

Using Medicaid Managed Care Contracts to Support Community Health Workers

CHW Sustainability Collaborative Webinar
March 29, 2018



FAMILIESUSA 
THE VOICE FOR HEALTH CARE CONSUMERS

Housekeeping

- Today's presentation is being recorded
- The Q&A will not be recorded
- All participants are currently muted
- To ask questions:
 - During presentation, type in chat box
 - During Q&A, unmute by pressing *7
 - You can re-mute your line by pressing *6
- Please fill out evaluation at the end!
- To join the CHW Sustainability Collaborative, please email CHWCollaborative@familiesusa.org

Today's Speakers

- **Raven Gomez**, Campaigns Assistant, Families USA
- **Ellen Albritton**, Senior Policy Analyst, Families USA
- **Charlie Alfero**, Executive Director, Southwest Center for Health Innovation

Families USA: Who We Are

Families USA, a leading national voice for health care consumers, is dedicated to the achievement of high-quality, affordable health care and improved health for all. We advance our mission through public policy analysis, advocacy, and collaboration with partners to promote a patient-and community centered health system.

Working at the national, state and community level for over 35 years.



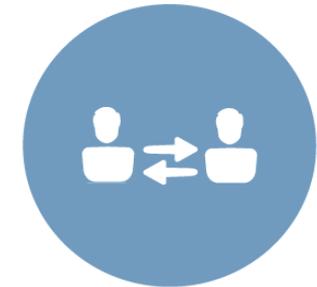
COVERAGE



HEALTH EQUITY



HEALTH CARE
VALUE



CONSUMER
ENGAGEMENT

Who are Community Health Workers?

- Trusted members of their community
- Bridge between health care system, social services, and their community

Promotores

Lay Health Worker

Peer Educator

Peer Health Advisor

Community Health Representative

Community Health Aide

Lay Health Advisor

Patient Navigator

Health Educator

Peer Health Worker

What is Medicaid Managed Care?

- Delivery of Medicaid health benefits and additional services through contracted arrangements between state Medicaid agencies and managed care organizations
- Managed care organizations (MCOs) accept a set per member per month payment for these services.
- Over two-thirds of Medicaid enrollees now receive most or all of their benefits in managed care
- Many states are expanding their use of managed care to additional geographic areas and Medicaid populations.



Why is this such an appealing option?

Generally, more flexibility than traditional Medicaid

Care coordination requirements already in place

Many different ways to incentivize or require use of CHWs

Providers can work with Medicaid MCOs to support CHWs

Sample Contract Language

Sample Contract Language: Including CHWs

General Care Coordination Language

Rhode Island

“The care coordination and care management requirements emphasize various elements of care management programs including designated program staff, the conduct of Health Risk Assessments, **development of person centered and strength based care plans**, assurance of member involvement, **clear attention to social determinants of health and management of health conditions**, outreach to members, **client engagement strategies**, process flows, and IT tools being used to ensure effective management, monitoring and tracking of care coordination and care management programs.”



Sample Contract Language: Including CHWs

CHW Specific Language

Michigan

“Contractor must, to the extent applicable, **support the design and implementation of Community Health Worker (CHW) interventions delivered by community-based organizations which address Social Determinants of Health and promote prevention and health education, and are tailored to the needs of community members** in terms of cultural and linguistic competency and shared community residency and life experience.”

Sample Contract Language: Including CHWs

CHW Specific Language

New Mexico

Contractor **must build and maintain “a network of Community Health Workers** (community health advisors, lay health advocates, promotoras, outreach educators, community health representatives, peer health promoters, and peer health educators).”

Sample Contract Language: Including CHWs

CHW Specific Language

New Mexico

- CHWs can serve as a care coordinator and **be included in determining whether or not the MCO is meeting the required ratios of care coordinators** to Medicaid beneficiaries
- MCO must “encourage the use of Community Health Workers **in the engagement of Members in care coordination activities**”

Sample Contract Language: Defining CHWs

Statutory Definition

Minnesota

“Community Health Worker (CHW) means a person who **meets the certification or experience qualifications** listed in Minnesota Statutes, § 256B.0625, subd. 49, to **provide coordination of care and patient education services** under the supervision of a Medical Assistance enrolled physician, advanced practice registered nurse, Mental Health Professional, dentist, or a certified public health nurse operating under the direct authority of an enrolled unit of government.”

Sample Contract Language: Defining CHWs

Contract Definition

Washington

“Community Health Workers (CHW) means individuals who **serve as a liaison/link/intermediary/advocate between health/social services and the community** to facilitate access to services and improve the quality **and cultural competence** of service delivery. CHWs include Community Health Representatives (CHR) in the Indian Health Service funded, Tribally contracted/granted and directed program.”

Sample Contract Language: Defining CHWs

Nebraska

“Community health workers (CHWs) are non-clinical staff that collaborate with care managers and care navigators to locate and engage difficult-to-find members. Through **intensive feet-on-the-street efforts and leveraging their local knowledge of the community and follow up with community organizations**, providers or community groups to get updated contact information for our members, CHWs often have success locating and engaging our members.”

Sample Contract Language: Core Competencies

Michigan

“Contractor must ensure CHWs are **adequately equipped to serve Enrollees in the community, understand all privacy laws and HIPAA provisions, and have all core competencies**, including:

- Role advocacy and outreach
- Navigating community resources
- Legal and ethical responsibilities
- Teaching and capacity-building
- Communication skills and cultural responsiveness
- Coordination, documentation and reporting
- Healthy lifestyles”

Sample Contract Language: Core Competencies

Michigan

“Contractor must ensure CHWs are **adequately equipped to serve Enrollees in the community, understand all privacy laws and HIPAA provisions, and have all core competencies**, including:

- Role advocacy and outreach
- Navigating community resources —————> **Organization & resources: community & personal strategies**
- Legal and ethical responsibilities
- Teaching and capacity-building
- Communication skills and cultural responsiveness
- Coordination, documentation and reporting
- Healthy lifestyles”
- **Mental health**

Sample Contract Language: Roles of CHWs

Nebraska

The following is a response to a question to plans applying to be Medicaid MCOs:

Detail the strategies the MCO will use to influence member behavior to access health care resources appropriately and adopt healthier lifestyles.

“Our locally based CHWs personally connect with members and influence their behavior by providing education and the resources they need to access timely and appropriate care. Through the personal interactions that CHWs cultivate with members, they are able to identify reasons members are not receiving appropriate care and work to overcome barriers.”

Sample Contract Language: Roles of CHWs

Michigan

Examples of CHW services include but are not limited to:

- ❖ Conduct home visits to assess barriers to healthy living and accessing health care
- ❖ Set up medical and behavioral health office visits
- ❖ Accompany clients to office visits, as necessary
- ❖ Arrange for social services (such as housing and heating assistance) and surrounding support services
- ❖ Track clients down when they miss appointments, find out why the appointment was missed, and problem-solve to address barriers to care
- ❖ Provide clients with someone they can trust by being reliable, nonjudgmental, consistent, open, and accepting
- ❖ Advocate for clients with Providers
- ❖ Provide clients with training in self-management skills
- ❖ Help boost clients' morale and sense of self-worth
- ❖ Serve as a key knowledge source for services and information needed for clients to have healthier, more stable lives

Sample Contract Language: Roles of CHWs

New Mexico

- Requires the MCO's Health Education Plan to indicate how they will work with CHWs to improve beneficiaries' health literacy. Specifically, plans have to make CHWs available to their enrollees to:
 - “Offer interpretation and translation services;
 - Provide culturally appropriate Health Education and information;
 - Assist Members in navigating the managed care system;
 - Assist in obtaining information about and access to available community resources;
 - Provide informal counseling and guidance on health behaviors; and
 - Assist the Member and care coordinator in ensuring the Member receives all Medically Necessary Covered Services.”

Sample Contract Language: Ratios

Michigan

“Contractor must maintain a CHW to Enrollee ratio of **at least one full-time CHW per 20,000 Enrollees.**”

“Contractor must provide that Enrollees have **access to at least one CHW in each of its contracted Prosperity Region service areas.**”

Sample Contract Language: Measuring Effectiveness

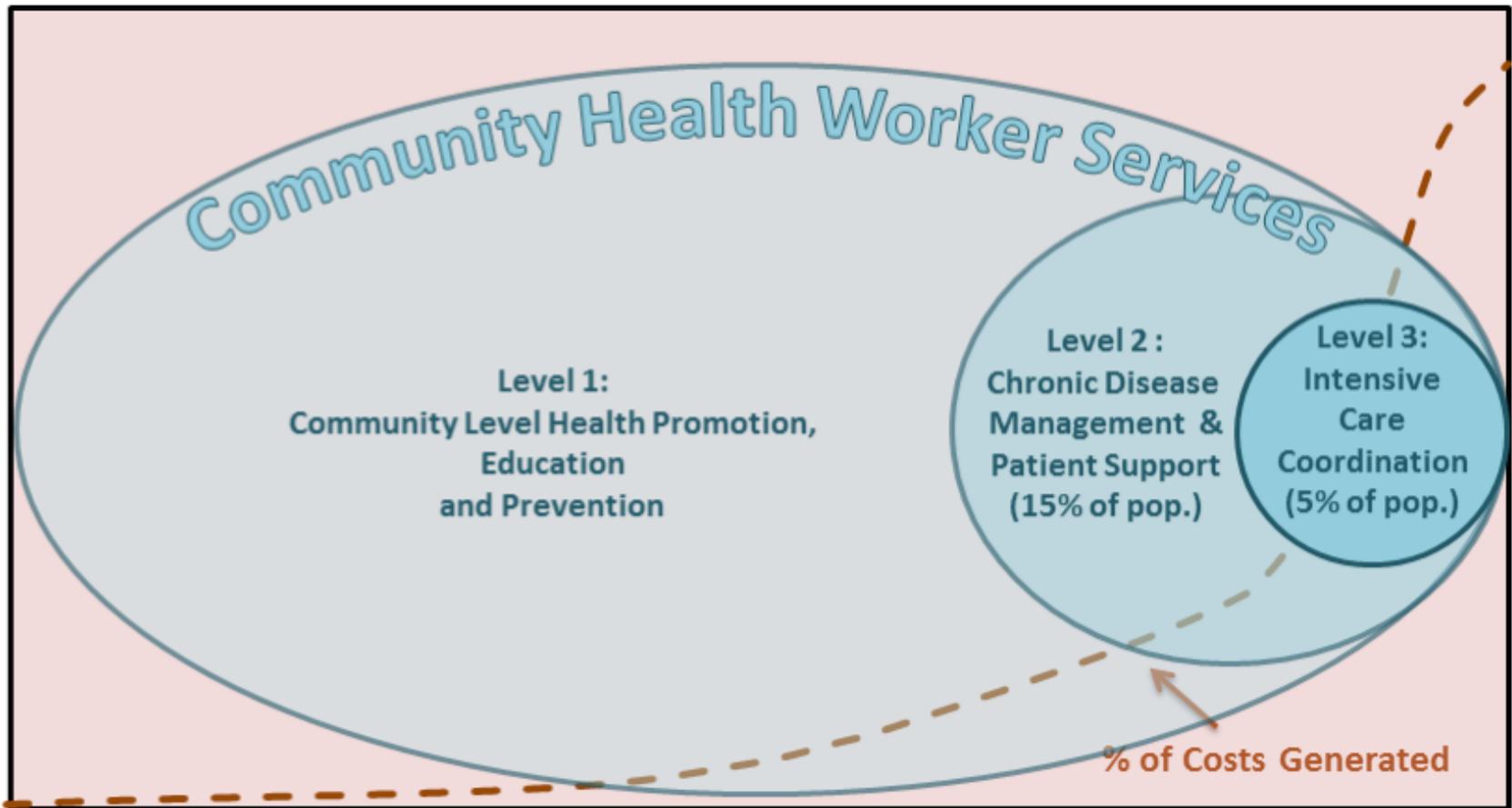
Michigan

“Contractor must report on the effectiveness of its Population Health management initiatives including: **Enrollees experiencing a disparate level of social needs** such as transportation, housing, food access, unemployment, or education level; **Enrollees participating in additional in person support services such as Community Health Worker**, patient navigator, MIHP, or health promotion and prevention programs delivered by a community-based organization; changes in inpatient utilization, emergency department utilization, physician services and outpatient utilization, prescription drug utilization; **outpatient CMHSP services**; and **selected health outcomes that are pertinent to the population served.**”

CHWs & Medicaid Managed Care: New Mexico

- The Integrated Primary and Community Support (I-PaCS) model
- Started as a small pilot in 2005 with a few clinics and one Medicaid MCO
- Initial pilot targeted the highest-utilizers (Intensive Patient Support: IPS)
- MCOs paid clinic additional PMPM (\$321) for highest utilizers

CHWs & Medicaid Managed Care: New Mexico



Excellent Good Average Poor Very Poor

← Patient Health Status →



CHWs & Medicaid Managed Care: New Mexico

- Each CHW responsible for 25-30 patients
- “Length of stay” in the program about 3-6 months
- **Unique care team design**
- Results:
 - Fewer ED visits
 - Fewer inpatient admissions
 - Fewer prescriptions
- **Saved \$4 for every \$1 invested**
- Expanded to all MCOs, all NM counties, and 10 states

Typical Services Provided by CHWs in MHNM Pilot:⁹

NAVIGATION

Make home visits to assess a patient’s needs

Provide support and advocacy during medical visits

Educate patients on how to navigate the health care system

ACCESS

Promote access to preventive care

Remove barriers to accessing primary care (e.g. transportation)

Advise patients on alternate care sites to the emergency department

CHRONIC DISEASE MANAGEMENT

Educate patients about prevention and chronic disease management

Provide basic health care information for diabetes, asthma, etc.

Assist patients in adhering to treatment plans

CONNECTING TO COMMUNITY SERVICES

Housing modifications (e.g. winterization, refrigeration for food and medicine)

Transportation services

Food banks

Questions?

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