

Innovative Partnerships: Sowing Seeds Health, Inc. and Anthem Blue Cross's Community Health Worker (CHW) Benefit Journey



August 27, 2024 | 12:30-2:00pm PST

Webinar Housekeeping

Before we begin, a review of features available to those attending:

- » **This webinar is being recorded.** A recording of the webinar and slide materials will be emailed to all registrants next week.
- » **Live captions** are available. The icon to enable them is in the control panel at the bottom of your Zoom window.
- » **Chat** may be used by anyone to introduce themselves, share information, and more.
- » **Q&A** can be used to submit questions to the presenters. Responses may occur live during the event or replied publicly for the benefit of other attendees to see.





Today's Learning Objectives

- » To learn about the Medi-Cal CHW Benefit added by the Department of Health Care Services (DHCS)
- » To highlight successful CHW partnerships between managed care plans (MCPs) and community-based organizations (CBOs) that employ Community Health Workers/ Promotores/ Representatives (CHW/P/R) to provide CHW services
- » To share important lessons for CBOs and MCPs that are considering contracting to implement the CHW services

Today's Hosts



California
Health Care
Foundation



community
health synergy

Poll



- 1. What type of organization are you affiliated with?**
- 2. What region(s) does your organization serve? Select all that apply.**
- 3. What is your level of familiarity with the Medi-Cal CHW Benefit?**

Overview: Medi-Cal CHW Benefit

A decorative graphic consisting of two overlapping wavy lines, one in a medium blue and the other in a darker blue, spanning the width of the slide below the title.

Medi-Cal CHW Benefit

- » Available as a Medi-Cal benefit as of July 1, 2022.
- » Available in fee-for-service (FFS) and managed care delivery systems.
- » CHWs include Promotores, Community Health Representatives, navigators, and other non-licensed public health workers, including Violence Prevention Professionals.
- » CHWs are trusted members of their community who help address chronic conditions, preventive health care needs, and health-related social needs.



[Learn more about the
CHW Benefit here](#)

CHW Services Managed Care Pathway



24 Managed Care Plans
(MCPs) in California

CONTRACT

CONTRACT

CONTRACT

**Community-
Based
Organizations
(CBOs)**
as CHW/P/R
Employers
=
**CHW
Supervising
Provider**



**CHW/P/Rs Provide
Covered CHW/P/R
Services for
Medi-Cal
members:**

Health Education
Health Navigation
Screening and
Assessment
Individual Support
or Advocacy

Provider Application and Validation for Enrollment (PAVE)

- » Complete and submit your application using [PAVE](#) to enroll as a FFS Medi-Cal provider.
- » Applications are reviewed in the order received. DHCS' Provider Enrollment Division (PED) is required to review your application within 180 days (but generally reviews more quickly.)
- » If the application is incomplete, it will be returned to you. You must log into PAVE and make all necessary changes and resubmit the application within 60 days to continue processing.
- » Additional information on the enrollment process and on completing the application in PAVE may be found at these links:
 - [CBO-LHJ-Application-Information](#)
 - [CBO-LHJ Slide Deck 5-20-24 \(ca.gov\)](#)
- » For technical assistance with the PAVE system, please direct questions to the PAVE Help Desk at (866) 252-1949.

CHW Billing Scenarios

1 patient
=\$26.66/unit

Billing code
98960



Scenario 1: The CHW provides health education services **for 1 patient** for **2 hours** (4 units).

The provider is reimbursed for this service at a rate of \$26.66/unit x 4 units.

The provider is reimbursed at \$106.64 (\$26.66 x 4 units)

Group 2-4
patients
=\$12.66/unit

Billing code
98961



Scenario 2: The CHW provides health education services **for 3 patients** in a group setting for **2 hours** (4 units).

The provider is reimbursed for each patient at \$50.64 (\$12.66 x 4 units).

The total reimbursement for 3 patients in that group comes out to \$151.92 (\$50.64 x 3 patients)

Group 5-8
patients
=\$9.46/unit

Billing code
98962



Scenario 3: The CHW provides health education services **for 8 patients** in a group setting for **1.5 hours** (3 units).

The provider is reimbursed for each patient at \$28.38 (\$9.46 x 3 units).

The total reimbursement for 8 patients in that group comes out to \$227.04 (\$28.38 x 8 patients)

**1 unit = 30 min*

Bright Spot: Sowing Seeds Health, Inc. and Anthem Blue Cross Partnership





Speakers



**Dr. Shawn
Hamilton**

Founder/Supervising
Physician



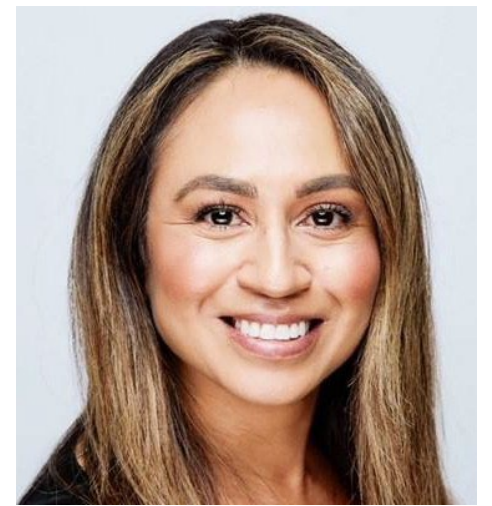
**Shakira Florence
Fangonilo**

Lead Care Manager,
Community Health
Worker



Lucida Vang

Manager II
Health Services
Program



Selina Escobar

Director, Government
Business Division
Special Programs



- » **Mission:** Improving lives and communities. Simplifying healthcare. Expecting more.
- » **Values:** Community, Diversity, Integrity, Agility, Leadership
- » **Medi-Cal CHW Benefit Program at Anthem:**
 - **18 organizations** serving as CHW Supervising Providers.
 - These organizations represent **more than 377 CHWs**, providing **services in 14 California counties**.

Menu of Challenges



- » The need for CHW supervising providers in Rural counties
- » Limited access to services



- » Finding CHW organizations based in the communities they serve that exhibit readiness for certification



- » Contracting with CHW organizations that cover diverse populations of focus
- » Lack Asthma Prevention Services and Violence Prevention Professionals

CHW Benefit Partnership



**Sowing Seeds = Supervising Provider
for 12 CHWs**



Sowing Seeds' Goal:
*To help Medi-Cal members coordinate care,
and to provide internship opportunities for
CHWs at Valley High School*



- » **Mission:** To improve wellbeing of the medically-underserved and low-income populations with kindness and respect.
- » **Vision:**
 - To be recognized as a quality CHW agency and CHW education provider for the medically underserved and vulnerable population.
 - To provide compassionate CHW services, and improve lives we touch.
- » **Overview of CHW/P/R Workforce:** 12 CHWs, Supervising Provider, Biller + CHW instructor.
- » **Sowing Seeds' Services:** Health Education, Health Navigation, Preventive Services, Closing Healthcare Effectiveness Data and Information Set (HEDIS) gaps, Enhanced Care Management (ECM), Community Supports (CS).



Menu of Challenges



- » Earning clients' trust when we outreach assigned Medi-Cal MCP members



- » Billing and documentation are too labor intensive for CHWs



- » Data acquisition from Medi-Cal MCPs



Recipes for Success



- » Develop on-demand CHW curriculum based on [C3 Project standard](#) with instructor office hours



- » Develop on the job training for:
- Care plan
 - Electronic medical record documentation,
 - Authorization process
 - CHW recommendation form
 - DHCS policy on CHW, ECM, and CS benefits



- » Have a volunteer supervising provider to reduce initial operating cost

Recipes for Success



- » MCP capacity building Incentive Payment Program (IPP)
 - Help encourage providers to build out capacity under CalAIM



- » Reduce claim submission barriers
- » MCP assign internal staff and process for providers with claims issues



- » Recruiting CHW organizations with their own unique focus
 - Diverse CHWs



- » Partnering with other MCPs and accepting applications they had approved for CHW organizations
- » Simplify and streamline the certification process for Providers

Anthem Successes + Outcomes



- » CHW providers currently outreaching to engage members:
 - Close care gap projections
 - High ED utilizers



- » Through education and empowerment, members understand their own health



- » Through IPP funding offerings, providers have been able to build appropriate and sustainable capacity



Successes + Outcomes



- » Support from Valley High School Principal and CHW training program coordinator to send us three interns



- » Established Standard Operating Procedure (SOP) for CHW intern supervision, patient privacy, computer data security



- » 20% outreach success and coordination of care for Anthem's ED follow up and HEDIS gap lists
- » Identify members with SDOH lacking housing stability



CHW/P/R Voice

Shakira Florence Fangonilo, CHW



» The CHW Benefit partnership enhances the lives of members, connecting them to services that they are unaware are available to them.



» The healthcare system is constantly evolving due to advancing technology, changing demographics, regulations, standards, payment models, and sites of care.



» It is essential for both CBOs and MCPs to be proactive about communicating with each other to keep up with the evolution of the healthcare system.

Advice for MCPs

- » Provide education to CBO providers to effectively implement CHW services, and foster co-location opportunities
- » MCPs should provide meaningful and comprehensive member data to partnering CBOs for effective outreach
- » Consider pay-for-performance offerings, in addition to CHW reimbursement opportunities

Advice for CBOs

- » Foster continuous improvement principles and document internal training journey and successes
- » Promote service integration with Primary Care Physician offices to help close HEDIS care gaps, outreach to no shows, and Emergency Department follow up

CHW Benefit Partnership Principles

- » Bridge members in the community to health systems to reduce cost of care and improve quality of care
- » Invest in CHWs with lived experience to provide culturally and linguistically responsive care coordination
- » Leverage CHW services to deliver health education and dedicate more time to patients with complex needs

Q&A Session



What questions or thoughts do you have for today's presenters?

Please use the Q&A button on your Zoom window.

Poll



- 1. How do you prefer to learn about the CHW Benefit?**
- 2. What support do you need to effectively use the CHW Benefit?**

Share Your Journey With Us!



If you are a CBO, MCP, or other type of entity interested in serving as a guest speaker for our webinar series, please contact us!

rhodora@communityhealthsynergy.com

Calendly: www.calendly.com/book_with_chs

Thank you for attending!

Contact us at any time with further questions

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