To View the Original Study: <https://www.pcori.org/research-results/2015/matching-patients-therapists-improve-mental-health-care>

APPENDIX 2

PCORI National Convening on Evidence-Based Behavioral Health

Agenda

MARCH 12, 2026 | THE UNIVERSITY CLUB, 76 E MONROE STREET, CHICAGO, IL 60603

7:30 am **Breakfast**

8:30 am **Welcome:** Margaret Rehayem, VP Strategy, ORI/ Cheryl Larson, President & CEO, MBGH

8:35 am **Keynote, Industry:** The Mental Health Moment

- Craig Kramer, Private Sector Chair, National Action Alliance for Suicide Prevention

9:10 am The Science of TopMatch™

- Professor Michael Constantino, PhD (University of Massachusetts Amherst)

9:40 am **Panel:** Translation into Practice, Lessons Learned & Insights

Moderator: David Kraus, Founder & CEO, Outcome Referrals, Inc. (Co-Lead PCORI)

Panelists:

- Vince Bellwoar, PCORI Researcher (Phase I Dissemination Project Lead)
- James Boswell, PCORI Researcher, Clinical Research Fellow, Boston University

10:10 am 10-Minute BREAK

10:20 am **Reactor Panel:** Opportunities to Support Broad TOP Match Dissemination & Uptake

Moderator: Michael Thompson, ORI Board Member

Panelists:

- Clare Miller, Global Wellness Benefit Manager, Microsoft
- Denise Giambalvo, President & CEO, Washington Health Alliance
- Karen Johnson, Vice President, American Academy of Family Physicians
- Kristen Ford, MPH, General Manager Employer Division, Caelon Behavioral Health

11:10 am **Evidence That Works for People: Why the Patient Voice Matters**

- Greg Merritt, Founder & CEO, PatientisPartner
- Margaret Rehayem, Vice President of Strategy, Outcome Referrals, Inc. (interviewer)

11:30 am Lunch

12:30 pm **Afternoon Breakout Discussions**

Group 1 2:30pm - 1:20pm

Employer-Driven Transformation

moderated by Margaret Rehayem, ORI

- Barriers and opportunities to support benefit and program decision-making
- Stakeholder specific messaging
- Future research & evidence needs

Provider/Patient-Driven Transformation

moderated by Karen Johnson, AAFP/Greg Merrit, Patient4Partner

- Barriers and opportunities to incentivize quality
- Supporting workflow integration and improving patient experience
- Stakeholder specific messaging
- Future research & evidence needs

Industry-Led Transformation

moderated by Mike Thompson, ORI Board Member

- Perspectives of payers, vendors and coalitions on opportunities and challenges to scaling evidence-based behavioral health
- Stakeholder specific messaging
- Discuss future Research & Evidence needs

1:20pm 10 Minute Break

Group 2 1:30pm – 2:15pm

Mixed Stakeholder Groups - emphasizes “across the ecosystem” thinking

Mixed Group #1 – Mike Thompson, Phil Belcher

Mixed Group #2 – Margaret Rehayem, Chery Larson

Areas for Discussion

- Identify areas of alignment/collaboration
- What it will take to build momentum
- What supports continued learning
- Critical factors that support a move to implementation

2:15pm 10 Minute Break

2:25pm **Whole Group Report Out & Synthesis** - Breakout leaders present key areas from discussions

2:55pm **Closing**

- David Kraus, Founder & CSO, Outcome Referrals, Inc.
- Cheryl Larson, President & CEO, Midwest Business Group on Health

3:00pm **Adjourn**

Participating National Business Coalitions

Dallas Fort Worth Business Group on Health

Marianne Fazen, President & CEO

Dallas-Fort Worth Business Group on Health (DFWBGH) is a coalition of 50 large Dallas and Fort Worth area self-insured employers committed to educating and empowering DFW employers to design high quality, accessible, and affordable health benefits for employees and help their employees make informed healthcare-related decisions. DFWBGH also promotes healthcare quality, cost-effectiveness, transparency, and accountability within the local community.

Florida Alliance for Healthcare Value

Karen van Caulil, PhD, President and CEO

The Florida Alliance for Healthcare Value is a research and education nonprofit and employer coalition on health, led by many of Florida's largest and most influential employers across the public and private sectors. We bring together employers and healthcare stakeholders as a learning community to share knowledge, explore challenges, and identify opportunities for improvement. Through collective impact,

our members work together to address Florida's most pressing healthcare challenges and advance better health and healthcare for Floridians.

Gateway Business Health Coalition

Laurel Pickering, MPH, President & CEO

Gateway Business Health Coalition (BHC) represents leading employers providing health benefits to employees nationwide and globally. Since 1982, the BHC has supported employer efforts to improve the well-being of their employees and enhance the quality and overall value of their investments in health benefits. A non-profit organization, the BHC strives to make health care work better for businesses, their employees, and the communities they call home.

HealthCareTN

Phil Belcher, CEO

HealthCareTN (HCTN) is a statewide coalition of leading employers with the mission to create ONE VOICE to build a value-based healthcare market. We represent 60+ members and close to one million covered lives in Tennessee. HCTN is uniquely positioned to help our members drive change into the healthcare market. We remain

a single voice for employers, uniquely aligned with the objectives of our members for high value healthcare and with the experience and national reach to bring innovation into our markets.

Midwest Business Group on Health

Cheryl Larson, President & CEO

MBGH equips employers—the ultimate payers of health care—with actionable strategies to reduce costs, improve transparency, advance high-value care, and enhance workforce health. Established in 1980, the 501(c)(3) nonprofit provides evidence-based education, employer-directed research, innovative purchasing strategies, and peer collaboration to help employers optimize benefits, strengthen vendor accountability, and maximize the value of their health care investments. MBGH represents more than 180 employers covering over 5 million lives, with members collectively spending more than \$15 billion annually on health care.

North Carolina Business Coalition on Health (NCBCH)

Jon Rankin, President & CEO

North Carolina Business Coalition on Health (NCBCH) is a nonprofit, employer-led coalition working to improve the health and healthcare experience of North Carolinians. NCBCH brings together employers and other healthcare stakeholders to advance education, collaboration, and innovative approaches to improving healthcare quality, affordability, access, and outcomes. The coalition provides employers with a collective voice and opportunities to learn from and engage with healthcare leaders across North Carolina and nationally.

Additional Organizations in Attendance

- ▶ American Academy of Family Physicians (AAFP)
- ▶ Mental Health America (MHA)
- ▶ National Alliance on Mental Illness (NAMI)
- ▶ National Action Alliance for Suicide Prevention
- ▶ Optum Workplace Solutions
- ▶ Patient is Partner, LLC

About The Authors and Project Leads

Outcome Referrals, Inc. works to improve behavioral health referrals by using patient-reported outcomes to better align people's needs with therapists' demonstrated strengths. The organization led this PCORI-supported convening to bring research findings into dialogue with employers, healthcare organizations, researchers, and patient partners.

Margaret Rehayem, MA, Vice President of Strategy and Project Co-Lead, brings extensive experience in employer health strategy and more than eight years leading or co-leading PCORI-funded engagement, capacity-building, and convening projects. Previously, she led national initiatives focused on mental health, health equity, and care delivery innovation at the National Alliance of Healthcare Purchaser Coalitions. Her work connects research with practical strategies for employers and other healthcare stakeholders.

David R. Kraus, PhD, Founder and CEO and Project Co-Lead, is a clinical psychologist and researcher whose work focuses on measuring behavioral health outcomes and improving how patients are connected to care. He developed the Treatment Outcome Package and TOP Match™ approach and co-authored the PCORI-funded randomized clinical trial featured in this report. His research and development work examines how evidence about therapist effectiveness can inform behavioral health referrals.

