



PCBH Innovation Center (PIC) Charter

Approved November 01, 2021, by PIC Advisory Group

Problem Statement: The PCBH model is an approach to integrating behavioral health into primary care. The goal of the model is to enhance the primary care team's ability to manage and treat biopsychosocially-influenced health concerns, with resulting improvements in primary care for the entire population.

The model has been practiced since the late 1990's and has been implemented internationally. It has also been the subject of numerous research publications and training initiatives.

Despite this history and presence, development of the model has been hampered by confusion in the literature and the clinical realm regarding core goals, tenets and strategies of the model. A centralized repository of knowledge and resources is needed to overcome this.

Purpose: Create a centralized source of PCBH resources and a nationwide community of PCBH-engaged people, professionals, clinics and systems to help disseminate a standardized understanding of the PCBH model, support high-fidelity practice of the model, and promote research and training in the model.

Vision: We aim to create a centralized source of PCBH resources and a nationwide community of PCBH-engaged people, professionals, clinics and systems to help advance PCBH, standardize and refine understanding of the PCBH model, support practice in the model, and promote research and training in the model.

Mission: We improve primary care by transforming, optimizing and promoting quality integrated behavioral healthcare.

Charge: The charge is to build an PCBH Innovation Center (PIC) that will provide training, PCBH promotion and advocacy, research, technical assistance, and consulting to support fidelity of PCBH implementation as part of the Quadruple Aim for healthcare transformation. The focus includes all primary care providers/staff (including the Behavioral Health team member) in primary care practices developing an integrated behavioral health strategy.

Goals: *What the group aims to accomplish:*

1. Resource Hub – provide free and fee-based, public-facing online resources related to the PCBH model (e.g., articles, practice tools, webinars, etc.). This would be done by constructing a website with embedded resources.
2. Practice Network – facilitate a network of clinics/systems practicing the PCBH model.
3. Training Hub – Train and collaborate with PCBH trainers to assist clinicians/systems/clinics in order to help develop new or improved PCBH services and workforce.
 - Provide clinical trainings
 - Provide operational trainings
 - Provide telehealth with PCBH trainings



- Create a learning collaborative among interested clinics/systems in the Practice Network.
 - Create train-the-trainer academy and certification.
4. Practice-Based Research – utilize the Practice Network to facilitate research collaboration between clinics/systems and to help researchers gain access to data from PCBH clinics/systems; Use internal funding from 3rd party donors to vet and sponsor PCBH research within the Practice Network.
 5. PCBH Certification– creation of PCBH certification process for clinicians, clinics, and systems.

Roles and Responsibilities: PIC is a formal network under Cornerstone Whole Healthcare Organization, INC (C-WHO) whose scope and roles are identified below.

PIC Strategic Leadership: This group makes all final decisions, approves changes to action plan items, approves completion of action plan items, and establishes action plans for future PIC activities.

Name	Organization	Region
Jeff Reiter, PhD	Whole Team, PLLC	District of Columbia
Kent Corso, PsyD	NCRBH, LLC	Virginia
Amy Walters, PhD	C-WHO	Idaho
Jen Yturriondobeitia, MSW, DBH	C-WHO	Idaho
Anne Daggett, LCSW	C-WHO	Idaho/Oregon
Megan Gomeza, MSW	C-WHO	Oregon
Denise Jensen, LMSW	C-WHO	Idaho

PIC Advisory Team: This group makes recommendations and consultation on the PCBH model and research to help inform the PIC Strategic Leadership. Each member will maintain a proxy to ensure workgroups and steering committees are attended.

Name	Organization	Region
Patricia Robinson, PhD	Mountainview Consulting, LLC	Oregon
Kirk Strosahl, PhD	Heart Matters, LLC	Oregon
Chris Hunter, PhD	N/A – Independent Psychologist	DC
Anne Dobmeyer, PhD	N/A – Independent Psychologist	DC
Neftali Serrano, PhD	Collaborative Family Healthcare Association	North Carolina
David Bauman, PsyD	Beachy Bauman Consulting, PLLC	Washington
Bridgette Beachy, PsyD	Beachy Bauman Consulting, PLLC	Washington
Deepu George, PhD, LMFT	University of Texas Rio Grande Valley	Texas
Stacy Ogbeide, PsyD, MS, ABPP	Primary Care Behavioral Health Strategies, LLC	Texas
Greg Beehler, PhD, MA	Veteran’s Health Administration	New York

Roles and Responsibilities

1. Promote the PIC's PCBH interests, products, services, events and materials;



2. Communicate with key stakeholders and stakeholder organizations for the benefit of the PIC's mission, vision and values;
3. Introduce the PIC to other researchers, funding sources, PCBH and integrated care proponents and leaders;
4. Collaborate with the PIC on the advancement of potential PCBH projects in the areas of research, policy, program design, development, implementation and sustainment, training and professional statements, standards and recommendations for the primary care integration field;
5. Help the PIC shape the standards for practice and certification for current and future PCBH sites;
6. Participate in organizational activities, when indicated and needed.