



OREGON
HEALTH
AUTHORITY

October 21, 2025

HB 2024

Informational Session #2

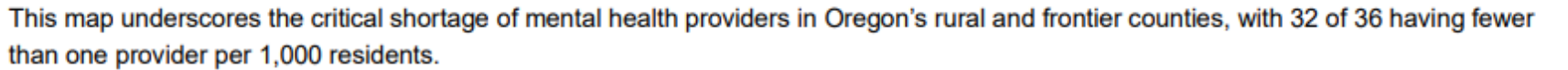
Agenda

Start	Time	End	Topic
4:00	10	4:10	Welcome
4:10	05	4:15	HB 2024 Background
4:15	10	4:25	Definitions, Scope, and Program Goals
4:25	10	4:35	Eligibility
4:35	10	4:45	Use of Funds
4:45	10	4:55	Reporting
4:55	15	5:10	Application, Submission, Evaluation, and Selection
5:10	20	5:30	Questions and Answers
Next Session:			Nov 4 th , 1:30 – 3:30 p.m. - <i>Informational Session #3</i>

Oregon's Behavioral Health Needs

Oregon is currently experiencing a behavioral health workforce shortage, making it very difficult for many Oregonians to access mental health and substance use treatment. This challenge is especially severe for individuals from historically marginalized communities and those most affected by health inequities.





High MH and Substance Use Concerns

- Almost 300,000 adults in Oregon did not receive needed mental health care in the past year, many because of either cost or provider access.
- Approximately 55% of Oregon's youth between 12 and 17 years of age who experienced depression last year did not receive needed care.
- In a recent report from Mental Health America (2025), Oregon was ranked 42 out of the states along an index of 17 different health-related metrics, including prevalence of disorders, prevalence of substance use, unmet need, workforce access, and insurance coverage.

OHA Strategic Plan



HB 2024

- To help address this issue, House Bill 2024 (2025) directs the Oregon Health Authority (OHA) to award educational grants to eligible entities to support the recruitment and retention of behavioral health care providers.
- This solicitation aims to provide educational incentives to qualifying behavioral health entities to support, sustain and grow their workforce, so they can be more equipped to expand their services and increase their delivery of quality care to all Oregonians.

Definitions and Scope

- “**Behavioral health care**” means services and supports for individuals who have mental health disorders or substance use disorders.
- The Oregon Health Authority shall establish a program to award grants to eligible entities. The grants awarded under this section must be used to foster the **recruitment and retention** of behavioral health care providers at the eligible entity.



Program Goals

- Improve the recruitment and retention of behavioral health care providers, especially in rural, frontier, and other high-need areas across the state.
- Increase the number of individuals training for and entering the behavioral health workforce
- Increase and expand service capacity and capabilities for rural and underserved communities.
- Support career advancement opportunities for behavioral health providers through education and training.
- Increase the behavioral health system's capacity to provide culturally responsive care that is deeply embedded in equity-centered cultural responsiveness, de-stigmatization of services, promotion of restorative healing and community empowerment.

Eligibility

The following entities are eligible to apply:

- Entities that have a Certificate of Approval (COAs)
- Entities that offer medication-assisted treatment services (MAT)
- Entities that are contracted with Oregon Youth Authority (OYA)
- Entities that are certified opioid treatment programs
- Entities that provide withdrawal management service



Photo Credit: oregonlegislature.gov

Eligibility (Continued)

All eligible entities must also:

- Operate an outpatient or residential facility that-
- Provides **team-based care** to individuals with acute behavioral health needs and-
- Provides behavioral health care to adults or youth, of which **at least 50%** are uninsured or enrolled in the state medical assistance program (OHP) or Medicare



Photo Credit: Oregon Coast Visitor's Association

Eligibility (Continued)

To qualify as a Team-Based High Acuity Medicaid Provider, a behavioral health provider must meet one of the following. (OHA anticipates issuing more detailed guidance in November):

- A. Be a Community Mental Health Program offering one or more of the following:
 - Assertive Community Treatment (ACT)
 - Early Assessment and Support Alliance (EASA)
 - Intensive In-Home Behavioral Health Treatment (IIBHT)

OR

- B. Meet all of the following:
 - Hold a Certificate of Approval from OHA;
 - Derive at least 50% of annual behavioral health revenue from services to OHP members and Medicare;
 - Provide integrated, team-based care that includes any combination of:
 - On-staff psychiatric provider
 - Integrated peer support
 - Case management services
 - Individual, family, group, and community-based services, as clinically indicated

Eligible Recipients of Funds

- Certified Drug and Alcohol Counselor
- Certified Gambling Addiction Counselor
- Licensed Art Therapist
- Licensed Clinical Social Worker
- Licensed Marriage and Family Therapist
- Licensed Professional Counselor
- Licensed Psychologist
- Qualified Mental Health Associate
- Qualified Mental Health Professional
- Speech Pathologists
- Peers
- Psychiatric Nurse Practitioner
- Certified Gambling Addiction Counselor (CGAC)
- Certified Prevention Specialist (CPS)
- Certified Recovery Mentor (CRM)
- Certified Gambling Recovery Mentor (CGRM)
- Birth Doula
- Community Health Worker (CHW)
- Personal Health Navigator (PHN)
- Peer Support Specialist (PSS)
- Peer Wellness Specialist (PWS)
- Other credential types that are not listed but also provide direct behavioral health care services using their credentials and require clinical supervision to obtain credentials.
- Staff who do not currently provide direct behavioral health care services may qualify for educational incentives if the incentives support them in obtaining certification or licensure to provide direct behavioral health care services.

Use of Funds

- Funds may be used to provide the following incentives to increase the recruitment and retention of behavioral health care providers at the entity:
 - **Scholarships** for undergraduate and graduate students going into the behavioral health care field;
 - **Loan forgiveness and repayment** incentives;
 - **Tuition assistance**; and
 - **Stipends** for students enrolled in graduate behavioral health care educational programs.



Photo Credit: Bird Alliance of Oregon

Use of Funds (Continued)

- Grant funds **may** be used for the following allowable activities and expenses:
 1. Educational incentives for eligible behavioral health providers, including:
 2. Scholarships for undergraduate or graduate-level education
 3. Tuition assistance for degree completion or credential advancement
 4. Stipends for students enrolled in behavioral health graduate programs
- Loan repayment or forgiveness in exchange for a service commitment
- Academic materials directly related to the provider's program of study (e.g., required books, testing fees, licensure application costs)
- Up to 12% of administrative staffing needed to manage and implement the incentive program



Use of Funds (Continued)

Grant funds **may not** be used for:

1. Services or activities unrelated to behavioral health education, training, or credentialing
2. Salaries or wages for non-administrative staff not directly involved in grant implementation
3. Capital expenses, including construction or renovation of facilities
4. Indirect costs exceeding the 12% administrative cap
5. Incentives or payments for non-licensed and credentialed staff without a clear pathway to certification or licensure in behavioral health
6. Reimbursement for expenses incurred prior to the grant award date



Potential Tax Liability of Grant Incentives

All eligible incentives provided through this grant may be considered taxable income for the person receiving them. This means the individual might owe taxes on these funds. Awarded entities should check with a tax professional to understand any potential impacts before giving out incentive funds and should clearly explain any possible tax implications to providers before awards are made. OHA is not responsible in providing tax advice or determining tax obligations.

Reporting

- Recipient organizations must report, in a manner determined by OHA:
 - The licensure, certification or position type of each behavioral health care provider who received an incentive;
 - The amount of grant moneys spent per behavioral health care provider;
 - The entity's staffing vacancy rate prior to and after receiving the grant.
 - Quarterly, mid-project and close-out reports required.

Additional reporting may be required based on the specific workforce incentives awarded and utilized by participating entities.

Note: In prescribing the form and manner of the report described in this subsection, the authority shall seek to minimize the administrative burden imposed on the entities to the extent practicable.



Photo Credit: Native Plant Society

Application Timeline

(Tentative, and Subject to Change)

Date	Milestone
11/17/2025	RFGA solicitation and application materials posted on OregonBuys
30 days from post date to Oregon Buys (~12/17/25)	Application deadline: all applications must be submitted by 11:59 PM PST
12/22/2025 – 01/07/2025	Application review and evaluation period by Grant Review Committee (GRC)
01/09/2026	Notice of Awards (NOA) posted to OregonBuys and emailed to all applicants
04/01/2026	Anticipated project start date and initial distribution of funds begins

Application Scoring Priorities

Priority for funding will be given to entities delivering services to the following service areas and populations:

- Child, Youth & Family: includes school based, adolescent and early childhood
- Individuals involved in the criminal justice system
- Organizations that operate mobile crisis intervention or mobile response
- Rural and Frontier communities
 - These Priority points will be automatically assigned based on the location of the applicant's service site, using the Oregon Office of Rural Health's (ORH) ZIP Code-based Primary Care Service Area (PCSA) designations.
- Organizations that provide office-based Medication-Assisted Treatment (MAT)

Priority for funding will also be given to entities that prioritize eligible educational incentives the following providers:

- Providers from “communities who are underserved”
- Providers who deliver “culturally and linguistically specific behavioral health services” (CLSS)

Essay Evaluation

Applicants will respond to a **two-part narrative essay** aligned with the application and scoring criteria. Applications will be evaluated based on the clarity, feasibility, and alignment of proposed strategies with the goals of the Behavioral Health Workforce Incentive Program.

Part 1: Essay Evaluation

Incentive Use & Provider Focus

Applicants must describe how they will use incentive funds to recruit and retain staff in the priority provider groups selected in the application drop-down menu. Strong responses will address:

- **Implementation Summary:** Outline how incentives will be implemented, including key steps, responsible parties, proposed service commitment durations for each incentive type, and criteria for selecting recipients.
- **Provider Type(s) Supported:** Clearly identify eligible provider types (e.g., LPC, LCSW, QMHP, CADAC, Peer Support Specialist, etc.)
- **Number of Providers to Be Supported:** Reference the budget worksheet and indicate the number of providers expected to be supported.
- **Rationale for Number of Providers:** Explain how this number was determined, including workforce need, organizational capacity, and anticipated impact on staffing challenges.
- **Cost-Effectiveness & Return on Investment (ROI):** Describe how the incentives strike a balance between being cost-effective and strong enough to recruit and retain behavioral health staff.

Part 2: Essay Evaluation

Service Expansion & Equity

Applicants must explain how these efforts will increase and expand service capacity, especially for underserved or rural communities. Strong responses will:

- Describe how incentives will address service gaps and promote equity, especially among culturally and linguistically specific populations.
- Highlight strategies to expand services in underserved geographic regions or high-need populations.
- Include evidence-based models where applicable and provide quantitative or qualitative data supporting community needs.

Funding Guidelines

- The maximum award amount is based on the total number of staff employed by the organization:
 - Small (>75): \$150,000
 - Medium Organizations (75-125): \$180,000
 - Large (126+): \$225,000
- Organizations that are awarded may not receive all the funds they requested, subject to negotiation.

Application Submission and Selection Process

- a. Upon the Request for Grant Application's (RFGA) closing, the Single Point of Contact (SPC) will perform an initial administrative review of applications received by the Submission Deadline for completeness. Those that are determined to be complete will move forward to the Grant Review Committee (GRC) for further review.
- b. The GRC will review each application independently and will excuse themselves from the review process if there is a conflict of interest for applications (all reviewers will sign a Conflict-of-Interest Form).
- c. Reviewers will document their review of each application using the criteria found in **Attachment B (Scoring Rubric)**. Upon conclusion of individual reviews, the Grant Review Committee (GRC) will come together to discuss applications and finalize the justifications and recommendations for grant awards.



Oregon Buys

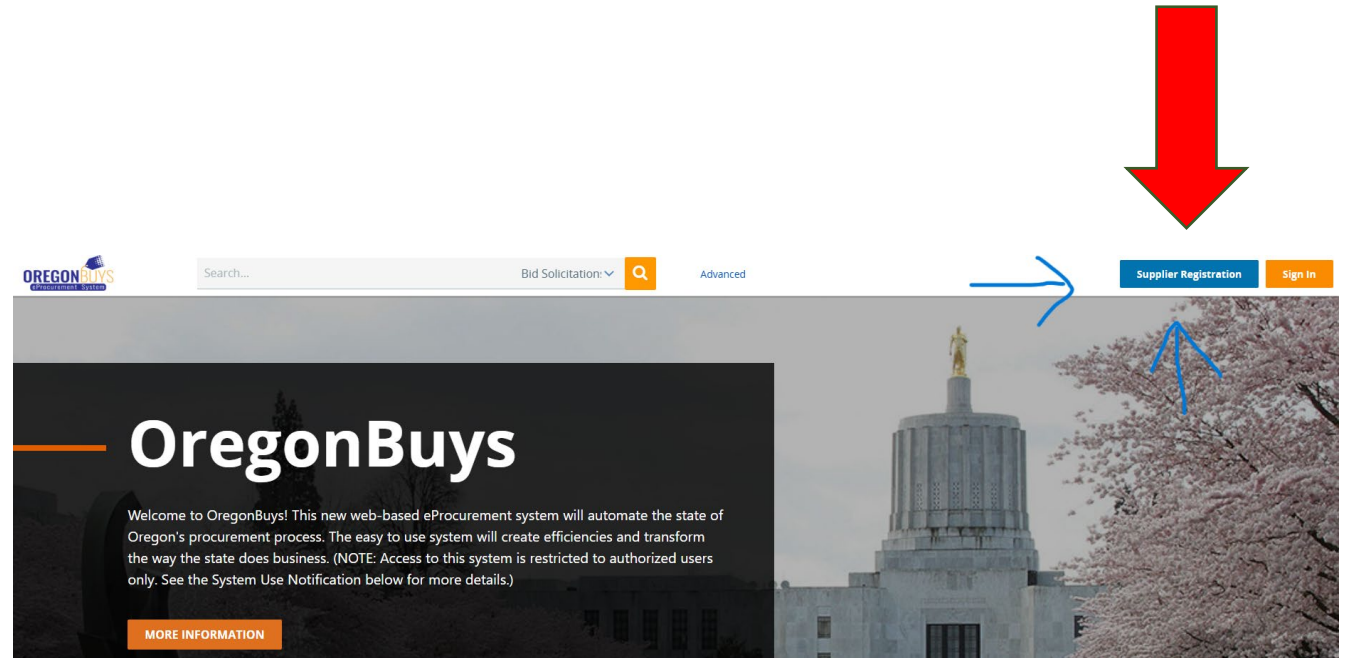
Although application has not yet opened, please register
by visiting:

<https://oregonbuys.gov/bsa/view/login/login.xhtml>



Oregon Buys

- Register in OregonBuys by clicking on "Supplier Registration"
- If you experience technical issues, please call the help desk at 855-800-5046
- OHA cannot provide TA with OregonBuys





(Photo credit: Traveloregon.com)

Question and Answer

Thank you!

You can get this document in other languages, large print, braille or a format you prefer free of charge. For any additional questions, please contact Olufemi Ogunyemi at olufemi.s.ogunyemi@oha.oregon.gov or 503-979-4394. We accept all relay calls.

Behavioral Health Division

Behavioral Health Workforce Incentives (BHWI)

Website: <https://www.oregon.gov/oha/HSD/AMH/Pages/HB2024.aspx>

Email: hb2024@oha.oregon.gov

