



Network Engagement

AgeSpan and the Healthy Living Center of Excellence



Jun 8, 2022



Agenda

- AgeSpan and the Healthy Living Center of Excellence network
- Strategies for building buy-in
- Vetting and building viable partnerships with CBO members
- Roles and responsibilities: Community Care Hub
- Roles and responsibilities: Network members
- Managing network members
- Applying a DEI lens to advance health equity
- Q&A

AgeSpan and the Healthy Living Center of Excellence Network

Our Role in the Aging Network

- One of the largest AAA in Massachusetts, serving 28 cities and towns (and hundreds of communities within them)
- Serve over 50,000 older adults annually
- 450+ employees and 400+ volunteers
- Contracts with managed care, ACO, and other health care entities for case management, navigation, care coordination, evidence based-programs and SDOH services
- CCH for statewide contracting network for evidence-based programs and SDOH services (**Healthy Living Center of Excellence**)
- Lead entity for emerging **New England Evidence-Based Program Network**
- Member of emerging **Care Coordinates** network (AAA)
- Lead entity for **Merrimack Valley Community Partnership Network** (ACO contracting)





Healthy Living Center of Excellence

Vision: Integrate community based social services into the health care delivery system to address the social determinants of health and improve outcomes. Medical systems, community-based social services, and older adult will collaborate to achieve better health outcomes and better healthcare, both at sustainable costs.

Key Features:

- * Statewide Provider network of diverse community-based organizations
- * Centralized referral, technical assistance, fidelity, & quality assurance
- * Multi-program, multi-venue, multicultural across the lifespan approach
- * Centralized entity for contracting with statewide payors
- * Diversification of funding for sustainability (blending and braiding)
- * EBP integration in MCO, ACO and other



- AAA/ASAPs
- COAs
- ILCs
- Multicultural Organizations
- Faith Based Organizations
- YMCA
- QIN/QIO
- Community Health Centers

Strategies for building buy-in:

**Communicating the
value of being a network
member or partner**



Creating a Value Proposition for Network Members

- Common mission and goals
- Leadership/Governance
- Aligned business development
- Ability to compete
- Ongoing workforce training and technical assistance
- Convenor of health care partners
- Grant/funding expertise
- Power to impact policy (1918 Waiver)
- Reimbursement for program and service delivery





Case Study: New England Evidence Based Program Network Value Proposition

- Changing landscape of health care providers and payors
- Mobility of consumers
- Efficiencies of scale
- Sharing of learnings and best practices
- For-profit and other competitors
- Improved data management and analysis
- Improved reach
- Centralized hub for payors
- More competitive (grants, contracts)
- Improved access and quality
- Maintains local sensitivities and addresses local needs





Establishing buy in from potential payor partners

Health care, housing,
large employers

Power of blending and
braiding

Embedded in
community

Existing expertise in
screening, assessment
and navigation

Single point of entry

Broad programs and
services addressing
SDOH (nutrition,
housing, transportation,
income)

Workforce
representative of the
communities we serve

Role and Responsibilities of a community care hub



Roles and Responsibilities of the Hub



Member recruitment and retention, reflective of community



Leadership and governance



Strategy and business development



Marketing and awareness roles



Operations



Information Technology and Data Management



Quality and Fidelity



Contract Administration and Compliance



Leadership and Governance

- Mission and vision reflect the goals of serving a network of CBOs and doing business with health care
- Governance structure, legal and business capacity to contract on behalf of the hub
- Hub leadership (including advisory, staff, board) communicate with CBO and health care contracted partners
- Network member CBOs are involved in hub governance
- Community stakeholders involved



Strategic Business Development

- Hub conducts strategic business planning and monitoring
- Strategic planning includes internal and external stakeholders
- Plan includes short-term and long-term objectives, which are measurable and achievable
- Environment scans and market research before setting on plan and while monitoring plan
- Financial strategies to continue to identify diversified funding sources
 - Contracts with health care
 - Contracts with others
 - Federal, state, local grants



Network Recruitment and support: Vetting CBO Readiness



Leadership investment



Staff commitment



Commitment to menu of services/programs



Willingness to participate in quality assessment and improvement



Alignment of mission/vision/values



Commitment to advancing network strategy



Understanding of network value beyond individual organizational value



Network Onboarding



Contracts and Memorandums of agreement



Leadership and staff buy-in



Review of commitments/expectations

- Data collection
- Program visibility
- Participation in quality activities
- Quality measures



Contract Administration and Compliance



Access to risk management, legal and business experience and expertise needed to evaluation, develop, and manage all contract



Meet all minimum healthcare sector compliance requirements



Routinely engage with health care partners to understand needs, experience with contract, challenged



Operations



Hub designed and maintains standard workflows



Capacity to operate an accounting system that adheres to Generally Accepted Accounting Principles (GAAP)



Process of management cash flow with accounts payable and accounts receivable



Routine assessment of services quality and performance measures



Information technology and data security

Polices, practices, procedures and minimum set of IT capabilities

Formal data security program (industry accepted)

Ongoing data security assessments

Secure, centralized, scalable system built on IT platform that supports referrals, service delivery, reporting of outputs and outcomes, data sharing, process improvement and evaluation.



Marketing



brand, identity, and value proposition to attract new and retain and expanding existing health care partners



Process of generating new business leads

Role and Responsibilities of a network members



Roles and responsibilities of network members

Reflect and amplify
community voices

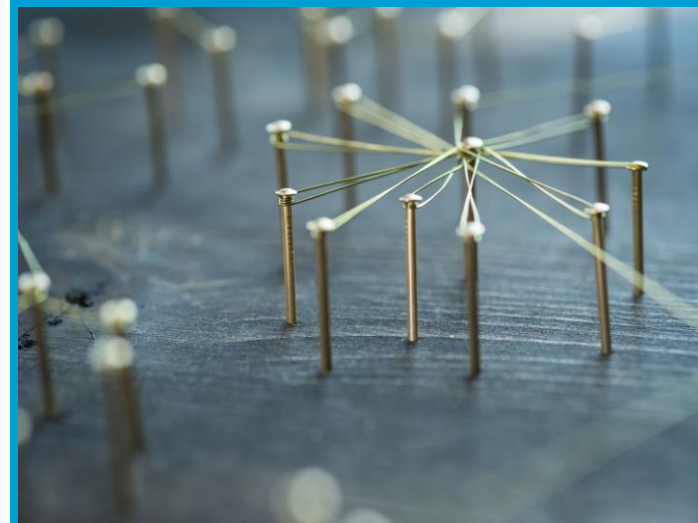
Delivery of hub
programs and services

Maintaining and
improving workforce

Collaboration with Hub
on quality assurance
and quality
improvement activities

Data collection

Maintaining local
sensitivities



Managing Network Members



Managing performance of network members: Keeping partners engaged

- Bi-weekly electronic newsletter
- Bi-weekly remote workgroup meetings
- Monthly quality and fidelity webinars
- Annual Sharpening Your Skills Conference

the healthy living
Center of Excellence

Thursday February 18, 2021

In this newsletter, you will find

- Upcoming Matter of Balance Coach Training
- EBP Remote Delivery Workgroup Recording
- News from SMRC- Guidance #8
- Webinar Schedule

Remote Matter of Balance Coach Training- for NEW and Previously Trained Coaches

New coaches must attend entire training (4 sessions); previously trained coaches need only attend for a part of the training to learn new virtual version), March 22, 23, 29th and 30th, 12:00-3:00 p.m.
Please contact [Andi Waisman](#) for more information and to register.

If you were unable to join us Tuesday February 16 for the EBP Remote Delivery Workgroup you can access the meeting recording below. The next meeting will be held Tuesday March 16th from 11am-12pm.

EBP Remote Delivery Workgroup Recording



Managing performance of network members: outputs and outcomes

- Volume expectations embedded in contract
- Output and outcome reports (red, yellow green)
 - Participation rates
 - Completion rates
 - Self-report outcomes
- Quality/Fidelity committee
- Performance support/decisions



Applying a DEI lens to advance health equity



DEI and Health Equity

Community Advisory Boards

Community leadership

Workforce training in equity, unconscious bias, and racial awareness

Community Health Workers and Community Outreach Workers

Translators trained in SDOH

Data metrics

QA & QI

Q & A

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