

# Improving Collaboration Between Higher Education and Behavioral Health Providers

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# Overview

- **Higher Education Behavioral Health Programs & History** (*some important boring stuff*)
- **Is There Really a Counselor Shortage ?** (*What rock are you looking under and where are the rocks ?*)
- **What the New Workforce Wants** (*brace yourself*)
- **Things to Consider and Recommendations in Hiring** (*employers need to change their ways*)
- **Licensure and Legislative Issues** (*Good things and some problems*)
- **Behavioral Health Licensure Board Changes** (*Reality meets reality*)
- **Question and Answer**

# Higher Education Behavioral Health History and Programs

- Indiana has a significant history of behavioral health degree programs at the bachelor and graduate degree level. (SW, MH, MFT)
- At the associate degree Ivy Tech and Vincennes University are the main programs in Human Services, Social Work, & Psychology. Such programs are entry level and do not meet licensure for just the degree, but courses may.
- Doctoral programs exist yet are less plentiful. (e.g. Indiana State University has only PhD program in Counselor Education and Clinical Supervision)
- Increasing number of faculty at in state universities have doctoral degrees from online programs (e.g. Argosy, Grand Canyon, Cappella, Liberty & Walden)
- The major lack of programs has been in addictions counseling. For a number of years anyone practicing addictions counseling had a degree in something other than addictions, and may never have had an academic course in addictions. *This was the major challenge in the state and nationally.*

# Higher Education Behavioral Health History and Programs *(Addictions Counseling part 1)*

- In the mid 80's Vincennes University started an undergraduate certificate of four courses in Substance Abuse Counseling. In 2000 program went online.
- In the late 80's Indiana Wesleyan University (IWU) created the first Bachelors in Addictions Counseling. This was the first actual degree in addictions counseling. In 2011 program went online.
- In 1998 I developed a pilot undergraduate substance abuse certificate program for Region 7 (Terre Haute) Ivy Tech using TAP 21 from SAMHSA. This program was accepted state wide.
- In 2000 Ivy Tech substance abuse certificate was adopted into state wide substance abuse associate degree. This program also went online. I worked to have the program approved as higher education provider by National Association of Alcohol and Drug Abuse Counselors (NAADAC).

# Higher Education Behavioral Health History and Programs *(Addictions Counseling part 2)*

- In 2006 I went to Indiana Wesleyan University and developed the first masters degree in Clinical Addictions Counseling program in the world. The program was not solely substance abuse but incorporated process addictions. Program was created with a grant from SAMHSA and based on TAP 21 from SAMHSA.
- To increase the addictions workforce in Indiana, a graduate addictions certificate was created at IWU for those who had a masters degree in something other than addictions. Both BA, MA and Certificate were used for academic course requirements for Indiana licensure. IWU also vetted as national standard by SAMHSA.
- In 2009 IWU graduate program went online.
- In 2010 from my dissertation work SAMHSA helped create the National Addiction Studies and Standards Accreditation Commission (NASAC)
- In 2011 Ivy Tech and IWU signed articulation agreement between undergraduate addiction degrees based on NAADAC Higher Education Approved Provider Certification
- In time other online schools “borrowed” the IWU curriculum

# Higher Education Behavioral Health History and Programs *(Addictions Counseling part 3)*

- Addiction Counseling programs in Indiana

## Undergraduate

Ivy Tech AS & Cert. (O & T)

Indiana Wesleyan U. BA (O & T)

Vincennes U. AA & Cert. (O)

Martin U. BA (T)

## Graduate

Indiana U. South Bend (T)

Indiana Wesleyan U. MA & Cert. (O&T)

Oakland City U. (T)

Valparaiso U. (T)

\*(O-Online)

(T-Traditional)

# Higher Education Behavioral Health History and Programs *(Marriage & Family Therapy)*

- There are a 4 MFT graduate programs in Indiana
- MFT programs are located at IPFW, IWU, Purdue and Christian Theological Seminary.
- The ACA (Obama Care) included addiction and mental health service provisions. MFT's were not included impacting professional practice.
- The small number of programs has created some competition in some treatment agencies for MFT's
- Such competition has increased salaries and benefits to secure MFTs
- Several MFT online programs outside Indiana are NorthCentral, Cappella and Walden Universities

# Higher Education Behavioral Health History and Programs (Mental Health and Social Work Programs)

- Mental Health Programs in Indiana
  - 19 programs total (several online and more coming )
  - Other MH program online outside of Indiana are Argosy, Cappella, Walden
- Social Work Programs in Indiana
  - 19 programs total

Associate

3

Bachelor

18

MSW

5

PhD

1



## Is There Really a Counselor Shortage ?

Here is what we know exists in Indiana

- There are multiple Ivy Tech campuses with onsite and online associate degree programs in Human Services, Addictions, & Social Work.
- There are numerous bachelor degree programs in psychology in almost every public or private college and university in Indiana that were not counted in this overview.
- There are 32 masters degree programs in CA, MH, MFT & SW
- There are 5 universities offering doctoral degrees in behavioral health related programs. (e.g. PhD, Psy.D in Coun. Ed, Coun. Psych, Clinical Psych)
- Also the majority of these programs graduate three times a year.
- Unknown how many are enrolled in out of state online MA and PhD programs

*Lets go further in the numbers*

## Is There Really a Counselor Shortage ?

- In looking at the number of licensure applications from the Behavioral Health and Human Services Licensing Board we find the following

2016

2,416

2017

3,297

## What the New Workforce Wants

- So is there really a counselor shortage in Indiana? Given the number of behavioral health academic programs, and those online programs out side the state, and the number and increase in licensure applications the answer would be NO.
- So what may really be the issue?
- There are two thing to consider. The nature and needs of applicants, and the role the opioid issues has on hiring addiction counselors.

## What the New Workforce Wants

- I have been contacted by many treatment facilities that have been introduced to the challenges ( ok demands) of the “New generation of applicant”, sitting before them in the interview.
- Who are the New Generation?

## What the New Workforce Wants

- Welcome to the Millennials and those coming after them.
- They have the following “characteristics” in interviews
  - They are studied and come prepared
  - They have a bottom line salary range
  - They have vacation and sick day expectations
  - They want to know about advancement
  - They want to know what the “administrative culture is like”
  - Many already know your answer(s) before they ask the question.
  - They are “comparison applicants”
  - They are not afraid to politely end the interview
  - They may request a tour

## What the New Workforce Wants (Clinical Addictions Counselors part 3)

- Addiction Counselors are also more savvy in employment because of the opioid issues.
- Because of the number of treatment programs and services, demand for addictions counselors has increased.
- They know there is greater competition for their services and use this to their economic and professional advantage.
- Many addiction counselors have incorporated the same questions as the Millennials and can take it to another level.
- Addiction Counselors at the pre and post masters level have become shrewd negotiators and can be selective on where to work. Lets look at what you need to know about them.

# What the New Workforce Wants (Clinical Addictions Counseling Part 4)

What does it take to attract (recruit) an addictions counselor? What will they ask about?

- Competitive Salary
- Student Loan Forgiveness
- Geographical location (urban vs rural)
- Third party reimbursement for LAC and LCAC.
- Work Culture
- Advancement
- Time off for Continuing Education and Training
- Do you have telehealth?
- Will I be supervised by another addictions counselor or has my supervisor actually done addictions?
- Licensure hiring bonus and commensurate salary when license is obtained, if not above with the other licensed behavioral health professions
- Many have a “Free Agent” mentality. Given the demand one company is looking at becoming “agents” for addiction counselors in the same way as sports agents.

# What the New Workforce Wants (Clinical Addictions Counseling Part 5)

Some other issues affecting competition for addiction counselors

- Indiana Licensure especially for Addictions Counseling is well known in the US and attracts “head hunters” from other states. They have an opioid issue too. Students have left Indiana to work in other states, for the reasons in the previous screen
- Because some states do not have licensure and only certification, or a weaker licensure law, they know Indiana’s Addiction Counselors have better academic preparation and clinical training.
- Because Indiana has addiction counselors with actual degrees in addictions counseling, and Indiana licensure, out of state facilities are willing to pay for it.
- Other states have now enacted (AZ,KS,OK,SD) or are looking to adopt the Indiana Addictions Licensure Law (GA).
- It should be noted recent reciprocity legislation has weakened and brought some unintended consequences to the existing licensure law. If we have time, more on this later.



## Things to Consider and Recommendations in Hiring (1)

- In the last two years all Clinical Addiction Counseling graduates at IWU had at least 3 job interviews and offers on average *before* graduation.
- You are not the “only game in town”. A variety of employers are competing against you for addiction counselors.
- With social media many students now have and share a detailed “digital black book” (DBB) on where not to work, and to work.
- Because of the DBB some places are ranked based on “the questions” I included earlier. They may know more about you than you think.
- Change your facility thinking from a hiring to a recruiting and retaining mentality.

## Things to Consider and Recommendations in Hiring (2)

- Do a serious evaluation of your facility in light of “the questions”.
- What are you going to need to change and/or do differently? Keep in mind other facilities are already reviewing how they are.
- Don't think you are not on the “DBB” of places not to work. You may be.
- Think in terms of “Pay them to retain them”. Even If you are they only game in town.
- Why are people really leaving you? (Are they really being honest at the exit interview?)
- Why are they staying?

## Recommendations and Things to Consider in Hiring (3)

- Do you provide a culture for learning and professional growth? (Can they go to workshops and conferences to meet continuing education licensure requirements? Do you really have clinical supervisors that actually provide meaningful clinical supervision?)
- Do you personally make mention to employees, you notice something specific they are doing that adds to staff, clients and programs daily? This is beyond the token “employee of the year award”. They notice if you are taking notice.
- What are your paths of advancement?
- Student loan forgiveness, geographical location and “administrative culture” may be deal makers or breakers for the applicant.

## Recommendations and Things to Consider in Hiring (4)

- Do you know your competition and what are they doing ?
- Make use of the associate licensure law.
- Does your administration, program directors and supervisors understand licensure requirements for each profession? Or are they “one profession heavy”? This has been a source of frustration for addiction counselors. (I refer to this as “professional incest”)
- Are you having licensed counselors practice within their scope of practice?

## Recommendations and Things to Consider in Hiring (5)

- When possible if the applicant chose someplace else to work over you, ask them why?
- Implement a “baseball farm system” structure. Build a relationship with a graduate program for internships. If you wait to look at people after they graduate you are already too late. Get them early in the career pipeline.
- Use graduate addiction interns to take advantage of the Medicaid law. You improve your chances to retain them for employment.
- Are you doing all you can to get and advocate for third party reimbursement for LAC's & LCAC's ?

## Licensure and Legislative Issues

### Some good things

- Medicaid reimbursement for LCAC and addiction graduate interns
- Associate LAC and LCAC license created

### Some problems

- Reciprocity Law Issues ( and need to be corrected)
- ✓ Problems with compliance and competency (e.g. lack of essential courses, actual client hours in counseling, lack of proper degree). This presents ethical and potential client care issues.
- ✓ Developed without needed consultation of professional groups, licensure board, and higher education
- ✓ Some legislators lack understanding of Certification vs Licensure in other states, as they are not the same nor standardized for all professions, especially addictions. Originally Indiana addictions licensure was created to prevent this weakness.

## Behavioral Health Licensure Board Changes

- Now meet 9 times a year
- Updating applications for simplicity
- Members use personal time to come in and review application file
- Students can now apply 1 to 2 months before graduation
- Higher Education has been encouraged to inform students of the licensure requirements and process in courses
- After three failed exam attempts applicant must appear before the board
- Applicants do not answer question 4 “correctly”. (“They told me my arrest was expunged” )

## **Behavioral Health Licensure Board Changes**

- Many applicants do not complete the application correctly or read the instructions correctly.
- Some applications delayed due to exam schedule
- Applicants do not provide correct or full information (e.g. providing signature of a supervisor, enter wrong required courses, do not include hours and add them correctly, or the applicant does not sign the application)
- Some applicants fill out the wrong license application
- Board still needs more state employees (e.g. 4 staff processing applicants for 5 state licensing boards)
- Number of applicants graduating 3Xs a year presents daunting task on 2 section members
- Finalizing criminal background checks



## Question and Answer

Thank You for your time today.

I trust this provided understanding, clarity and direction

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