

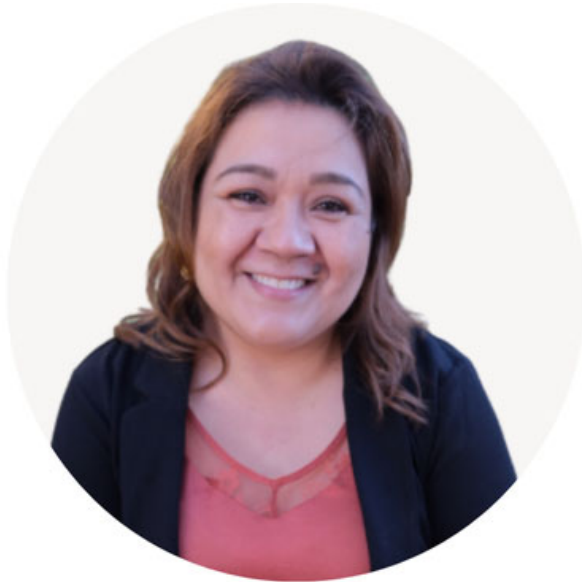
Addressing Social Drivers of Health Through a Social Referral Platform



OBJECTIVES

- ❖ **Discuss** strategies for implementing a social care referral platform with approaches to engaging community-based organizations to facilitate the exchange and tracking of referrals
- ❖ **Identify** strategies to engage individuals in the community facing social care referral platform to encourage self-management
- ❖ **Convey** how to leverage the social care referral platform analytic tools to capture social drivers of health needs within your patient population and inform priority community partnerships

WHO WE ARE



Carmen Cardenas, RN
**Director of Care Management
and SDOH Initiatives**



Clarissa Banks, LMSW, CHW
**Manager of Community Health
Social Services**

WHO WE ARE

CommUnityCare clinics provide approximately **half of the local safety net** primary care services. CommUnityCare currently operates 28 locations throughout Austin and the Travis County area, including one in Bastrop. In 2023, CommUnityCare served over **134,000 individual patients**, accounting for more than **491,500** medical and dental visits. Of the patients served, over **78% live at or below 200% of the federal poverty level**, with **61% preferring to communicate in a language other than English**.



MISSION & FOCUS

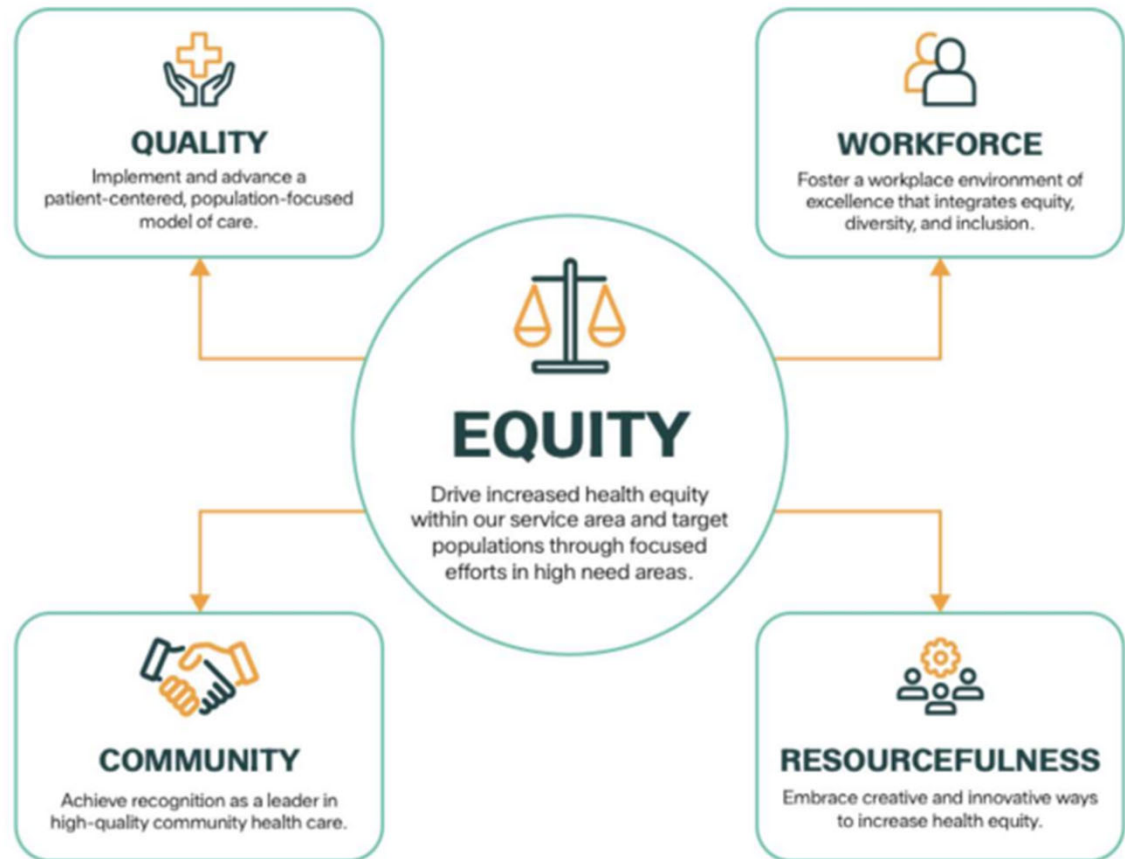
Mission:

To strengthen the health and well-being of the communities we serve

Vision:

Striving to achieve health equity for all by:

- ❖ Being the health care home of choice
- ❖ Being a teaching center of excellence
- ❖ Providing the right care, at the right time, at the right place



COMMUNITY HEALTH WORKERS

Team Based Care CHWs

- 11 Community Health Workers
- SDOH Navigation
- Healthcare Navigation
- MyChart Navigation
- Clinic Based, Co-Located with PCP Teams

MyChart CHWs

- 5 Community Health Workers
- Portal Activations & Navigation
- Findhelp Platform Navigation
- Focus of Digital Literacy
- Clinics & Community Events

Transitions of Care CHW

- 1 Community Health Worker
- Hospital Transitions into Primary Care
- Healthcare Navigation
- MyChart Navigation
- Hospital & Clinic Based

Community Engagement CHWs

- 2 Community Health Workers
- Engaging Community Partners
- Social Care Referral Platform; Findhelp
- Community Events
- Administratively Based

OB Care Coordination CHWs

- 11 Community Health Workers
- SDOH Navigation
- Healthcare Navigation
- Centering Pregnancy & Parenting
- Clinic Based, Co-Located with OB Teams

Dietetic Tech CHW

- 1 Community Health Worker
- Leads Cooking & Weight Loss Classes
- Administratively Based
- Community Events

Implementation Plan

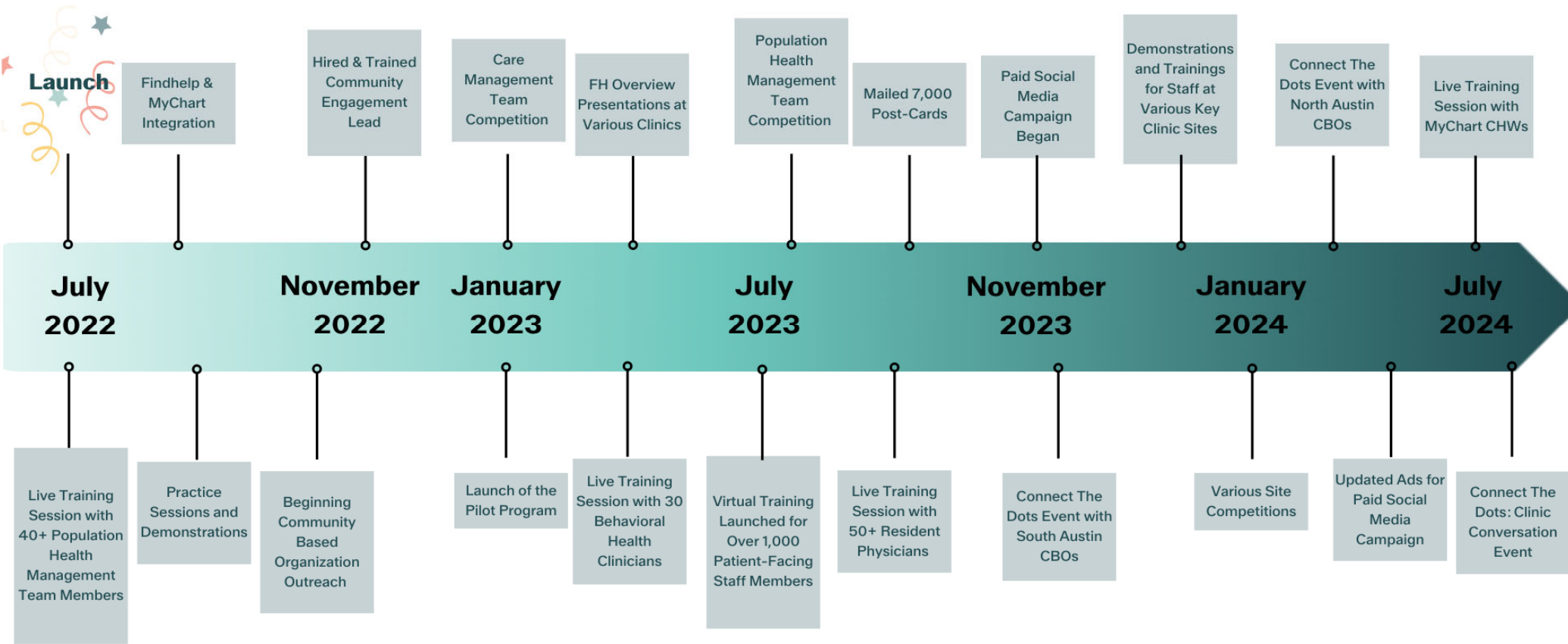


Interventions and Strategies

| | | | |
|--|--|---|----------------------------|
| Video Demonstrations and Instructional Guides | CommUnityCare's Social Media Platforms | Pilot program to identify and develop workflows | Internal Program Referrals |
| Practice Sessions and Refresher Trainings | Bilingual Posters and Flyers with QR Codes | Surveys and data collection | Community Outreach |
| Identify Priority Community-Based Organizations from Team Feedback | Mailed Bilingual Post Cards with QR Code | Input from CommUnityCare department leaders | Partnership Building |
| Developed Workflow to Compliment Existing Processes | Mass Text Messages with Direct Links to the Community Site | Annual compliance virtual trainings | Improving Community Access |
| 1:1 Support with the Community Engagement Lead | Instructional Video on Our Website, Patient Portal, and Social Media Platforms | New employee orientation | Community Engagement Lead |



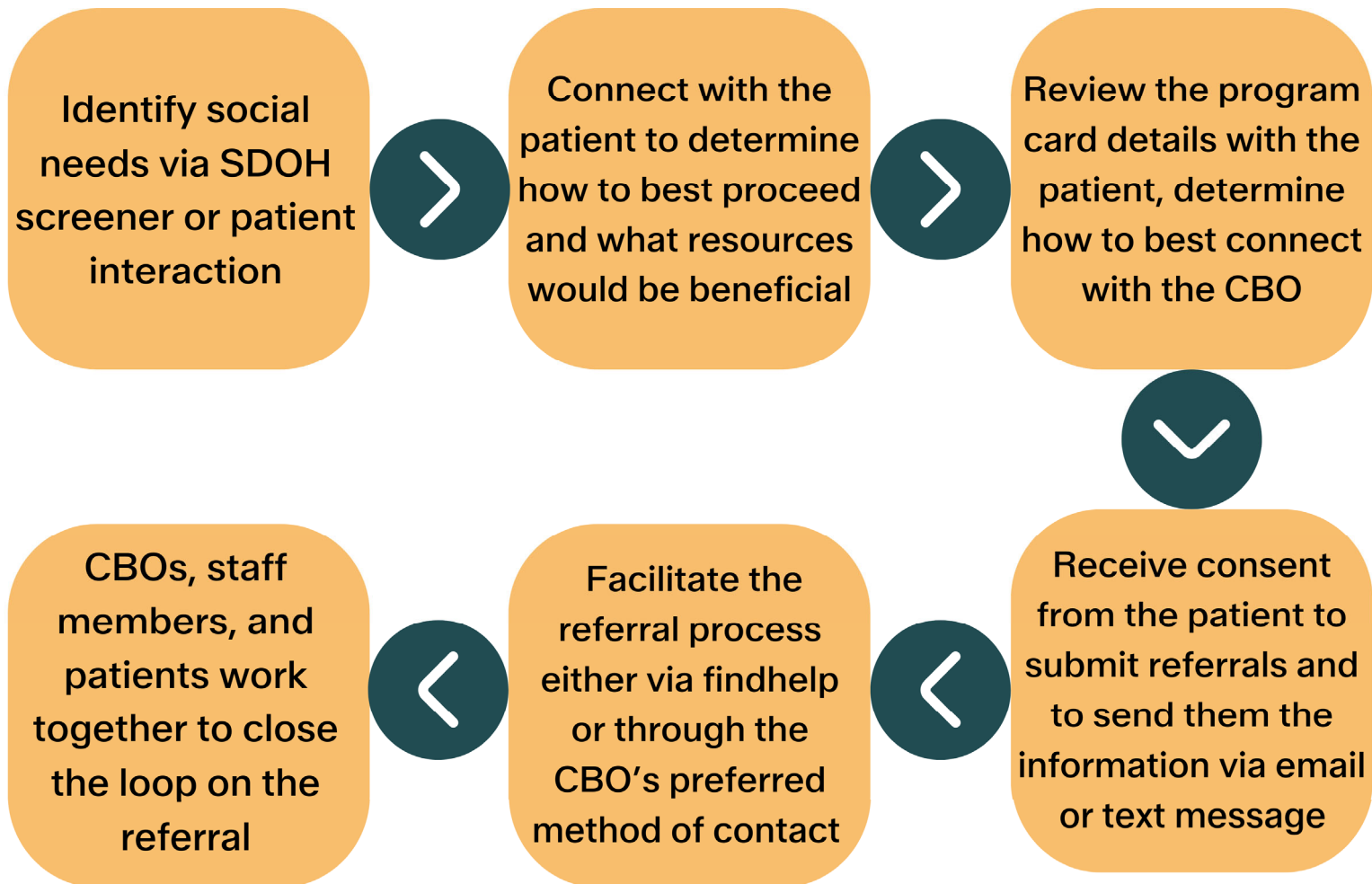
IMPLEMENTATION TIMELINE



STAFF TRAINING

- ❖ Initial launch: in-person training for Population Health Management staff
 - Practice sessions with real scenarios and patient interactions
- ❖ New onboarding staff: web-based training for all staff via our compliance training portal
 - Live in-person training for Resident training groups linking web-based training for future reference
- ❖ On going competitions: in-person live brief training at individual clinics with monthly competitions for increased participation with gift cards and prizes
 - Meeting staff where they are to incorporate the platform into their workflow

STAFF WORKFLOW



COMMUNITY OUTREACH CAMPAIGNS

Postcards | Mailers



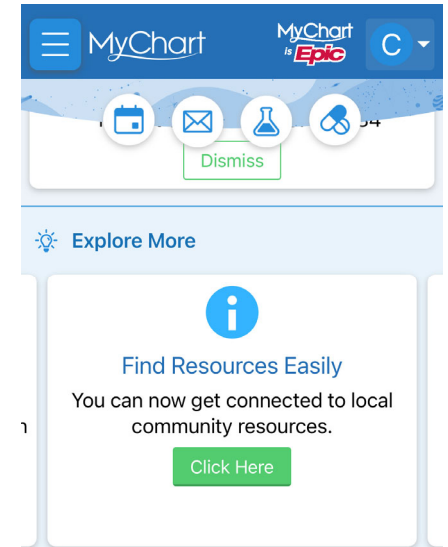
Stickers



Paid Social Media Ads

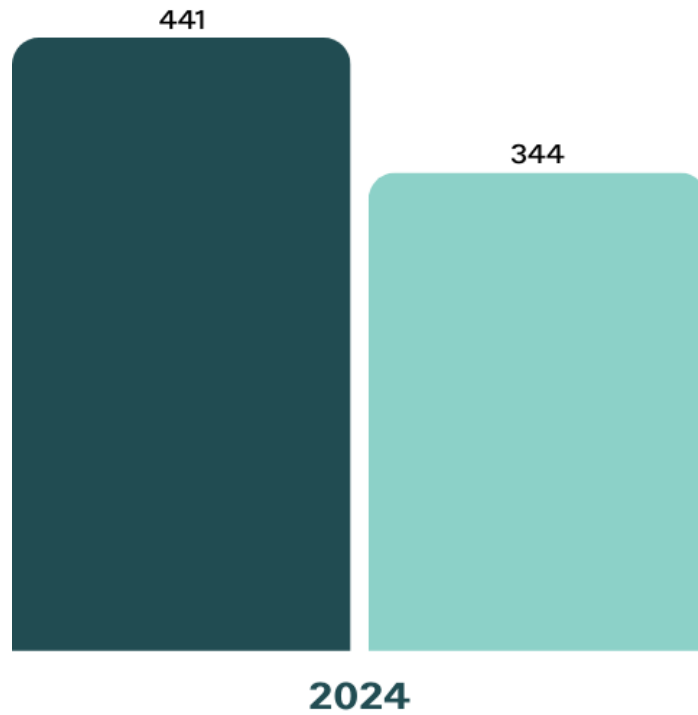


MyChart Banner



CBO ENGAGEMENT EFFORTS

■ Outreaches ■ Successful Interactions



BEST PRACTICES

- ❖ Onsite Partners
- ❖ Analytics from most program interactions
- ❖ Staff feedback
 - Patient trends
 - Specialized partners

321 Programs Added to Findhelp

116 Programs That Adopted Live Referrals

CONNECT THE DOTS EVENTS

❖ Who:

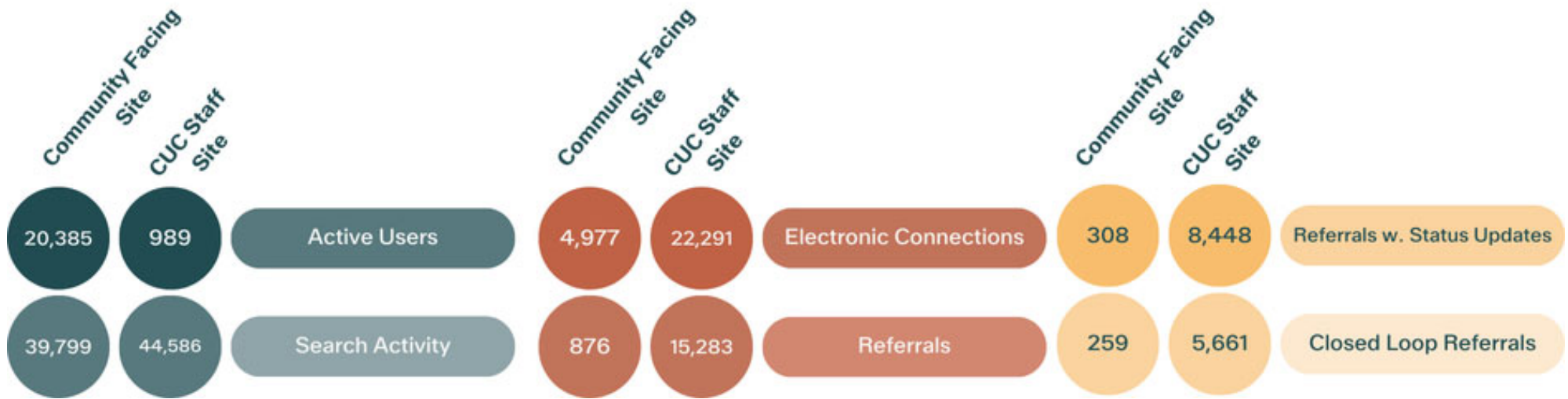
- Community Based Organizations (CBOs)
- Population Health Management Team (CHWs, Care Management, OB Care Coordinators, Navigators, etc.)

❖ Why:

- To build relationships and rapport with our CBO partners
- Highlight priority CBO's available services and referral process
- Encourage team member use of findhelp platform via relationship building with CBOs
- Provide a forum for staff and CBOs to conduct conversations for efficient and sustainable wrap around care in the community

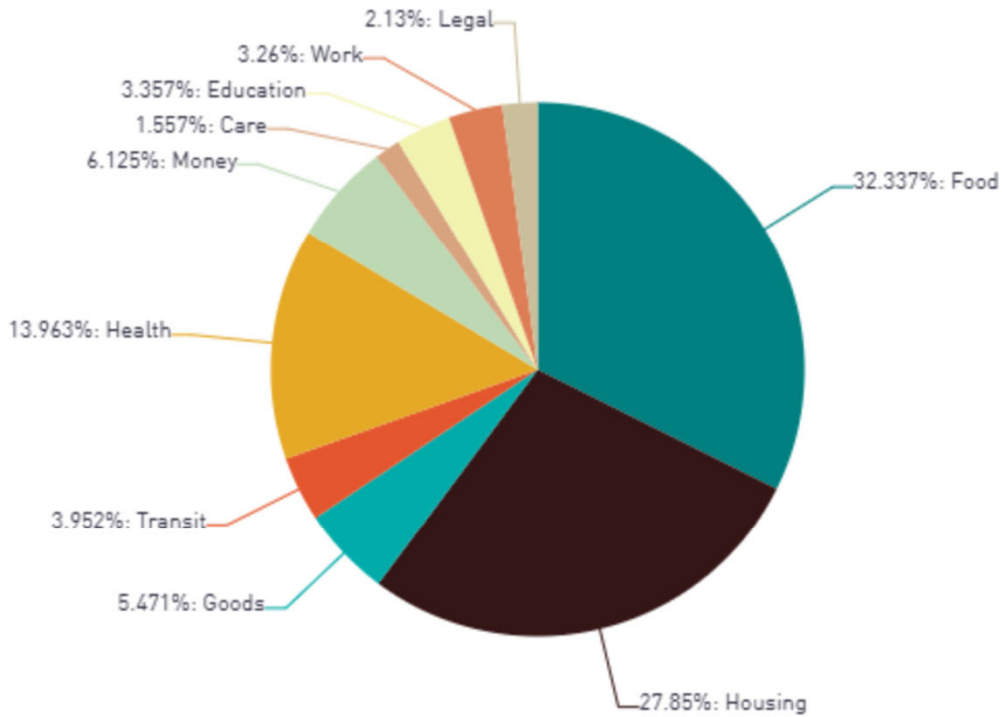


DATA & ANALYTICS

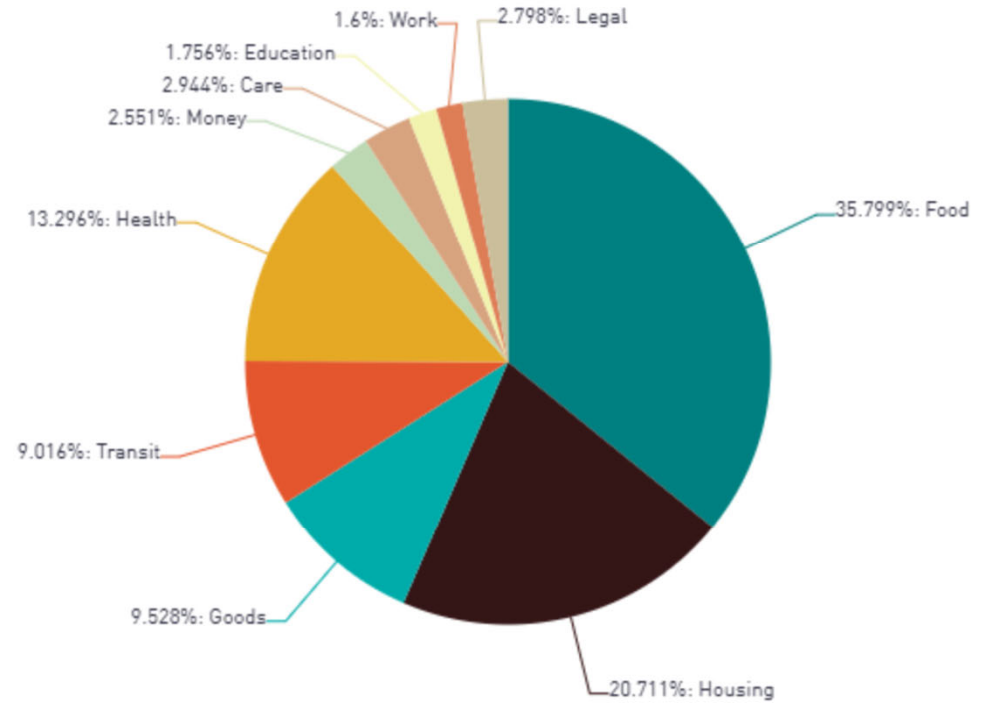


MOST COMMON SEARCHES

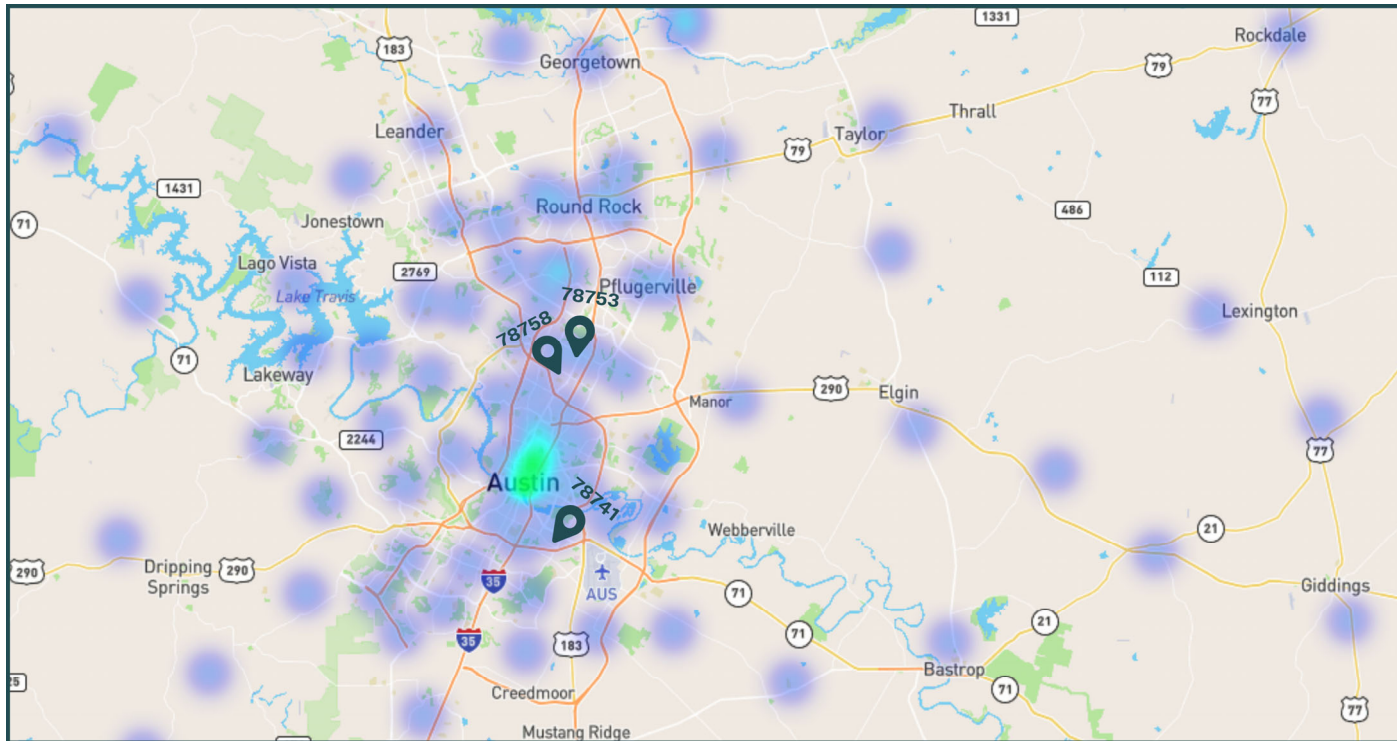
Community Facing Site



CUC Staff Site

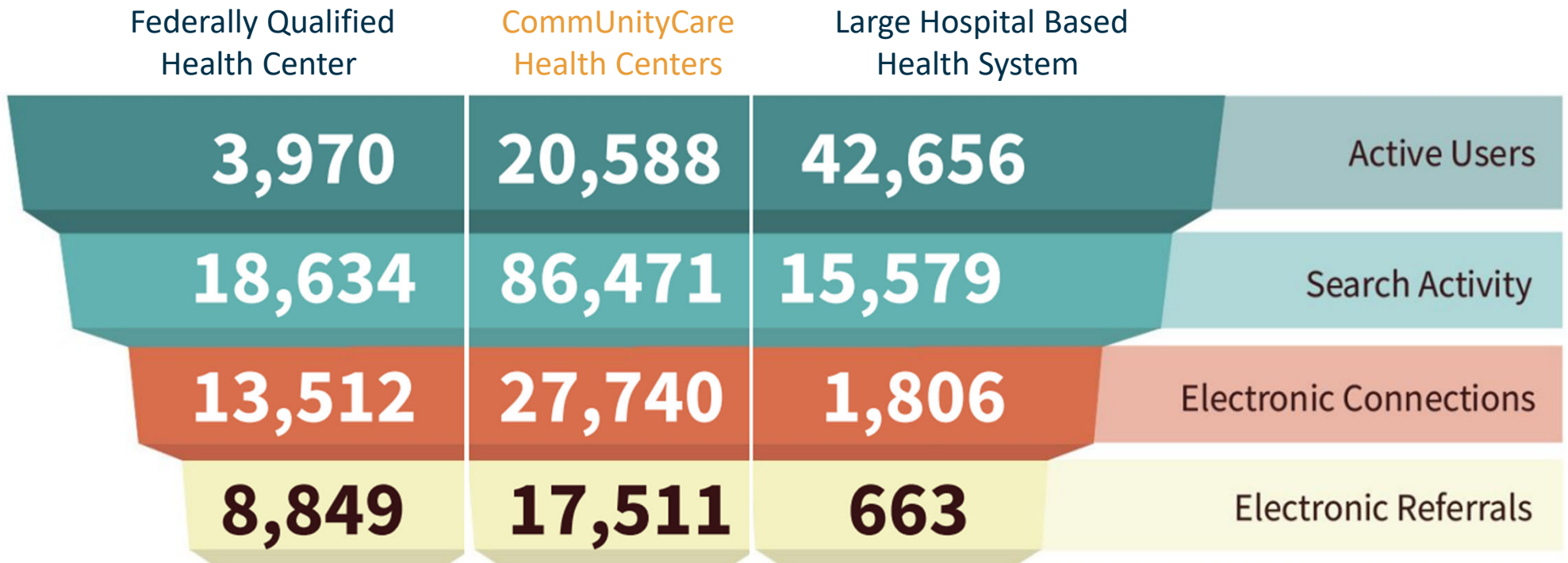


TOP ZIP CODES



| Top 3 | Community Facing Site | CUC Staff Site |
|-----------|------------------------------------|-------------------------------------|
| Zip Codes | 78753 78741 78758 | 78741 78753 78758 |
| Counties | Travis Bexar Bastrop | Travis Bastrop Williamson |
| Cities | Austin San Antonio Del Valle | Austin Pflugerville Del Valle |

BENCHMARKING DATA



*All organizations have similar electronic health record integrations

LESSONS LEARNED

- ❖ Do not underestimate your patients
- ❖ Marketing is critical
- ❖ The role of the Community Engagement Lead will be critical to success of platform
- ❖ Consider the needs of CBOs when engaging in outreach
- ❖ Criteria and components evaluated during platform selection process
 - Wide use in our service region
 - Robust data & analytics
 - High level integration into the electronic health record
 - Maintaining and updating CBO listing





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HEALTH CENTERS

Questions & Answers



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Thank You!

Contact us via email for any additional
questions or to connect!

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