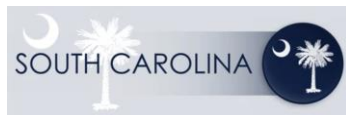


South Carolina Behavioral Health Transformation: A Coordinated, Multi-Stakeholder Solution

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» CLIENT OVERVIEW



Recognizing the importance of behavioral health access for population health, the South Carolina legislature allocated \$100M to pilot a centralized behavioral health hub model in the Pee Dee region. This region was selected as a critical starting point due its rural nature and having the state's lowest provider-to-patient ratio. This grant created a unique opportunity to not only expand access, but to fundamentally redesign behavioral health delivery into a coordinated, community-centered model.

» THE CHALLENGE

Care in the Pee Dee was fragmented across multiple providers from FQHC's to competing health systems, resulting in significant coordination gaps. To secure the \$100M state grant, the region needed to move beyond these silos and present a collaborative model.

This demanded historically independent stakeholders align on a unified vision and determine how to centralize disparate services into a single hub. KCG was retained to navigate these competing institutional priorities and establish a governance structure for collective decision-making. This framework was essential to transitioning BH care in the region toward a hub-and-spoke model while adhering to the strict regulatory and financial parameters of the state funding.

» THE SOLUTION

KCG partnered with regional stakeholders to create a centralized behavioral health model, leading efforts from initial visioning through state approval. This work was executed across three phases:

Stakeholder Identification & Alignment

Identified key regional BH providers [McLeod Health, Hope Health, MUSC Health, etc.] to form a governance structure which provided the foundation for joint strategic visioning, allowing leadership to move toward aligned decision-making.

Visioning & State Proposal Development

Facilitated the governance group to define a shared regional vision for decanting services into a centralized hub. This vision was translated into a comprehensive proposal and workforce analysis, which ultimately secured \$100M in grant funding.

Transition to Strategic Implementation

With funding secured, converted the governance group from a visioning body into a project oversight board focused on formalizing the roadmap for execution and ensuring continued multi-organizational accountability as the hub moved toward activation.

» THE IMPACT

This engagement transformed a fragmented regional landscape into a unified, state-supported model, laying the foundation for scalable, community-centered behavioral health reform.



Community
Partners Aligned



Unified Vision
Established



In State Funding
Secured

"The Pee Dee region faced a challenge that no single health system could solve in isolation. KCG acted as the essential third-party facilitator, aligning leaders on community impact rather than individual interest and navigating these complex relationships. Their expertise in translating our vision was the catalyst we needed to begin driving meaningful change."

— Dr. Matthew Johnson, Senior Vice President and Chief Operating Officer, McLeod Health



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