



Minnesota  
**Community  
Health Worker**  
Alliance

**MAY 2**  
2019 STATEWIDE  
CONFERENCE

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*Nothing about us, without us.*

# CHWs: The Hub and Spokes of Community Health

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2019 Annual Conference

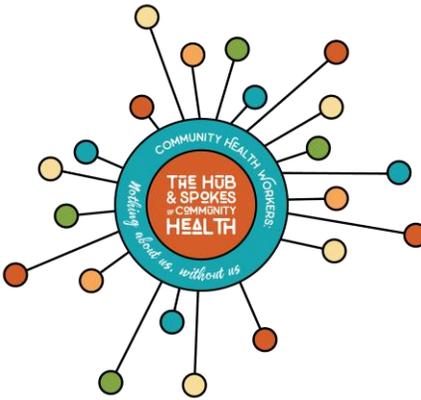
May 2, 2019

Minnesota Landscape Arboretum



# Winona Community HUB: Building a Path to Sustainability

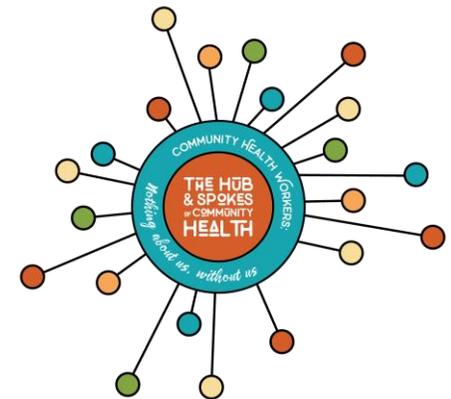
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# A Bit About Winona Health

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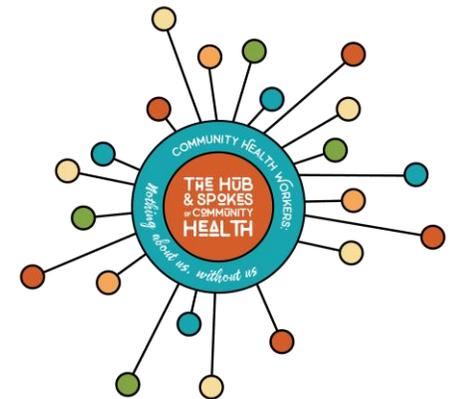
- Rural, independent, community-based hospital and clinic
- Long history of collaboration with community partners
- Experience with field-based, psychosocial care model (2013)
  - Community Care Network
- Gaining experience in value-based payment models
  - IHP since 2015
  - Medicare Rural ACO since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



# Tackling a Community Need: Food Insecurity

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- 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

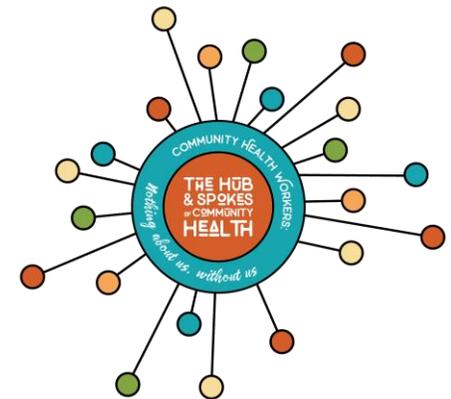


# Collaborating for Innovation

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- 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)

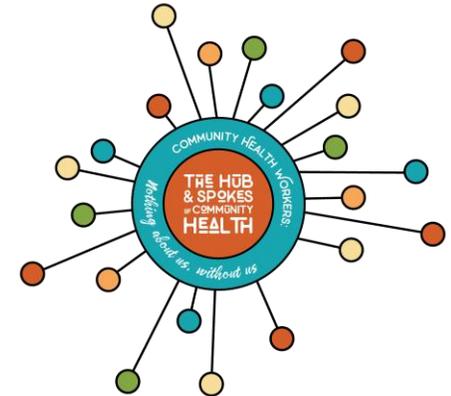
**These members comprise the Winona Wellbeing Collaborative (WWC) which will act as an Advisory Team to HUB operations.**



# Exploring Opportunities for Sustainability

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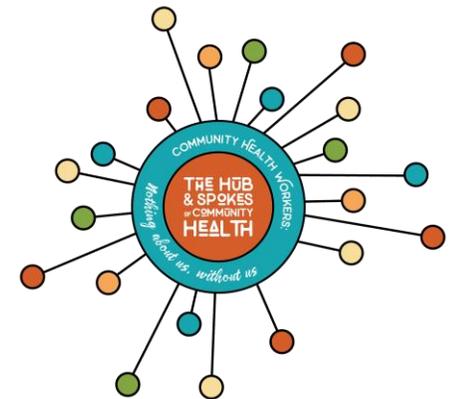
- Decision to use HUB model coincided with larger organizational discussion about expansion of value-based contracting
  - Payer Strategy Team
- Insert HUB into all discussions with payers
  - Found that payers were at widely varying levels of readiness to engage in VB contracting
  - All were very interested 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

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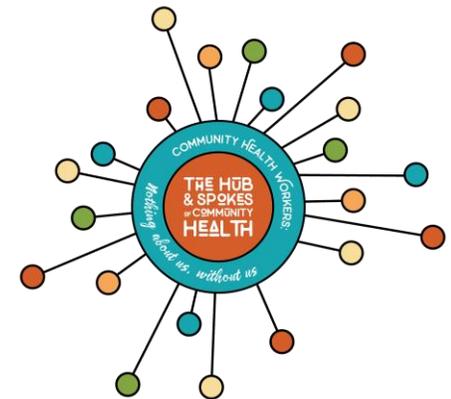
- Develop budget to build second CHW position
  - Plan to house in partner organization
- Begin pitching second CHW to Winona Wellbeing Collaborative Members
- Begin to pursue new grant opportunities given budget for two community CHWs
  - Preferably multi-year!
- Look to other successful HUBs for start-up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



# Sustainability Outlook for Winona Community HUB

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- 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!

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