

## Adult BH Project Leadership March Update

### **Project 4 March 2026 Update: From Testing to (Careful) Scaling**

This week's big theme: what's ready to grow—and what still needs a little time in the greenhouse.

After a productive on-site working session, the team aligned on which interventions have enough traction to move beyond small tests:

- High-Touch Navigation is expanding to additional provider and community partners, with early signals that referrals are becoming more actionable (slowly, but in the right direction).
- Strategic Engagement Incentives are gaining momentum across multiple counties, with strong provider interest and multiple pilots running in parallel.
- Same-Day Billable Behavioral Health workflows are lining up new provider champions—because scale always starts with one motivated leader.
- Behavioral Health Cell Phone Program – Putting cell phones directly into the hands of members who need them most, reducing access barriers and making it easier to stay connected to care, follow-up, and support services.
- Community-Based Organization Partnerships – Leveraging trusted, deep-rooted community relationships to connect individuals with timely follow-up care and supports where engagement already exists.
- Pharmacy Partnerships – Actively exploring the role pharmacies can play in outreach, engagement, and follow-up, with early work focused on understanding where this model could add the most value at scale.

**Translation:** fewer “should we try this?” conversations and more “how do we make this work everywhere?”

### **What's Informing Scale Decisions**

Not everything is scaling yet—and that's intentional.

- Some tests exposed real-world barriers (data quality, member engagement, operational resistance).
- Rather than pushing forward anyway, the team used those lessons to refine designs and avoid scaling problems we already know about. Growth is good; sustainable growth is better.

### **What's Next**

Over the next month, expect:

- Expanded pilots where readiness is high
- Continued negotiations to support embedded models
- Clearer decisions on which interventions move to broader rollout—and which stay in testing

**Bottom Line**

The work is officially shifting from “does this work?” to “can this work at scale?”

That’s progress—and a sign the foundation is strong enough to build on.

**Want to work with us? Contact us using the form at the bottom of the screen!**

Thank you all for your partnership in supporting this work!

-Shelly