



AHA Education

*2017 Webinar Series*

# The presentation will begin shortly.

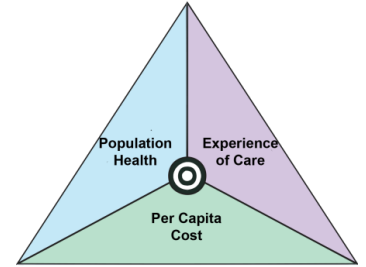
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# Improving Health through Effective, Sustainable Community Health Worker Programs

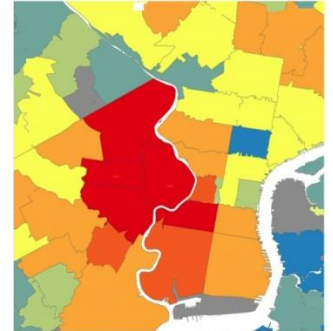


Jill Feldstein  
Chief Operating Officer  
Penn Center for Community Health Workers  
June 7, 2017

# Penn Center for Community Health Workers



Our mission is to  
improve health in high-  
risk populations through  
the effective use of  
CHWs



# Penn Center for Community Health Workers

- Applicability: Design, test and refine IMPaCT model of care
- Sustainability: ROI of \$2:\$1; care for 2,000 patients/year
- Adaptability: all diseases, in/outpatient
- Dissemination: Support to more than 800 organizations



# Designing IMPaCT

# Hiring IMPaCT CHWs

- Long-time members of the community they serve
- Innate characteristics (ex: natural care givers)
- High school diploma or GED



# Designing the intervention

Category	Patient Summary	Goal	Tailored Support
Psychosocial	62 year-old socially isolated woman hospitalized for panic attacks and chest pain.	Find a fun social activity	CHW went with patient to local recreation center. She felt “at home” and plans to go back.
Resource	53 year-old with schizophrenia who lives in a boarding home that will close in two weeks.	Find housing	CHW worked with patient and family to move him into another community boarding home.
Navigation	46 year-old patient with hypertension who could not afford \$65 co-pay for discharge medications	Get low-cost prescriptions	CHW and patient asked hospitalist to prescribe generics with no co-pay

# Addressing critical pitfalls

## Common Problem

1. Staff turnover/variability
2. Lack of infrastructure
3. Disease specific, clinically focused
4. Not integrated with clinicians
5. Low quality evidence, poor outcomes measurement
6. Time-limited external funding



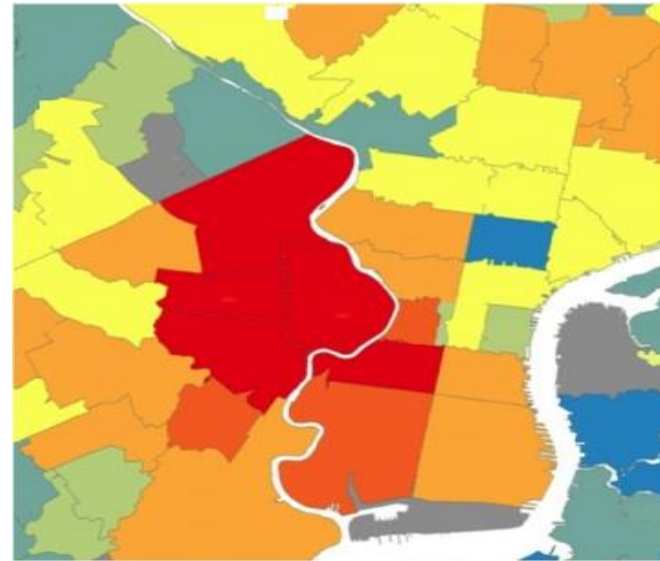
## IMPACT Solution

1. Specialized hiring practices
2. Standardized program
3. Patient-centered, focus on psychosocial support
4. Integrated with the clinical workflow
5. Scientifically proven and evaluated, with a focus on the financial impact
6. Financially self-sustaining



**How it works**

Target patients



Target patients

Set goals



Target patients

Set goals

Support



Target patients

Set goals

Support

Connect



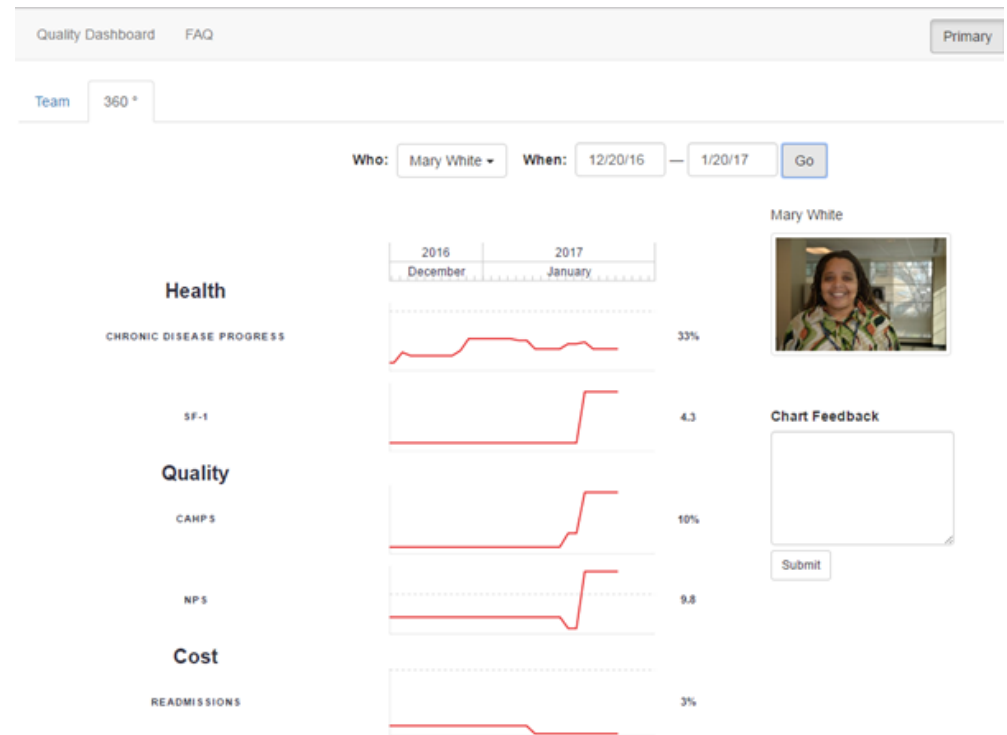
Target patients

Set goals

Support

Connect

Measure outcomes



Infrastructure

# Online learning platform

The screenshot displays a web browser window with the address bar showing the URL: `scratch.whatscookin.com/5436/storyline_output_alpha_v2_9/story_html5.html`. The browser tab is labeled "PCCHW Alpha V2.8".

The main content area features a video player with a dark teal header that reads "INTRODUCTION - ON THE JOB TRAINING". The video frame shows two men in an office setting; one is wearing a light blue button-down shirt and glasses, while the other is wearing a teal polo shirt and a name tag. A red timestamp "[01\_020]" is visible in the top left corner of the video frame.

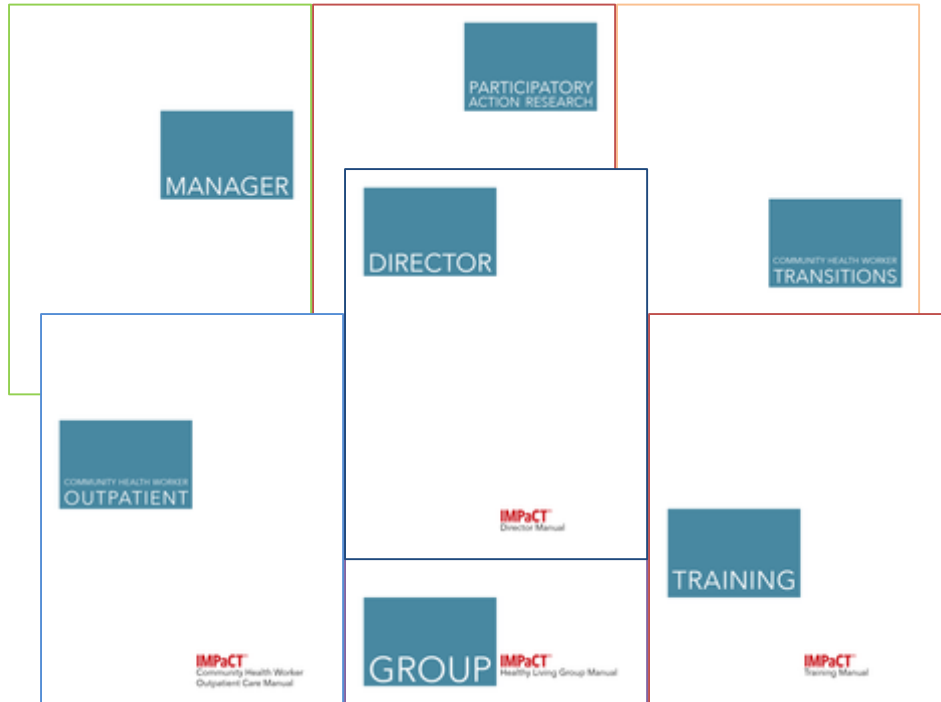
Overlaid on the bottom left of the video frame is a yellow circular graphic containing the text "5 minutes". To the right of this graphic, the word "Introduction" is displayed in a large white font, with "On the Job Training" written below it in a smaller white font.

At the top right of the video player interface, there are links for "Resources" and "Menu". The bottom of the video player includes a standard video control bar with a play button, a progress bar, a refresh icon, and "PREV" and "NEXT" navigation buttons.

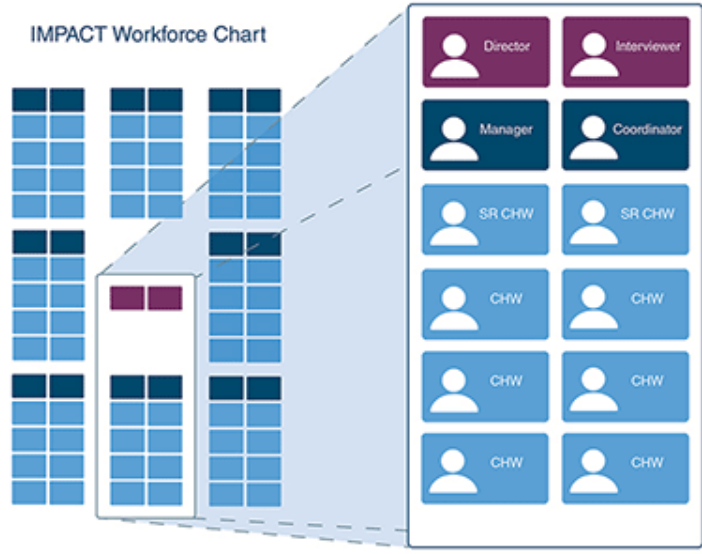
The Windows taskbar at the bottom of the screen shows several application icons, including Internet Explorer, Google Chrome, and Microsoft Office applications. The system tray on the right indicates the time as 3:44 PM on 2/20/2017.



# Manuals



# Supervision



# Documentation and reporting

The screenshot shows a web browser window with the URL <https://impact.redcapcloud.com/#cid=nph2008&a>. The browser's address bar also displays "REDCap Cloud". The page title is "IMPACT Transitions Final > Patient Matrix > Patient ID: A4".

On the left side, there is a navigation menu with the following items: Patients, Calendar, Reports, Data, Users, Set-up, and Support. The "Forms" section is expanded, showing a list of forms: Tracking For Phc4, Patient Information And Location, Impact Partner Assigned, Contact Info, Patient Overview, Safety Notes, Pathways (highlighted in blue), Discharge Day, Follow Up Notes, Doctor Appointment, and Fourteen Day Post Discharge Survey.

The main content area displays the form for "Patient ID: A4". The form includes the following fields:

- Subject ID: A4
- Event Date:
- SECTION
- 1. Most Recent Project Manager Review Date: Jan 1, 2016
- Roadmap #1
- 2. Goal #1: (Empty text box)
- 3. Does this goal make sense given the Snapshot \_\_\_\_\_?:  Yes  No
- 4. Type of Goal:  Medical (e.g. deal with pain)  Health System Navigation (e.g. get appt.)  Psychosocial (e.g. stress, family, fun pathway)  Neighborhood (e.g. drug activity)  Resources (e.g. transportation, housing)  Health motivation (e.g. weight watchers, smoking)
- 5. Confidence #1: No value set
- 6. Resources #1: (Empty text box)
- 7. Plan #1: (Empty text box)

At the bottom of the screen, the Windows taskbar is visible, showing the Start button and several application icons. The system tray on the right shows the time as 12:38 PM on 12/13/2016.

# Clinical integration

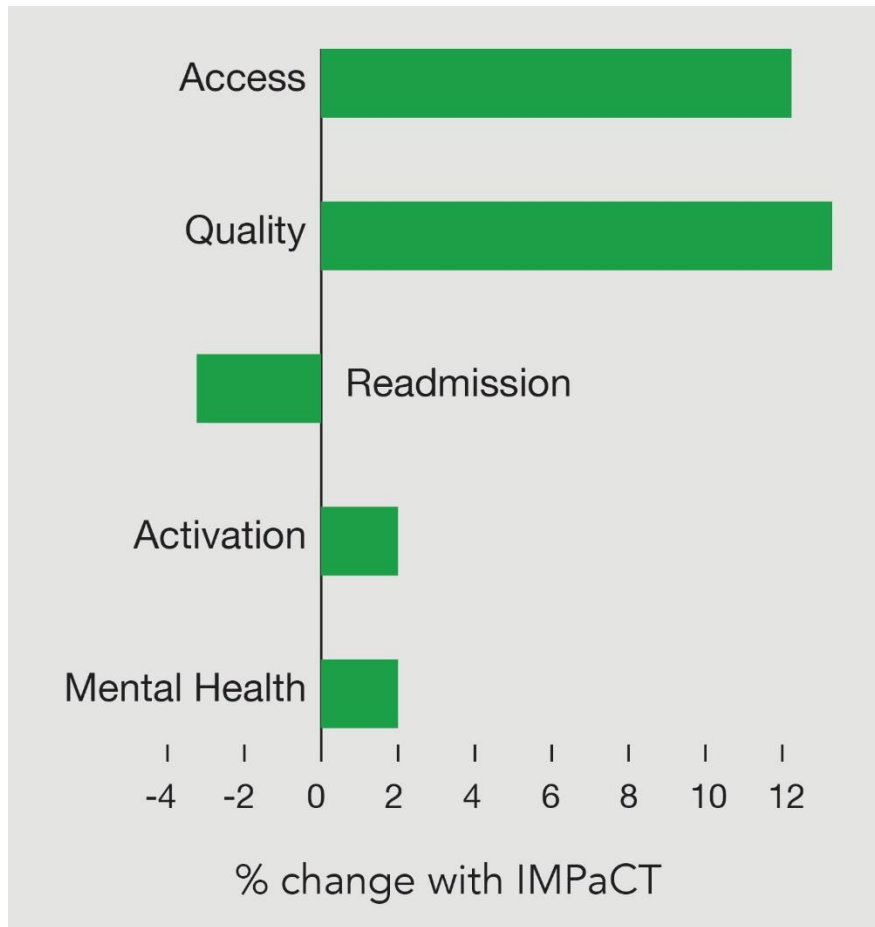


IMPACT CHWs are “symbolic of the highest standards of patient advocacy and the best our health system offers its patients.”

- Randi Jackson, Chief Service Care Coordinator  
Penn Presbyterian Medical Center

# Results

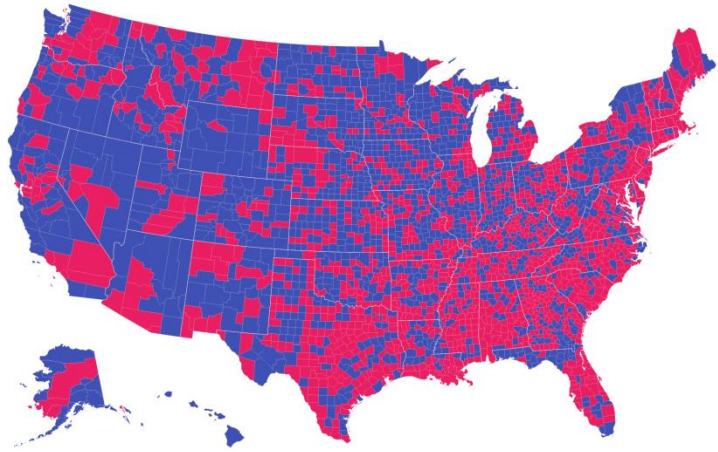
# Improved care, improved health and lower cost



Randomized Controlled Trial (n=446)

Sharing our learning

# IMPACT Communities Program



- Launch quickly
- Scale efficiently
- Avoid “reinventing the wheel”
- Achieve financial sustainability
- Evaluate and continuously improve



Plan

Build

Ongoing  
support

Blueprint:  
Health First  
CHW Program

**IMPACT™**

Plan

Build

Ongoing  
support

Process and  
Tech  
Infrastructure

Implement  
and Evaluate

Specialized  
Hiring

Integrate with  
Care Teams

Train CHWs  
and Managers

Plan

Build

Ongoing  
support



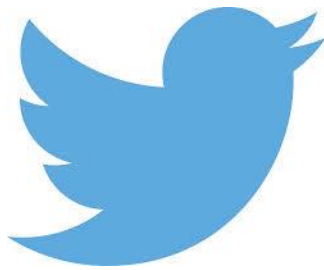
Thank you!

<http://chw.upenn.edu/>

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