

Minnesota
**Community
Health Worker**
Alliance



MAY 2
2019 STATEWIDE
CONFERENCE

Nothing about us, without us.

CHWs: The Hub and Spokes of Community Health

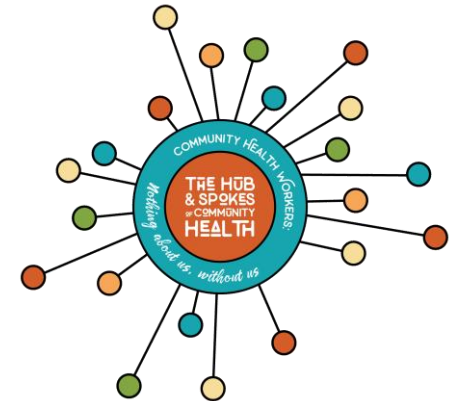
2019 Annual Conference

May 2, 2019

Minnesota Landscape Arboretum



Winona Community HUB: Building a Path to Sustainability



A Bit About Winona Health

- Rural, independent, community-based hospital and clinic
- Long history of collaboration with community partners
- Experience with field-based, psychosocial care model (2013)
 - Community Care Network
- Gaining experience in value-based payment models
 - IHP since 2015
 - Medicare Rural ACO since 2016
 - Multiple quality incentive contracts
 - Dual-sided risk and commercial value-based contracts in 2019



Tackling a Community Need: Food Insecurity

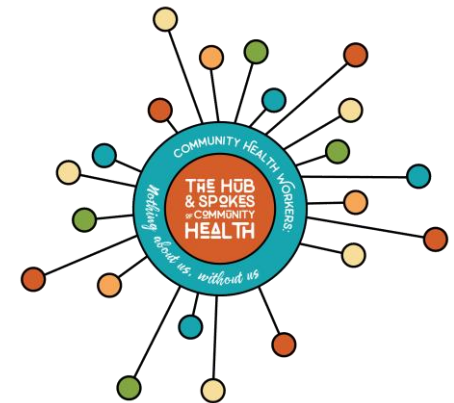
- Community Transformation Learning Project
 - Awarded a 3-year grant from BCBS in 2016 to explore innovations to address SDOH in a healthcare setting
 - Food Insecurity selected as priority issue
 - Year 1 – Build a Collaborative and Study the Issue
 - Year 2 – Develop a Plan to Address the Issue
 - Year 3 – Pilot the Selected Intervention



Collaborating for Innovation

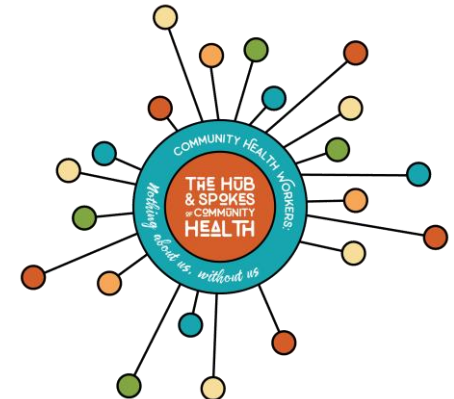
- Ensure the Right Partners are at the Table
 - Live Well Winona
 - Project FINE (Refugee & Immigrant Services)
 - Winona County Community Services
 - Bluff Co Co-Op
 - Winona Area Public Schools
 - Winona Volunteer Services (Food Shelf)

These members comprise the Winona Wellbeing Collaborative (WWC) which will act as an Advisory Team to HUB operations.



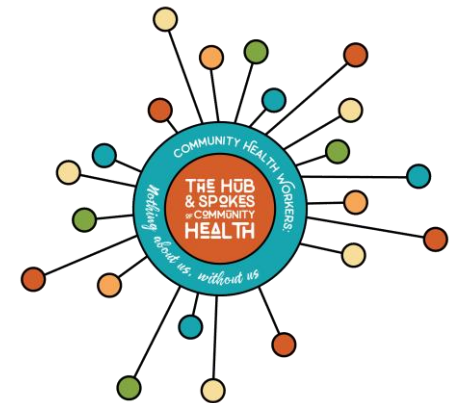
Exploring Opportunities for Sustainability

- Decision to use HUB model coincided with larger organizational discussion about expansion of value-based contracting
 - Payer Strategy Team
- Insert HUB into all discussions with payers
 - Found that payers were at widely varying levels of readiness to engage in VB contracting
 - All were very interested in outcomes-based payment and were curious to see how Winona Community HUB might perform
- These discussions led to new grant opportunity
 - Awarded second grant to fund HUB activities in 12/2018



Sustainability Planning Phase

- Develop budget to build second CHW position
 - Plan to house in partner organization
- Begin pitching second CHW to Winona Wellbeing Collaborative Members
- Begin to pursue new grant opportunities given budget for two community CHWs
 - Preferably multi-year!
- Look to other successful HUBs for start-up models
 - La Crosse HUB – 3-year “phase in”



Sustainability Outlook for Winona Community HUB

- Long-term, grants will not sustain the HUB alone!
 - Use grant funds in start up phase to collect actual outcomes data
 - Potential to test HUB payment model by funneling grant funds through Winona Community HUB to partners
- Continue communication with payers more experienced with VB contracting
 - Use data to make pitch to payers, DHS, etc.
- Consider billing MA
 - Blend MN certification training with HUB training through CCS
 - Explore MA billing in tandem with Pathways outcomes payment



Thank You!

For More Information Contact:

Kelly Fluharty, MPH

Care Transformation Manager

Winona Health

kfluharty@winonahealth.org

(507) 474-3242





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