Community Care Hub 101 Learning Series

Community Care Hub Functions: Administrative and Operational Roles and Responsibilities

November 30, 2023

Center of Excellence to Align Health and Social Care
Welcome

Webinar hosted by the Center of Excellence to Align Health and Social Care, powered by USAging’s Aging and Disability Business Institute

In partnership with:

• The Administration for Community Living

Presenters

• Ester Sefilyan, Vice President Network Services, Partners in Care Foundation
• Jennifer Raymond, Chief Strategy Officer, AgeSpan

Facilitator

• Maya Op de Beke, Senior Program Manager, USAging’s Aging and Disability Business Institute
1. **Introduction to Community Care Hubs:** November 16, 2023, from 2:00-3:30 PM ET

2. **Community Care Hubs Core Functions:** November 30, 2023, from 2:00-3:30 PM ET

3. **Contracting Opportunities to Address Health-Related Social Needs:** December 7, 2023, from 2:00-3:30 PM ET

4. **Building the Community Care Hub Business Case:** December 14, 2023, from 2:00-3:30 PM ET

Register today!
Poll Question

What role is your organization exploring related to engaging as, or with, a Community Care Hub?

- We are exploring becoming a CCH
- We are exploring joining a CCH-led network as a service provider
- We are exploring ways to partner with a CCH-led network
- We are exploring ways to support the development of a CCH and social care network in our area
- We are not sure at this time
Webinar Instructions for Zoom

Audio Options
• Use your computer speakers, OR dial in using the phone number in your registration email.
• All participants are muted.

Questions and Answers (Q&A)
• You can submit questions for the panelists at any time during this presentation. On the Zoom module on the bottom of your screen, click the Q&A icon, type your question in the box and submit.

Chat Feature
• The Chat feature allows webinar attendees to make comments during the webinar question and answer period.
CCH Core Leadership Roles

Field Example: Partners in Care Foundation
Community Care Hubs Playing a Crucial Leadership Role

Presented by:
Ester Sefilyan, Vice President
Partners in Care Foundation

To the:
Community Care Hub 101 Webinar Series
Thursday, November 30, 2023

Driving alignment between social care & health care.
Our services are delivered statewide by Partners At Home Community Care Hub

- Covers all 58 California counties
- With over 40 community specialty providers
- Twenty-five years of social care innovation
- Experienced contracting with health plans and health care providers
- A national leader in the development, implementation and dissemination of the model
- Member agencies understand the communities, cultures, languages, and specific challenges/needs of the people they serve
Services Offered Through the Community Care Hub

- Social Care Coordination
- Enhanced Care Management
- Care Transitions
- Community Support Services
- Regional management of services
"Innovation distinguishes between a leader and a follower."
- Steve Jobs, Apple co-founder

"Do not follow where the path may lead. Go instead where there is no path and leave a trail."
- Ralph Waldo Emerson

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do."
- Eleanor Roosevelt

"Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed, it is the only thing that ever has."
- Margaret Mead
Vision, Mission, and Communication

• CCH vision and mission is clearly articulated

• Aligns with the vision of the network of community providers

• Never losing sight of purpose and goal

• Communicating successes and losses

• Transparency
Developing and Maintaining a Network of CBOs

- Investing Sweat Equity
- Making the case/value proposition
- Training and education
- Providing support and guidance
- Engaging in strategic meetings
- Services with payment
Advancing Partnerships, Initiatives and Health Equity

- Expanding contracts and services
- Monitoring, learning and leveraging state/federal changes
- Training and cross-selling
- Strategizing for stability and growth
Centralizing Administrative & Operational Infrastructure

- Contract negotiations
- Advocating on behalf of network
- Streamlined reporting and billing
- Structured workflows
- System support
- Planning and Preparing
Managing Financial Resources

- Leveraging multiple contracts
- Advocating for volume and rate increase
- Supporting outreach
- Planning for staffing needs
Thank You!

For more information, please contact:

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Driving alignment between social care & health care.
CCH Core Administrative & Operational Functions

Field Example: AgeSpan
Network Operations and Engagement

AgeSpan and the Healthy Living Center of Excellence

CCH 101 Webinar
November 30, 2023
Leading a community care hub model

- Largest AAA in Massachusetts, serving 28 cities and towns (and hundreds of communities within them)
- Serve over 80,000 older adults annually
  - Older adults
  - Family caregivers
  - People with disabilities
  - People with multiple chronic health conditions
  - Medicaid population age 3+
- Contracts with managed care, ACO, and other health care entities for case management, navigation, care coordination, evidence based-programs and SDOH services
- CCH for 70+ community-based organizations across Massachusetts
- Lead entity for emerging New England Evidence-Based Program Network
Our Services

- Information and Referral
- Screening and Assessment
- Case Management
- Care Transitions
- Resource Navigation/Referral
- Home Care Options
- Managed Care
- Behavioral Health
- Managed Care

- Nutrition/food access
- Caregiver Support
- Benefit Enrollment
- Health & Wellness
- Housing Support
- Protective Services
- Transportation
Role and Responsibilities of a community care hub
Roles and Responsibilities of the Hub

- Member recruitment and retention, reflective of community
- Leadership and governance
- Strategy and business development
- Marketing and awareness roles
- Operations
- Information Technology and Data Management
- Quality and Fidelity
- Contract Administration and Compliance
Creating a Value Proposition for Network Members

- Common mission and goals
- Leadership/Governance
- Aligned business development
- Ability to compete
- Ongoing workforce training and technical assistance
- Convenor of health care partners
- Grant/funding expertise
- Power to impact policy (1918 Waiver)
- Reimbursement for program and service delivery
Network Recruitment and support: Vetting CBO Readiness

- Leadership investment
- Staff commitment
- Commitment to menu of services/programs
- Willingness to participate in quality assessment and improvement
- Alignment of mission/vision/values
- Commitment to advancing network strategy
- Understanding of network value beyond individual organizational value
Leadership and Governance

Mission and vision reflect the goals of serving a network of CBOs and doing business with health care

Governance structure, legal and business capacity to contract on behalf of the hub

Hub leadership (including advisory, staff, board) communicate with CBO and health care contracted partners

Network member CBOs are involved in hub governance

Community stakeholders involved
Operations

- Hub designed and maintains standard workflows
- Capacity to operate an accounting system that adheres to Generally Accepted Accounting Principles (GAAP)
- Process of management cash flow with accounts payable and accounts receivable
- Routine assessment of services quality and performance measures
Information technology and data security

Polices, practices, procedures and minimum set of IT capabilities

Formal data security program (industry accepted)

Ongoing data security assessments

Secure, centralized, scalable system built on IT platform that supports referrals, service delivery, reporting of outputs and outcomes, data sharing, process improvement and evaluation.
Marketing

Brand, identity, and value proposition to attract new and retain and expanding existing health care partners

Process of generating new business leads
Contract Administration and Compliance

Access to risk management, legal and business experience and expertise needed to evaluation, develop, and manage all contract

Meet all minimum healthcare sector compliance requirements

Routinely engage with health care partners to understand needs, experience with contract, challenged
Strategic Business Development

- Hub conducts strategic business planning and monitoring
- Strategic planning includes internal and external stakeholders
- Plan includes short-term and long-term objectives, which are measurable and achievable
- Environment scans and market research before setting up plans and while monitoring plans
- Financial strategies to continue identifying diversified funding sources: Contracts with health care, Contracts with others, Federal, state, local grants
Applying a DEI lens to advance health equity
DEI and Health Equity

Community Advisory Board

Community leadership

Workforce training in equity, unconscious bias, and racial awareness

Community Health Workers and Community Outreach Workers

Translators trained in SDOH

Data metrics

QA & QI
Jennifer Raymond
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Questions?

Please enter your question into the designated Q&A box on your Zoom panel bar.
Join Us Next Time!

December 7, 2023
2pm ET

Webinar focus: Contracting Opportunities, aligning service offerings to address HRSN