

Community Health Workforce in Virginia: A Critical Link to Reducing Costs and Improving Quality and Population Health

Joint Commission on Health Care

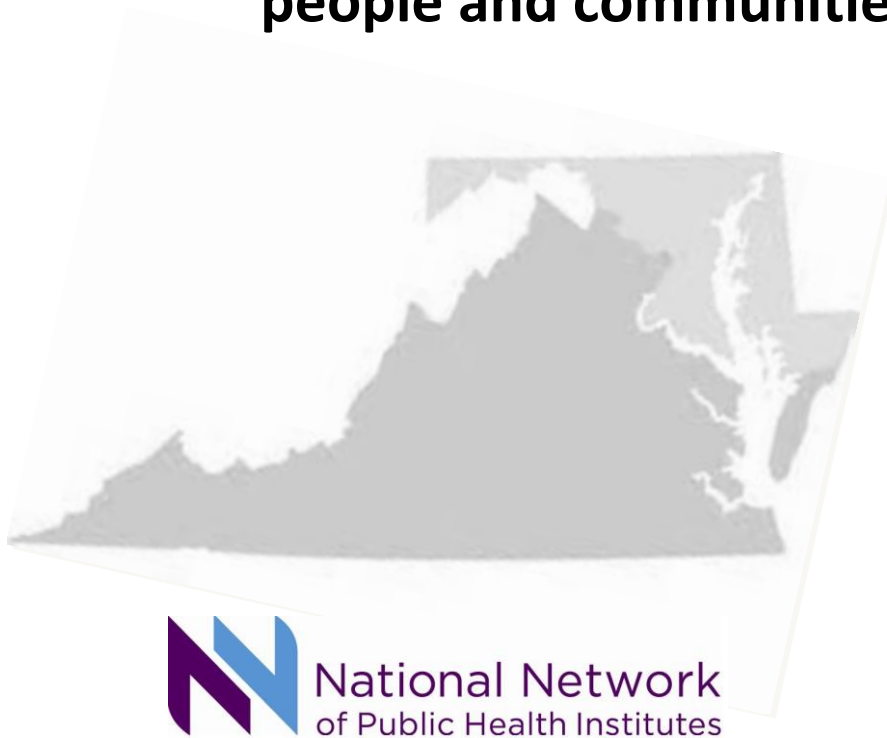
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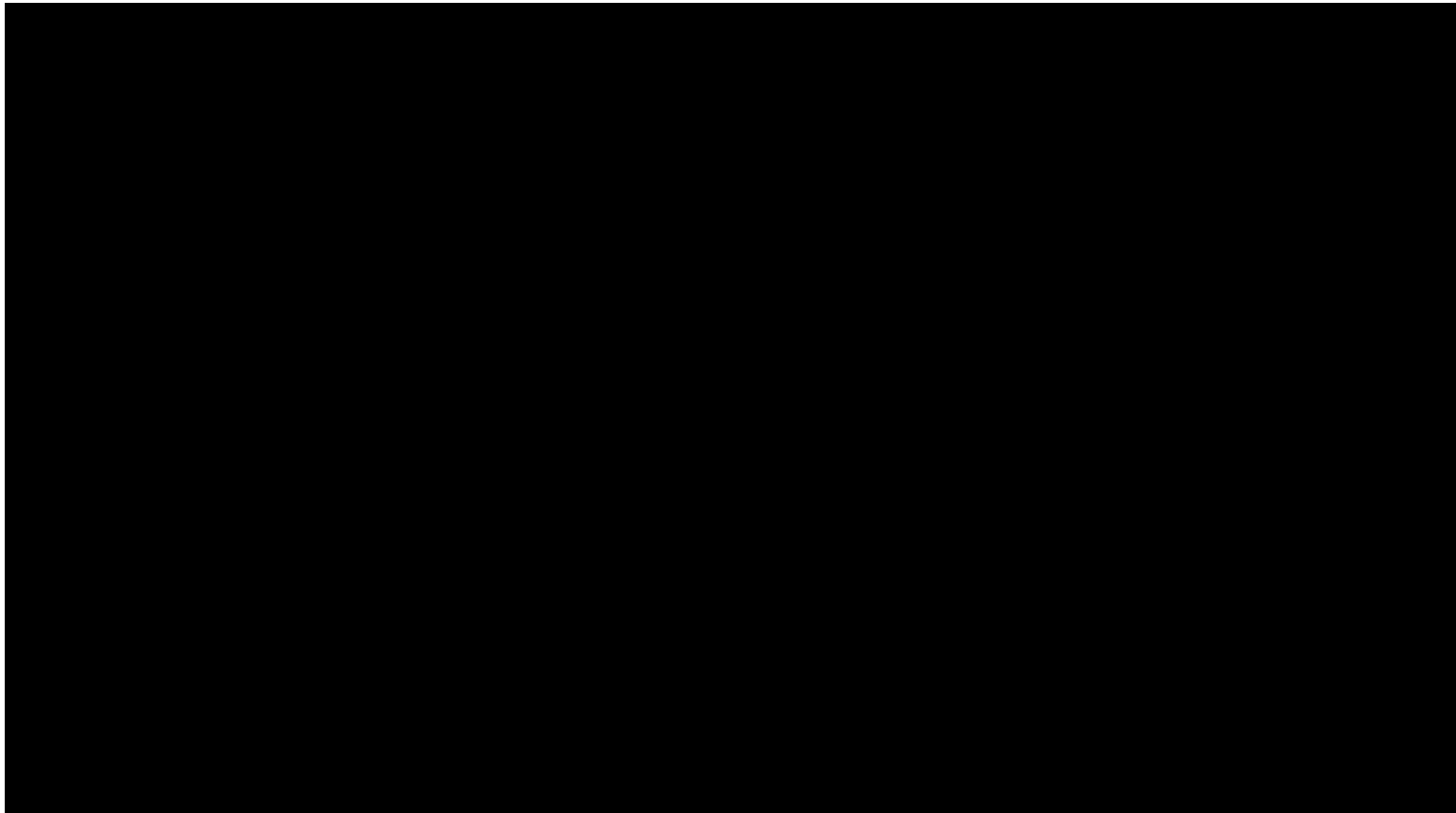
Who We Are

- ❖ An independent non-profit resource that **builds partnerships** across sectors and **cultivates innovative solutions** to improve health and well-being **for all people and communities** throughout VA, DC and MD.



- Facilitate Cross Sector Partnerships
- Training, Technical Assistance, and Capacity Support
- Support Effective Public Policy
- Design, Implement, and Evaluate Innovative Public Health Strategies

What is a Community Health Worker?



What is Distinctive About Community Health Workers?

- ✓ Do not provide clinical care
- ✓ Generally do not hold a professional license
- ✓ Expertise is based on *shared life experience* (and often culture and community) with people served
- ✓ Rely on relationships and trust more than on clinical expertise
- ✓ Relate to community members as peers rather than purely as clients or patients
- ✓ Can achieve certain results that other professionals cannot



Acknowledgement: Carl Rush, Community Resources LLC

Why Community Health Workers?

Why Now?

- ✓ Recognition of CHWs as an official **job classification** by the Department of Labor in 2010
- ✓ Medicaid rule change opens door for **Medicaid financing** of CHWs
- ✓ Trends toward **Patient-Centered Medical Homes, Accountable Care Organizations**, and **value-based financing**
- ✓ Emerging evidence base demonstrating significant **Return on Investment (ROI)** – average of about 3:1
- ✓ Increased recognition of the evidence base related to **improved health outcomes**



Evidence of CHW Effectiveness

VCU CHW Emergency Department Pilot

Aim: To reduce inappropriate ED utilization and costs among high utilizers at VCU's Medical Center

- Enrolled 37 patients in the intervention group (57% female)

Mean age 50 years

100% African American

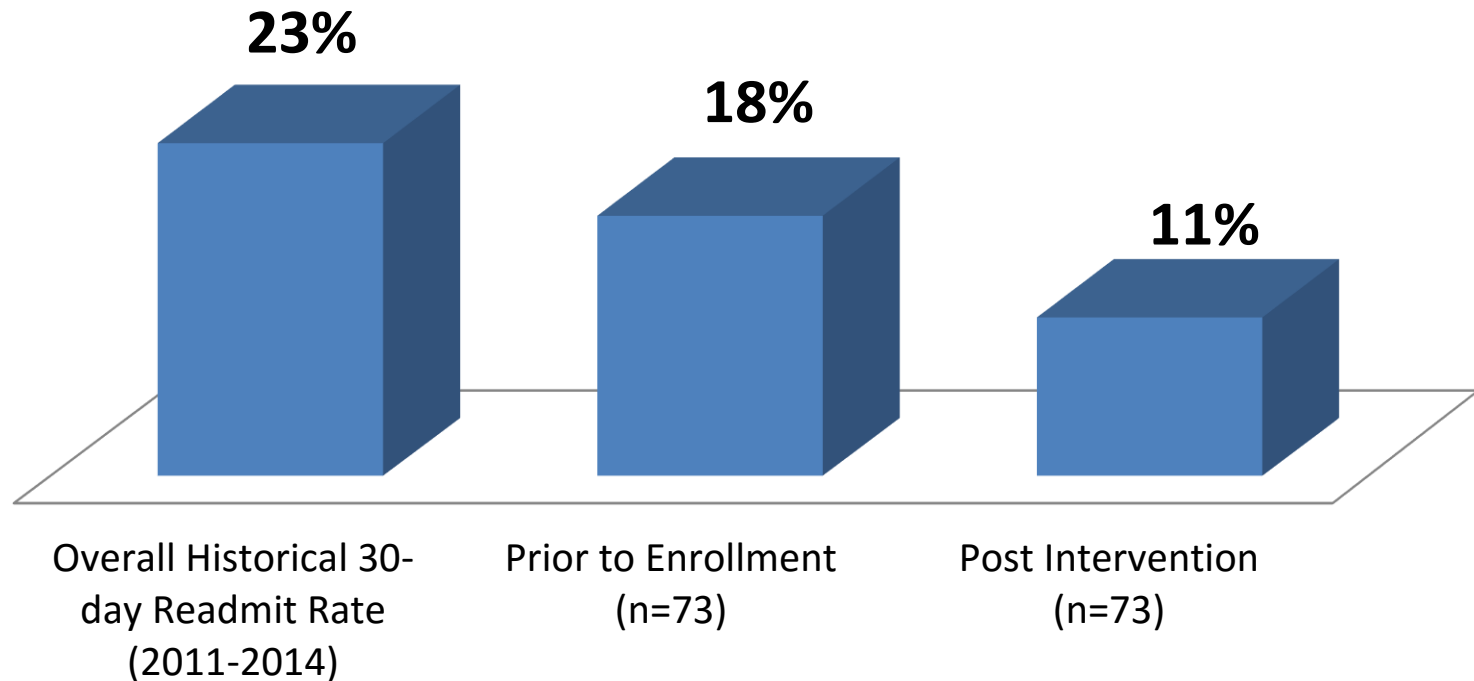
73% unemployed



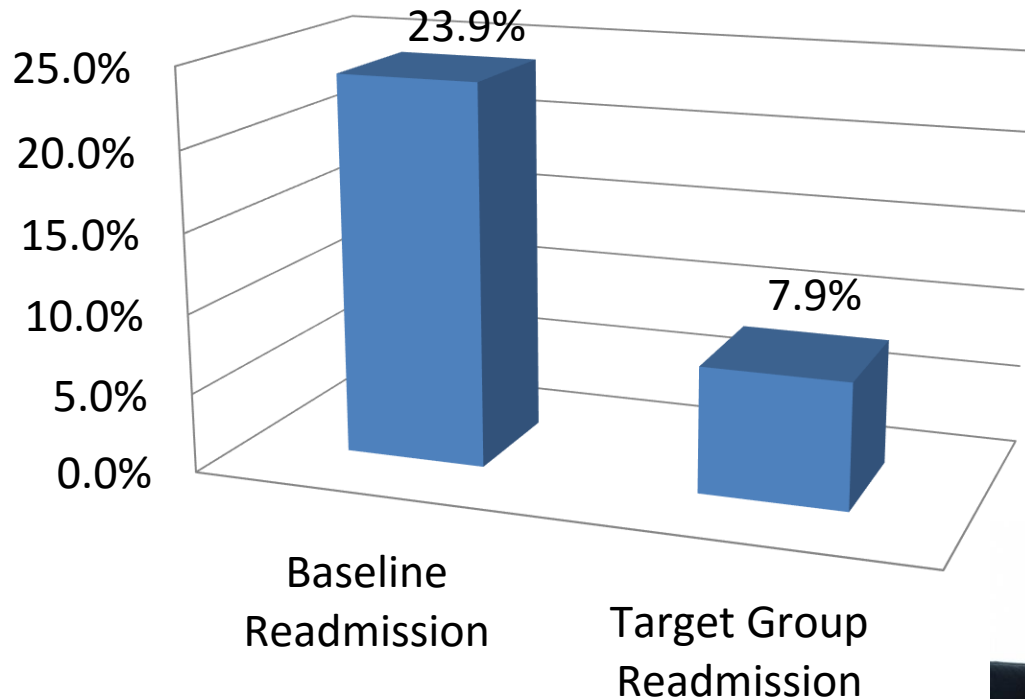
- ED visits from baseline to follow-up decreased by **15.4%** for the intervention group and **7.4%** for the comparison group.
 - Not statistically significant

GWU/IPHI Care Transitions Project - Outcomes

Chronic Heart Failure 30-Day Readmission Rates, –
Overall Historical vs. Pre- and Post-Enrollment



Eastern Virginia Care Transitions Partnership Led by Bay Aging



\$9,600 saved per
prevented readmission

\$17 million
reduction in total
readmission costs



Building a Quality CHW Workforce in Virginia

CHW History in Virginia

- 2006 Final JMU study report titled Status, Impact and Utilization of CHWs.
- 2012 VDH gathers key stakeholders to continue CHW discussion
- 2014 CHW Advisory Group and CHW Association founded
- 2015 SIM Grant Awarded and Consultant hired by IPHI
- 2015 Statewide CHW forum held in Fredericksburg
- 2016 Establishment of VA CHW Policy Committee

CHW Advisory Group Membership

- ✓ American Cancer Society
- ✓ Bon Secours
- ✓ Cancer Action Coalition of VA
- ✓ Capital Area Health Network
- ✓ Chesterfield Health District
- ✓ Crater Health District
- ✓ Crossover Ministry
- ✓ Dept. of Aging
- ✓ DMAS
- ✓ Fan Free Clinic
- ✓ Free Medical Clinic of Northern Shenandoah Valley, Inc.
- ✓ George Mason University
- ✓ Gilpin Ct. Resource Ctr.
- ✓ George Washington University
- ✓ Healthy Roanoke Valley
- ✓ Henrico Health District
- ✓ INOVA
- ✓ IPHI
- ✓ J. Sargeant Reynolds Community College
- ✓ James Madison University
- ✓ Lord Fairfax Health District
- ✓ Martinsville-Henry County Coalition for Health
- ✓ Mosby Ct. Resource Ctr.
- ✓ Northern Neck Health Coalition
- ✓ Northern VA Community College
- ✓ Prince William Health District
- ✓ Peninsula Health District
- ✓ Portsmouth Health District
- ✓ Richmond City Health District
- ✓ Southern VA Higher Education Ctr.
- ✓ Thomas Jefferson Health District
- ✓ Three Rivers Health District
- ✓ Virginia Beach Health District
- ✓ Virginia Commonwealth University
- ✓ Virginia Community College System
- ✓ Virginia Community Healthcare Assoc.
- ✓ Virginia Dept. of Health
- ✓ Virginia Health Quality Center
- ✓ Virginia Oral Health Coalition
- ✓ United Way of Roanoke Valley
- ✓ University of Virginia

Work of VA CHW Advisory Group

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graph TD; A((Work of VA CHW Advisory Group)) --> B((Quality CHW Workforce)); A --> C((Sustainability of the Workforce)); A --> D((Integration of CHWs into Health Workforce)); B --- B_list[CHW Definition, Scope of Practice, Core Competencies, Training and Certification]; C --- C_list[Data Collection, Educating Stakeholders, Legislative and Organizational Policy, Financing Strategies]; D --- D_list[Pilot Projects, Model Development, Technical Assistance];
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Quality CHW Workforce

- CHW Definition
- Scope of Practice
- Core Competencies
- Training and Certification

Sustainability of the Workforce

- Data Collection
- Educating Stakeholders
- Legislative and Organizational Policy
- Financing Strategies

Integration of CHWs into Health Workforce

- Pilot Projects
- Model Development
- Technical Assistance

VA CHW Scope of Practice

Role 1: Community Mobilization and Outreach

Role 2: Health Promotion and Coaching

Role 3: Service System Access and Navigation

Role 4: Care Coordination/Management

Role 5: Community-Based Support

Role 6: Participatory Research

VA CHW Core Competencies

#1: Communication Skills

#2: Cultural Humility and Responsiveness

#3: Knowledge Based Skills

#4: Service Coordination and System Navigation Skills

#5: Health Promotion and Disease Prevention

#6: Advocacy and Outreach Skills

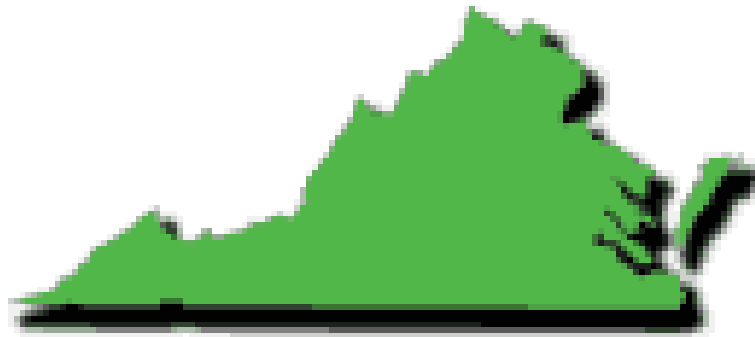
7: Professionalism

Next Steps for CHW Workforce Development

- ✓ Adopt training and certification guidelines for CHWs
- ✓ Determine oversight for assuring implementation of guidelines
- ✓ Raise awareness among and engage key health system and legislative partners
- ✓ Identify sustainable payment systems for CHWs

Potential Legislative Issues

- ✓ Official recognition of the CHW Advisory Group
- ✓ State Plan Amendment
- ✓ Defining CHWs in the Code
- ✓ Identification of a certifying entity in the Code



Contact Information

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ADDITIONAL INFORMATION



IPHI's Role Creating Sustainable CHW Models

- CHW workforce and integrated care team training

**Developing
Adapting
Implementing
Evaluating**

CHW program models across the region to create best practices for the region.

- Creating partnerships with CBOs, medical providers, and Medicaid MCOs to test CHWs as a business strategy
- Facilitate state-level CHW policy development

- ❖ *400+ CHWs trained*
- ❖ *30+ CHW employees*
- ❖ *40+ CHW jobs created*
- ❖ *Thousands enrolled in CHW services across our region*



Virginia CHW Definition

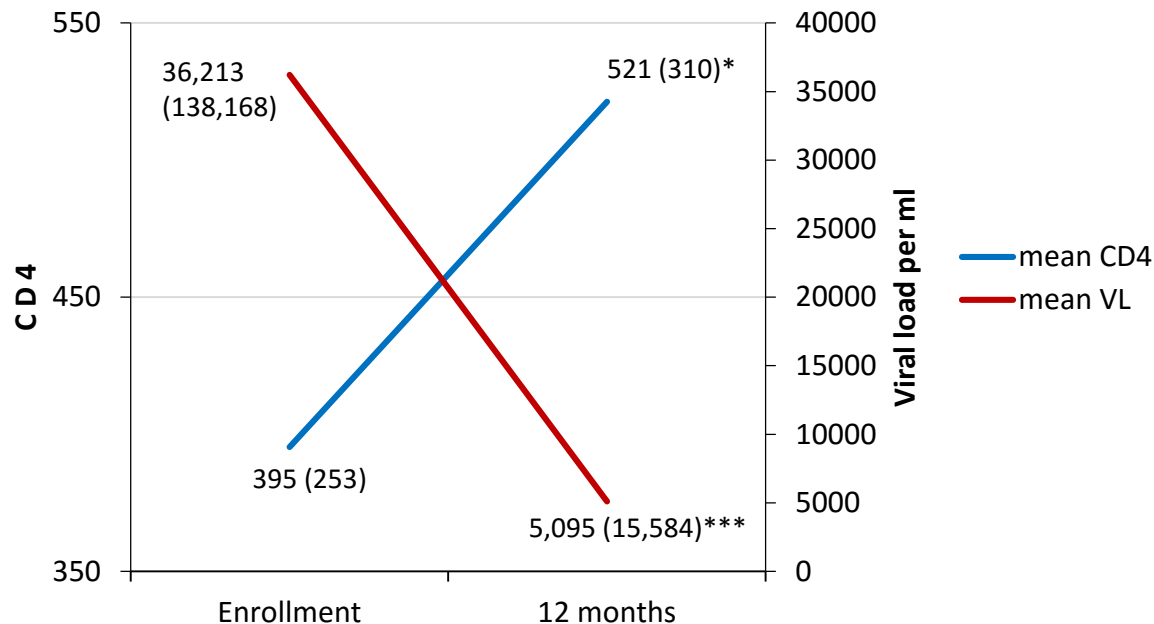


*“A Community Health Worker applies his or her **unique understanding of the experience, language and culture of the populations he or she serves** to promote healthy living and to help people take greater control over their health and their lives. CHWs are trained to work in a variety of community settings, **partnering in the delivery of health and human services** to carry out one or more of the following roles:- Providing **culturally appropriate health education** and information- **Linking people** to the services they need- Providing direct services, **including informal counseling & social support- Advocating for individual and community needs**, including identification of gaps and existing strengths and actively **building individual and community capacity.**”*

(Interim Report: The Status, Impact, and Utilization of Community Health Workers, James Madison University, 2005)

Washington AIDS Partnership/IPHI Positive Pathways Project - Outcomes

Change in CD4 and Viral Load for Positive Pathways Clients Enrollment to 12 months (CD4 n=192; VL n=189)



Data analysis provided by Johns Hopkins Bloomberg School of Public Health as part of AIDS United A2C national evaluation.

Numbers in parenthesis are standard deviations.

*denotes significance at the 0.05 level; ***denotes significance at the 0.001 level

Test of Significance is compared to enrollment

AmeriHealth Caritas DC and CHWs

- ✓ 2011: Through a partnership with AmeriHealth DC, IPHI placed 2 CHWs focused on linkage to care for persons living with HIV.
 - ✓ CHWs were funded by grant funds
- ✓ 2014: Amerihealth DC began to support the HIV project through its own funding.
- ✓ 2016: IPHI's grant ended, however Amerihealth DC continued to fund the CHW project for HIV linkage to care.
- ✓ 2016: Amerihealth DC also contracted with IPHI to hire three additional CHWs and 1 CHW supervisor for the purposes of reducing ED/ER re-admission.
- ✓ CHWs facilitate education and linkage to medical homes and other social services for Amerihealth DC members recently admitted to the ER.

AmeriHealth Caritas DC and CHWs

- ✓ The use of CHWs as an extension of the Care Management team offers addresses two critical challenges
 - ✓ 1) the ability to reach difficult to reach members by engaging with them in person and, at a place of their choosing. This has yielded results superior to phone and mail.
 - ✓ 2) the ability to truly engage the member by first building a trusting relationship on which a health and wellness conversation is more likely to flourish.
- ✓ The use of this model was beneficial in widening the view of the care managers regarding effective engagement and the value of using non-clinical peers to augment care management approaches.
- ✓ Members report a high level of satisfaction with having the level of support received from CHWs to address psychosocial issues that pose a barrier to treatment engagement