



Share your name, role and organization in the chat.

Share a story you heard or read recently that you found impactful.

What made the story impactful?

Tuesday, March 10, 11 a.m. – 12 p.m.

High-Impact BHI Storytelling

CalHIVE BHI Commons



California Quality
Collaborative

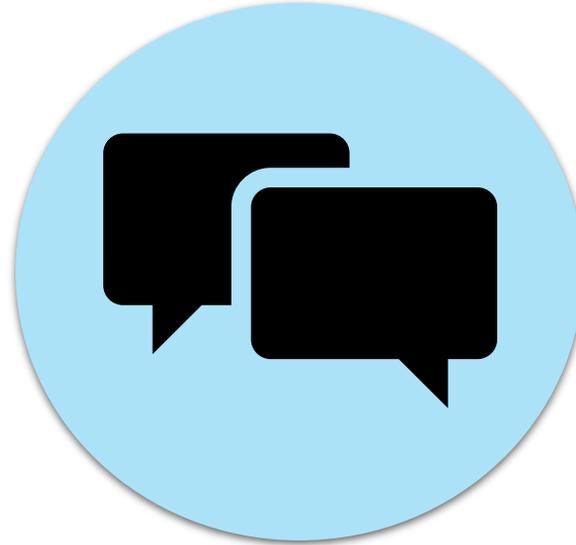
Tech Tips



Welcome!

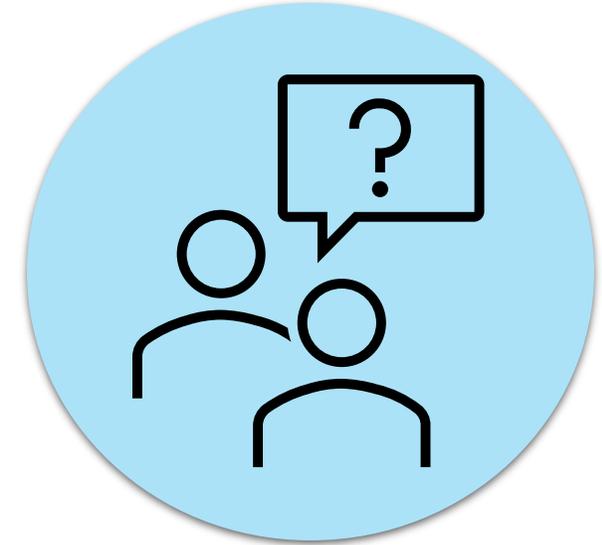
Add your organization to
your name

Turn on video if possible



Engaging Today

- Share questions in the chat or come off mute
- Participate in story rewriting activity



Need help?

Direct message
Anna Baer
if you have any technical
issues

Welcome!



**CHINESE
HOSPITAL
& CLINICS**



Riverside Family Physicians



San Francisco
Health Network

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH



perlmanclinic++



 **Scripps**




POMONA VALLEY HOSPITAL
MEDICAL CENTER




SHARP



Our Objective

Today, we'll:



Explore themes and structures of a high-impact story



Practice adding narrative to your BHI data



Review the CalHIVE BHI Convening Storytelling Assignment

CalHIVE BHI | Program News

Join us for the **final CalHIVE BHI Convening: Reflection, Recognition, Reconnection** on Tues. May 19 (Irvine)

➔ [Register Now!](#)

You are invited to the **CQC's BHI Summit** (San Diego) from September 16 – 17, 2026

➔ [Register for free](#) with code **BHIFRIEND**

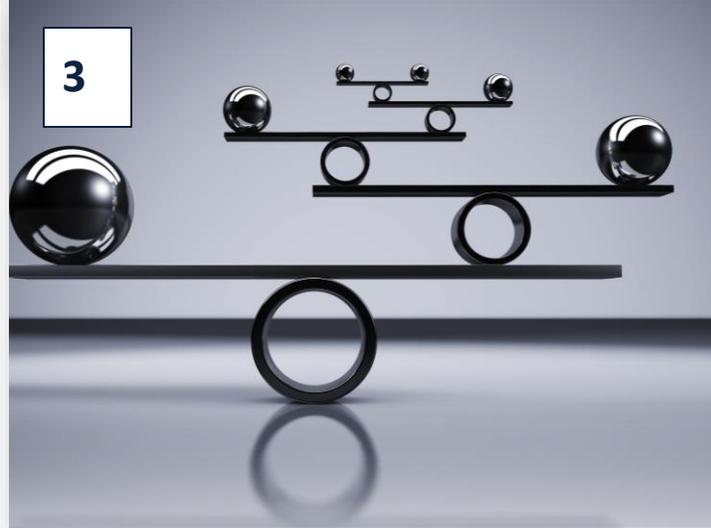
This spring, our team will be working with an external consultant by **interviewing** each team about your CalHIVE BHI experience and sharing a **survey** for teams & pilot site staff

➔ CQC emailed details

Warm up

Pick a photo and share the number in the chat that tells the story of behavioral health integration at your organization.

Visuals help anchor a story and play important role in high-impact storytelling.





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Anatomy of a High-Impact Story

Why does storytelling work and why does it matter?

It works because...

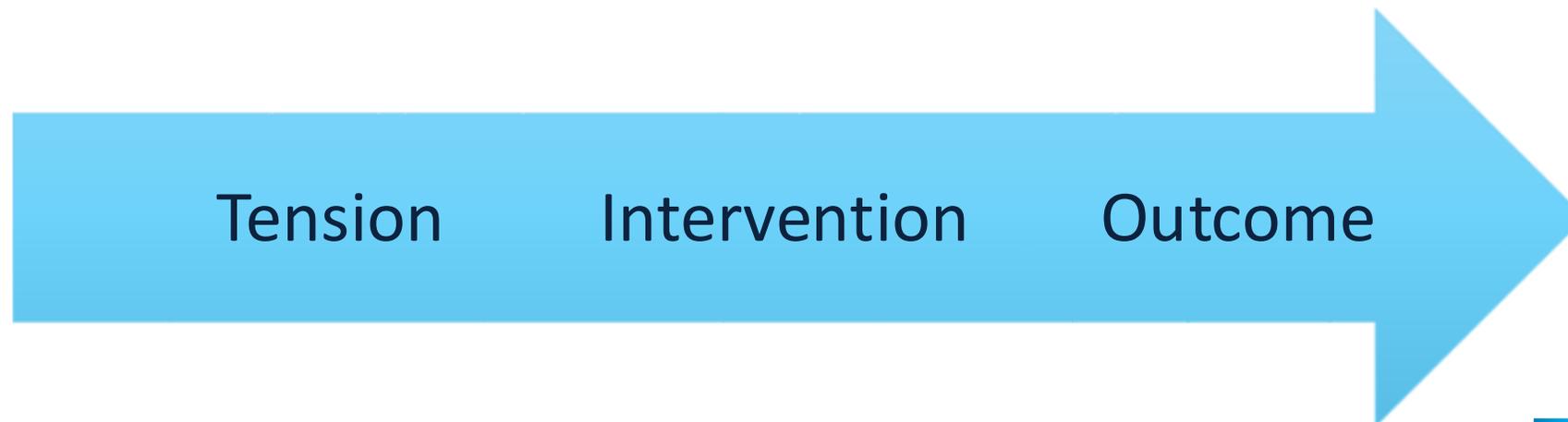
- Stories help us make sense of the world – they create structure through narrative to help us, and others, process and clarify change.
- Stories connect us physically, cognitively, emotionally and spiritually. We remember stories.

It matters because...

- Stories drive action across clinical, financial and human arenas

Characteristics of Successful Stories

- **Captures attention** – has a “hook”
- **Generates emotion** – coming from place of authenticity and often vulnerability
- **Creates connection** – audience feels part of the storyteller’s journey
- **Includes specifics** – details help the audience imagine they are there
- **Calls to action** – motivates and outlines what to do next
- **Builds a narrative** – uses a framework structure to illustrate tension, intervention and outcome



Elements of a High-Impact BHI Story

- **The Tension:** What challenge was happening and why was change needed
- **Setting and Characters:** The time, place, context and people involved in the story
- **The Intervention:** What did we decide to do
- **The Data Proof:** What changes can we see
- **The Human Outcome:** Who was impacted by our efforts
- **The Strategic Value:** Why it all matters





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The Story of CalHIVE BHI

The Story of CalHIVE BHI

The Tension - What challenge was happening and why was change needed

- Access to BH services remains a barrier to many Californians
- Integrating behavioral health is really hard!



Setting and Characters - The time, place, context and people involved in the story

- A small but mighty team working within the complex environment of behavioral health in California



The Story of CalHIVE BHI

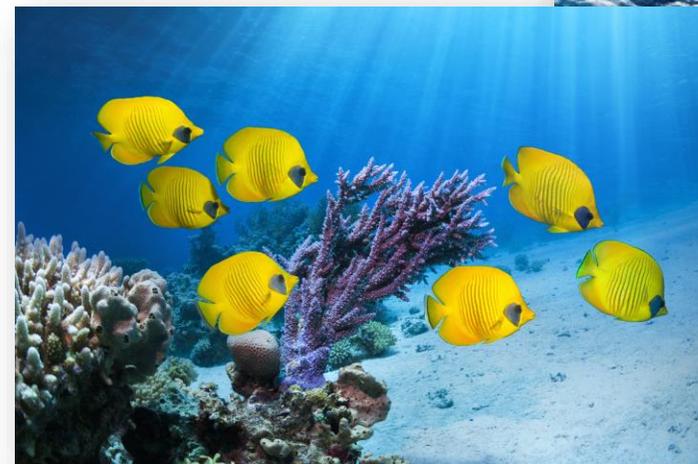
The Intervention - What did we decide to do

- Support primary care organizations to integrate BH into primary care via CalHIVE BHI



The Data Proof - What changes can we see

- 15% increase in depression screening across the Collaborative with +50,000 additional patients screened
- All 8 organizations demonstrated progress in 15 implementation milestones through 3 IMATs



The Story of CalHIVE BHI

The Human Outcome - Who was impacted by our efforts

- CalHIVE BHI care teams feel more equipped.



The Strategic Value - Why it all matters

- Shows behavioral health integration in California is possible!





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Adding Narrative to Data

The Data Proof

Telling the Data Proof for Your Audience

- Reframing your data with a story allows you to connect to your audience
- It plants a memory that helps your data stick and anchors it to the real world
- Illustrates the transformational effort of your work and progress beyond a number on a page



Adding Narrative to Data

The Data: “We increased screening rates by 22%”



The Story: “Before integration, Bob was never asked about how he was doing and his mental health. As of today, we have increased our screening rates by 22% and now nearly 500 patients every month, just like Bob are getting screened and when necessary, connected with our behavioral health providers.”

Activity: Adding Narrative to Data

- The Data: “Depression remission rates improved by 11%”
- The Story: “At her first visit, Sally, had a PHQ9 score 10, signaling moderate depression. She was able to meet with our BHC at subsequent office visits and is now in remission. We have been seeing similar across our programs as depression remission rates have improved by 11%”
- The Data: “Primary care provider satisfaction increased”
- The Story: “Dr. Smith was feeling overwhelmed with the number of patients coming to her with problems she could not solve. Now, with a BHC being available one room over, she provides a warm hand off for nearly 10 patients a week. It has really helped her focus on her work.

Read each data point. Rewrite the data point as a story in the chat. Consider your audience and what will help your data stick.



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CalHIVE BHI Convening Storytelling Assignment

Sharing your integration journey

How we will share our Impactful BHI Stories

All organizations will have 10 minutes during CalHIVE BHI Convening (May 19) morning session to share their story

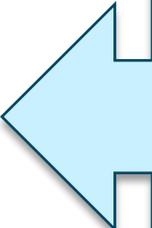
While each team shares their story, an artist will create **an illustration to represent the story.**



Collective Vision for Sharing

CalHIVE BHI Values

1. Collaboration around a common goal
2. Trust & transparency
3. Reflect, revise & adjust



Beyond your stakeholders, you are sharing your BHI story with each other.

INK Factory

- The artist joining us for the day is from INK Factory, a live event visual note-taking group based in Chicago.
- They will create a unique illustration for each organization during the storytelling session.
- They will also create an illustration for the entire day.



Pre-Work for CalHIVE BHI Session

Elements	Key Points:	Speaker
<p>The Tension: What challenge was happening and why was change needed</p> <p><i>Challenges around behavioral health at your organization in 2023 for: patients, providers, clinical care, access to resources</i></p>		
<p>Setting and Characters: The time, place, context and people involved in the story</p> <p><i>Think back to when you applied to CalHIVE BHI. What was happening at your organization around behavioral health in primary care? Who was part of the work?</i></p>		
<p>The Intervention: What did we decide to do</p> <p><i>Consider all the work you did to prepare for behavioral health integration (e.g., Implementation Plan), what your launch and implementation looked like – highlight successes and challenges during the process</i></p>		
<p>The Data Proof: What changes can we see</p> <p><i>Highlight data that you are proud of and/or demonstrates changes at your organization</i></p>		
<p>The Human Outcome: Who was impacted by our efforts</p> <p><i>How has BHI impacted your patients, clinicians, care team, front office staff. Include specific feedback if possible</i></p>		
<p>The Strategic Value: Why it all matters</p> <p><i>Why is behavioral health integration important for your organization and the community you serve? To what extent is this part of your organization’s strategy going forward?</i></p>		

Sharing out

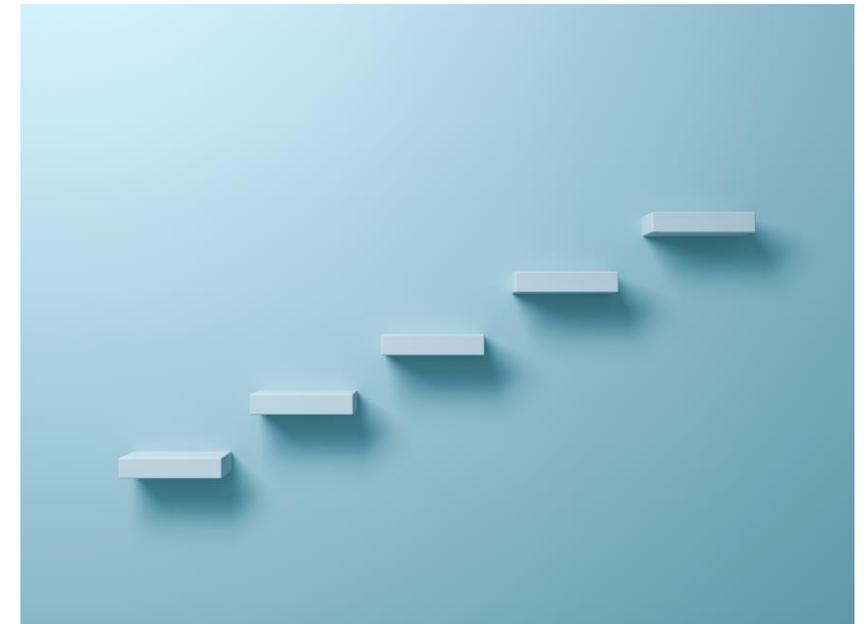
What are you most excited to share out in your CalHIVE BHI convening story?

Come off mute or let us know in the chat.



Next Steps

1. Register for the 2026 CalHIVE BHI Convening
2. Connect with Lesley or Kristina during an upcoming IA meeting to complete Storytelling Pre-Work Assignment.
- 3. Submit Storytelling Pre-Work Assignment to Anna or your IA by Friday, April 24.**
4. If necessary, CalHIVE BHI team will share any feedback or suggested areas to add to your assignment.



Feedback please!



1. Please rate the value of today's webinar. *[select one]*

- 5 - Excellent
- 4 - Good
- 3 - Average
- 2 - Fair
- 1 – Poor

2. Which objectives were achieved today? *[select multiple]*

- Explore themes and structures of a high impact story
- Practice adding narrative to your BHI data
- Review CalHIVE BHI Convening Storytelling assignment

Q1 2026 Sprint

JANUARY

Improvement Advising

- Plan In-Person Improvement Advising Site Visit (Q1 2026)

By Fri. 1/9 Cycle 7 Data Due

Tues. 1/13 (11-12)

CalHIVE BHI Commons – Advancing Integration Rates In Primary Care

- Analyze key factors that influence behavioral health integration process measure rates at your organization
- Develop one action step to apply data-driven approaches, including improving access disparities, to improve integration process measures

By Fri. 1/30 – Sustainability Plan Section 3 Part 2 Due

FEBRUARY

Improvement Advising

- Host In-Person Improvement Advising Site Visit (Q1- Early Q2 2026)

Tues. 2/10 (11-12)

CalHIVE BHI Commons – Building a Connected System of Care

- Map core components of an effective system of care and how partnerships with local systems and community resources enhance step-up and step-down pathways
- Identify one practical strategy to strengthen coordination across primary care, behavioral health, and community-based organizations to improve continuity of care for all patients

MARCH

Improvement Advising

- Host In-Person Improvement Advising Site Visit (Q1- Early Q2 2026)

Tues. 3/10 (11-12)

CalHIVE BHI Commons – Storytelling for Improvement and Impact

- Review elements of impactful storytelling
- Begin to brainstorm CalHIVE BHI Convening Storytelling assignment

Thurs. 3/12 (12-12:30) – CANCELLED -Data Webinar – Cycle 8

- Review process and requirements for upcoming data cycle submission

Wed. 3/25 (12-1)

[OPT] Cal – IN Peer Group Meeting

- Connect and learn from integrated peers

Improvement Advising

Webinars

In Person Events

Data / Reporting

Assignments

Thank you!

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