

Outreach Protocol Affinity Group Session #1

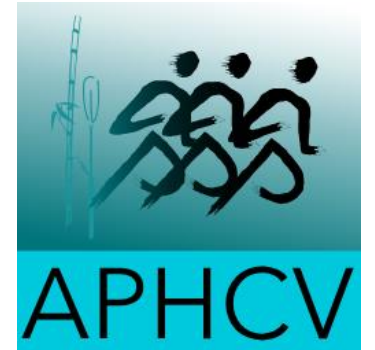
March 18th, 2025

WELCOME EVERYONE!!

Anderson Valley
Health Center



Our Family
Serving Yours
Since 1978



How Do We Want to Be In Community?

- **Join with computer and turn on your video**
- **Set the intention to be fully present.** This is the time for you to dive deep and fully take advantage of the wisdom in this room.
- **Be brief and succinct** when you share to make space for many thoughts/ideas.
- **Be open and honest.** Share what's not working as well as what is working!
- **Engaging patients can be challenging and creates vulnerability** for receiving information let's share what this is like as this evolves.
- **Relax and have fun.**

Session 1 Agenda

- Setting the Stage: Current Environment and Context
- Understanding Outreach Challenges and Opportunity: Eisner Health example
- MIRO Exercise: Identifying Pain Points for Outreach
- Next Steps/Wrap Up

Affinity Group Learning Objectives

- **Advance your team's competency in implementing an outreach protocol to reach the foundational competency.**

Foundational Competency	Validation Criteria
Create an outreach protocol to reach and engage all attributed patients due for care	The center has a <u>documented outreach approach</u> for the PoF or evidence that an outreach approach exists (a workflow, de-identified list, etc)

Affinity Group Learning Objectives

- Exchange insights and experiences with peers on outreach strategies.
- Articulate the steps needed to create an effective outreach protocol
- Optimize the functionality of our CHC's PHM Tool to obtain and manage input data from multiple sources.
- Gain insights into promising outreach strategies from the field to inform your work.
- Learn how to use outreach strategies to address health inequities.
- Explore small, actionable change ideas that can be tested to build and document a robust outreach protocol

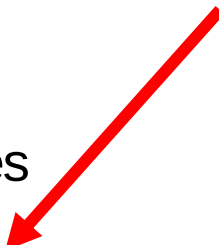
Setting the Stage

Outreach Protocol Headlines

- Attributed patients are your patients
- CHCs are part of a larger ecosystem that are addressing the issues of patient attribution and assignment
- The work that you do in this area makes a difference

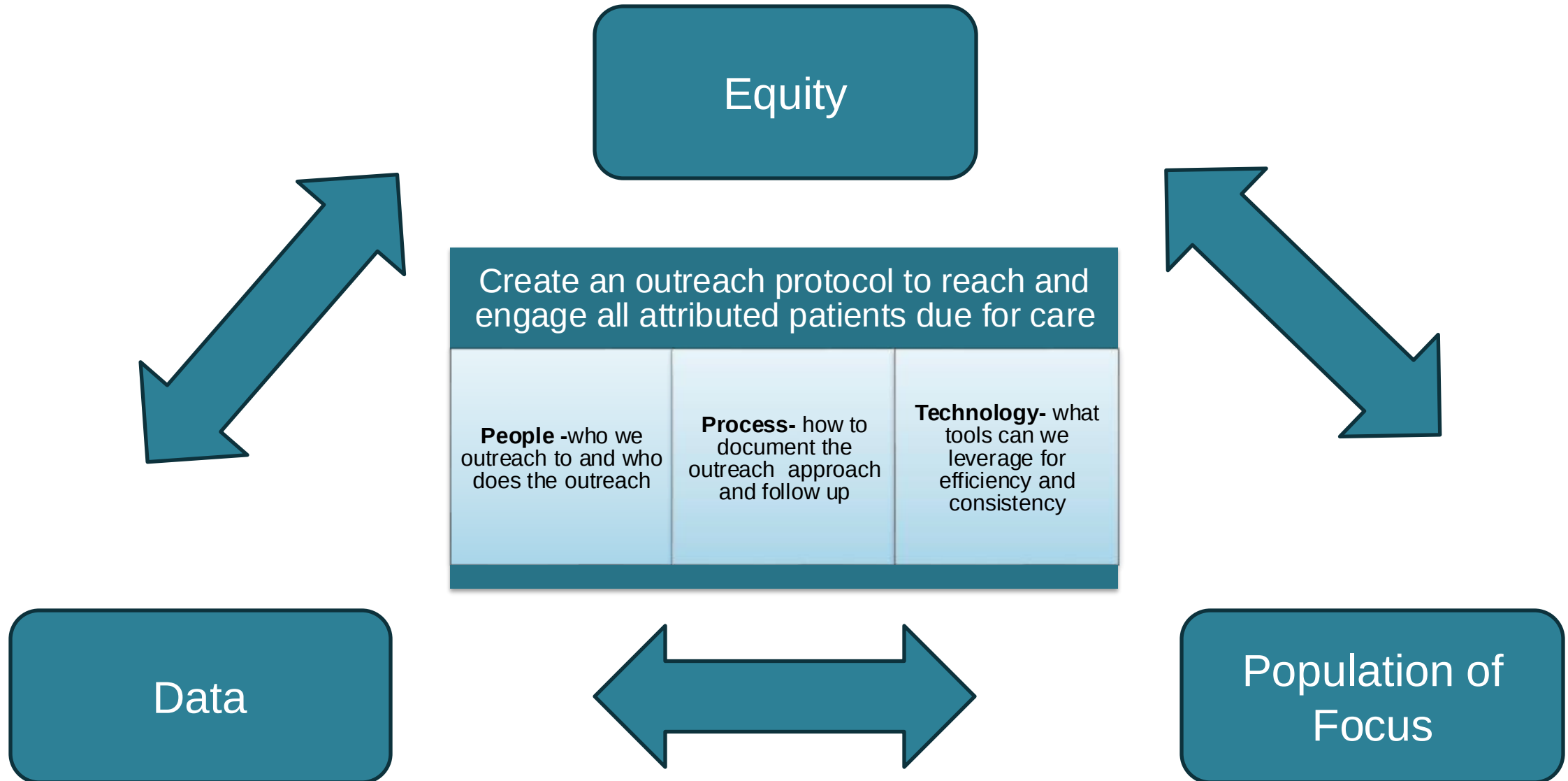
Setting the Stage

- **Patient Assignment and Attribution** is a complex issues and involves DHCS, Health Plans, Clinics and Systems that enroll patients into Medi-Cal
- DHCS/State level: commitment to data quality improvement
- CPCA is a strong advocate in this area
 - Upcoming webinar on process that HealthNet and AltaMed have in place-date tbd
- Shared Goals: DHCS/MCP/CHCs and other stakeholders
 - Clear lines of accountability
 - Standard definition of attribution
 - Standardization of Health Plan responsibilities
 - **Clarity on expectations of CHC/Clinics**



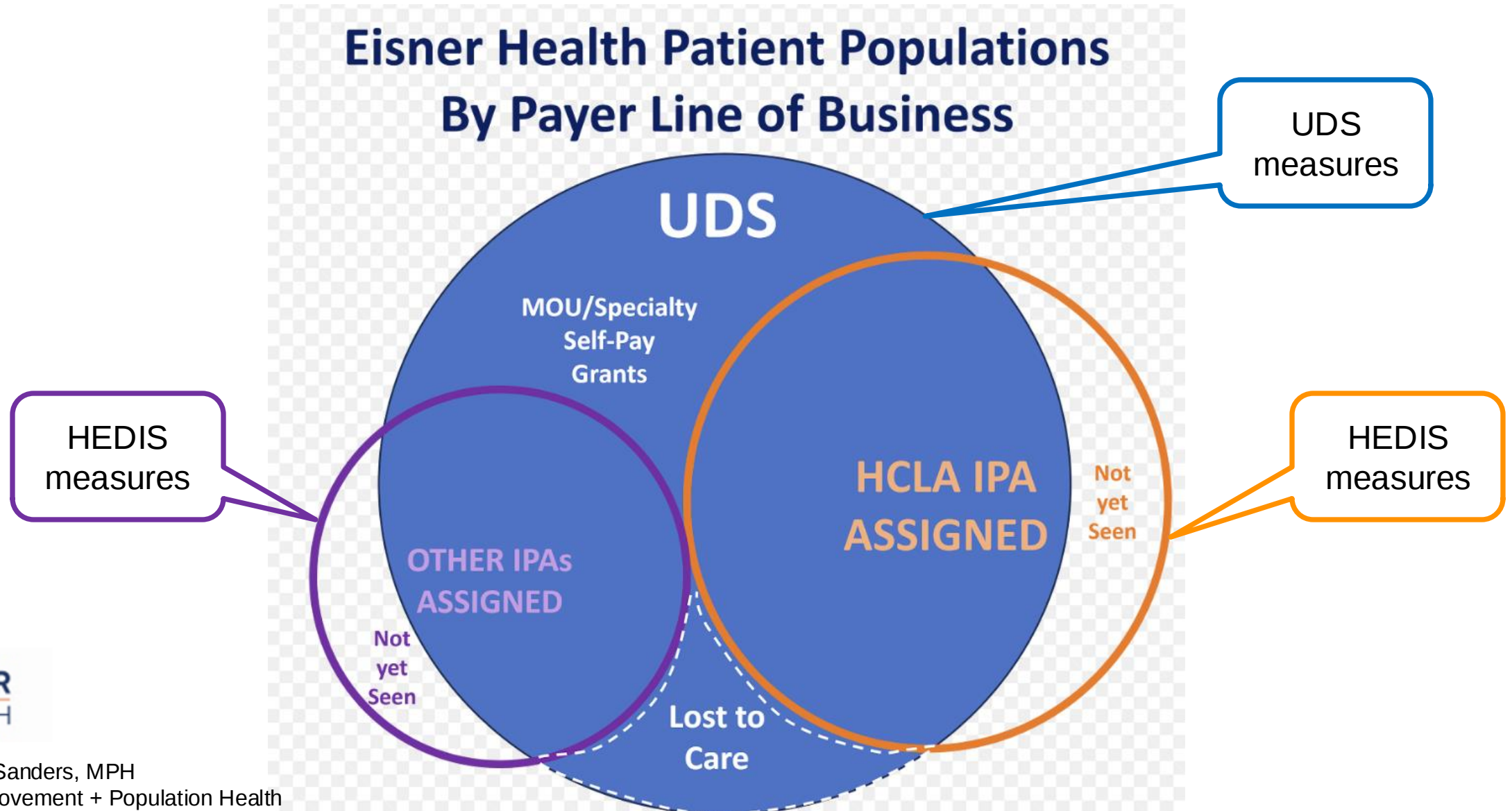
Focus on those steps that CHCs can take to optimize lists and create outreach plans using the framework of People, Process and Technology

Outreach Framework



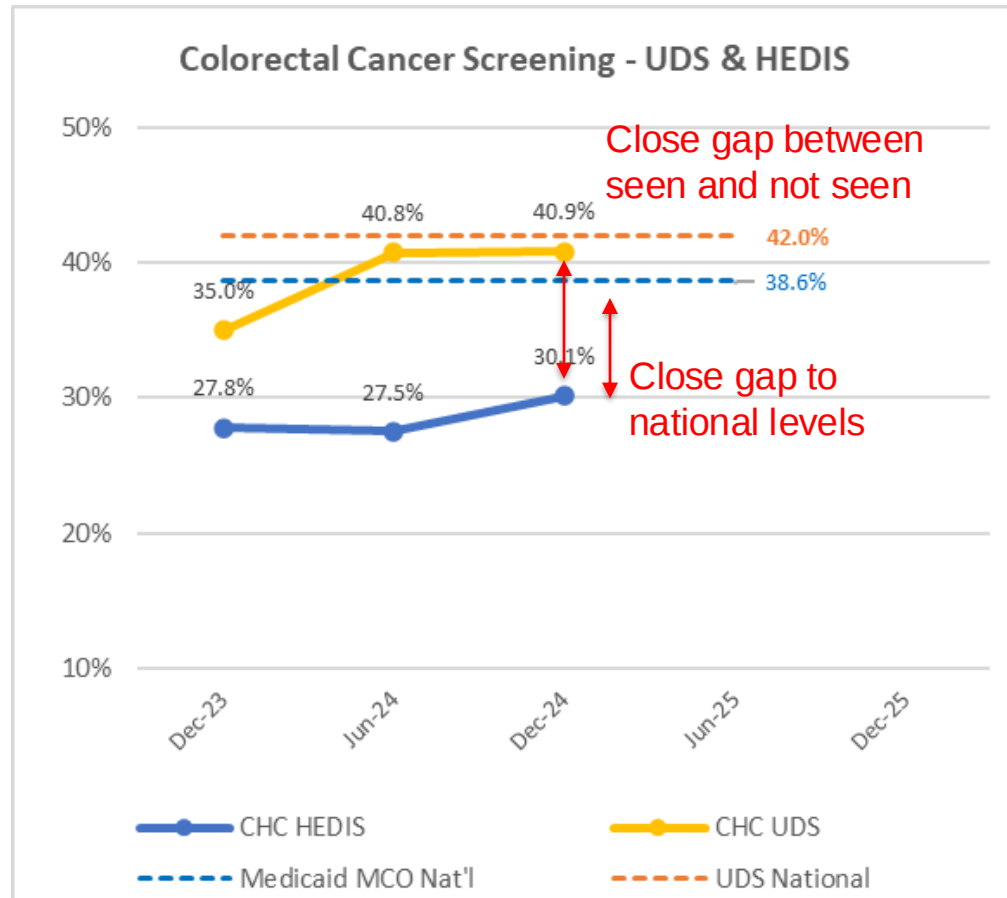
Understanding Outreach Challenges and Opportunities

Example: Venn Diagram of the “full denominator” of your patients

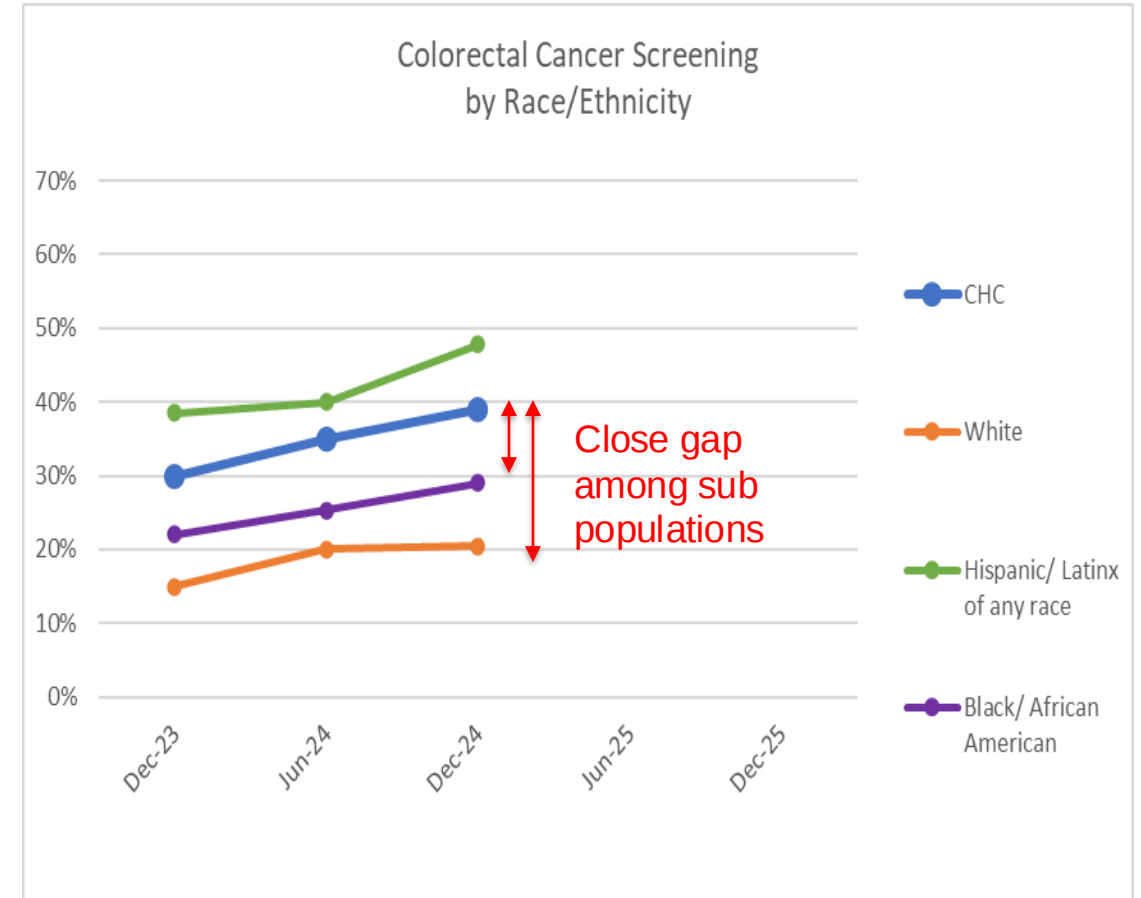


What is the goal? Close care gaps

Health center relative to State or National



Health center subpopulations (R/E, age, etc.)



Let's create a ...



Straw Man

Diagram

A rough, early version of a proposed solution

Used to generate discussion and gather feedback

Sketches out ideas to spot potential problems

A starting point, not a final solution

From Patient Attribution List to Outreach

Patients that need care

Easy, right?
What could make it complex?

Health Plan A
Patient Attribution List (PAL)

Health Plan B
Patient Attribution List (PAL)

Health Plan C
Patient Attribution List (PAL)

Health Plan PHM Tool

Health Center EHR

PHM Tool

Seen

Not Seen

EHR shows
NO care gap

EHR shows
care gap

Check health plan
portal, eligibility;
New patient outreach

Matches
PAL (shows
NO care
gap)

Does NOT
match
PAL (shows
care gap)

Matches
PAL (shows
care gap)

Does NOT match
PAL (shows NO
care gap)

Member
consents to
assignment

Member
disagrees with
assignment

No action
needed

Submit
supplemental
data to health
plan

How to effectively
target outreach:
Which measure?
How? call, text,
etc.

Reach out to get
MR/test results
to document in
EHR

Outreach and
empanel patient
for future care

WHO to another clinic;
Work with health plan
and/or patient to
reassign

Decisions / Pathway

Patients get care

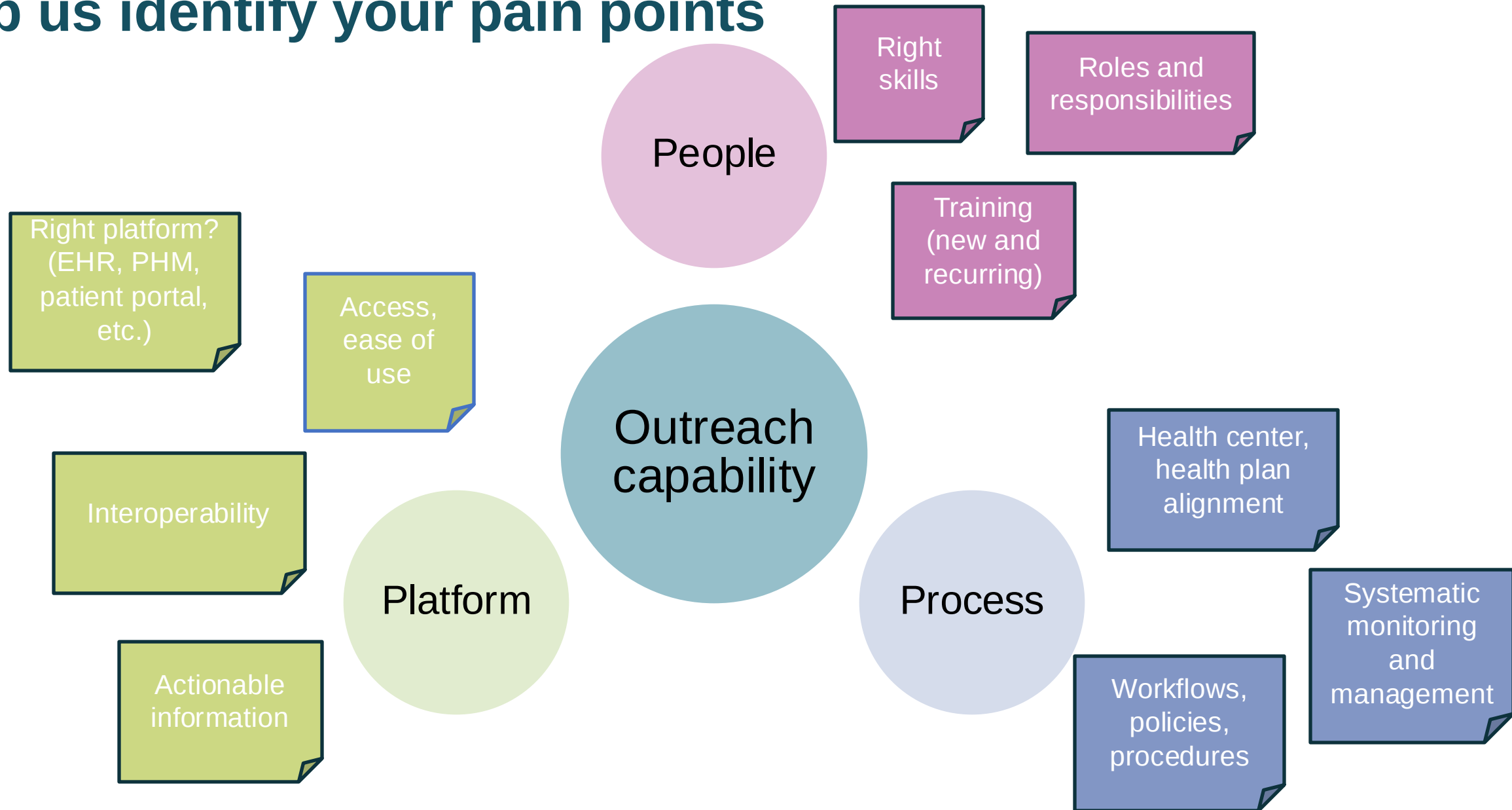
Miro Board Activity

Team Introductions and Area of Focus

Miro Board Activity

- We will chat link to [miro board](#)
- *Please add your health center initials on the comment ("CHC: [comment]")*
- Add sticky notes to "What are you currently doing for outreach?"
- Add sticky notes to "What has been effective?"
- Add sticky notes to "What have been your pain points?"

Help us identify your pain points



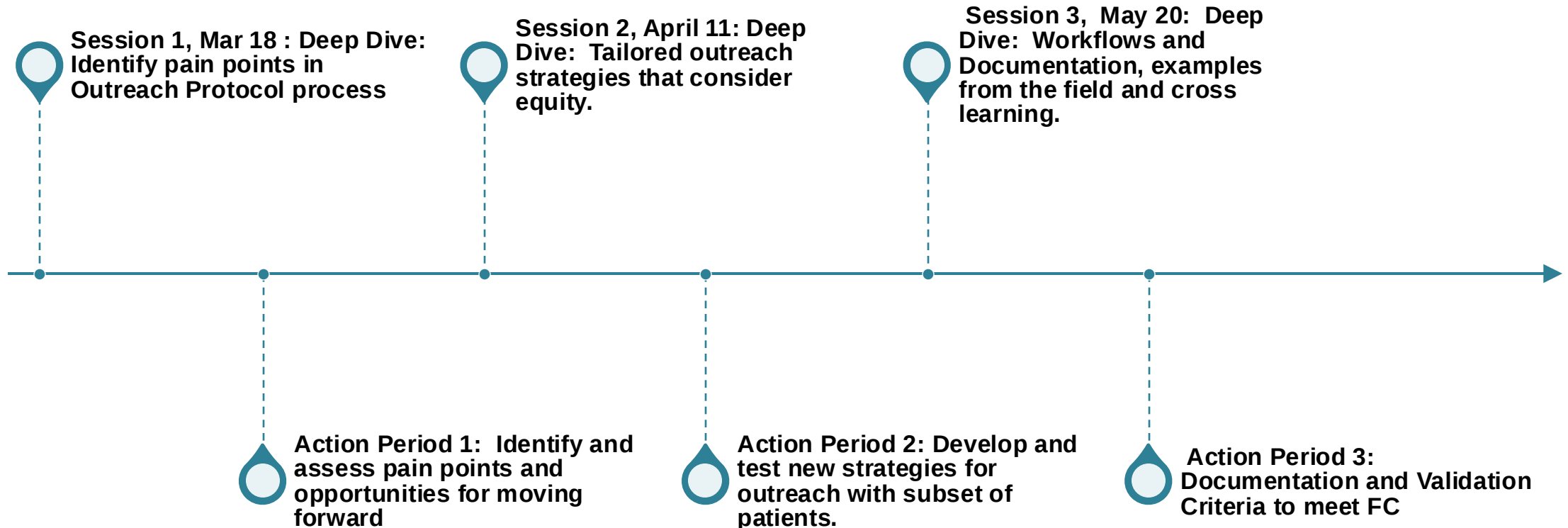
Next Steps/Wrap Up

Approaches that Lead to a Documented Outreach Protocol

Approaches Leading to a Documented Outreach Protocol

1. Accept that attributed patients are part of our patient population.
2. Develop understanding of the process by which patients are assigned to a center. Delineate roles between health center and health plans.
3. Establish process for ingesting the data, measures of data quality, and resolution approach for bad data.
4. Monitoring and managing the patient attribution process.
5. Organize/categorize attributed patients to tailor outreach strategies.
6. Establish Outreach Strategies that consider equity, financial incentives and PoF.
7. Document/Track Outreach as you attempt to reach patients.
8. Establish/Refine roles and responsibilities for outreach.
9. Establish process to circle back to health plans on resolution for those patients who have declined care.
10. Draft an outreach protocol and determine who will need to approve.
11. Establish an outreach dashboard to track progress & improvement.

Outreach Protocol Strategies and Implementation Timeline



Wrap Up & Next Steps

- Complete the **polling questions** *before you leave* the webinar
- With your PT coach, assess and identify areas for focus/improvement, including the pain points
- Relay questions and SME support needed to your coach
- We'll see you on April 15th at noon for the 2nd session!