Welcome—the CIE webinar will begin shortly

- Please mute yourself when not speaking, there will be opportunities for questions
- Webinar will be recorded

Oregon Health Authority

Logistics

- This meeting is being <u>recorded</u> and will be posted on OHA's website*

- Please mute yourself when not speaking

- Feel free to use the 'Chat' feature if you have questions or comments

Oregon Health Authority

Who's talking today

Oregon Health Authority (OHA):
- Lisa Parker, Director of Health IT Policy
- Hope Peskin-Shepherd, Policy Analyst
- Dawn Mautner, Medicaid Medical Director, Senior Health Advisor COVID-19 Response

Oregon Department of Human Services (ODHS):
- Bill Baney, Self-Sufficiency Programs Design and Implementation Manager

211info
- Cara Kangas, Director of Partnerships

Who's talking today (continued)

AllCare Health:

- Susan Fischer-Maki, Director of Community Benefit Initiatives

Project Access NOW

- Claudia Acosta, Outreach, Enrollment & Access Program Specialist
- Katia Ariceaga, Outreach, Enrollment & Access Program Manager

Cascade Health Alliance

- Maria Ramirez, Community Engagement and Public Relations
- Michael Donarski, Director of Decision Support & Business Intelligence

Sky Lakes Medical Center

- Martha Decker-Hall, Supervisor, Outpatient Care Management
- Brenda Monroe-Sierra, Intake Specialist, Outpatient Care Management

Agenda

| Time	Topic
1:30 pm	Overview of CIE
1:40 pm	Connect Oregon/Unite Us users: • AllCare CCO • Project Access Now
2:15 pm	Aunt Bertha users: • Cascade Health Alliance • Sky Lakes Medical Center
2:40pm	211info Q&A
2:45 pm	General Q&A

Oregon Health Authority

Goals for today

1. Learn what CIE is
2. Understand possible uses and value of CIE
3. Know how to get involved
4. Share thoughts about challenges and usefulness

Poll: Who is familiar with CIE? (never heard of it, heard of it don't know anything, slightly familiar, very familiar, use it)

Oregon
Health
Authority

What is Community Information Exchange (CIE)?

CIE is a network of healthcare and human/social service partners using a technology platform to electronically connect people to social services and supports.
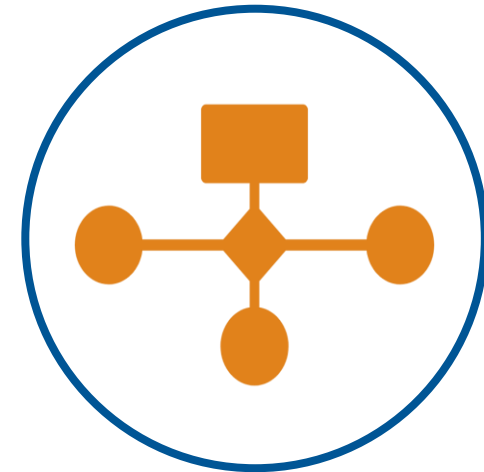
Functions of CIE

1. Consent
2. Social needs screening/assessment
3. Shared resource directory
4. "Closed loop" referrals
5. Analysis and reporting
6. Privacy and security
7. Interoperable with other technologies

Why is OHA interested in CIE?

- OHA views CIE as part of a broader strategy to address social determinants of health (SDOH)

- During COVID, OHA sought to promote progress communities have made investing in CIE

Value of CIE
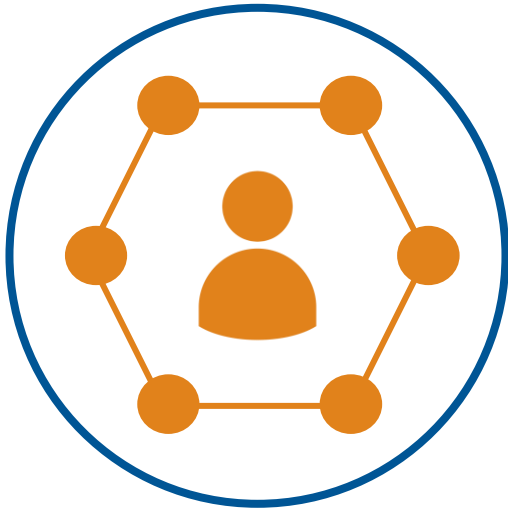
- Connects people with the services and resources they need
  - Meet cultural and linguistic service needs
- Coordinate more easily across organizations
  - Save time, connect more efficiently, improve outcomes
- Use data to inform policy and identify gaps in services

Overall CIE Landscape

Efforts in Oregon:
- Connect Oregon/Unite Us
- Aunt Bertha
- Other efforts: Activate Care, local community resource networks/lists

Current participants include:
- Community-based organizations (CBOs)
- Clinics and other providers
- Local public health authorities (LPHAs)
- Coordinated Care Organizations (CCOs), health plans, and integrated health systems

Landscape: Connect Oregon/Unite Us

Free tools available for CBOs, LPHAs, and Tribes in these counties:

- Benton
- Clackamas
- Clatsop
- Columbia
- Crook
- Deschutes
- Hood River

- Jackson
- Jefferson
- Josephine
- Klamath
- Lane
- Lincoln
- Linn

- Marion
- Multnomah
- Polk
- Tillamook
- Wasco
- Washington
- Yamhill

Connect Oregon is working with AllCare CCO, Central Oregon Health Council, Columbia Pacific CCO, HealthShare of Oregon, InterCommunity Health Network/Samaritan, Jackson Care Connect, Kaiser Permanente, and PacificSource Community Solutions.

Oregon Health Authority

Landscape: Aunt Bertha

Free tools available across Oregon. Working with Cascade Health Alliance and Trillium Community Health Plan, in these counties:

- Clackamas
- Klamath

- Lane
- Multnomah

- Washington
- Statewide tools

Questions?

OVERVIEW OF CIE LAUNCH IN SOUTHERN OREGON

Susan Fischer-Maki
Director of Community Benefit Initiatives
AllCare Health

16

BETTER CONNECTIONS, BETTER CARE

Across the state CCOs have made **significant investments** in the Social Determinants of Health and Equity (SDoH-E).

These investments have led to strong relationships with **Providers** and **Community Based Organizations** (CBOs).

We are committed to building local capacity to **better connect** and, as a result provide **better care** to those in need.

1

Improve population health
Our innovative strategies ensure the populations you manage receive evidence-based care

2

Enhance patient experience
Our engagement and shared decision-making programs convert your members into savvy self-advocates

3

Reduce costs
We curb unnecessary costs by ensuring clinically appropriate tests and treatment and optimizing the site of care

4

Improve work life for providers
Our clinician-crafted solutions and superior technology simplify your delivery of evidence-based care

SOURCE: https://aimspecialtyhealth.com/wp-content/uploads/2018/08/Quadruple- AIM.png

A JOURNEY OF COMPLEX CHANGE

2014: Community Call for a Solution

2015: Initial Community CIE Effort

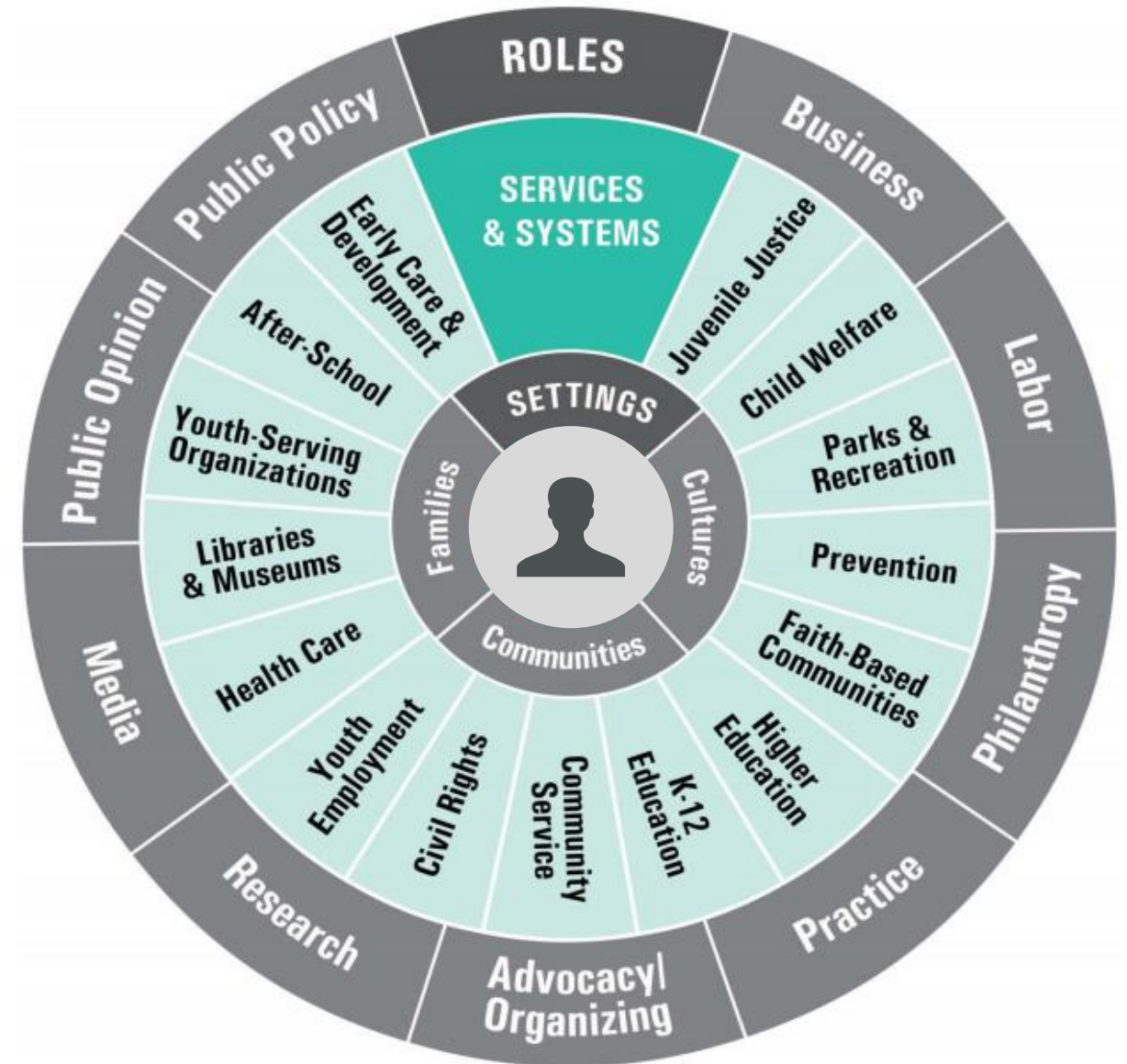**2018:** Reinvigoration of Effort

2019: Alignment & Acceleration

2020: Selection & Contracting

2021: Community Socialization

April 20, 2021: Launch of Connect Oregon

in Jackson & Josephine Counties

SOURCE: *http://www.readyby21.org/sites/default/files/Stakeholders_Wheel_Facilitators_Packet.pdf*

WHAT WE HAVE LEARNED

✓ **Community Driven Change**

✓ **Alignment & Acceleration**

✓ **Selection & Contracting**

✓ **Community Socialization**

✓ **Platform Adoption & Launch**

✓ **Ongoing Governance**

MEASURING IMPACT & OUTCOMES

✓ Network Adequacy

✓ Partner Adoption

✓ Access to Care

✓ Sustainability.

✓ Community Impact

Figure 1: Core Components of a CIE

Network Partners + Shared Language + Resource Database and Bi-directional Referrals + Technology Platform and Data Integration

Community Care Planning

SOURCE: https://ciesandiego.org/toolkit/
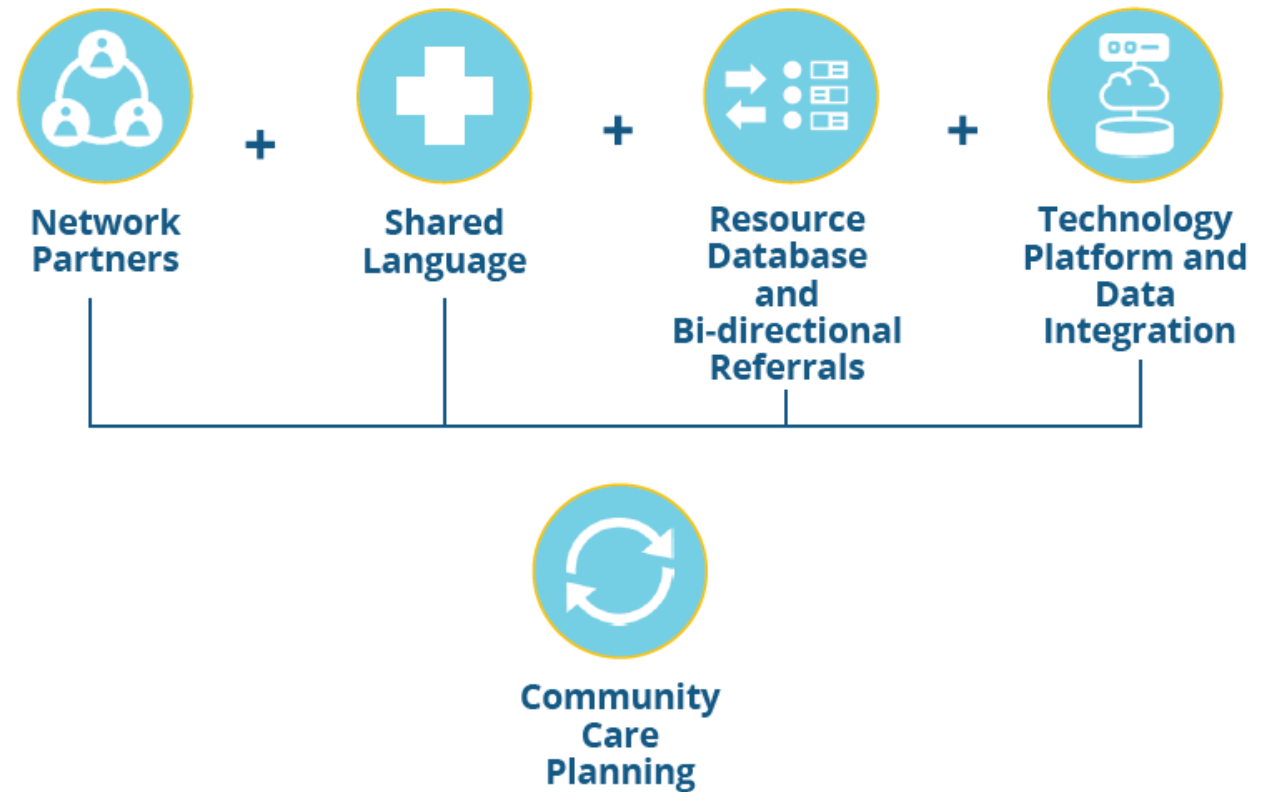
LEARN MORE

www.oregon.uniteus.com

SOUTHERN OREGON CCO LEADS

Susan Fischer-Maki

AllCare Health

susan.fischer-maki@allcarehealth.com

Meg Wills

Jackson Care Connect

willsm@careoregon.com

PANOW &
Connect Oregon

In Numbers

How many clients

- 12 total users, one super user
- 45 client served
  - 71 referrals

Services

Services we most refer to

- Housing and shelter
- Food assistance

Project Access NOW
Community | Care | Connection

Who we are

Project Access NOW is a Portland, Oregon-based 501(c)(3) nonprofit organization working to improve the health and well-being of our communities.

- The mission of Project Access NOW is to improve the health and well-being of our communities by ensuring access to care, services and resources for those most in need

Outreach Enrollment & Access Program

- Katia Ariceaga and Ellie Solares-Solis - Managers

- 8 application assisters

What do we do?

- Assist underserved communities to apply + enroll in Medicaid or other Qualified Health Plans through the Federal Marketplace

- Conduct outreach efforts in order to reach and inform uninsured citizens.

- Educate clients about what their plan covers and assist clients with navigating the system.

Project Access NOW
Community | Care | Connection

Why was important for us

- PANOW and Unite Us (Connect Oregon) mission is the same, to connect individuals to services for a healthy community. Connect Oregon has been a resource for us to accomplish our mission.

- Historically the PANOW enrollment team, has always helped beyond connecting people to insurance only. Having one place where we can do that additional coordination, makes our work much easier. When someone applies to health insurance you learn about all of their life and their family.

- Also, our clients already have a level of trust with us, and because of that, they feel comfortable their needs with us, so then having a platform allows us to support and take the next steps. COVID has also exacerbated community needs, having a tool that coordinates and connects has been incredibly helpful. Having everything online made it so much easier. There is no need to call back and forth.

- At the same time, when everything moved online because of COVID, it exacerbated people's ability to access services, since many of the people we serve do not have internet, so they fact that we can inquire for those services via Untie Us, and not have the client to that first step, makes it much easier kind, and trauma informed for everyone.

Project Access NOW
Community | Care | Connection

Our Experience

- When at first I heard about Unite Us, it sounded great, but I was sort of confused about how a link could help all. But then I understood that it was a coordination tool, and the value is to know the outcome of when a referrals is sent, in order to best do our work.

- Also, some other things have happened, like when we have people calling out of Portland Metro, including someone in CA, and I was able to connect them to other regions and even the California Network.

- The first presentation that we heard about Unite Us was in october, and while we were interested we did not join. But then when COVID hit, the increase need to do things online, really kick started the process of joining. We also asked Unite Us about training in Spanish, which they created to accommodate our staff.

- We use the chat box to get questions answers, and we fell that their approach is the same as ours, always available to help.

- At one point I became slightly overwhelmed with all of the notification, but then I learned that I could modify the updates, and now I find value in knowing all of the steps in someone care coordination journey.

Project Access NOW
Community | Care | Connection

Challenges

- While not directly related to the platform, COVID had a huge impact in care coordination and service availability. I could see how I was getting more rejected referrals for key services because the need was higher.

- There is an initial learning curve to understand the software, but there is lots of help along the way

- We need more and more organizations joining the network, the more services we have, it will make it easier for people to get what they need

- We also need to grow across the State so no matter where you live you can get the right resource

- One person cannot help everyone, but everyone can help someone

Project Access NOW
Community | Care | Connection

Successes

- It works! To send a referral and see the outcome makes your work meaningful

- It allows us to address health in a holistic way, beyond only medical needs and health insurance

- The coordination center (211info) is a huge support, being able to refer to it through Connect Oregon simplifies our work

- Our clients can tell the difference for when we refer through Connect Oregon, because it makes it easier for them to get services.

Project Access NOW
Community | Care | Connection

Implementing Community Information Exchange

Community Integration Goals

COLLABORATIVE
PARTNERSHIP

MAXIMIZE
RESOURCES

COMMUNITY
INTEGRATION

SUSTAINABLE
NETWORK

Statewide Social Care Referral Network

Aunt Bertha social care network in **Oregon**, by the numbers:
- **45,000+** users; **269,000+** searches, **11,000+** connections
- **29** customers serving Oregon residents
- **454** in-network CBOs serving residents of Oregon in need on our platform.
- **4,274** available programs to residents of Oregon.
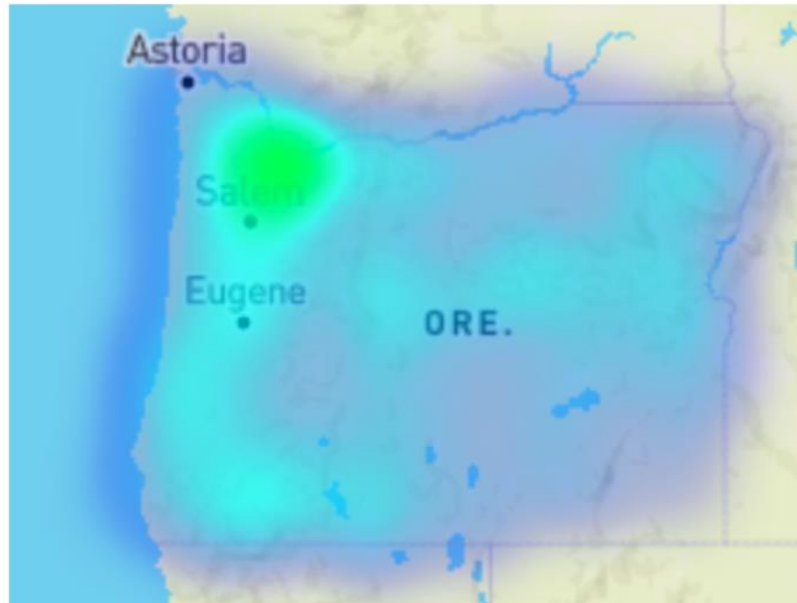
Aunt Bertha Customers serving Oregon:

Network Growth in Oregon

Graphs illustrate the growth of searches, programs and their impact on connections to CBO's across across Oregon on the Aunt Bertha Platform.
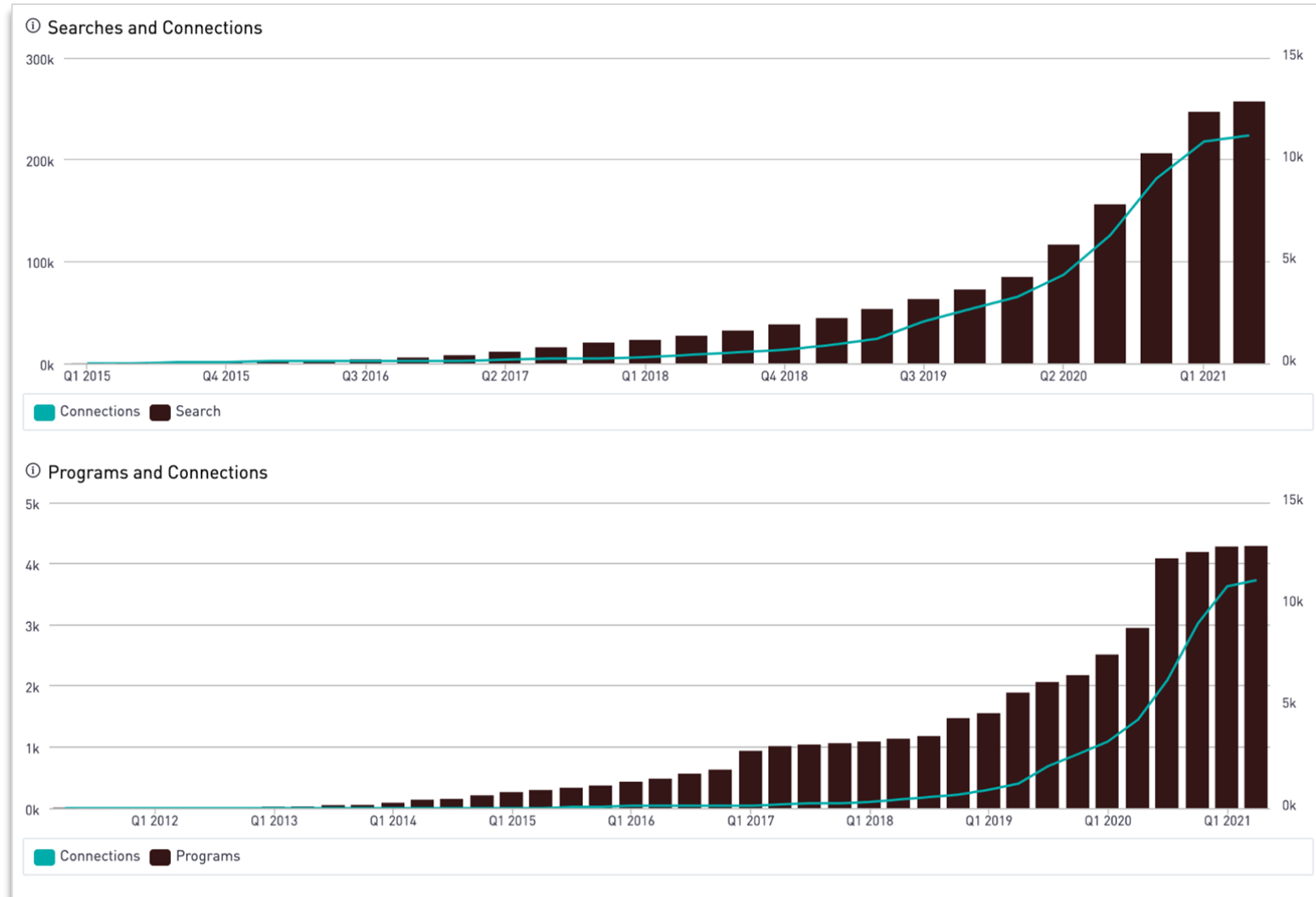
- ***Background***

  ➢Healthy Klamath Connect (HKC), powered by Aunt Bertha is an online social service directory – designed to connect health care and social service sectors.
    - Site creation May through August 2020
    - Launched September 1, 2020

2019

2020

2021

September 2019
CAC Training on CIE Tools

November 2019
Aunt Bertha Presentation

Jan 2020
Healthy Klamath Coalition Presentation

March 2020
Healthy Klamath Partner Sharing

May – August 2020
Site development and CBO engagement

September 2020
2-4-2 Fire—Site Launch

January – March 2021
Pilot Klamath Tribal Health
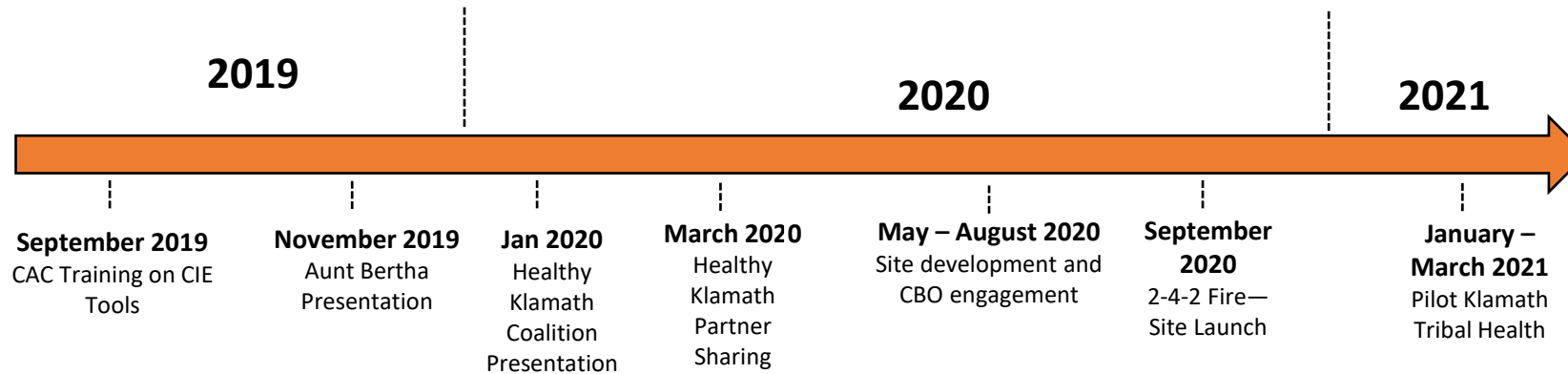
Aligning your community assets, challenges, and shared goals with your community partners

HealthyKlamathConnect.com

FILTERS (2) ▾   Aggregation Weekly   DateRange 90 Days

ⓘ All Searches | 90 Days

595

All Searches | 90 Days

Legend: ▬ Searches ▬ Postal ▬ Program

X-axis: 25. Jan, 1. Feb, 8. Feb, 15. Feb, 22. Feb, 1. Mar, 8. Mar, 15. Mar, 22. Mar, 29. Mar, 5. Apr, 12. Apr, 19. Apr — Date

ⓘ Searches by Category | 90 Days

Pie chart labels:
- 15.058%: Food
- 20.077%: Housing
- 5.792%: Goods
- 6.95%: Transit
- 21.622%: Health
- 14.286%: Money
- 11.969%: Care
- 1.931%: Education
- 1.931%: Work
- 0.386%: Legal
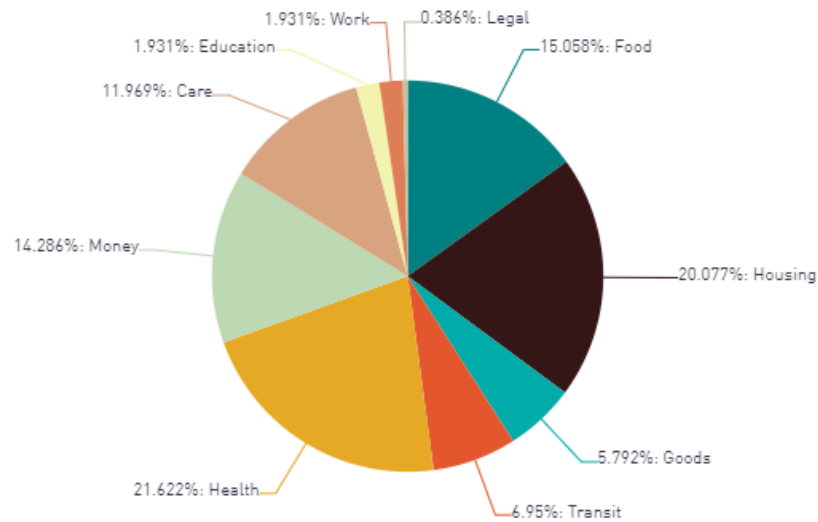
ⓘ Most Common Search Terms | 90 Days

TERM	DOMAIN	SEARCHES
translink		43
care management	care	19
financial assistance, covid19, female, individuals, home re...	money	15
help find housing	housing	12
help pay for utilities	housing	11
dental care	health	10
community uplift		9
emergency food	food	9
help pay for housing	housing	8
food delivery	food	6
bus passes	transit	6
nutrition education	food	6
food pantry	food	6
transportation	transit	6

- ***<u>Objectives</u>***

➢Enhance communication and service delivery across systems.
- Mobilize Healthy Klamath Coalition service groups
    - Local Governments, Public Health, Klamath Tribes, Healthcare Provider, Community-Based Organizations, and CHIP Workgroups

- Engage System of Care Network

- Implement in K-12 Education Districts

- Quality Metrics and Care Coordinator

- **Successes**
  - ➢ Cross-Sector Collaboration
  - ➢ Community Plan
  - ➢ 25 local users managing 62 programs
  - ➢ Klamath Tribal Health Pilot
    - ▪ Foster clinic-community linkages

- **Challenges**
  - ➢ Community-Based Organizational Capacity
  - ➢ Limiting groups settings
  - ➢ Competing community efforts trying to accomplish connecting SDOH needs

HEALTHY KLAMATH CONNECT

Get connected to local resources like housing, childcare, employment, financial assistance, and more.

Just enter your zip code on
www.healthyklamathconnect.com

HEALTHY KLAMATH

Network Approach

Open and Focused

You can focus the network on priority partners and covered benefits programs while still providing access to the full range of national, state and local programs with self-service.
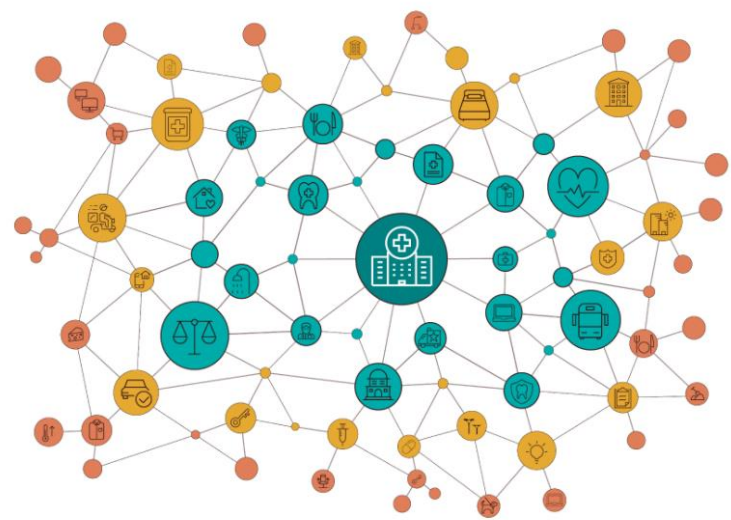
Closed

These networks often rely on financial arrangements and contracts with CBOs. This industry-driven approach means that Seekers do not have access to a broader range of programs nor can they self-serve.
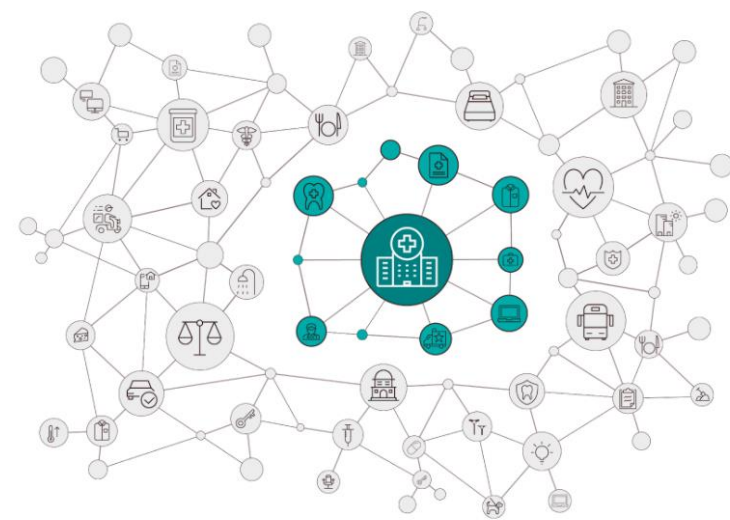
Serving CBOs

CBO Choice

CBOs should be able to receive referrals in their chosen system of record. They can control how they share data and keep Seeker information private. This leads to significantly greater adoption across the community.

Government-Granted Monopoly

When states or communities require using a specific vendor, control over privacy and data is no longer in the hands of the CBO or the Seeker, leading to more limited adoption.
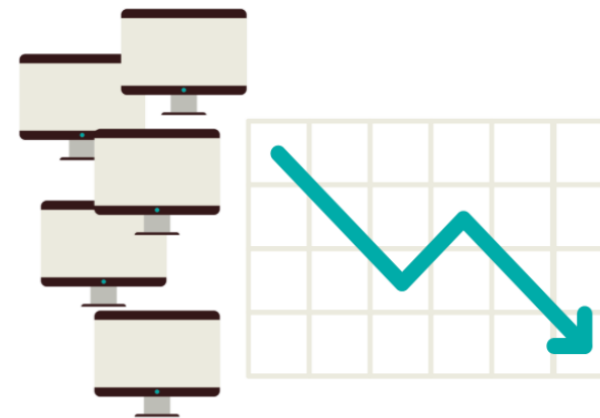
Seekers-First: Privacy & Consent

Per-Referral Consent and Permission-Based Access

CBOs should be able to access referrals based on care coordination responsibilities. Private referrals should remain private, with the Seeker having the choice to share.

One All-In Consent

Once a consent is signed, social care data can be looked up, shared and accessed by anyone in the "network." As that network adds new entities, the Seeker has no idea where their information is being accessed. This is an industry-first approach.

Setting up our program

Claiming our program

- Connected with Cascade Health Alliance to set up our program
- Created a free account to claim our program

Access to free tools

- Update and manage program information.
- Process inbound referrals and applications for services.
- Update referral status by email.
- Reporting tools to measure impact.

Support   My Program Tools ▾   People I'm Helping ▾

Inbound Referrals
Calendar
Agenda
Appointments List
Edit Program Listings
My Team
Program Analytics
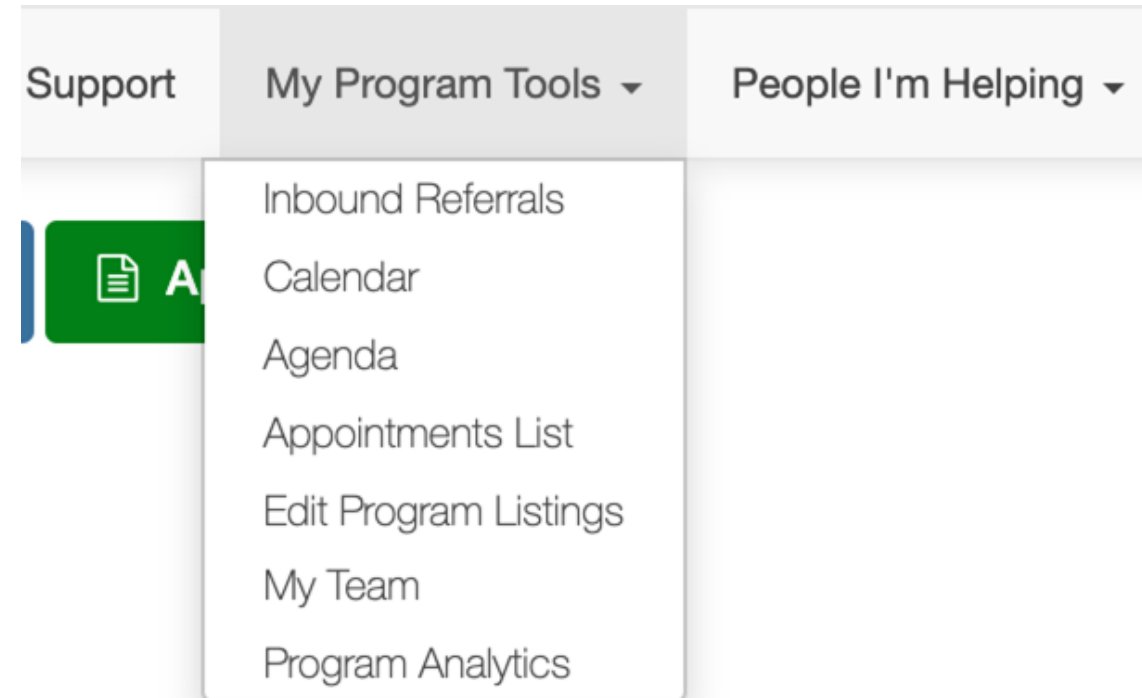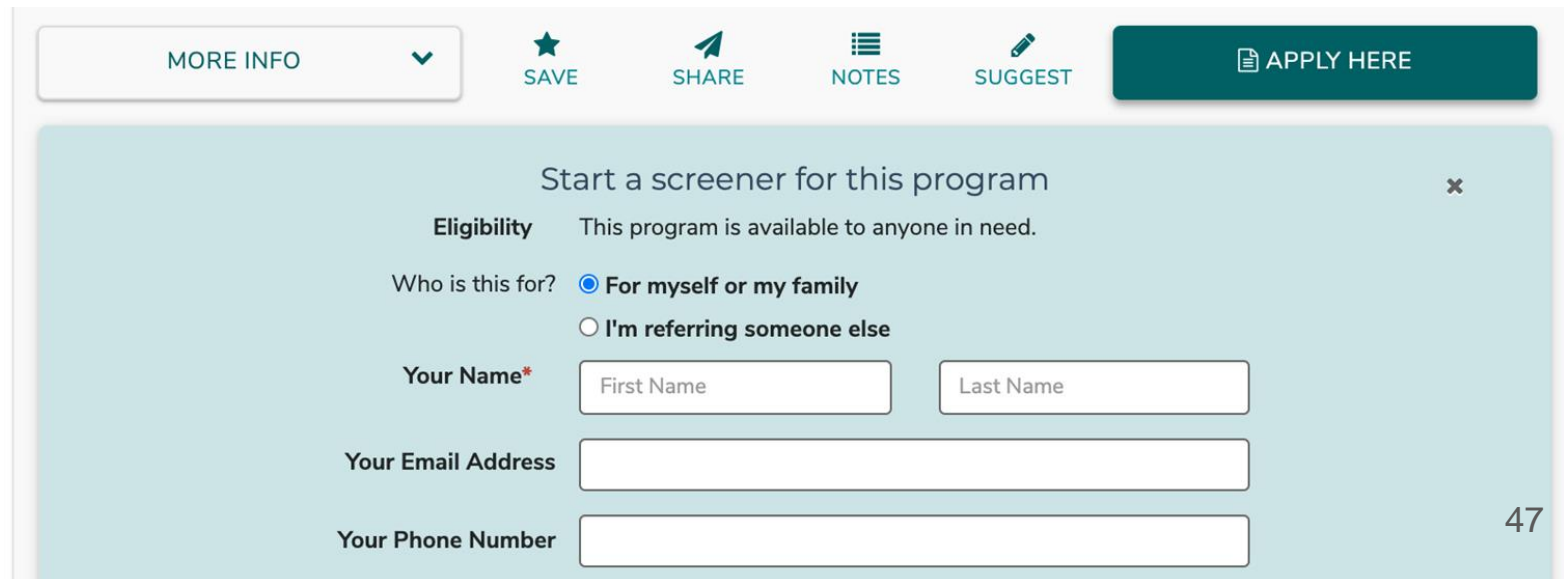
Receiving/Responding to Referrals

Setting up our program

- Connected through one step referrals

  → Updated status via email

- Needed more information from the person (ex, DOB)

  → Set up a screening form

Responding to referrals workflow

1. We receive email notification
2. Log into Healthy Klamath Connect/Aunt Bertha
3. View new referrals + screening forms
4. Call and attempt to engage them in our our program
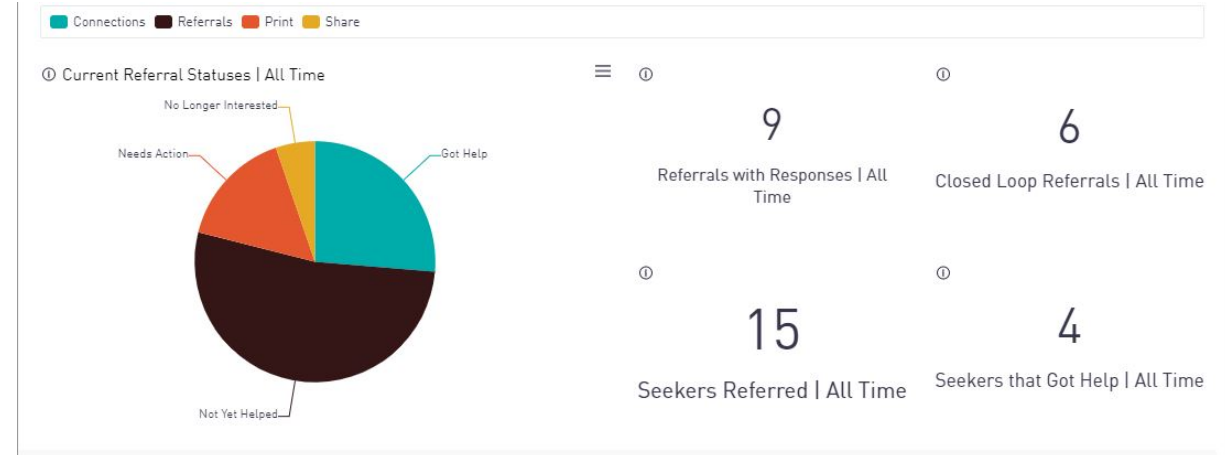5. Update the status of the referral

Impact Reporting

- View different places people are interacting with our programs
- See at a high level, number of:
  - Referrals we received
  - Breakdown of statuses
  - Referral Details
- All reports can easily downloaded

Supporting Additional Patient Needs

Connecting patients to other programs

Our CHWs can:

- ● Search for programs for our patients
- ● Connect to programs
- ● Share via text, email, Facebook
- ● Send direct referrals
- ● Save programs in their favorites folders for quick access

☐ Energy Assistance Program
by **Klamath & Lake Community Action Services (KLCAS)**

The Energy Assistance Program provides financial aid to low-income households with a senior and/or disabled household member.Service:- Help pay for energy and utilitiesCOVID-19 Update: Our team

🏷 **Main Services:** **emergency payments**, **help pay for utilities**

👤 **Serving:** **adults 18+** , **all disabilities** , **individuals** , **families** , **low-income**

Next Steps:

Apply on their **website** ☐ or apply on their **website** ☐.

📍 10.88 miles (Serves your local area)

535 Market Street, Klamath Falls, OR 97601

🕐 Closed Now: **See open hours** ⌃

S: Closed
M: 10:00am - 7:00pm CDT
T: 10:00am - 7:00pm CDT
W: 10:00am - 7:00pm CDT
T: 10:00am - 7:00pm CDT
F: 10:00am - 7:00pm CDT
S: Closed

MORE INFO ⌄ | ★ SAVE | ✈ SHARE | ☰ NOTES | ✏ SUGGEST | ☐ APPLY

Questions for Cascade Health Alliance and Sky Lakes Medical Center?

Cascade Health Alliance, LLC

Q&A with 211info

Cara Kangas, Director of Partnerships

1. How does 211info differ from CIE?

2. Does 211info have the same resources as CIEs?

3. What is the work 211info is doing with Connect Oregon/Unite Us?
   - 211info staffs the Connect Oregon + SW Washington Coordination Center*

4. Does 211info work with other CIEs?

*https://www.211info.org/coordination-center

General Q&A

Reflection and Feedback

1. How would CIE work for your organization?
2. Who in your organization would use CIE?
3. What are possible barriers?
4. What languages would your organization's staff need?

Oregon Health Authority

Want to join or find out more?

Aunt Bertha

Join: company.auntbertha.com/for-nonprofits
Questions: community@auntbertha.com
Call: Emily Storozuk 512-898-9203
Search Now: findhelp.org

Connect Oregon/Unite Us

Join: oregon.uniteus.com
Questions: oregon.uniteus.com/contact
Call: Celia Higueras 971-930-9969
Get help: oregon.uniteus.com/get-help

OHA

- Recording will be available on our website.

- See OHA CIE Flyer (Español) or CIE maps for more detail on counties using CIE .

- Send additional feedback to hope.peskin-shepherd@dhsoha.state.or.us

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