



**HEALTHY
FRESNO
COUNTY**
Better Together

Implementation of a Community Health Worker Network HUB to Address Social Determinants of Health Through Strategic and Sustainable Approaches

Joe Prado, Assistant Director

Claudia Sandoval, MPH, Division Manager



Department of Public Health
www.fcdph.org

Overview

- ▶ Launch of the Community Health Worker (CHW) Network HUB
 - ▶ Funding Sources
 - ▶ Board of Supervisor's Approach
 - ▶ Establishing Agreements
- ▶ CHW Network HUB Overview
 - ▶ Fresno HOPE HUB
 - ▶ Pathways Community HUB Institute (PCHI)[®] Model
 - ▶ Social Determinants of Health (SDoH)
 - ▶ Outcome Base Unit
 - ▶ Structure
 - ▶ Phase Implementation
 - ▶ Health Disparities
- ▶ Intervention Outcomes
- ▶ Data Management System
- ▶ Data Integration
- ▶ Sustainability Plan
- ▶ Next Steps

Launch of the CHW Network HUB

- ▶ COVID Equity Project (CEP) coalition structure formed as a result of the pandemic
 - ▶ Immigrant Refugee Coalition
 - ▶ African American Coalition
 - ▶ Disability Equity Project
- ▶ Direct contract agreement with a lead community-based organization for each coalition
- ▶ Comprised of 21 Community-based organizations (CBOs), nearly 100 CHWs, cumulatively speaking 16 languages, including American Sign Language
- ▶ Capitalize on the momentum, funding opportunities, and lessons learned to introduce and implement an outcome-based CHW model

Funding Sources

Federal
CARE
Funding

Federal ELC

State COVID
IZ

CDC Health
Disparities

Local Health
Realignment

American
Rescue Plan
Act

Board of Supervisor's Approach

- ▶ Initial Discussion on COVID Response (COVID Equity Project)
 - ▶ **Fiscal monitoring**
 - ▶ Program monitoring
- ▶ Follow up Discussion on Building Public Health Infrastructure (CHW Network HUB)
 - ▶ Data monitoring
 - ▶ Fiscal monitoring
 - ▶ De-duplication of services
 - ▶ Will require extensive DPH staff support initially with developing operational workflows

Establishing Agreements

▶ COVID Equity Project

- ▶ Coalition Agreements with specific scopes of work that included administrative templates on invoicing, reporting, and ensuring clauses that funding could not be used for political activities
- ▶ One Coalition led by an Environmental Justice CBO with minimal experience managing Federal funding. Brought in an umbrella organization for 6 months to manage the fiscal components of the coalition until lead CBO for coalition demonstrated fiscal capacity. Lead CBO demonstrated capacity and was awarded a direct contract with the County

▶ CHW Network HUB

- ▶ Phased Implementation with the goal to reach “Outcome based/Fee for Service” Reimbursement
- ▶ Shared database with patient level data to prevent duplication of services
- ▶ Lead CBO Agency has a fiscal agent and no experience with federal funding

CHW Network HUB Overview

- ▶ Evidence based model approach
 - ▶ Pathways Community HUB Institute (PCHI)[®] Model
 - ▶ Outcome-based, fee for service model
- ▶ Non-evidence-based approach
 - ▶ Health Disparities Program
- ▶ Manage by Fresno County Department of Public Health (FCDPH) Staff
 - ▶ 7.25FTE Dedicated staff
 - ▶ 9 Direct agreements
 - ▶ 7 Subcontracts
- ▶ Targeted approach by utilizing Health Priority Index (HPI) Quartile 1 to expand and maximize the service areas and target population
 - ▶ 60+ Community Health Workers
 - ▶ 8 languages spoken

FCDPH CHW Network

Fresno HOPE HUB

The Fresno Center

Valley Center for the Blind

Health Disparities

Black Wellness & Prosperity Center-
African American Campaign

Centro La Familia
Advocacy Services

Cultiva La Salud

Exceptional Parents
Unlimited

Easterseals

Aria Community Health
(FQHC)

Centro Binacional Para el
Desarrolló Indígena
Oaxaqueño

Reading and Beyond

West Fresno Family
Resource Center

Fresno Health, Outreach, Prevention and Equity (HOPE) HUB

OVERALL GOAL:

Through the agreement with the Fresno Community Health Improvement Partnership (FCHIP), restructure care coordination to a payment for outcome structure while working under an evidence-based CHW model that addresses SDoH

Key Points:

- ▶ \$12.49 Million dollar agreement
- ▶ Develop a standardized CHW Network HUB that serves as the backbone agency for the CBOs
 - ▶ Contracted with 6 CBOs
- ▶ Track activities and outcomes to ensure accountability across all sectors in a centralized data management system
- ▶ Convert community-based organization workflows from grant based to payment for outcome “fee for service” following a three-phase implementation plan
- ▶ Document reduction of duplication of services and return on investment

PCHI® Model

What is the Pathways Community HUB Institute Model?



The PCHI Model provides a transformative value-based, quality improvement framework to build a community-based care coordination network, called a Pathways Community HUB (PCH).



Studies by Medicaid Managed Care plans have demonstrated a return on investment and measured health improvement for members who received PCHI Model care coordination.



Leverages the skills of community health workers to find and engage residents who are under-resourced and at greatest risk for poor health outcomes.



The PCHI Model improves health, reduces costs, and promotes equity.

Addressing Social Determinants of Health

- Adult Education
- Developmental Referral
- Employment
- Family Planning
- Food Security
- Health Coverage
- Housing
- Immunization Referral
- Learning
- Medical Home
- Medical Referral
- Medical Adherence
- Medical Reconciliation
- Medical Screening
- Mental Health
- Oral Health
- Postpartum
- Pregnancy
- Social Service Referral
- Substance Use
- Transportation

Outcome Base Unit

▶ Example:

Billing Description	Billing-Detail	Payer Code	PCHI OBU Amount	Amount Per OBU	Agency Payout
Adult Education Pathway	Confirm that the participant completes educational goal (course/class, training program, or quarter/semester).	G9001	10	\$ 45.00	\$ 450.00
Developmental Referral Pathway	Participant referred to a specialist and developmental evaluation completed.	G9001	5	\$ 45.00	\$ 225.00
Employment Pathway	Participant is still working 30 days from hire date.	G9001	10	\$ 45.00	\$ 450.00
Family Planning Pathway	Family Planning completed.	G9001	6	\$ 45.00	\$ 270.00
Food Security Pathway	Household member(s) had access to adequate food for the past 30 days without CHW assistance.	G9001	7	\$ 45.00	\$ 315.00

- ▶ Each OBU is linked to a measurable outcome (Pathway)
 - ▶ Risk mitigation
 - ▶ Complexity of the pathway
- ▶ Engagement fees
- ▶ OBU amount is negotiated with the funder

Fresno HOPE HUB Structure



PCHI® model adherence

Quality improvement & assurance



Workforce development & training

Nationally certified CHWs



Community Advisory Council



Technical assistance & billing support



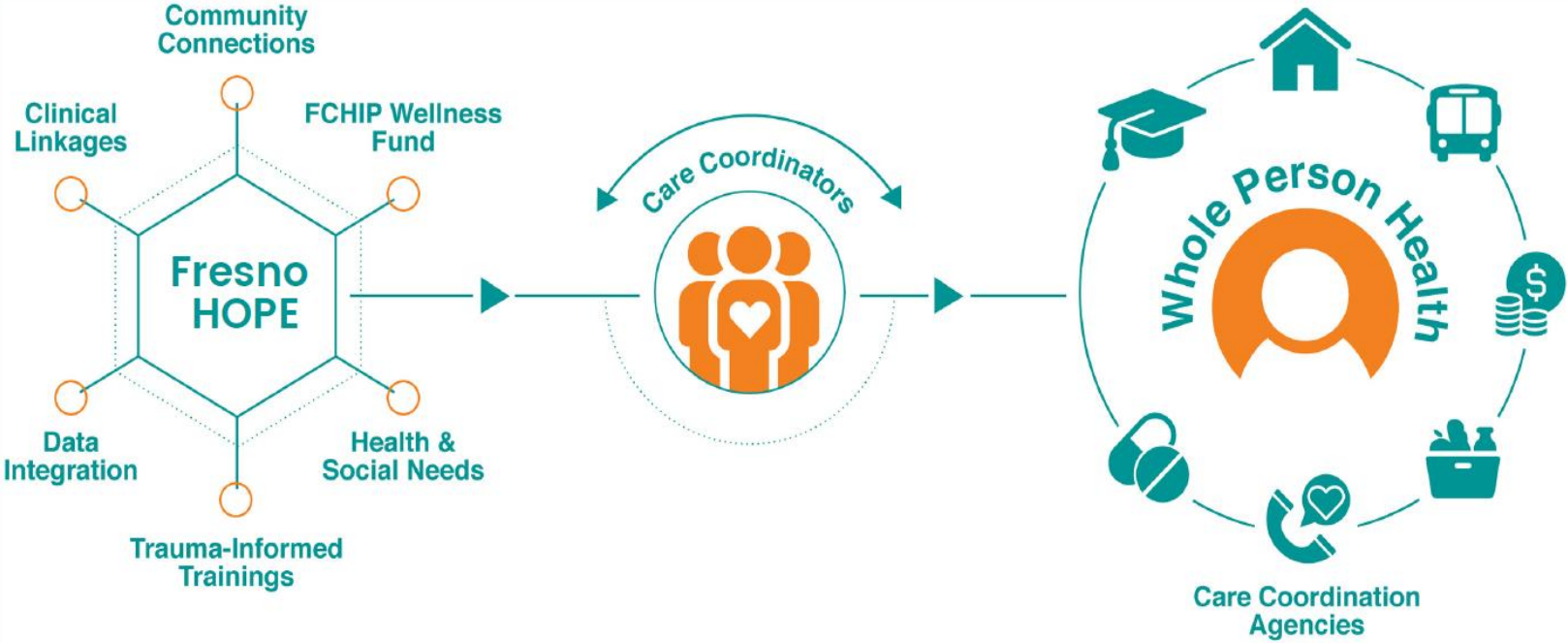
Current agreement budget breakdown

17% Salaries and benefits

13% Operating expenses & consultation services

70% Subcontracts (CBOs)

Fresno HOPE HUB



HOPE HUB Phase Implementation

Phase 1:

- Hiring/onboarding
- Training: PCHI® model, Care Coordination System (CCS), HIPAA, SDoH, trauma informed practices, etc.
 - Training menu was developed

Phase 2:

- Program enrollment
- CCS efforts tracking
- Invoicing projections for each agency

Phase 3:

- 50% outcome base reimbursement
- 100% outcome base reimbursement
 - All CBOs are currently 100% outcome-base reimbursement

Health Disparities

- ▶ Funded by the National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities
- ▶ 7.5 Million dollars in total agreements
- ▶ Direct partnerships with 7 CBOs
 - ▶ 30+ CHWs
- ▶ Program implementation began on 7/1/2023
- ▶ Health Equity approach
- ▶ CBO capacity building
- ▶ Additional public health program alignment
 - ▶ Syndromic surveillance
 - ▶ Nursing Division
 - ▶ TB Clinic
 - ▶ Rural Mobile Health Program





CBDIO



Rural Mobile Health Event

CHW Intervention Outcomes

- ▶ **Fresno HOPE HUB**
 - ▶ 2,741 Enrolled clients
 - ▶ 6,389 Total engagements
 - ▶ 8,917 Pathways successfully completed
 - ▶ 3,232 Health education materials provided
 - ▶ 516 Community outreach events
 - ▶ 29,585 community members reached

- ▶ **Health Disparities**
 - ▶ 1,810 Enrolled clients
 - ▶ 6,521 Total engagements
 - ▶ 7,602 Pathways successfully completed
 - ▶ 39,819 Health education materials provided
 - ▶ 1,110 Community outreach events
 - ▶ 58,931 community members reached

Data Management System

Care Coordination System (CCS)

- Approved PCHI® vendor

Suspense of Competition

Capabilities:

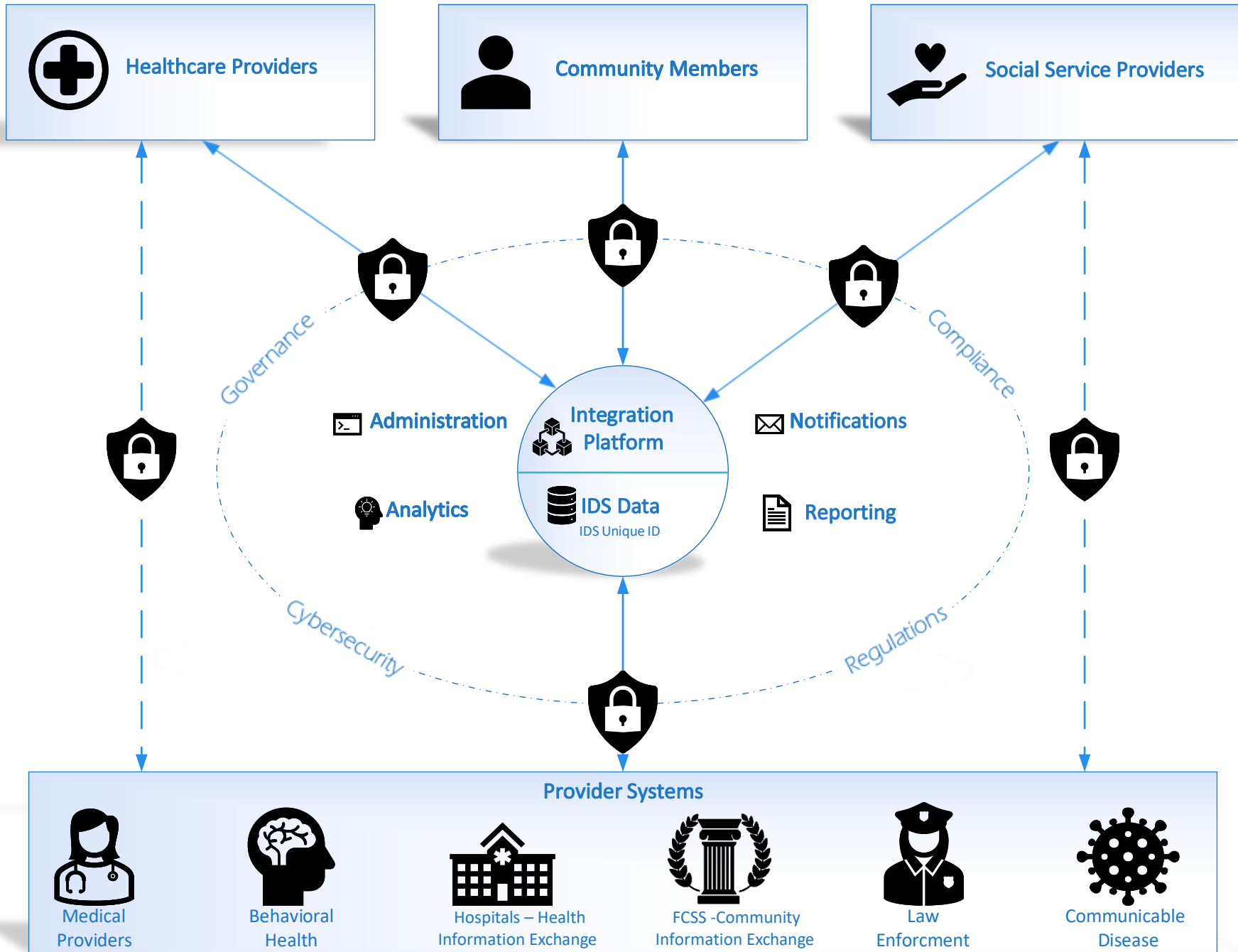
- Billing
- Customization & interoperability capacity

Local 211 resource & referral integration

- Agreement with United Way Fresno and Madera Counties

Next steps:

- CalAIM billing alignment
- ADA compliance
- Regional expansion



Sustainability Plan

Blended Funding from other County Departments

- Behavioral Health
- Social Services
- Justice Population - CalAIM

Public Agency Funding

- School Districts - Community Schools Model
- Neighboring Counties - Regional Model

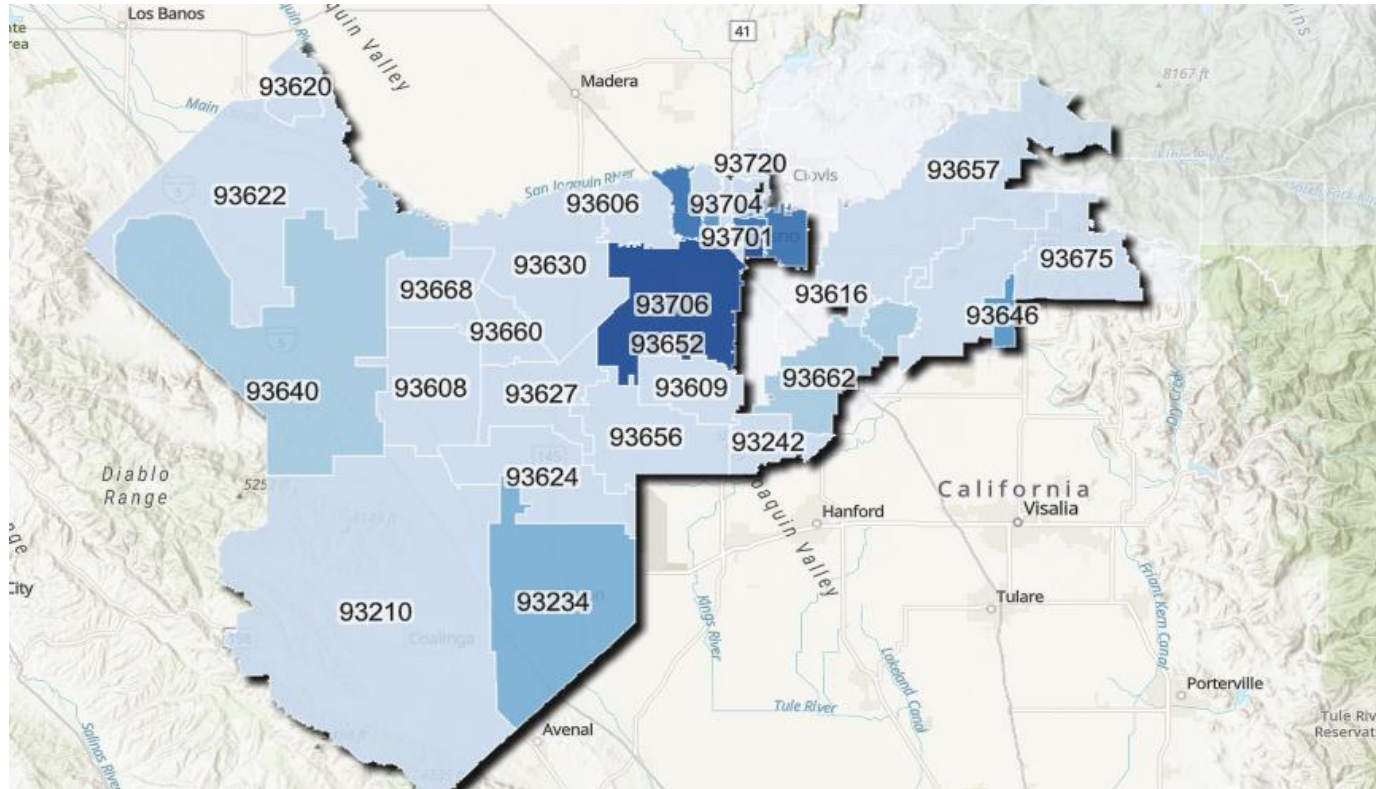
Other Sources of Funding

- Managed Care Plans
- Hospital Community Benefit Programs
- Philanthropy
- Economic Development

CHW Network HUB Next Steps

- ▶ Continue capacity building for CBOs
 - ▶ Person level data tracking
 - ▶ Health Equity approaches
 - ▶ Increasing fiscal adherence and sustainability measures
- ▶ HOPE HUB sustainability plan
 - ▶ Alignment with CalAIM efforts
 - ▶ Applying for other funding driven by demonstrated needs
- ▶ Connect with other County Departments to revisit care-coordination CBO investment approaches
 - ▶ Avoid duplication of services
 - ▶ Maximize intervention service areas
 - ▶ Leverage funding
- ▶ Evaluation

CHW Network HUB Intervention Areas



Combined Health Equity Metric





CHW Network HUB & Rural Mobile Health Program

The image features a blue-tinted photograph of a person in a hoodie and cap standing in a field, with a second person in a mask and cap holding a clipboard in the background. The scene is overlaid with a semi-transparent white area containing the text 'Questions???' and a decorative geometric pattern of overlapping blue and green shapes on the right side.

Questions???

Thank you!



Fresno County Department of Public Health

Joe Prado, Assistant Director
jprado@fresnocountyca.gov

Claudia Sandoval, MPH, Division Manager
clsandoval@fresnocountyca.gov

