



Community Health Workers: Bridges for Well-Being for Communities

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Community Voices: Healthcare for the Underserved

Is a group of national, community based demonstration projects seeking to develop programs that will improve the accessibility of people to quality health care, based on real-life demonstrations of what does and can work.

Goals

- Sustained increase in access for the vulnerable
- A strengthened community safety net
- Cost effective and high quality delivery systems
- Models of best practices and policy change

Men's Health (MH) Initiative & Community Voices (CV) Initiative



What is a Community Health Worker?



Community Health Workers are community members who work almost exclusively in community settings and serve as connectors between health care consumers and providers to promote health among groups that have traditionally lacked access to adequate care.

Community Health Workers: Improving the Health of Individuals

- o Facilitate Enrollment in Health Coverage
- o Increase Access to Health and other Services
- o Provide Outreach and Care Management
- o Impart Health Education, Health Promotion and Disease Prevention
- o Offer **culturally** and **linguistically** appropriate services that are directly relevant to the health care and social service needs of individuals
- o Offer supportive shoulders to lean on, and thereby help to reduce health and social disparities among population groups.

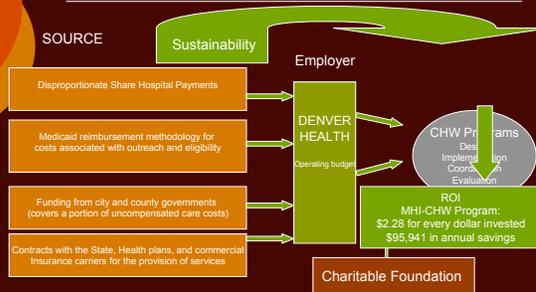
Community Health Workers: Integral to Communities

- o Intervene on behalf of the communities they serve
- o Improve the quality of health care while also reducing the costs of delivering services to underserved communities
- o Assist with rebuilding a divided health care system
- o Help bridge the gap between communities and providers
- o Connect community members to appropriate health care providers, promote preventive health care measures, and provide education
- o Provide members of disenfranchised populations with opportunities to "give back" to their own communities, while educating and empowering themselves.

Why Community Health Workers?

- o **Denver Health**
 - Provide 40% of all uncompensated care, yet DH has remained in the black every year since 1991.
 - DH employs 12 CHWs to conduct culturally effective outreach, health education, assistance with enrollment, system navigation, referrals and care management.
 - The impact of CHWs in the men's health initiative has been demonstrated through analysis of utilization, charges, reimbursements, and payer sources
 - o **Outcome:** total visits increased, total charges decreased
 - o **Outcome:** Utilization changes—increases in primary care and medical specialty visits and reductions in urgent care, behavioral health, and inpatient visits—resulted in a reduction of uncompensated charges of **\$206,485**
 - o **Outcome:** Calculating ROI yielded a savings of **\$2.28** for every dollar invested by DH in the MHI CHW program, translating to **\$95,941** in annual savings.

Financing Mechanism (DENVER)



Financing Mechanism (Ingham County)

Purchasers or Investors	Ingham County Health Department	Community-Based Organizations
Medicaid Adm. Federal Share (Contract = \$491,850)	\$1,088,000 (Total projected revenue)	Allen Neighborhood Center (\$98,000 = 2 FTEs)
Ingham Health Plan (Contract = \$75,000)		Baker Donora Focus Center (\$60,000 = 1.5 FTEs)
W.K. Kellogg Foundation (Grant = \$73,180)	\$386,000 (Bridged contracts)	Carefree Clinic (\$20,000 = 5 FTEs)
Capital Area United Way (Charitable donations = \$12,000)	\$307,000 (Est. staff costs = 0.5 FTEs)	G. Lan. African American Health Ins. (\$60,000 = 1 FTE)
Ingham County (General Fund = \$463,970)	\$32,000 (Est. supplies & travel costs)	NorthWest Initiative (\$98,000 = 2 FTEs)
	\$290,000 (Other contracts)	South Side Community Coalition (\$60,000 = 1.5 FTEs)
	\$1,088,000 (Total projected costs)	Cross Ray Community Center (\$65,000 = 1 FTE)
		Family & Com. Dev. Services (\$50,000 = 2 FTEs)
		St. Vincent Catholic Charities (\$135,000 = 3 FTEs)

SOURCE: Ingham County Health Department

Three Fundamental Opportunities

- o Medicaid managed-care organizations can utilize portions of capitated payments to employ CHWs or contract with provider organizations for CHWs
- o Selected organizations, such as public health agencies, can be reimbursed for Medicaid administrative costs to support outreach and coordination activities performed by CHWs.
- o CHWs play a unique role in improving the finance of health systems and provider organizations

Community Health Workers and Increasing Access to Mental Health Services

- Two Patient Navigators (PNs) conduct outreach to men in the community and in the local jail. Of the 6,583 men served between 2002-2007, 30 percent were in jail and 41 percent were homeless at the time of first contact with the MHI.
- The MHI Patient Navigators visit the jail several times a week and meet with men who are due to be released in the near future. They take applications for publicly funded health insurance. They also assess the individual's needs and try to help address issues before their release. Upon release, they meet with their clients to help them access primary care, medications, support groups, etc.
- The MHI will provide transitioning clients with transportation (monthly bus pass) to assist in job searches, mental health evaluations and therapy, and onsite free drug treatment groups that meet probation requirements.
- Evaluation of this project will include both process and outcome measures. Data will be entered into GoldMine, the current data tracking system utilized by MHI staff.

National CHW Models

Denver Health

- Provides monthly in-service trainings for their CHWs on a variety of topics, including speaking Spanish, honing communication and presentation skills, and providing tobacco cessation counseling.
- In partnership with the Community College of Denver, Denver Health has also developed a certificate program for CHWs, and celebrated their first graduates. has become an important step in integrating the CHW profession into the health career ladder in Denver.

Alianza Dominicana

- Created a training program based upon a model of community Mobilization emphasizing consciousness raising and empowerment by viewing individuals not as victims of their circumstances, but rather as agents of change who are capable of acting upon the inequalities they experience.
- When community members provide information to other community members, they escalate awareness of vital issues concerning their community.

The Promise

•CHW programs are an entry way into the health care profession for individuals who may not have had true opportunities to consider a health care career. Exposing people to the wide range of opportunities in public health, medicine, and the other health professions.

•Many CHWs are now being paid for their services and are earning benefits and receiving further training as a result of recent policy changes and legislative reforms.

Reaching a Solution

Opportunity for Immediate Impact

COMMUNITY HEALTH WORKERS

Enhance Patient-Provider Communication

Improve the Patient-Provider Relationship

Help Provide Improved Health Outcomes

Action Agenda for CHWs

Expand awareness and educate patients and providers

Develop and apply *practical solutions* to improve patient-provider communication, and motivate the healthcare system to adopt them

Participate in coordinated *research and evaluation* efforts to define the health literacy issue and evaluate solutions

Continue to actively increase support for health literacy policy and funding through *advocacy*

Key actions to support and expand the use of community health/frontline worker programs:

1. Establish public funding streams that support frontline workers and frontline worker services (e.g. Medicaid reimbursement for an identified set of services provided by outreach workers).
2. Encourage states to support the use of frontline workers and frontline worker programs through their Medicaid managed care contracts.
3. Build accountability measures where managed care organizations could demonstrate their community-based approach through the use of outreach workers and in the delivery of culturally appropriate services.
4. Include frontline workers as part of health care teams that coordinate care for special populations and vulnerable populations.

21st Annual RTC Conference
Presented in Tampa, February 2008

5. Involve frontline workers in planning efforts to reform health systems particularly as it applies to creating a more accessible health framework for vulnerable populations.
6. Support, finance, and develop training and certification programs for frontline workers. Certification would reinforce CHWs, outreach, and other frontline workers as paraprofessionals and gain them additional recognition with providers and health systems.
7. Support research efforts that examine and evaluate frontline worker programs.
8. Support demonstration projects that examine the role and utilization of CHWs, outreach, and other frontline workers in improving access to care for vulnerable populations, particularly with models that involve coordinated care.

By valuing CHWs as passionate community advocates and leaders, we may begin to transform communities and create positive societal change through a groundswell of citizen action that embraces all of its members, regardless of the ability to pay for vital services.



The Soledad O'Brien Freedom's Voice Awards Gala April 11, 2008

The First Annual Community Voices Freedom's Voice Conference April 9-11, 2008

- o The First Annual Freedom's Voice Conference will be an unprecedented assembly of the nation's academic, political, and advocacy leaders on healthcare, healthcare disparities, civil rights, and successful community reentry.
- o **Location:** Hyatt Regency Atlanta, 265 Peachtree Street, NE, Atlanta, GA 404-577-1234
- o **Conference Pre-registration:** \$200
- o **Hotel Accommodations:** \$145/night
- o CNN anchor and special correspondent Soledad O'Brien is renowned for her determination to cover stories that might otherwise go untold and her efforts to be a voice for those in our society who are unable to speak for themselves. For this work, we present her with the first annual Soledad O'Brien Freedom's Voice Award.
- o Honorary Co-Chairs:
Jane Fonda, philanthropist and actress
Joseph Stewart, Trustee of the W.K. Kellogg Foundation and former Vice-President of Corporate Affairs for the Kellogg Company
Jim Walton, CNN Worldwide President
- o Location: High Museum of Art Atlanta
- o Soledad O'Brien Freedom's Voice Awards Gala Pre-registration: \$250

For more information, contact:

Community Voices

HEALTHCARE FOR THE UNDERSERVED

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