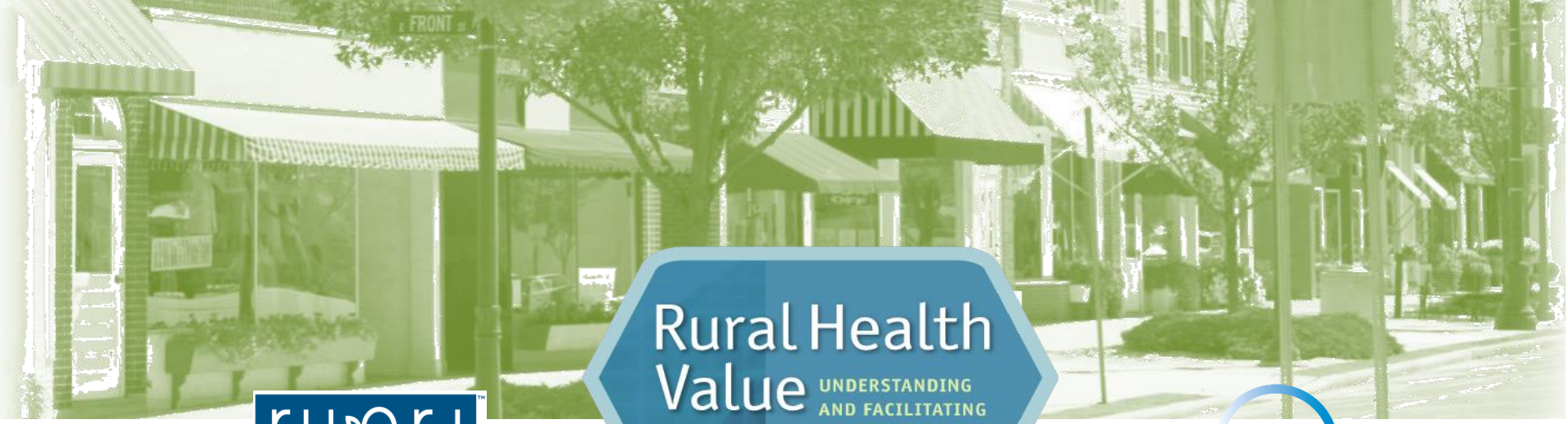

RURAL POLICY RESEARCH INSTITUTE

Center for Rural Health Policy Analysis

Rural Health Value
UNDERSTANDING AND FACILITATING RURAL HEALTH TRANSFORMATION.

StratisHealth

Achieving Value Based Care through Rural Population Health

FORHP Rural Partnership Development Meeting
January 14, 2020
Rockville, MD

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Rural Health Value

- **Vision:** To build a knowledge base through research, practice, and collaboration that helps create high performance rural health systems.
- Health Resources and Services Administration (HRSA) Federal Office of Rural Health Policy (FORHP) Cooperative agreement started in 2012.
- Partners:
  - University of Iowa RUPRI Center for Rural Health Policy Analysis
  - Stratis Health
- Activities:
  - Resource development and compilation, technical assistance, research

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An Analogy…

- How fast is the road to value-based payment for your organization?
- Components to building a ‘car’ that supports the drive to population health
- Mapping a route to population health

The Road: Value-based Payment Models

- **Starting line:** Fee-for-service (FFS)
- **Slow lane:** Incremental modifications with incentives (ex. quality scores)
- **Moderate lane:** Elements of restructuring health finance but leaves in place current FFS infrastructure (ex. ACO)
- **Fast lane:** Blows past current structure to a total redesign of payment, aligned with quality measures (ex. global budget)

Caveats:

A shift to the fast lane is underway:

- **Road conditions matter**: different paces in different places and from different payers.
- If you are currently sitting at the starting line… Consider ways to start building momentum!
- Population health is a key element of value-based care, regardless of how fast you are driving.

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Building the 'Car' for Population Health

- **Driver: Leadership**
  - Facilitate and/or support community planning, coalitions, and connections
  - Identify resources and invest strategically
  - Engaging staff, clinicians, patients, and caregivers
- **Engine: Finance**
  - It may take multiple types of 'fuel' to get you going
  - It can take time to build up speed - look for opportunities to pilot and test.
  - Watch your gauges, a balanced set of indicators is important
- **Body: Strategies to Improve Health and Value**
  - Consider ways to address pressure points: inappropriate ED visits, increasing preventive services, care management, behavioral health
  - Develop reinforcements and safety features such as data analytics, Health Information Exchange (HIE), appropriate coding and billing
- **Wheels: Community Partnerships**
  - It is hard to move past the starting line with out good tires
  - Maintaining tire pressure: spreading resources to meet needs through the appropriate agency or partner

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Mapping a Route to Population Health

- Understand local community health needs
  - Ideally in collaboration and partnership with other stakeholders
  - Prioritize and develop community-based action plans
- Consider strategy alignment with value-based care incentives
  - Potentially avoidable utilization
  - Quality metrics
- Common starting points for your journey:
  - Address patient/client social needs
  - Tackle local health issues
  - Align services to meet community need

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Addressing Patient Social Needs

- Health Care Collaborative of Rural Missouri is **addressing social factors** and community needs in a patient-centered, community-based, collaborative approach with committees addressing key areas, such as homelessness, food access, transportation, and newly released incarcerated individuals.
  Source: Rural Innovation Profile: Rural Health Network Thrives on Innovation in Whole-Person Care

- Tri County Rural Health Network in Helena, Arkansas has created non-traditional partnerships using lay community members as "**Community Connectors**" to connect Medicaid-eligible seniors and adults with disabilities with home and community based services so they can continue to live safely in their homes.
  Source: Rural Innovation Profile: Using Community Connectors to Improve Access

- FirstHealth of the Carolinas in Pinehurst, NC, and Legal Aid of North Carolina **integrated legal services** into a broad array of clinical and community support services offered to low-income chronically-ill patients discharged from the hospital.
  Source: Rural Innovation Profile: Medical-Legal partnership Addresses Social Determinants of Health

Tackle local health issues

- In Staples, MN, Lakewood Health System has developed and implemented the “Engage” program partnering with schools, community and public health organizations to improve health and well-being through a **focus on access to healthy foods** including access to Community Supported Agriculture (CSA) shares, a “Food Farmacy”, and home based food delivery in senior housing.

  Source: Lakewood Health System *Engage*

- In 2012, Union General Hospital in Farmerville, LA began a community outreach program called “It’s a Girl Thing! Making Proud Choices” to help **address high rates of teen pregnancy and STDs**. By educating and engaging high school girls on topics such as self-esteem, dating and violence, finances and the consequences of teen pregnancy. The program has since expanded through middle school outreach, and added an additional focus on working with teen boys.

  Source: Hospital Spotlight: Union General Hospital "It's a Girl Thing: Making Proud Choices"

- Run by an FQHC in rural Cross County AR, the ARcare **Aging Well Outreach Network**, provides services like falls prevention assessments, transportation to appointments, medication management, and senior-specific exercise opportunities.

  Source: RHI Hub Case Study: ARCare Aging Well Outreach Network

Align Services with Community Need

- Implementation of **outpatient pulmonary rehabilitation** programs in 2 Federally Qualified Health Centers and a Critical Access Hospital in West Virginia to support evidenced-based chronic lower respiratory disease management options for rural Appalachia patients, where lung disease rates are among the highest in the country.

  Source: Rural Health Information Hub Case Study: Community-Based Pulmonary Rehabilitation Program

- Western Wisconsin Health in Baldwin WI worked **to integrate behavioral health providers and services with primary care**, including a focus on financial sustainability and cultural change to focus on whole-person care.

  Source: Rural Innovation Profile: Behavioral Health Integration into Primary care

- Care Partners of Cook County in Grand Marais MN created a **palliative care program** that utilizes local healthcare professionals and volunteers to provide universal care to patients and caregivers.

  Source: Rural Health Information Hub Case Study: Care Partners of Cook County

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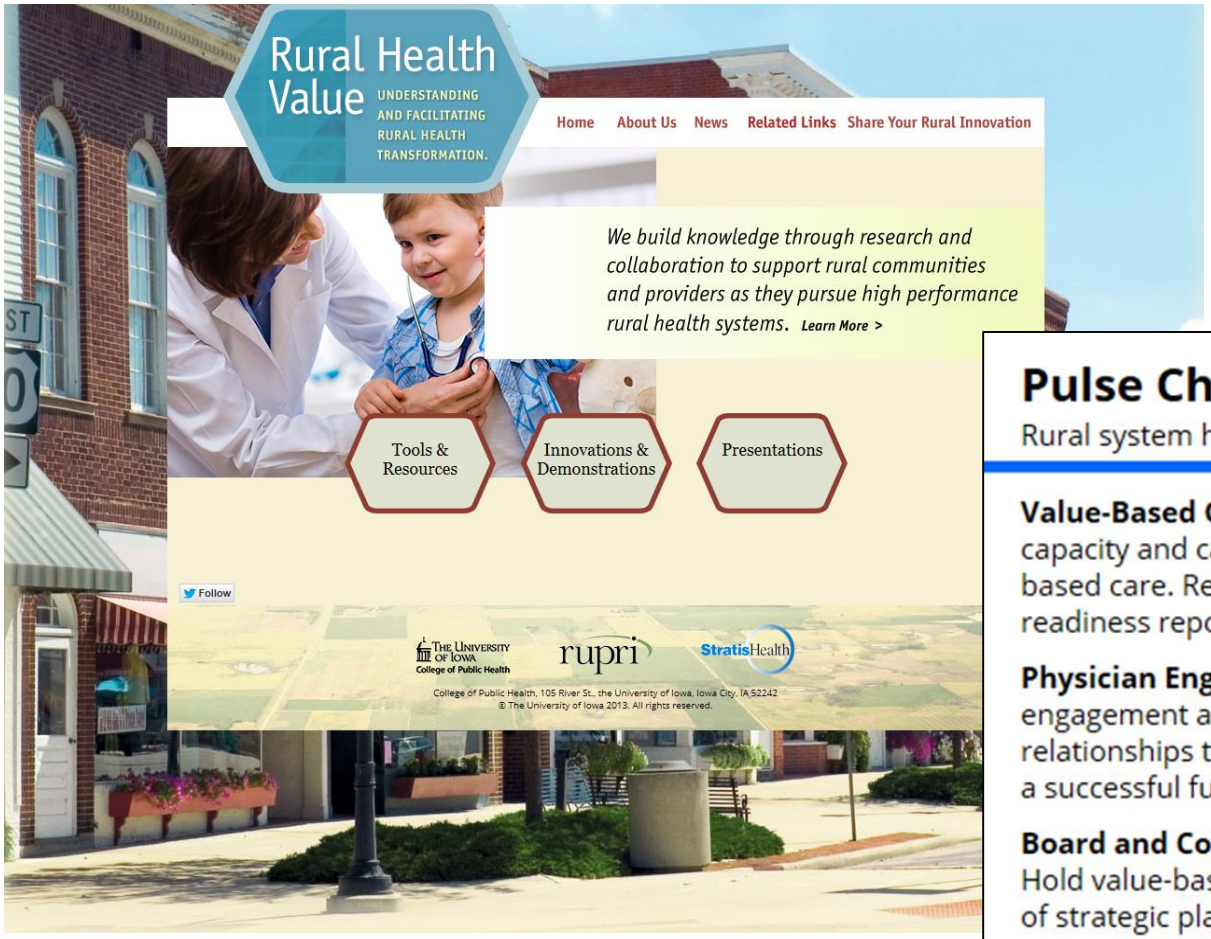

Pulse Check

Rural system high performance

Value-Based Care Assessment - Assess capacity and capabilities to deliver value-based care. Receive an eight category readiness report.

Physician Engagement - Score current engagement and build effective relationships to create a shared vision for a successful future.

Board and Community Engagement - Hold value-based care discussions as part of strategic planning and performance measurement.

Social Determinants of Health - Learn and encourage rural leaders/care teams to address issues to improve their community's health.

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