Building Infrastructure
Investing in Culturally Specific & Community-based CHWs

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Agenda

- Oregon Context
- Health Share of Oregon
- CHW Investment
- Success Story
- Lessons Learned
Oregon Context
Coordinated Care Organizations

HB 3650 (2011) CCOs are created to achieve Triple Aim

Better health, better care, lower costs

• Physical, behavioral & dental
• Global budget
• 6 key elements
CCO Model

Coordinated Care Model, Oregon Health Authority
Traditional Health Workers

- HB 3650 (2011)
- OHPB (2011)
- ORCHWA (2011)
- HB 3407 (2013)
Health Share of Oregon
Overview

- Oregon’s largest CCO
- Serving the Portland Metro Area
- 17 Health Plan Partners
- Over 220,000 members
Key points about Health Share

- Regional approach
- Community investment
- Upstream/population health
- Agnostic to health plans
- Downstream ROI
CHW Investment
WOW Pilot Project

• Goal: connect most marginalized communities to services via CHWs
  ✓ Culturally specific
  ✓ Community-based
  ✓ SDoH/prevention
  ✓ Access/navigation

• Jointly funded
The WOW Model

Members in the Community

CHWs in Community Based Organizations

Clinic systems

CHWs
WOW Outcomes

Improvement in Psychological Empowerment

- I feel motivated to work with others to solve problems in my community:
  - Pre: 75.0%
  - Post: 95.6%

- I am satisfied with the amount of control I have over decisions that affect my life:
  - Pre: 64.4%
  - Post: 84.1%

- I have control over the decisions that affect my life:
  - Pre: 69.6%
  - Post: 84.1%

- I am comfortable sharing information that I have learned with my friends and family:
  - Pre: 82.2%
  - Post: 91.1%
WOW Outcomes (continued)

**Decreased Depressive Symptoms**

- I feel nervous or anxious: Pre 15.2% - Post 29.8%
- I have little interest or pleasure in doing things: Pre 17.4% - Post 27.7%
- I am not able to stop or control worrying: Pre 21.7% - Post 28.3%
- I feel down, depressed, or hopeless: Pre 21.3% - Post 19.6%
WOW Outcomes (Continued)

Self-Report Health Status

My health is good or very good.

Pre: 44.7%
Post: 70.5%
“This gentleman I was working with was overweight and feeling depressed. The doctor put him on medication and told him to start exercising. For the first week, we took three days and just walked together. His eating improved, he was going to the doctor regularly and then, he got a puppy. He walked the puppy and soon after he walked 30 pounds off. I checked in with him weekly and I walked with him when I could. After that, he kind of got a hold to it.”

WOW CHW
Pilot to Infrastructure

- It worked – needed to scale
- Need HIT system
- Quality control
- Payment mechanism
- Easy for health systems
Health Share Investment
The Process

- Collaborative effort
- Engaged a consultant
- Asked the right question
- Commit to the process
- Remember your audience
The Ask and Outcomes

$6 million/5 years

- Sustainable CHW workforce
- Address disparities/equity
- Increase access to care
- Improve health outcomes
- Reduce costs
The Business Plan

Moving from paying for the pilot to paying for infrastructure
Making deep investments over time.
Creating something sustainable in the community.

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Success Story
Lessons Learned

- Be clear about your goal
- Use data
- Be clear about where
- Get the right people
- Give yourself time
- Cultural mediator
Together we are health share

Health Share of Oregon