Partnership to Align Social Care
A National Learning & Action Network

Community-Driven, Multi-Payer Health Equity Solutions: *An ECHO Collaborative*

FREEDMEN'S HEALTH
HEALTH IS FREEDOM

Project ECHO®

Community-Driven, Multi-Payer Health Equity Solutions: An ECHO® Collaborative

Emerging Community-Clinical Teams

June 20, 2024 | 4:00-5:00 p.m. ET

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A Few Reminders

✓ Please introduce yourself and your organization in the chat

✓ Recording and slides will be shared following this session of the Health Equity Learning Collaborative

✓ Please keep yourself muted unless you have a question. We will have time for questions, but feel free to raise your hand at any time.

✓ A live transcript of the meeting is available. To turn on closed captioning, click on the upward arrow next to Live Transcript and select "Captions." The Captions option may also be available under the icon labeled "More."

Agenda

1. Welcome and Introductions

2. Landscape Analysis

3. An Example Snapshot

4. Open Discussion

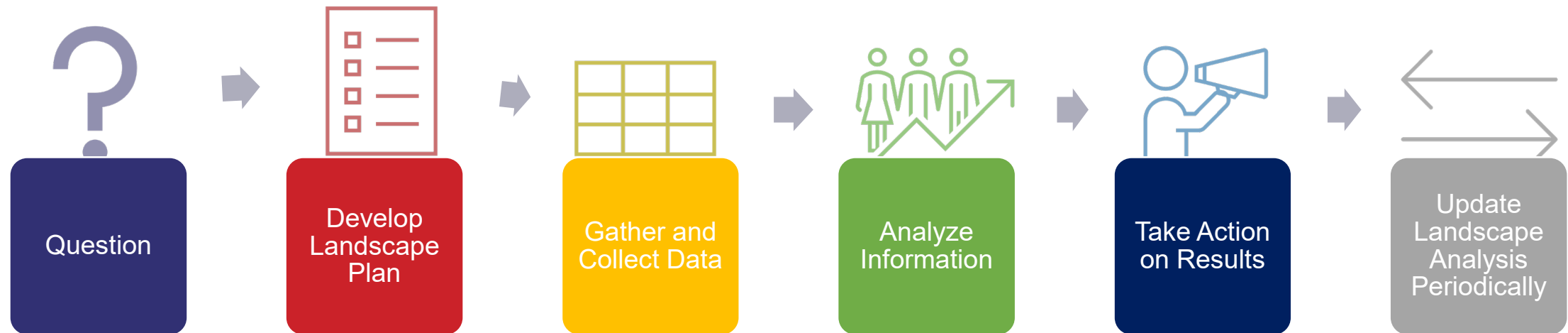5. Next Steps

Landscape Analysis

Why a Landscape Analysis is Helpful

- It helps you:
  - Identify the strengths, opportunities, and gaps that exist across your Community-Clinical Team
  - Set priorities and make strategic decisions
  - Support advocacy to advance change
  - Measure progress

Landscape Analysis Lifecycle

| Question | Develop Landscape Plan | Gather and Collect Data | Analyze Information | Take Action on Results | Update Landscape Analysis Periodically |

Source: World Health Organization, Performing a landscape analysis: understanding health product research and development: A quick guide

Know Your Question ?

- What do you want to know?

- What is already known?

- Who is your audience?

- Do you want this to be a snapshot in time, updated regularly, or a living document?

- How quickly does the subject matter change?

- What resources do you have to monitor the uptake, and does that affect your scope?

Know Your Question?

Cover image:
HHS Strategic Approach to Addressing Social Determinants of Health to Advance Health Equity

**Community Care Hubs:
A Promising Model for
Health and Social Care Coordination**

The Office of the Assistant Secretary for Planning and Evaluation (ASPE) and
the Administration for Community Living (ACL)
at the U.S. Department of Health & Human Services

November 2023

- Partnerships
- Planning and Governance
- Funding
- Data Infrastructure
- Scope and Populations Served
- Health and Social Care Services Coordinated

We are not ready to conduct a market analysis yet!

health-social-care-coordination.pdf (hhs.gov)

Develop a Landscape Plan

- Find out who has the information you need.
- Find out which data are most accurate and recent: Pay close attention to the limitations of each dataset in order to understand what information may be missing.
- Gather broad and varied perspectives to reduce blind spots.
- Develop a plan for how and where you will search for information and how often you will update.

Gather or Collect the Data

- Allocate enough time for gathering or collecting the data and keep to the same question and protocol.
- Be mindful of restrictions on the use of the information you gather – such as confidentiality.

Analyze What you Find

- Know the limitations of your information

- Use the information to identify gaps, opportunities and pitfalls.

- Consider how what you learned affects equity, disability, gender and human rights.

- Consider graphics for quick explanations of key questions and for key populations such as by age or vulnerable groups.

Take Action on Results

- *Who* needs to see the landscape analysis?
  - Who can effect change?
  - Who could be an advocate?
- *What* strategies do you want to establish to advance your organization toward your mission and goals?
- *How* will you measure impact of change in your organization's landscape?
- *When* do you want to get started on your strategic initiatives?
- *Where* is the best place to start?

Plan for Updates
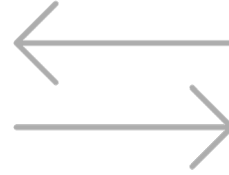
- Plan to maintain the relevance of the landscape analysis over time.
- Avoid an echo chamber – use a robust systematic process to ensure that you do not miss anything.

An Example Landscape Analysis

Case Study: A CBO in Washington DC is providing services to persons in Southeast DC and Prince George's County, Maryland. The CBO works with the Area Agency on Aging in Maryland and the DC Department of Aging and Community Living.

CBO priority population:
- Older Adults with chronic conditions
- Persons with disabilities

Assignment: Build a Community Care Hub to serve this community and a sustainable business model.

Group Tasks:

• Landscape Analysis

• Determine the Value Proposition

• Market Analysis

• Financial Model

Determining the capacity of CCH by HRSN Domain:

- Housing Insecurity
- Food Insecurity
- Transportation Instability
- Interpersonal Violence
- Healthcare Access

How would you address capacity limitations by domain?

Who are the existing partners that could support the CCH
- CBOs
- Providers
- Health Systems

What is the geographic service area for each partner?

What are the core services for each partner?

What is the current capacity of each partner?

What are the potential gaps?

Complete internal assessment to understand current strengths and weaknesses

- Services that the organization has the capacity to deliver
- History of delivering said services
- Organizational stature in the market
- Political factors impacting the organization's ability to deliver services
- Political allies
- Political foes
- Market allies
- Market Foes

Develop a plan to address weaknesses

- Assess what is needed to increase internal capacity to deliver services
- Understand what weaknesses that can be addressed internally
- Understand the weaknesses that will require external support to address
- Assess your ability to seek and secure external resources to address identified weaknesses

Determine what is required to address organizational weaknesses

- Need for organizational change
- Assess appetite for change
- Determine what is required to complete organizational change
- Develop a timeline with milestones to initiate the culture change process

Complete assessment of subcontractors and partners to deliver services

Determine the desired legal structure that is required to compete in the market place.
- The legal structure should take into account existing operational structure, your ability to contract for services, and the capacity of your subcontractors and market partners

- Determine Infrastructure Needs:
  - Health Information Technology requirements
  - Ability to bill for services
  - Ability to track quality of services
    - Quality tracking must include both process evaluation and outcome evaluation measures

- Determine internal weaknesses that prohibit organization's ability to deliver and expand on key services
  - Determine what is required to address identified weaknesses
- Assess marketplace for potential competitors and threats in the marketplace
- Develop a menu of services that you intend to deliver to the marketplace

- Develop a marketing plan to market said services to the marketplace
  - Marketing strategy should address potential customers and consumers of said services
  - Marketing strategy should emphasize your history in the market, relationship with the consumer, political allies, and promote the proposed legal structure required to deliver said services

Next Steps

- Market Analysis
- Value Proposition
- Scaling

Open Discussion

Next Steps

Reminder

Next Session for the EMERGING Community-Clinical Teams is July 18th from 2 to 3:30 EST

Starting in August:

- Emerging Community-Clinical Teams – 1st Thursday
- Advanced Community Clinical Teams - 3rd Thursday

Next Session Topic

Example ECHO Session Topics

Emerging Community-Clinical Team Topics	Advanced Community-Clinical Teams Topics
✔ ~~Landscape analysis~~	✔ ~~TeamSTEPPS framework~~
✔ Partnership development	✔ Theory of Change: Alternative Payment Models (APMs)
✔ Determining return on investment	✔ Using APMs to advance health equity
✔ Value Proposition	✔ Sustainability through multi-payer alignment
✔ Contracting 101	✔ Payment incentives to reduce health disparities
✔ Billing and Coding 101	✔ Expanding target populations
✔ IT systems	✔ Blending and braiding services
✔ Quality	✔ IT Systems
	✔ Quality

If you have partnerships in place and already have one or more contracts with health systems or plans, join the **Advanced** Community-Clinical Team Call.

Learning Collaborative Resources

- HELC ECHO Sessions Recordings & Resources: https://www.partnership2asc.org/healthequity/helc-resources/

- Partnership CHI/PIN Implementation Resources and Events: https://www.partnership2asc.org/implementation-resources/

- Freedmen's Health Consulting Implementation Resources: https://communityintegration.info

Learning Collaborative Resources

- Overview: www.partnership2asc.org/heathequity/

- FAQ: www.partnership2asc.org/FAQ

- Example: https://www.partnership2asc.org/healthequity/example-participating-market/

- Health Plan Outcomes: https://www.partnership2asc.org/healthequity/healthplanoutcomes/

- CHI Implementation: https://www.partnership2asc.org/healthequity/chiimplementation/

Thank you!

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