



# Population Behavioral and Social Needs Assessment (PBSNA)

Population health management has emerged from all of the reforms as an essential strategy in the redesign of our healthcare system. Effective population health management can enhance quality of care, improve outcomes, and reduce costs for the most complex and vulnerable populations. But system redesign can't succeed without an in-depth understanding of the behavioral health and social needs of the community and subpopulations being served.

for **30** years

Advocates for Human Potential, Inc. (AHP) has been improving health and human services systems of care and business operations to help organizations and individuals reach their full potential.

## The Key to Successful System Redesign

AHP's population behavioral and social needs assessment (PBSNA) is a robust, scientifically sound approach to assessing the behavioral and social needs of a specific population in a community, identifying gaps in services and resources, and planning how to fill those gaps.

By engaging community stakeholders such as government agencies, managed care plans, hospitals and health systems, behavioral health providers, social service organizations, and consumers, the PBSNA sets an **accurate and actionable path forward**.

The results of the PBSNA enable AHP to make system-of-care recommendations and to support reengineering and redesign efforts with you.

## Putting the Data to Work for You

AHP's PBSNA is a cross-sector, multi-stakeholder analysis of your community's population-specific needs, assets, and capacities, particularly subpopulations that are complex and vulnerable. The PBSNA

- takes an inclusive approach,
- integrates mixed research methods to ensure comprehensive results,
- reveals a community's specific unmet needs, and
- provides a foundation for successful implementation of population health management.

## Everyone Plays a Vital Role

The days of siloed systems that remain isolated, hoard information, and fail to effectively communicate are over. Healthcare organizations, behavioral health providers, and social service organizations must learn to speak the same language and work together to design new systems of care that meet the needs of the people they serve.

## Understanding Complex Subpopulations

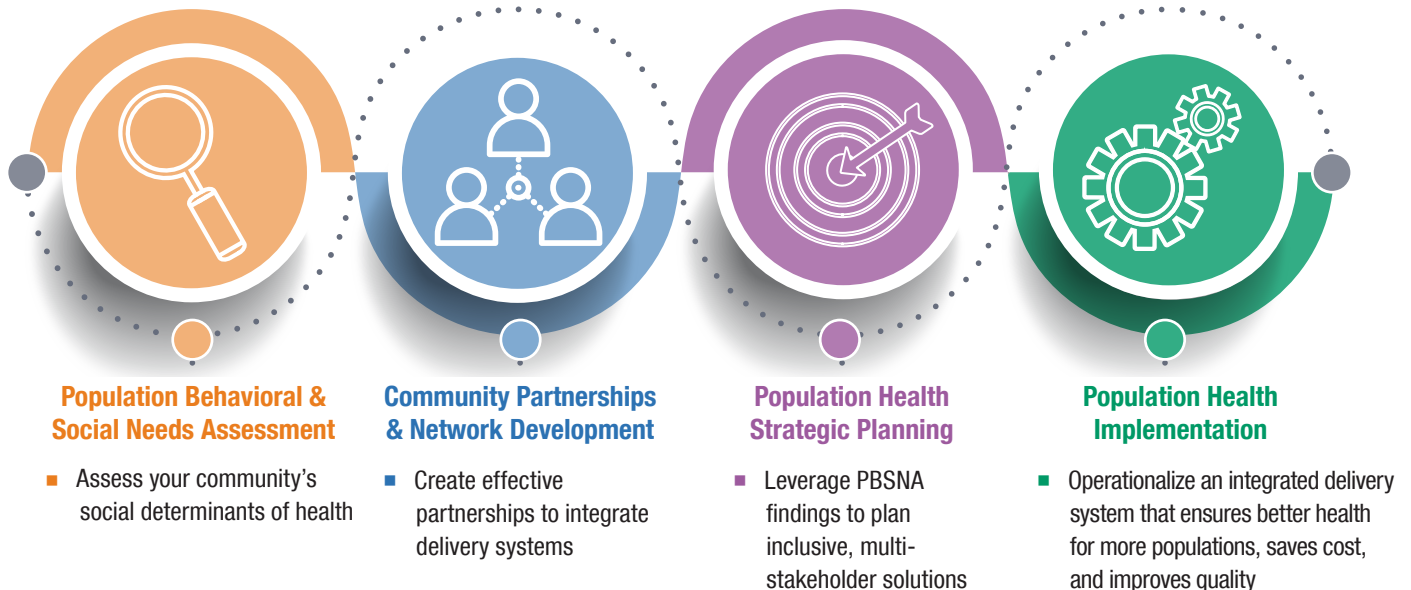
AHP's PBSNA looks at specific sets of individuals in your community that share vulnerabilities and risk factors, so that you can customize your program to meet their needs, with characteristics such as

- mental health and substance use disorders (SUD);
- housing instability;
- household income challenges;
- clinical, social, cultural, and environmental needs;
- lack of social cohesion; and
- stigma.

The PBSNA examines **common risk factors** in these subpopulations, such as

- previous admissions to inpatient psychiatric or SUD treatment facilities,
- criminal justice system involvement,
- inconsistent or no health insurance,
- adverse childhood experiences,
- higher rates of unemployment, and
- higher rates of homelessness.

**The PBSNA in Action** | The PBSNA sets the stage for effective population health planning and implementation.



**CONTACT US NOW**  
about the Population Behavioral and Social  
Needs Assessment

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