

2011 Summit Innovations Worksheet

Title of Innovation

Urban Store Front Wellness

Brief Description

Leverage existing community facilities, health care institutions, store fronts, faith-based institutions, schools, etc. as (1) interest points, (2) wellness diversity centers, and (3) places for self-assessment. Entails a new vocabulary for behavioral health that all are trained in.

Target Population

People in need of services but who are currently disconnected, including people on the verge of a crisis and the high-cost user/frequent flyer population.

Why is This a Disruptive Innovation?

Radically changes the way that behavioral/mental health services are delivered by (a) bringing services to places already targeted by the population, (b) engaging existing community facilities to help assess and provide care, and (c) changing language toward wellness.

Benefits?

Increased access to behavioral health services and de-stigmatizes care.

Challenges?

Need widespread training, mobilization, and public education. Possible resistance from traditional services systems.

Funding?

Requires shift from fee-for-service medical model payment systems to outcomes-based payment model that allows behavioral health providers to serve as brokers.

First Steps to Take?

Map where people frequent on a routine basis to identify "store fronts." Develop new vocabulary/language around services from "mental illness" to "wellness."