**National Council for Behavioral Health**

Association Executives Teleconference Summary Notes

Tuesday, December 1, 2020

2:00 – 3:00 p.m. ET

**Participants**: Laura Aldinger, Matt Brooks, Melanie Brown-Woofter, Blanca Campos, Gian-Carl Casa, Danette Castle, Le Ondra Clark-Harvey, Lauri Cole, Phaedra Cole, Lydia Conley, John Coppola, Mark Drennan, Annette Dubas, Josh Evans, Mark Fontaine, Doyle Forrestal, Robyn Garrett, Lauren Grime, Shannon Hall, Kelly Hansen, Heather Jefferis, Holly McCorkle, Brent McGinty, Carolyn Petrak, Michelle Ponce, Sarah Potter, Mary Linden-Salter, Flora Schmidt, Malory Shaughnessy, John Tassoni, Jr., Julie Tessler, Kerran Vigroux, Ellyn Wilbur, Stephen Wilder, Mary Windecker, and Alex Wolff.

**Staff in Attendance**: Jeremy Atterman, Brett Beckerson, Frankie Berger, Neal Comstock, Rebecca Farley David, Sara Haywood, Stephanie Katz, Conner McKay, Joel Nepomuceno, Sarah Surgenor, and Kanchan Tomar.

**Summary Notes:**

**Federal Legislative Update**

Reyna Taylor

Nominations -

Reyna described the latest on the incoming Biden-Harris Administration’s potential health appointments, including for Secretary of Health and Human Services.

COVID-19 Vaccines and Behavioral Health Providers as Essential and Front-Line Workers -

Reyna also stated that the National Council is currently drafting a letter illustrating why behavioral health providers should be considered essential and front-line workers with regard to the COVID-19 vaccine priority list that is being developed. She said the letter is targeted at the federal level, to ensure federal policy makers understand and communicate to states on vaccine prioritization and on the importance of behavioral health providers being a priority to receive the vaccine.

**Brand Exploration Update**

Sarah Surgenor

Sarah gave an update on the National Council’s brand exploration process. She stated that the National Council is working with the Metropolitan Group to receive brand feedback from both internal and external stakeholders. Sarah also said that the overall rebrand process is currently assessing the National Council’s brand platform, core message, and visual identity. She described that some findings of the Metropolitan Group included that the National Council is not as well-known as we initially thought to the general public, our visual identity does not align well with who the National Council is, nor who the National Council would like to be, and that the term “behavioral health” has a negative connotation. Sarah stated that the National Council and the Metropolitan Group is currently holding discussions this week with members and staff regarding their perception of the brand, exploring options, and will make recommendations to the Board in January.

**Announcements**

Neal Comstock

2020 Association Executive Survey -

Neal let the Association Executives know that they will receive the 2020 Association Executive Survey this week and asked that they take 20 minutes to fill out the survey. He said that the survey is designed to be a resource to Association Executives and that the results will feature information on budgets, revenue, dues levels, and compensation for top association executives. Neal stated that this year’ survey will also have questions on external lobbying, policy, state budgets and communications.

Samantha Holcombe

Value and Opioid Use and Disorder Treatment Demonstration Program -

Sam stated that last week, CMS launched a new initiative to increase access to opioid use disorder treatment services for eligible Medicare Fee-For-Service (FFS) beneficiaries, including those dually eligible for Medicare and Medicaid. She said this is a 4-year demonstration grant project that creates two new payments to participating providers—a per beneficiary/per month care management fee and a performance-based incentive. Sam stated applications are due by January 3, 2021 and the program will begin on April 1, 2021. She encouraged Association Executives to share the information with their networks and members.

**Next Association Executives Teleconference**

Tuesday, December 8, 2020 2-3:00 p.m. ET