

A woman with curly hair is smiling and holding a white cup of coffee. She is sitting at a round table in a bright, modern setting, possibly a cafe or office breakroom. The background is slightly blurred, showing large windows and indoor plants. The overall mood is positive and professional.

Behavioral Health Town Hall

Marissa Eyanson, Director of
Behavioral Health, Iowa HHS

July 24, 2025

Overview

Early Successes



SNMIS Update



Elevating and Addressing
Concerns



Questions

Early Successes

Early Successes

Ease of the Contracting

- Streamlined contracts across multiple services, programs, and funding streams.

Launching System Navigation

- Launched on July 1 with statewide capacity & training to promptly respond and support Iowans navigating the Behavioral Health Services System.

Building Strong Partnership

- Iowa HHS working alongside the Iowa PCA to connect with CBOs statewide and assure continuity during transition.

Early Successes: What Worked and What's Next?

Collaboration and Shared Responsibility

- Feedback and transparency will remain key to our Behavioral Health Service System. We will continue to be deliberate about continuous inclusion of a wide array of stakeholders.

Behavioral Health Service System Statewide Plan

- Having a plan translates vision to action. Iowa HHS is working to build out the workflows and processes for implementing the statewide plan

Prevention First Steps

- Behavioral Health Prevention team completed the first session on Prevention System Strategic Planning with the Strategic Prevention Technical Assistance Center (SPTAC) which will lay the foundation for the BH Prevention Framework.

District Profile + Plan

District Profile + Plan



As a part of Iowa HHS efforts to develop a new Behavioral Health Service System, a comprehensive review was conducted to begin understanding each of the behavioral health districts.



Information from the review was used to create a unique profile for each district.



The profiles include information about year one for each district and will be shared in upcoming District Advisory Council meetings



This profile is part of building deeper, ongoing assessment and planning processes - that work is just beginning!



Additional assessment activities to further understand the behavioral health work and needs within each district will take place starting late summer 2025.

SNMIS Update

How Are Claims Paid?



Provider submits claim via Iowa HHS' claims payment system (SNMIS)



Claims system automatically determines that the claim is allowable and accurate (adjudication)



Once approved, SNMIS processes payment



Payment is electronically sent to provider

SNMIS Guidance

- ▶ **Fee Schedules** can be found in the SNMIS Billing Guide.
- ▶ **SNMIS Companion Guide** also available.
- ▶ Located on **BH Service System website page**, under “Information for Providers.”



<https://hhs.iowa.gov/initiatives/system-alignment/behavioral-health-service-system#information-for-providers-amp-community-based-organizations-cbos>

Important! Providers Must Be Registered in SNMIS

- ▶ All providers must register as soon as possible to ensure they are ready to submit claims beginning **July 1, 2025**.
- ▶ **Steps on how to register** can be found at <https://hhs.iowa.gov/initiatives/system-alignment/behavioral-health-service-system>.
- ▶ If you are using a vendor for electronic claim submission, **the vendor will be required to update their registration in the EDISS** to select the SNMIS line of business.

SNMIS Questions

- ▶ Reach out to BHassistance@hhs.iowa.gov.

- ▶ Attend the SNMIS office hours.
 - 10-11 a.m. on Mondays, Wednesdays and Fridays through August 20.
 - <https://www.zoomgov.com/j/1617121151>
 - Meeting ID: 161 712 1151

Updates from the Iowa PCA

Abbey Ferenzi and Sarah Dixon

Thank You & Initial Successes



BH System Navigation Update

Behavioral Health System Navigation: Brightly Lit Front Door



For Patients, Supporters, and Caregivers



Call: 855-581-8111



Text: 855-895-8398



Chat: yourlifeiowa.org

Behavioral Health System Navigation: Brightly Lit Front Door



For Providers and Partners

Providers/Partners Will Be Provided Direct Numbers to District System Navigators

Providers and community Partners can coordinate directly with Iowa PCA System Navigators by calling **(515) 505-8988**.

- Providers and Partners (including hospitals and schools)
- Crisis (i.e., 988)
- Disability Access Points
- Other Support Lines (i.e., Warm Line, Iowa Concern)
- Managed Care Organizations
- Law Enforcement, Jails

BH System Navigation

Key Metrics



Touch Points from 7/1/25 – 7/21/25

Calls	283
Referrals to Services	165
Concerns Documented	171



District Advisory Councils

Council Member Roles and Responsibilities



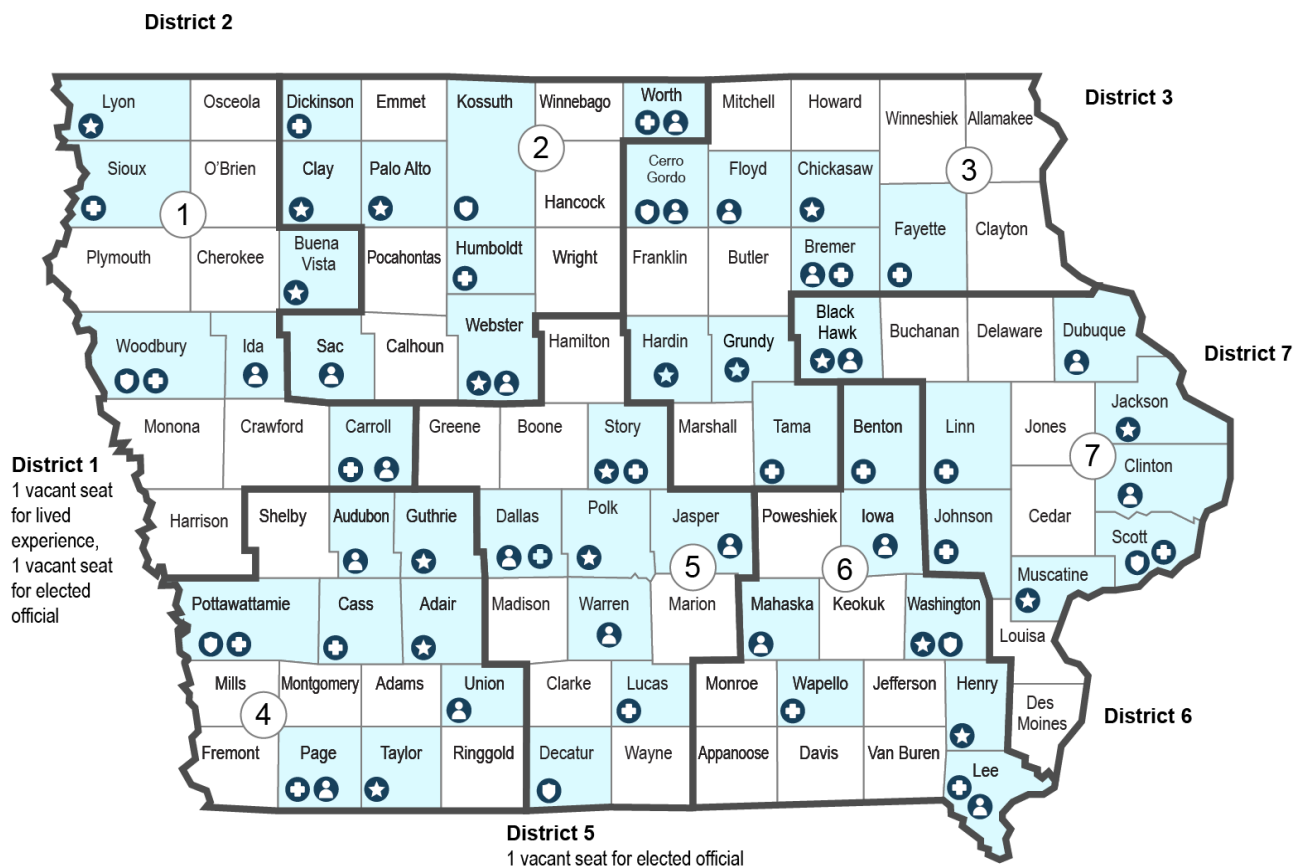
- **Roles**

- 3 local elected public officials currently in office within District
- 3 members with lived/living behavioral health experience, including one representing child or adolescent
- 3 members with experience or education related to behavioral health system
- 1 law enforcement from within the District

- **Responsibilities**

- Per Iowa Code 225.A.5 responsibilities include
 - Identify opportunities and address challenges based on updates received from the ASO regarding the implementation of the district behavioral health plan
 - Advise the ASO while the ASO is developing BH policies
 - Advise the ASO on how to best provide access to BH prevention, education, early intervention, treatment, recovery support, and crisis services related to mental health and addictive disorders.

District Advisory Council Representation



- ★ Elected Official
- 🛡️ Law Enforcement
- + Providers
- 👤 Lived Experience

District Advisory Council – Upcoming Meetings



- **Next meetings will be held:**

- August 25: District 1 and 5
- August 26: District 3 and 7
- August 27: District 4
- August 28: District 2 and 6

- **Tentative Agenda**

- Welcome & Introductions
- Key BH-ASO Updates
- Council Purpose & Charter Review
- Overview of Current District Profiles & Plans
- FY26 District Assessment & Planning Process
- Open Discussion & Public Input

**District Advisory Council
Materials will be posted at:**
iowapca.org/district-advisory-councils



Hiring & Staffing Updates

Hiring & Staffing Updates



- Abbey Ferenzi, Senior Director of Behavioral Health Services
 - Oversees BH-ASO operations, including System Navigation and BH-ASO Strategy
- Emma Hall, Director of System Navigation
- Are recruiting for subject matter experts for:
 - Early Intervention, Prevention, and Promotion
 - Treatment, Recovery, and Support
 - Crisis Services
 - Justice Involvement
 - Children Services
 - Medical
 - Pharmacy



Abbey Ferenzi
Senior Director of Behavioral
Health Services



Emma Hall
Director of System Navigation

Open positions are posted on iowapca.org/careers

Meet Our District Leaders



Melissa Loehr
District 2

Melissa has 17+ years of experience in mental health, disability services, child advocacy, case management, and more. Melissa serves on multiple boards, including the Clay County Long Term Recovery and Iowa Great Lakes School Board.



Ashley UMBERER-Marciniak
District 3

Executive Operations leader with 18+ years experience in healthcare. An ACNPC-AG, Ashley has extensive clinical experience in ICU/CCU and Operating Room. Over the last 10 years, she's helped healthcare systems excel in Value-based Care.



Liza Maxwell
District 5

Liza has 13 years of experience in behavioral health, including leadership in service coordination, program development, quality improvement, and provider collaboration.



Sarah Berndt
District 6

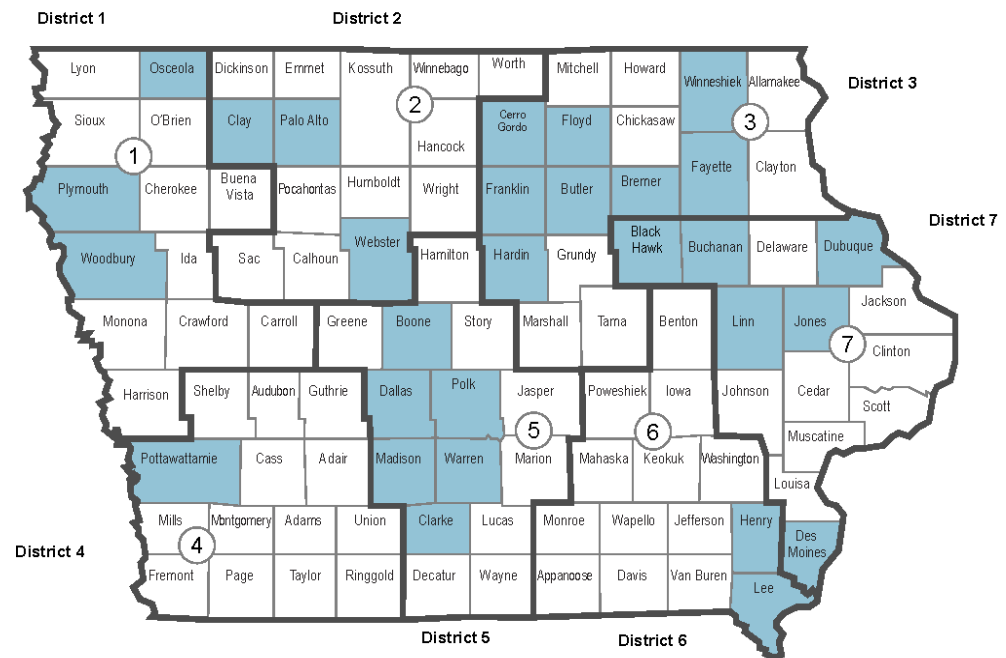
Administrator in the mental health and disability services field for over two decades. Sarah previously worked on the management team for Mental Health Agency of Southeast Iowa. She earned her Masters of Public Administration from Grand Canyon University.

District 1 and District 7 Leaders starting Monday!

Hiring & Staffing Updates



- BH System Navigators and System Navigators Leads are being hired by the Iowa PCA across the seven Districts.
 - 7 Lead System Navigators
 - 27 System Navigators
- Still building our team!



Open System Navigator positions are posted at iowapca.org/careers

Process Oriented Updates

Community Based Organizations Resource Guide for Invoicing



- Invoicing and Billing Guide for Community Based Organizations (providers and partners) is available.
- Invoices are to be submitted monthly to the BH-ASO: ASOacntpay@iowapca.org.
 - Submitted emails should include:
 - Attachments of invoice(s), corresponding data and reports
 - Email Subject Line – name of the CBO according to executed contract
 - Body of Email – contract product attachment(s) being invoiced including geographical
- Any invoices, reports, or other communication that contain protected health information (PHI) must be submitted via secure email.
- If your organization does not have secure email, let us know at ASOacntpay@iowapca.org.

**Invoicing and Billing Guide
for Community Based
Organizations is available
at iowapca.org/providers.**



Invoicing for Reimbursable Mental Health Commitment-Related Expenses



- Invoices for services related to mental health commitment-related expenses that are considered reimbursable by the BH-ASO and where a contract is not required, will follow the same general invoicing guidelines.
- Examples of services that would be part of this category includes legal representation, mental health advocates (billed through the county employer), sheriff transportation, etc.
- During this transition period of maintaining “stable state,” the Iowa PCA requests that invoices are submitted in the same format as current state for each given service/category for which they are contracted.

Provider Grievances



- The grievance must include the following information:
 - Provider name and name of person submitting the grievance and contact information.
 - **Note:** Grievances may be submitted anonymously if there is concern of repercussion for the submission.
 - Description of the issue
 - Relevant documentation
 - Ideal solution to the issue
 - Signature of the provider or authorized representative
 - Date of the event or issue

Providers may submit grievances or appeals by:

Mail: 500 SW 7th Street, Suite 300,
Des Moines, IA 50309

Email: BHProviderGrievances@iowapca.org

Phone: 515-505-8988

Online: iowapca.org/provider-grievances or
by scanning the QR code:



Consumer Grievances



All submissions must include:

- First and last name, address, and phone
 - Note: Grievances may be submitted anonymously if there is concern of repercussion for submission
- Description of issue
- What you would like to have happen

Consumers may submit grievances by:

Mail: 500 SW 7th Street, Suite 300, Des Moines, IA 50309

Email: BHGrievances@iowapca.org

Phone: 515-505-8988

Online: iowapca.org/consumer-grievances or by scanning the QR code:



Providers & Partners – Other Resources



Provider Toolkit

- Includes information about:
 - Service System Overview
 - Roles & Responsibilities
 - Provider Payments
 - System Navigation
 - CBO Guidance
 - SNMIS Billing
 - Invoicing and Billing for CBOs (BH-ASO contracts)

Community Based Organization Guidance

- Provides operational guidance for implementing services under the redesigned behavioral health infrastructure

Promotion of BH System Navigation

- Joint communications plan between Iowa HHS and Iowa PCA
- Materials being finalized focused on:
 - Providers
 - Community Partners
 - Family Members, Friends, Caregivers, and Other Supporters

Provider & Partner resources are available at iowapca.org/providers.



Communications & Outreach Updates



BH-ASO Attendance at Upcoming Statewide Events

- School Administrators of Iowa Conference: August 5
 - Iowa HHS Child Welfare Service Area Managers: August 20
 - Iowa Counties of Local Public Health Association Annual Meeting: August 21
 - Iowa Housing Conference: September 4
 - National Association of Social Workers, Iowa Chapter 2025 Symposium: September 18-19
 - Iowa Development Disabilities Council Annual Self-Advocacy Conference: September 18 - 19
 - Iowa Hospital Association Annual Meeting: October 7
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- Planning for District-Level and Provider/Partner Engagement
 - Will be more systematically engaging in the districts in the coming weeks

Thank You & Resources



Key Contacts

- Provider/Partner Contract Questions: bhasopviderrelations@iowapca.org
- Invoice/Payment Questions: asoacntpay@iowapca.org
- General Questions: info@iowapca.org

Iowa PCA Website and Resources





Questions



Health and
Human Services