



Primary Care Provider Champion Role Description

The Primary Care Provider (PCP) Champion plays a key role on the Clinic Implementation Team (CIT). The CIT is created when a medical practice is planning to implement Collaborative Care (CoCM), a behavioral health integration strategy. This document outlines the PCP Champion's key responsibilities with the team and their PCP colleagues, as well as the personal and professional characteristics that are most desirable in the role. The PCP Champion does not currently need to be in a leadership role but must be willing and supported by clinic leadership to make this commitment. The role is most demanding at the outset of CoCM implementation. As the practice embraces and institutionalizes the workflow and team functioning required to make this significant practice change, the role should require considerably less time.

Key Responsibilities

- Attends regular meetings of the CIT during planning and implementation, as well as sustainment phases
- Attends required AIMS Center training, both online and in-person
- Commits to learning CoCM, helping to educate their colleagues, and practicing it with fidelity and enthusiasm
- Represents their PCP colleagues by bringing their perspective to the CIT
- Assists in hiring the other CoCM team members
- Communicates practice change expectations to their PCP colleagues and supports them in overcoming challenges or formulating constructive alternatives
- Acts as a liaison between the PCP team and the Behavioral Health Care Manager (BHCM) and Psychiatric Consultant, providing a bi-directional communication channel to solve implementation challenges
- Provides ongoing monitoring of how the PCP team is adopting the model and provides additional support to late adopters

Key Characteristics

- Demonstrates leadership skills and engenders the respect of their peers and other key clinical staff
- Models team communication that values all members of the team equally
- Understands the care quality goals of the practice and articulates how CoCM contributes toward achieving them
- Understands change management principles and seeks to implement best practices with their PCP colleagues

