

# Blue Cross and Blue Shield of North Carolina

## LA MESITA

[www.bluecrossnc.com](http://www.bluecrossnc.com)

North Carolina’s underserved and rural communities face significant inequity in access to behavioral health care. To help address this challenge, Blue Cross and Blue Shield of North Carolina (Blue Cross NC) partnered with El Futuro to expand the nonprofit’s La Mesita Latino Mental Health Provider Network program. The La Mesita program aims to increase the quality and reach of culturally responsive mental health care services for Latino families across North Carolina.

**Blue Cross NC’s \$250,000 multi-year commitment** helped fund the pilot program’s efforts to offer low-cost and often free training and professional development programming to its vast network of behavioral health care providers, reduce disparities in rural health care through improved engagement with rural providers, and progress toward development of a model Latino mental health care program in the value-based environment. This strategic partnership supports Blue Cross NC’s diversity, equity, and inclusion goal to improve access to behavioral health care in rural and underserved communities in North Carolina by 25% in five years.

Since the collaboration began in 2019, the La Mesita program has expanded its member network to over 1,000 behavioral health providers and allied professionals. And in year two alone, the program trained over 580 providers through its webinar series featuring



nationally renowned experts in the Latino mental health field. Through monthly webinars, provider learning cohorts, and evidence-based programming and case consultations, El Futuro and the La Mesita program have become more established within the North Carolina provider community as a resource for accessing the latest research and an access point for specialized training opportunities, as well as a hub for mental health providers serving Latino families to come together and support one another.

Blue Cross NC’s intentional investment helps El Futuro expand its programming and infrastructure to better serve this population.

“With Blue Cross and Blue Shield of North Carolina’s support, El Futuro’s La Mesita Network of Latinx Mental Health Professionals has grown to more than 1,200 members from around the state and beyond. Through this work, we are providing critical training, capacity building and professional development that supports the workforce growth of bilingual and culturally responsive behavioral health providers at a moment of unprecedented demand. Growing this network of providers makes high quality mental health care services more accessible for Latino immigrant communities across the state.”

– Kerry Brock, MPA, director of advancement and strategy, El Futuro

