

Behavioral/Medical Integration: a Holistic Approach to Case Management

Presented by Mark Rosenberg, MD, PhD

Program Description: Individualized Care Management (ICM) is a crucial part in the successful, holistic treatment of patients who present with complex cases involving primary care/behavioral health comorbidities. Treating patients who suffer from depression or other complex conditions can be challenging. This challenge is often further exasperated by a gap between the provision of primary care and behavioral health services, which can make an integrated approach difficult for Case Managers to coordinate. In order to overcome these treatment obstacles, it is of pivotal importance that Case Managers familiarize themselves with the Integrated Case Management Model, and gain an understanding of holistic treatment.

This presentation will begin by providing an overview of the influence and importance in recognizing comorbidities in the treatment of patients with complex cases, and tailoring treatment to their specific needs. Furthermore, an in-depth exploration of case management as an integral part of addressing the behavioral health/primary care gap will be explored through the Integrated Case Management Model. Case managers will learn not only how treatment impacts the whole person, but also how they can proactively play a part in facilitating care for the patient with a complex case.

Learning Objectives:

- Attendees will gain an intrinsic appreciation of the link between primary care conditions and behavioral health conditions, with an emphasis on depression.
- Participants will become familiar with strategies which are utilized to incorporate meaningful integration between behavioral health and primary care services from the Case Management perspective.
- Attendees will become familiar with the integrated case management model, and learn ways to incorporate elements of the model into their practice.



Mark Rosenberg, MD, PhD, President/CEO of BHM Healthcare Solutions is a proven leader in the Managed Care environment who has assisted over 12 of the largest MCOs in program and organizational redesign and optimization. Dr. Rosenberg has many years of experience in the management of health programs in both the public and private sectors of healthcare. Most recently Dr. Rosenberg has been focused on assisting providers and delivery systems in improving their overall profitability and efficiency. In addition to this Dr. Rosenberg has been a lead speaker and educator at national healthcare conferences across the United States.