Our Aspiration and Game Changer Strategies
LC3 Collaborative - Our Aspiration:
To build a behavioural health system that is inclusive, organized, centered on the individual and family, and is committed to advocating for and providing comprehensive mental health and addictions services for people across Doña Ana County, New Mexico.

The Ideal Behavioural Health System is:
• An inclusive, educated system where partners work collaboratively (including service providers, criminal justice, law enforcement, veterans services, juvenile justice, child welfare, schools, homeless support services, and health systems)
• Organized so that resources are available at every possible level (policy, program, procedure and practice)
• Consumer-driven, person-centered, recovery and resilience-oriented, and focused on meeting or exceeding the service and support needs of individuals and families
• Integrated, trauma-informed, culturally competent, and organized from a population health perspective
• A system with clear cut, defined pathways, free of gaps, with multiple entry points across the system and facilitating access, screening, and discharge planning for the people who are served
What is a Game Changer Strategy?

• Game Changer Strategies significantly alter the way things are done

• Game Changer Strategies include innovative services, efficiencies or strategic integration

• Game Changer Strategies respond to current data and leverage opportunities

• Game Changer Strategies require time, determination and the ability to ride out uncertainties
**Game Changer Strategies**

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**Strategic Hub:** LC3 Collaborative will be the strategic hub for behavioral health in Dona Ana County.

**Children and Families:** LC3 Collaborative will collaborate with educational and service provider partners to ensure children and their families have access to integrated behavioral health services.

**Integrated Housing:** LC3 Collaborative will ensure integrated housing and community supports will advance better outcomes for behavioral health clients.

**Access:** LC3 Collaborative will engage state, county, and local partners to advocate for enhanced access to virtual behavioral health services.

**Client Advocates:** LC3 Collaborative will advocate for client advocates to support an integrated service support journey for behavioral health clients.

**Children and Families**

![Person and child icon] LC3 Collaborative will collaborate with educational and service provider partners to ensure children and their families have access to integrated behavioral health services.

**Integrated Housing**

![House icon] LC3 Collaborative will ensure integrated housing and community supports will advance better outcomes for behavioral health clients.

**Strategic Hub**

![Network icon] LC3 Collaborative will be the strategic hub for behavioral health in Dona Ana County.

**Access**

![Checkmark icon] LC3 Collaborative will engage state, county, and local partners to advocate for enhanced access to virtual behavioral health services.

**Client Advocates**

![Microphone icon] LC3 Collaborative will advocate for client advocates to support an integrated service support journey for behavioral health clients.
We didn't hear back from the community after we left Building Game Changer Program or Service for 2022.
The LC3 Collaborative Action Planning Process

Service development timeline for LC3 Action Teams:

- April 23: LOI submitted
- May 18: Prototype activity with Action Teams
- June 1: Invitation for full proposal announced
- June 15: Prototype activity Part 3 - New services & agency commitments finalized
- July 12: Full proposal for Y2 due

Remainder of the year:

- August 16: Final report due for July extension
- Aug-Nov: Extension to bridge into Y2
- Dec 1: Y2 begins
- Dec 2021 - Nov 2022: Year 2 Services Implemented
Goal for Today:

To build the action plan for a new service or program in each of the Game Changer Strategies

Criteria:
• Is evidence-based
• Is local, new and innovative – a game changer!
• Builds on existing resources and people
• An organization(s) commits to lead
• Can make progress in the next year
• Is a program that a funder/funders/partners will invest in
Identifying a Program or Service for the Game Changer Strategy

Game Changer Strategy: ______________________________

We exist to (desired impact)

In order to for (intended audience)
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>What is the key issue to be addressed?</td>
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<td>Who is the program or service for?</td>
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<td>What factors shape the game changer strategy?</td>
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<td>What evidence do we have that this is worth the investment?</td>
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<td>What is the core change that this program would address?</td>
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**Game Changer Strategy:**

I want to clarify my program or service by focusing on key critical issues.
I want to develop a clear plan on how to grow my idea into something bigger.

**Business Model Canvas**

- **Who will help you?**
  - Key partners: Who are your key partners/suppliers? What are the most important motivations for the partnerships?

- **How do you do it?**
  - Key activities: What key activities does your value proposition require? What activities are most important for your distribution channels, customer relationships, revenue streams, etc.?

- **What do you do?**
  - Value proposition: What core value do you deliver to your audience? Which needs are you satisfying?

- **How do you interact?**
  - Audience relationships: What relationship does the target audience expect you to establish? How can you integrate that into your work in terms of cost and format?

- **Who do you help?**
  - Audience segments: Which groups are you creating value for? Who is your most important audience?

- **What do you need?**
  - Key resources: What key resources does your value proposition require?

- **How do you reach them?**
  - Distribution channels: Through which channel does your audience want to be reached? Which channels work best? How much do they cost? How can they be integrated into your and your audience’s routine?

- **What will it cost?**
  - Cost structure: What are the most important costs in your work? Which key resources/activities are most expensive?

- **How much will you make?**
  - Revenue stream: For what value are your audiences willing to pay? What and how do they currently pay? How would they prefer to pay? How much does every revenue stream contribute to the overall revenues?
I want to develop a clear path about how to launch a new program

<table>
<thead>
<tr>
<th>Key Partners:</th>
<th>Key Activities:</th>
<th>New Program Description:</th>
<th>Awareness/Engagement</th>
<th>Key Audience:</th>
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<th>Potential Funding:</th>
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Next Steps and Key Deliverables

• June 1 – Each group will present their program plan and get feedback from the other teams – there will be time to refine the Game Changer program plan
THANK YOU