

Integrating Health & Social Care – A Path Toward Health Equity

By: Meaghan Butler, Mary Brandenburg, Kathy Vesley, and Shanteny Jackson

March 20, 2024



Today's Session



**Shanteny Jackson, M.A.,
CCHW, CSAC**
Executive Director
Virginia Community Health
Worker Association



Mary Brandenburg
Director of Population Health
Virginia Hospital & Healthcare
Association Foundation

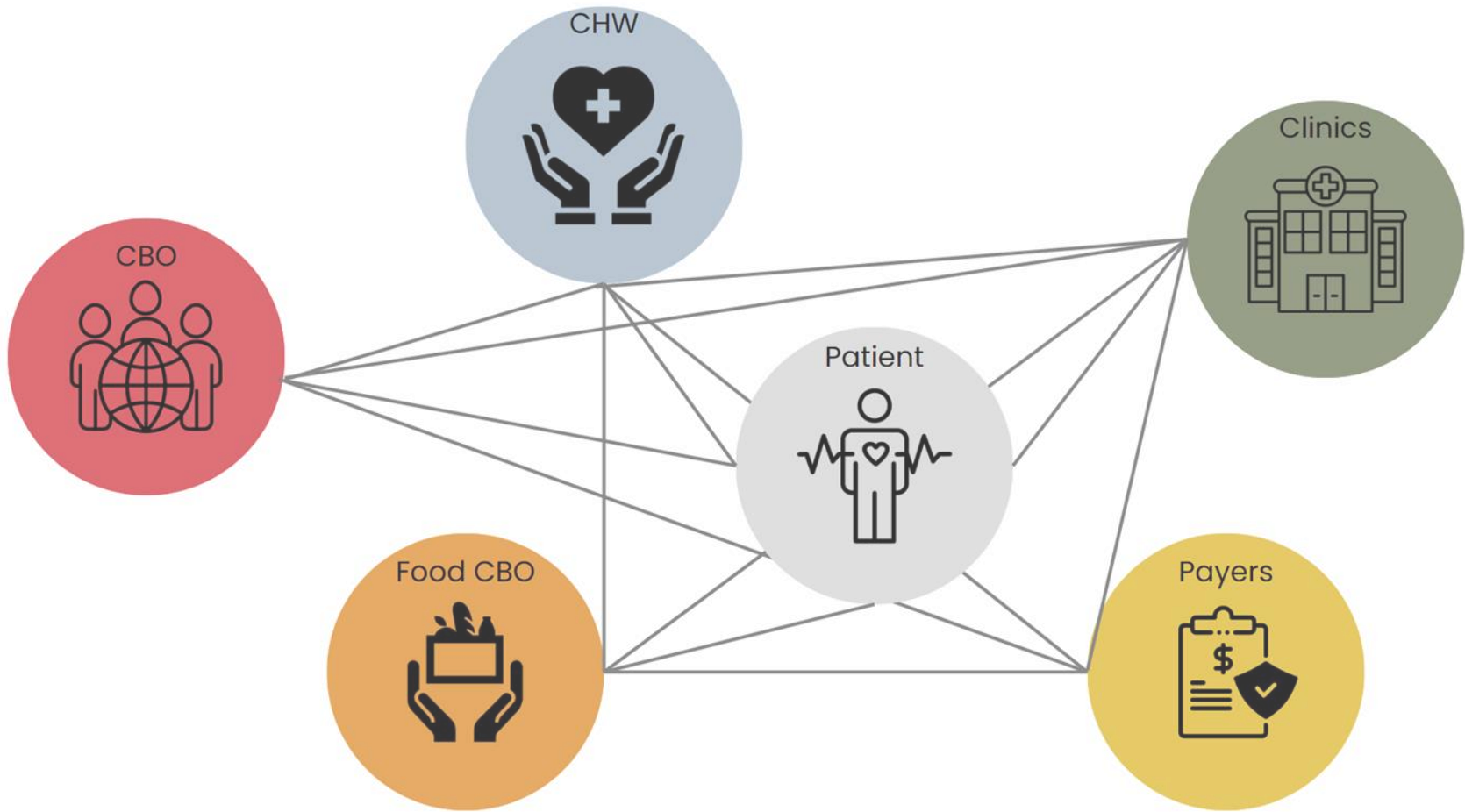


Kathy Vesley
President & CEO
Bay Aging and VAAACares®

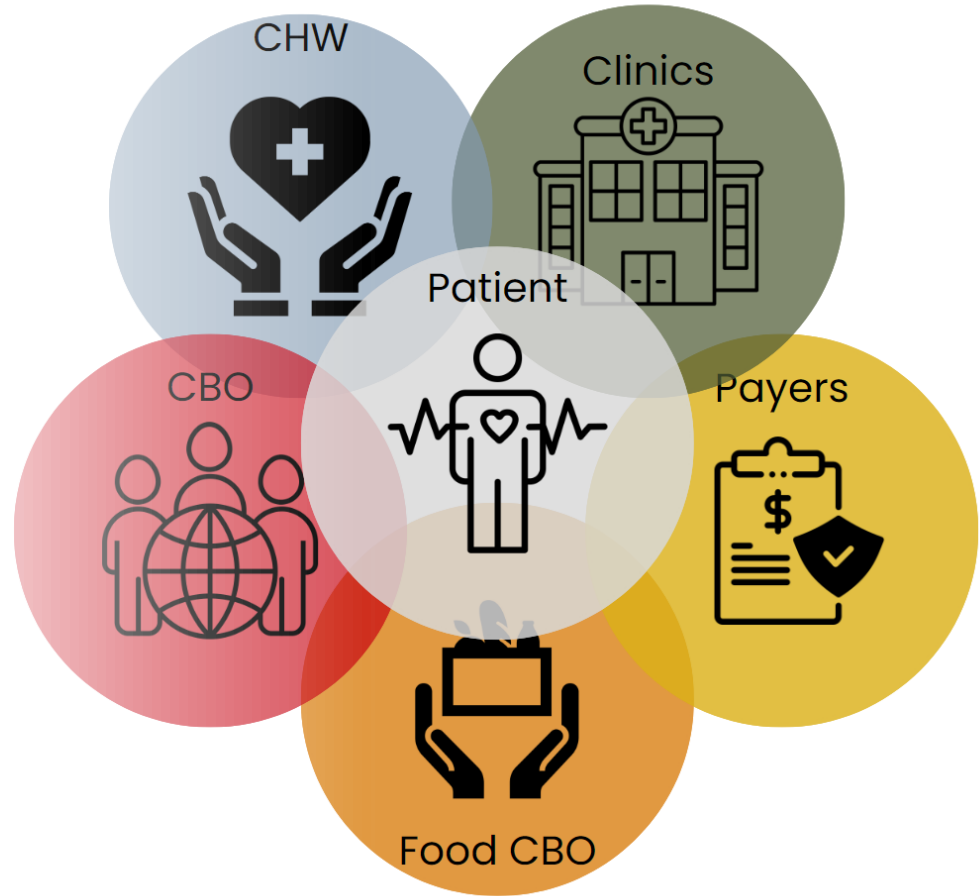


Meaghan Butler
Health Equity Director
Federation of Virginia Food
Banks

An example of our collaboration in action...



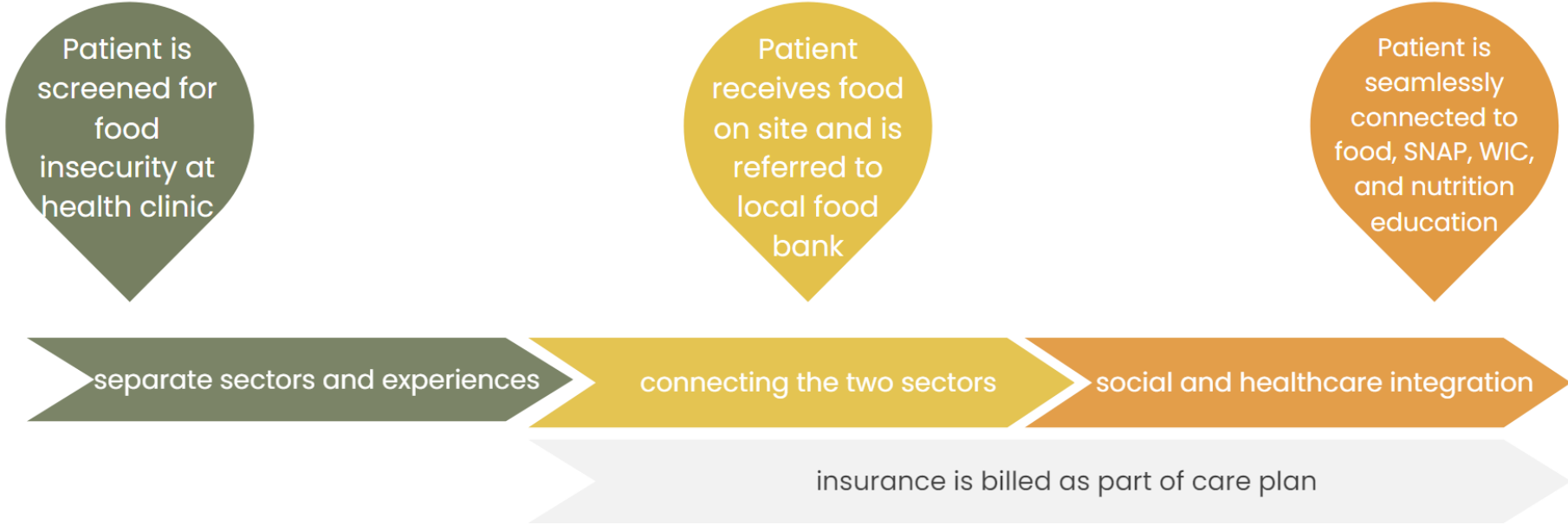
One seamless experience of getting and staying healthy with support from this cross-sector team



Social-Health Care Integration Continuum – Current State



Social-Health Care Integration Continuum – A Path Forward



Leveraging Policy Opportunities to Promote Social-Healthcare Integration

Join our Food is
Medicine Coalition



Medicaid Managed Care Contracts

Include coordination of HRSN social services as part of MCO care coordination

Encourage or require addressing HRSNs through plan quality metrics and incentive payments and reinvestment strategies

Authorize HRSN services through **“In Lieu of Services” (ILOS)** and Enhanced Benefits

Medicaid Waivers

Include **1115**, 1915(b) and **1915(c)** Waivers

Target or pilot HRSN services and delivery system approaches

Fund capacity support to providers and CBOs

Fund home and community-based services and associated social supports

Connecting Health and Social Care – Virginia’s Health Systems

Virginia Food is Medicine Summit
March 20, 2024

MARY BRANDENBURG, DIRECTOR OF POPULATION HEALTH



VHHA Foundation, Virginia's hospital and health care philanthropic resource, is dedicated to improving the health and well-being of all Virginians.

501(c)(3) non-profit affiliate of the
Virginia Hospital & Healthcare Association

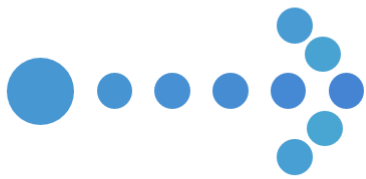
Regulatory Requirements (CMS/TJC)

Community Benefit / CHNA

PHV Initiative / Unite Virginia

Value Based Payment Models /
New Billing Opportunities

Chronic Disease Grant
Opportunities (VDH/CDC)



- Equitable, Person-Centered
- Safe & High Quality
- Sustainable
- Strong Healthcare Workforce

Focus on Food



Statewide &
Regional
Learning
Forums



Technical
Assistance



Data
Analytics



CHW
Program
Support



Referral
Coordinator
Funding



Connecting Health and Social Care

The Virginia Community Care Hub

Kathy Vesley, President & CEO, Bay Aging and VAAACares®

Bay Aging is a 501(c)3 Area Agency on Aging

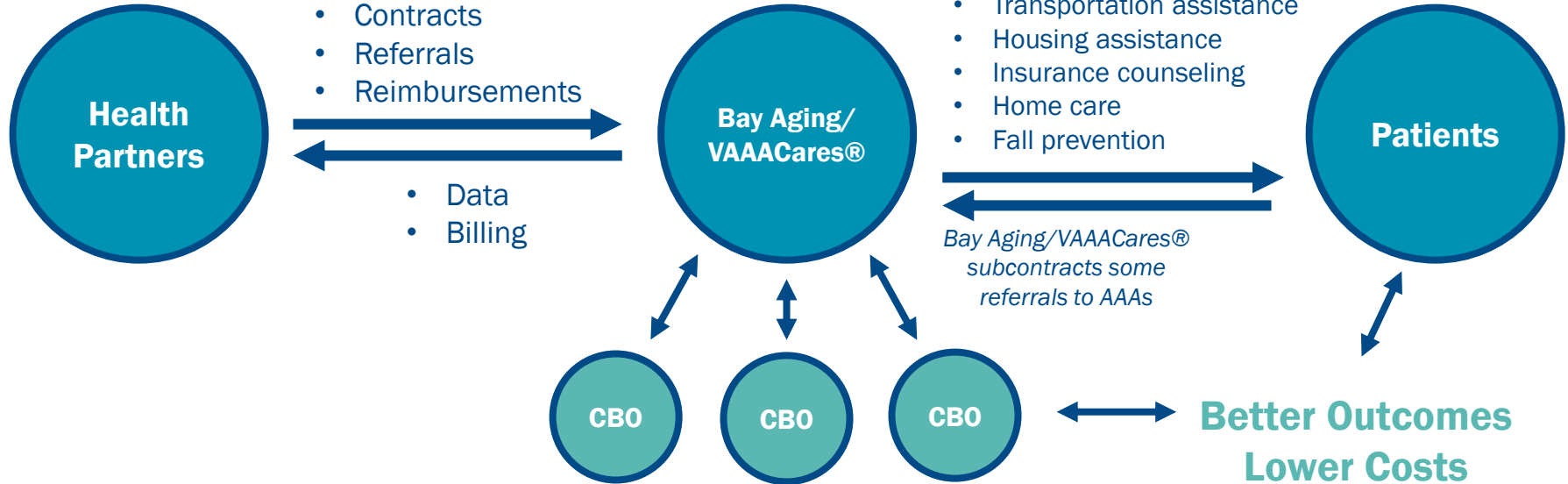


BAY AGING
DIGNITY AT EVERY AGE



Services addressing Health Related Social Needs:

- Food, Meals, & more
- Care transition support
- Care coordination
- Chronic disease self-management programs
- Health screenings and assessments
- Healthy Ideas/behavioral health
- Caregiver supports
- Veteran Directed Care
- Medication counseling
- Transportation assistance
- Housing assistance
- Insurance counseling
- Home care
- Fall prevention



HRSN Policy and the Healthcare Landscape

- Medicaid: Virginia State Medicaid leaders encouraging partnerships between MCOs and CBOs. MCOs are preparing now for new contracts. Other states using 1115 Waiver to cover services for HRSN, including food.
- Medicare: New Physician Fee Schedule is an opportunity for partnerships between healthcare and CBOs to support linking with social care.
- Medicare Advantage: Nationwide numbers are increasing. MA Plans want to offer benefits that will attract and retain members, have been given flexibility to offer social services for select populations (ex. meals post discharge).
- New payment models: Value-based care pays providers a set amount with flexibility to cover more than just clinical care to reduce costs and improve outcomes. The number of value-based care providers steadily increasing.
- HRSN screening requirements: Hospitals and Health Plans required to screen and “close gaps” in care.

Case Study Example of one MCO Community Investments in Nutrition

| Program Name | Brief Description | CBO / partner |
|-----------------------|---|---|
| Food Pharmacy | for pregnant women, new mothers and children up to 3 years old in Northern Virginia, community agencies for food access paired with local pharmacy (Walnut Hill Pharmacy), patients with diabetes, Norfolk Food Ecosystem project | Capital Area Food Bank , FeedMore, St. Paul's Community Development Corp |
| Project Shine | (Staying Healthy through Improved Nutrition and Exercise) culturally and linguistically appropriate diabetes management, chronic disease management, healthy living cohort classes and health promotion | Korean Community Service Center of Greater Washington |
| Food Bank | medically tailored food options and information about chronic medical conditions into the online ordering system for food pantry network partners in Northern Virginia. The medical conditions of focus are heart disease, diabetes, neurological disease, and kidney disease | Capital Area Food Bank |
| Mobile Pharmacy | Purchase refrigeration equipment for produce-forward programs, such as the Mobile Pantry and OrderAhead. | Fredericksburg Regional Food Bank |
| SNAP incentive | Focus on low capacity, low technology sellers such as farm stands, rural, immigrant owned convenience stores in SW Virginia and Roanoke Valley | Virginia Fresh Match |
| Home Delivered Meals | Post discharge from acute care, up to 14 meals | |
| Breastfeeding Support | Free breast pump and hospital feeding consult | |

THANK YOU!
Questions? Comments?



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VACHWA

BECAUSE WE MATTER

Virginia Community Health Worker Association

Mission

- The Virginia Community Health Worker Association (VACHWA) is a space for community health workers (inclusive of all titles) to network and grow personally and professionally through education and advocacy.

Vision

- We want to see Virginia communities having better health outcomes [so] that individuals and families can live healthier and happier lives.





Community Health Workers

Collaboration and Sustainability





Southwood Resource Center...