

Welcome

Meeting the Health Center's Mission and Margin: Making the Business Case for Integrated Community Health Outreach Programs

Tuesday, December 16, 2014

We will begin promptly at 1 p.m. Eastern.

Tech Support
Krista Myatt



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Moderator
Molly Meinbresse

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Presenter



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Deputy Director

Health Outreach Partners

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Health Care and Housing are Human Rights

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LEARNING OBJECTIVES

Participants will be able to....

- Identify at least one financial benefit of outreach that is relevant to their own programs.
- Apply HOP's Outreach Business Value (OBV) strategic framework in order to effectively structure relevant outreach services.
- Use HOP's Outreach Business Value toolkit to assess the financial implications of investing in specific outreach activities.

DEFINITION OF OUTREACH

The process of improving people's quality of life by facilitating access to quality health care and social services, providing health education, bringing linguistically and culturally responsive health care directly to the community, helping people to become equal partners in their health care, and increasing the community's awareness of the presence of underserved populations.

- Health Outreach Partners

UNDERSTANDING THE VALUE OF OUTREACH

- Changing landscape for community health centers including a new emphasis on proven value (cost + quality)
 - How are health centers going to navigate financial sustainability into the future?
- We can make the mission case for outreach...
 - How can health centers make the business case for integrated health outreach programs?

OUTREACH BUSINESS VALUE MODEL

Project Objective:

To develop a **strategic framework** and corresponding **toolkit** that health center decision-makers can use to make the **business case for integrated health outreach programs.**

STRATEGIC FRAMEWORK

- **Inputs/Costs**
 - the potential resources needed to invest in an outreach program and related costs
- **Outreach Activities**
 - the full scope of activities associated with the outreach program
- **Outputs**
 - potential results of the outreach activities
- **Potential financial benefits**
 - how invested resources may produce financial benefits
- **Key internal/external factors**
 - things to consider when identifying the most relevant financial benefits to your health center

DIMENSIONS OF HEALTH OUTREACH PROGRAM INTEGRATION

Six dimensions of integration:

- Alignment of goals
- Leadership
- Communication
- Infrastructure
- Evaluation
- Financial

What people are saying...

“Often patients connect strongly to our outreach workers... they are a key part of patient retention.”
-Health Center COO

“Outreach helps us right size demand with capacity. When you have clinical capacity that is underutilized... [outreach] is worth the investment.”
-Health Center COO

“Yes, transportation is an expense, but it’s more expensive if the patient doesn’t show up.”
-Health Center CEO

“We have made a strategic decision that the return on investment for outreach is greater for us than [the ROI] for more standard marketing...such as radio or TV.”
-Health Center COO

POTENTIAL FINANCIAL BENEFITS

- Increase patient revenue/grant funding
 - Insured patients, uninsured patients, patient retention
- Improve clinic efficiency
 - Decreased no-show rates; expanded provider reach
- Earn payment for Triple Aim Outcomes
 - Pay for performance; PCMH/PCHH supplemental payments
- Leverage community resources to avoid costs and capture non-clinical revenue
 - Referral relationships, community partnerships, marketing, community needs assessment, cultural competency training



TOOLKIT ELEMENTS

- ✓ Outreach and Enrollment Calculator
 - ✓ Clinical Efficiency Calculator
- ✓ Alternative Payment Methods Calculators
 - ✓ Avoided Costs Calculators

CLIENT ACCESS

- Available to Health Center Program Grantees and Primary Care Associations through December 2014
- Training & TA available to assist clients in applying the Framework and using the Toolkit

Q&A Session



Kristen Stoimenoff, MPH

Deputy Director

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Thank you for your participation.

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