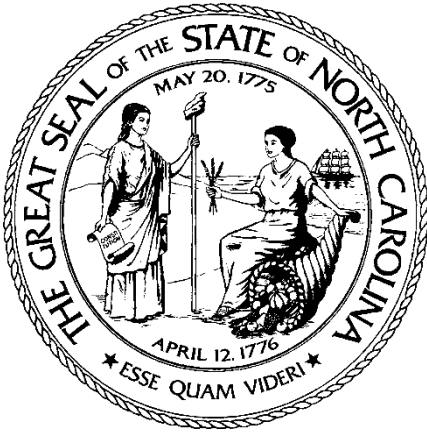


2019 Primary Care Conference



Looking Ahead – Community Health Workers in NC

**Allison Owen, Deputy Director
Department of Health and Human Services
Office of Rural Health**

June 28, 2019

Agenda

- **Brief Overview of the NC Office of Rural Health**
- **NC Medicaid and the Changing Healthcare Environment**
- **Factors that Determine Health**
- **Aligning Workforce with Health Needs through Community Health Workers**

NC Office of Rural Health at a Glance...

- Established in 1973
- First in the Nation
- 47 Employees (SFY 2019)
- Mission: Improve Access to Health Care in Rural and Underserved NC Communities
- Focus:
 - Rural and Underserved Communities
 - Health Care Safety Net
 - Partnerships



Programs at the Office of Rural Health



Placement and HPSA Services

Recruit providers and designates health professional shortage areas



Rural Health Centers

Supports state designated rural health centers that serve the entire community



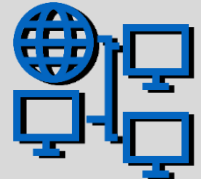
Community Health

Supports the primary care safety net system with increasing access to health care for vulnerable populations



NC Farmworker Health

Supports medical, dental and educational services for members of the North Carolina agricultural labor force and their families



Rural Health Information Technology

Provides technical assistance to improve the use of Electronic Health Record (EHR) Systems and the use of health information exchange



NC Rural Hospital Assistance

Funds operational improvement projects for the benefit of all critical access hospitals and eligible small rural hospitals



Medication Assistance

Provides free and low-cost medications donated by pharmaceutical manufacturers to patients who cannot afford them



Statewide Telepsychiatry

Supports psychiatric evaluation of patients through videoconferencing technology in emergency departments



Analytics and Innovations

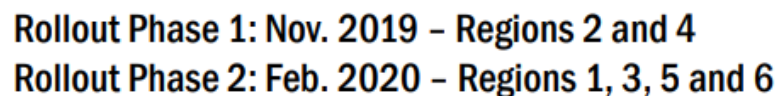
Supports data collection and analysis and initiatives that benefit vulnerable populations

Changing Healthcare Environment

NC Medicaid Transformation Update

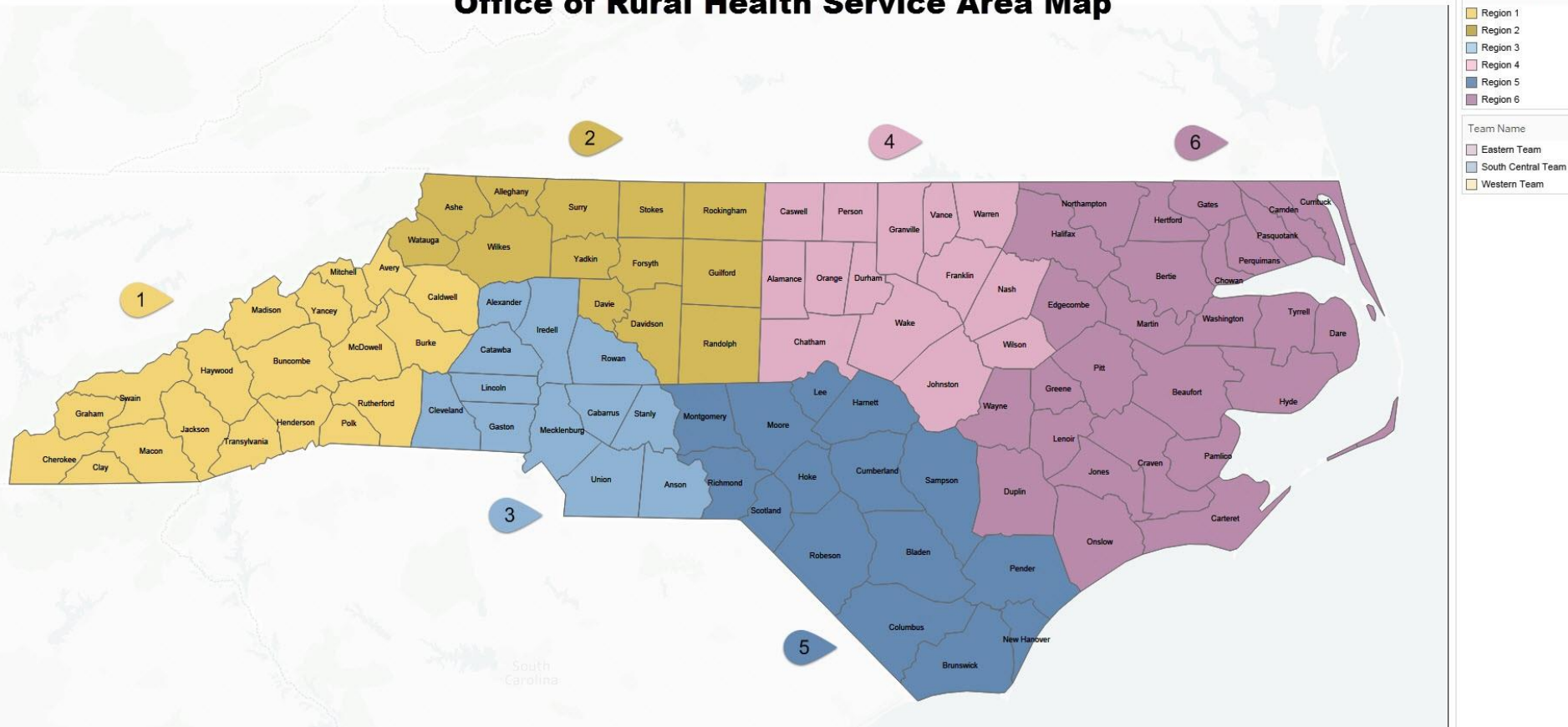
- **Statewide Prepaid Health Plan (PHP) contracts awarded to the following entities, which will offer Standard Plans in all regions in North Carolina:**
 - **AmeriHealth Caritas North Carolina, Inc.**
 - **Blue Cross and Blue Shield of North Carolina**
 - **UnitedHealthcare of North Carolina, Inc.**
 - **WellCare of North Carolina, Inc.**
- **A regional PHP contract was awarded to Carolina Complete Health, a provider-led entity, which will offer plans in Regions 3 and 5**

NC Medicaid Managed Care Regions and Rollout Dates



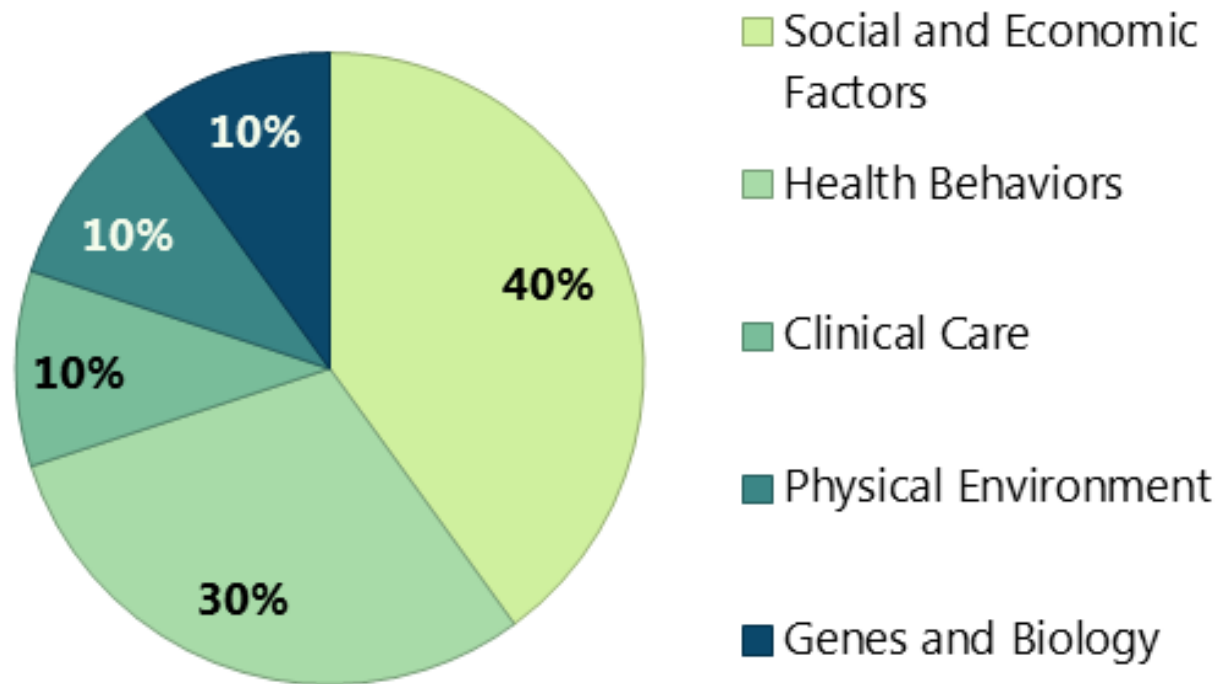
NC Medicaid Managed Care Regions

Office of Rural Health Service Area Map



What Determines Health?

Factors Influencing Health and Well-Being



Source: Minnesota Department of Health

How Can Health Care Providers Learn about these Factors?

Health Screening

We believe everyone should have the opportunity for health. Some things like not having enough food or reliable transportation or a safe place to live can make it hard to be healthy. Please answer the following questions to help us better understand you and your current situation. We may not be able to find resources for all your needs, but we will try and help as much as we can.

Food

1. Within the past 12 months, did you worry that your food would run out before you got money to buy more? (Y/N)
2. Within the past 12 months, did the food you bought just not last and you didn't have money to get more? (Y/N)

Housing/Utilities

3. Within the past 12 months, have you ever stayed: outside, in a car, in a tent, in an overnight shelter, or temporarily in someone else's home (i.e. couch-surfing)? (Y/N)
4. Are you worried about losing your housing? (Y/N)
5. Within the past 12 months, have you been unable to get utilities (heat, electricity) when it was really needed? (Y/N)

Transportation

6. Within the past 12 months, has a lack of transportation kept you from medical appointments or from doing things needed for daily living? (Y/N)

Interpersonal Safety

7. Do you feel physically and emotionally unsafe where you currently live? (Y/N)
8. Within the past 12 months, have you been hit, slapped, kicked or otherwise physically hurt by anyone? (Y/N)
9. Within the past 12 months, have you been humiliated or emotionally abused by anyone? (Y/N)

Optional to Add

10. Would you like help with any of the needs that you have identified? (Y/N)
11. Are any of your needs urgent? For example, you don't have food for tonight, you don't have a place to sleep tonight, you are afraid you will get hurt if you go home today. (Y/N)
12. Do you have problems with pests (bugs, ants, mice), mold, lead and/or water leaks at the place where you stay? (Y/N)

How Can Health Care Providers Help Address These Factors?



Workforce Needs to Address Health

- **Develop, train and strengthen workforce needed to support SDoH/Trauma Informed Care**
- **Case Managers**
- **Staff of Advanced Medical Homes (Care Coordinators, Nutritionists, Health Coaches, Pharmacists, Advanced Practice Nurses, Social Workers)**
- **Community Health Workers**

Community Health Workers



Community Health Worker (CHW)

- Over 150 different job titles, including peer leader, promotor(a) de salud, outreach educator, patient navigator, home visitor, parent liaison, family service coordinator, and peer support worker
- **TRUSTED** member of - or has a close understanding of - a particular culture or community
- Ability to improve patient health outcomes through connecting needs with community resources

NC CHW Initiative a Brief History...

Date	Activity
October 2014	NC Department of Health and Human Services (DHHS) team began exploring opportunities for a statewide CHW initiative
January 2015	DHHS team conducted CHW Program Inventory
April 2015	Statewide stakeholder meeting held to share results of Inventory and gather input on how to develop sustainable infrastructure for CHWs
June 2015	Assessment conducted on CHW initiatives in southeastern US states
December 2015	Second stakeholder meeting held to create plan for moving forward
February – September 2016	Workgroups formed to draft recommendations for core competencies, training and certification
November 2016	NC Community Health Worker Summit
April – June 2017	Regional Listening Sessions
June 2017	NC CHW Workforce Survey
May 2018	NC CHW Mission, Goals, Final Report and Recommendations
October 2019	Train the Trainer – Standardized CHW Core Competencies
January 2020	Testing Standardized CHW Core Competency Training

Mission

Establish a sustainable infrastructure that acknowledges the value of CHWs, supports their professional identity, and integrates their role in the healthcare team.

Goals

- ☐ **Identify core competencies for NC CHWs**
 - ☐ **Recommend model training curriculum**
 - ☐ **Develop model certification process**
 - ☐ **Develop model program credentialing process**
 - ☐ **Devise strategies for reimbursement of services**
-

Four Roles

Nine Competencies

Standardized Training

Certification Processes



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health

COMMUNITY HEALTH WORKERS
IN NORTH CAROLINA:

CREATING AN INFRASTRUCTURE
FOR SUSTAINABILITY

Final Report and Stakeholder Recommendations of the
North Carolina Community Health Worker Initiative

Community Health Worker Roles

- **Cultural Liaisons**
- **Health Navigators**
- **Health and Wellness Promoters**
- **Advocates**



Core Competencies

**Communication
Skills**

**Interpersonal
Skills**

**Service
Coordination
Skills**

**Capacity
Building Skills**

Advocacy Skills

**Education and
Facilitation
Skills**

Outreach Skills

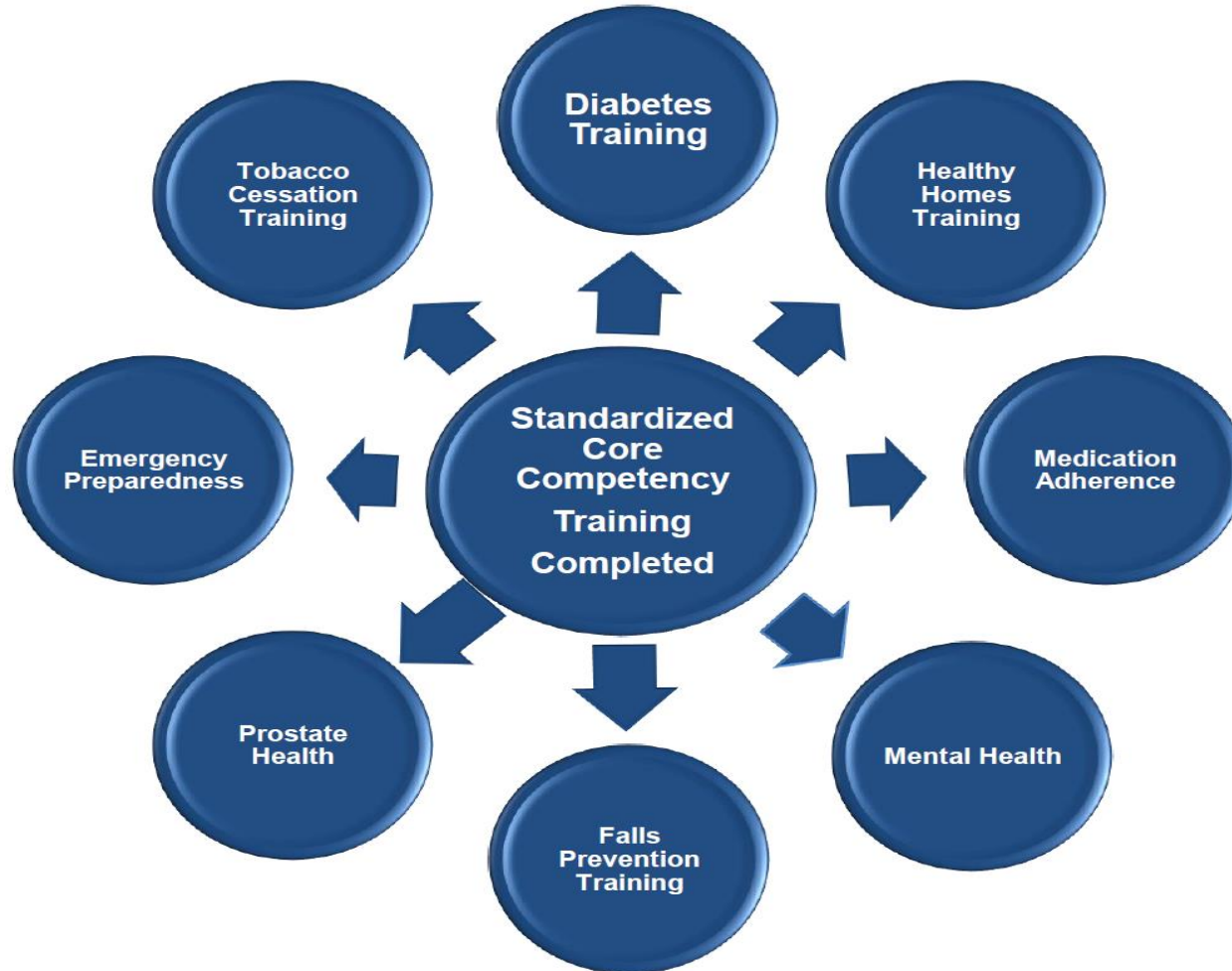
**Knowledge
Base**

**Personal Skills
and
Development**

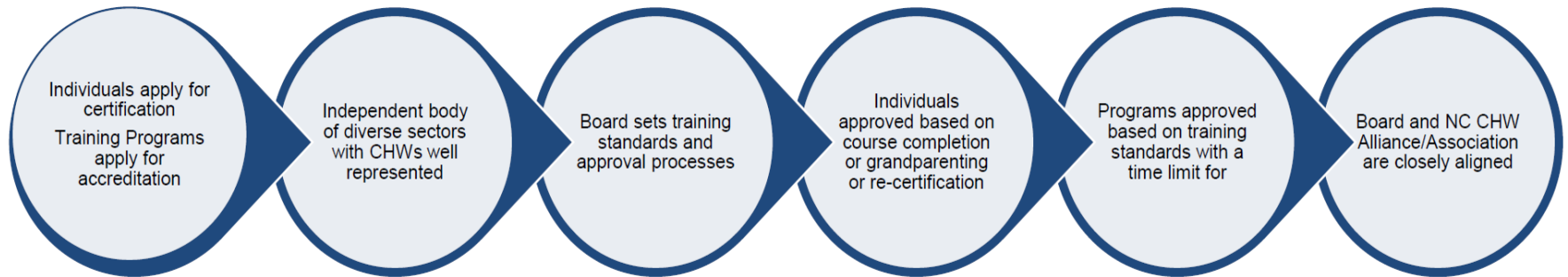
Building a Standardized CHW Core Competency Curriculum

- **Convene Work Group**
 - Universities, health care providers, government, philanthropy
- **Test**
 - 6 community colleges across the state
- **Review and Tweak**
 - Workgroup, community colleges, AHEC, CHWs
- **Expand**
 - Community colleges and AHECs statewide
- **Certify**
 - Certification and accreditation board

Vision for a Certified Community Health Worker



Vision for the NC CHW Certification and Accreditation Board



How Partners Can Support the NC CHW Initiative

NC Community College System

- Pilot the core competency curriculum at 6 sites
- Refine curriculum based on feedback
- Expand course offerings to community colleges statewide

NC Area Health Education Center

- Provide technical assistance to community college
- Provide funding to support the pilot program
- Provide specialized training/"merit badges" to CHWs (e.g., geriatrics, doulas, SUD)

Philanthropic Organizations and Foundations

- Provide funding to support the NC CHW Initiative
- Provide funding to support the pilot program
- Support pilots for specialized training

Universities and Health Systems

- Collect, track, and report CHW data
- Employ CHWs as essential members of the care team

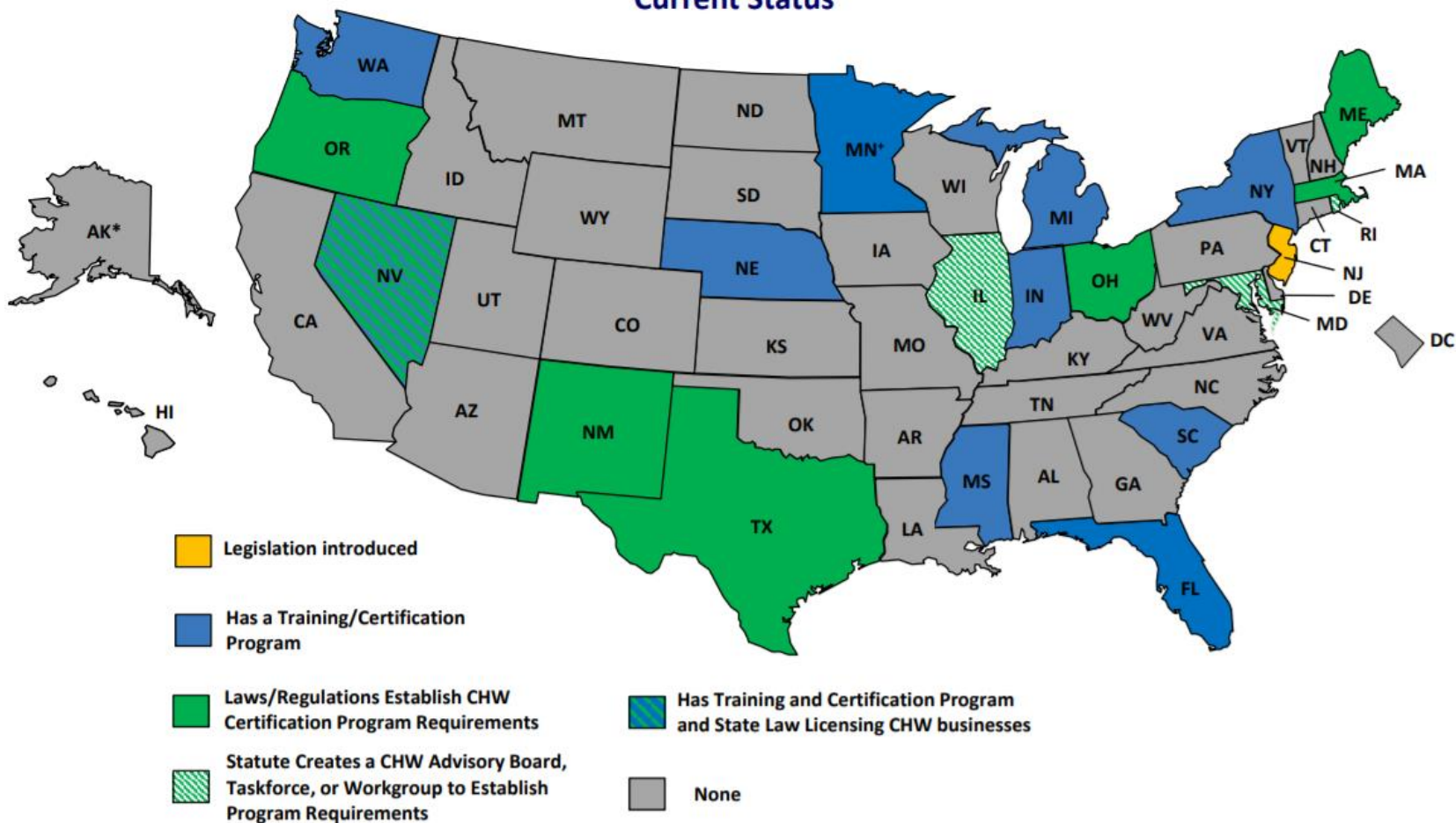
Communities

- Learn about CHWs
- Earn CHW certification
- Support population health through connecting patients to community resources



Community Health Workers (CHWs) Training/Certification Standards

Current Status



*AK does not have a state-run CHW training program, but statutorily provides community health aide grants for third-parties to train community health aides.

+MN also allows Medicaid payments for certified CHW services

Last updated: 1/17/2017

Summary

- Healthcare delivery is changing in NC and across the nation
- Resources are available to improve health, not just healthcare
- Communities provide valuable information to help direct resources and efforts
- Team-based approaches to patient care can greatly improve overall health