Creating and Maintaining Healthy People of Color Communities

OVERVIEW
People of Color Network (PCN) is a non-profit 501(C)(3) Adult and Children Provider Network Organization contracted with the Maricopa Regional Behavioral Health Authority.

Now part of a Growing Healthcare EcoSystem, PCN is evolving into a Integrated Care Organization model including medical and specialty providers to delivery integrated community healthcare.
OUR HISTORY

- The Network was established in 2000 by a group of social service agencies and leaders who believed that there was a need for a community-based network that would address the health disparities and challenges of diverse communities in accessing culturally and linguistically responsive behavioral health services.
OUR FOUNDERS

- This creation of PCN was supported by the State and the Regional Behavioral Health Authority.
OUR STRUCTURE

Governance

Network Development & Support
- Admin
- Adults
- Children's
- Center of Excellence

Integrated Community Healthcare
- Direct Care Clinics (3)
- Provider Partners
- Providers Partners
- High Needs Case Mgmt
STRATEGIC PLAN 2010-2014

VISION: A catalyst for change transforming and sustaining the quality of life within diverse communities.

MISSION: Creating and Maintaining Healthy People of Color Communities

GOALS:
1) Support and strengthen partner agencies that deliver on the mission and principles (values) of People of Color Network.
2) Develop sustainable and diversified revenue streams to expand and enhance quality services.
3) Develop capacity to serve network agency members as an intermediary (clearing house) for funding programs and services.
4) Create innovative models and approaches to deliver integrated community healthcare.

PRINCIPLES:
To provide quality, culturally, and linguistically responsive services to children, youth, families and adults we serve.

To be a force in Maricopa County and Arizona through strong advocacy for people of color communities.

To strengthen partner agencies.
OUR ACHIEVEMENTS

- PCN awarded 2011 Top PNO and Clinic of the Year
- PCN is comprised of and represented at all levels of our provider network by a multicultural workforce
- PCN recognized by Wellness Council of Arizona for Leadership in Worksite Health Promotion
- Successful implementation of a Readmissions Pilot
- Collaborative Initiatives and Pilots relating to Integrated Community Healthcare
- Launched a public health awareness campaign
Public Service Campaign

Mental Illness...
Where do we go from here?

Focus on...
- Health Disparities
- Whole Health
- Integrated Healthcare Solutions

www.youtube.com/PeopleofColorNetwork
2012 Campaign  Mental Illness - Where do we go from here?
My Healthy Living
Integrated Community Healthcare

Turning Recovery & Resiliency Into Living Well™
Market Forces – Next is Now

**NOW**
- Sick Care
- Paper Files
- Case Management
- Encounters/Production
- Silo Delivery System
- Fee for Service
- Internal rating

**NEXT**
- Well Care
- EMR/HIE Connectivity
- Care Coordination
- Quality Outcomes
- Integrated EcoSystems
- Pay-for-performance
- Quality/pricing rating
Market Forces - Next is Now

Now
- Mental Health Only
- Single Providers
- Convenience Scheduling
- Individual Treatment Planning
- Individual patient
- Intuitive medicine

Next
- Whole Health
- Integrated Structures
- Same Day/Next Day Scheduling
- Care Coordination
- Person/Family Centered
- Precision medicine
Need for Health Integration Solutions

- People in Arizona experiencing mental illness are dying 32 years earlier than the general public, often due to chronic health conditions.

- In Maricopa County, the largest and most populated county in Arizona, the average age of death is 46 for persons with SMI. Individuals with SMI
  - Nearly 75% smoke tobacco, 15% have diabetes, 40 to 60% of individuals with Schizophrenia are overweight
  - 70% with significant recurring episodes and substance abuse have at least one chronic health condition (Magellan, 2011).

- Adolescents of color are more likely to live in urban areas and experience poverty at a higher rate than their peers (NAHIC, 2003).

- Poor childhood health behaviors develop the risk for future chronic disease as adults, the growing diversity of the general population that calls for cultural and linguistic responsiveness to health care needs with sharpened attention to the disparate health and academic outcomes correlated with poverty among minority youth (NIHCM, 2011).

- Young adults without the transition help to connect with valuable services and supports may be more at risk for developing secondary mental health problems, such as anxiety, depression and suicide. In addition, they are at risk for serious health problems due to premature aging and the lack of continuity of care.
My Healthy Living Initiative

Connect people with resources and supports to improve whole health.
Goal

To deliver...
the right care, at the right time, at the lowest possible cost while focusing on safety net populations and diverse communities.
Objectives

- 1. Increase access to care
- 2. Reduce health disparities
- 3. Improve health outcomes
- 4. Promote health literacy and prevention
- 5. Develop self-awareness, self-confidence and self-management of care
Approach

- PCN endeavors to design and implement models, approaches, structures and partnerships that go beyond the status quo, fragmented, costly and inefficient healthcare delivery, and through a community development and population health management approach, deliver collaborative integrated whole health care for children, youth, adults, and families.
Engage neighborhood leaders, stakeholders and providers to **work together towards improving the quality of life and increasing life expectancy** for people experiencing mental illness, behavioral health challenges and co-occurring substance abuse disorders with a focus on whole health (mind, body and spirit).
Geographic Coverage

- **11 zip codes were investigated:**
  - 85004
  - 85006
  - 85007
  - 85009
  - 85012
  - 85013
  - 85034
  - 85040
  - 85041
  - 85210
  - 85283

- **5 zip codes are profiled:**
  - 85006
  - 85009
  - 85013
  - 85040
  - 85283

Conducted Needs/Asset Mapping
My Healthy Neighborhood Profile

Conducted My Healthy Living Survey
Public Health Strategy:
Serving people where they live, work, play and pray in the context of community, culture and language.

Flexible Model

Lifespan Approach

- Physical & Specialty Care
- Behavioral Health, Housing + Supports
- Mobile Health & Promotoras
- Crisis & Hospitals

Holistic Self-Managed Care

Care Coordination

Health Literacy & Prevention

Community Engagement

EMR Connectivity
# Health Integration Solutions

<table>
<thead>
<tr>
<th>Integrated Health Home</th>
<th>Virtual Health Home</th>
<th>Medical Home</th>
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<tbody>
<tr>
<td>Co-locate physical health in behavioral health care setting</td>
<td>Virtual health home with formal PCP partnership</td>
<td>Co-locate behavioral health in physical health care setting</td>
</tr>
<tr>
<td>Nurse practitioners, care coordinator, health navigators, peer champions, case managers,</td>
<td>PA, community care coordinator, health navigator, behavioral health consultation, wellness coach</td>
<td>PA, care coordinator, health navigator, behavioral health consultation, wellness coach</td>
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<tr>
<td>Collaborative care teams, enhanced care coordination</td>
<td>Neighborhood care teams, care coordination</td>
<td>Multidisciplinary care teams, care coordination</td>
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<tr>
<td>EMR with exchange connectivity</td>
<td>Registry, Complete EMR with connectivity</td>
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<tr>
<td>Adult SMI, SA, COD</td>
<td>Adult SMI, SA, COD</td>
<td>Adult SMI, SA, COD, Children/Youth</td>
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<tr>
<td>Community reinvestment funding</td>
<td>Per member per month Shared savings</td>
<td>Negotiating</td>
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Panel Discussion

- Dr. James Ganem, Founder, East Valley Cardiology
- James Ali, MBA, MS, PA-C, CEO/Foundation, Your Neighborhood Healthcare Center
- Dr. Ramiro Guillen, PCN Medical Director
How To Vote via Texting

1. Standard texting rates only (worst case US $0.20)
2. We have no access to your phone number
3. Capitalization doesn’t matter, but spaces and spelling do

TIPS

http://www.polleverywhere.com/multiple_choice_polls/LTE3MD1Inzg1NzU
Poll: Health integration: What is it?
Poll: Who will be our next President?
Poll: 1 in 4 adults in the U.S. will be affected...
Poll: What motivates physical health providers...
Poll: Engaging diverse communities helps shape...
Poll: How do you define care coordination?
Poll: Which health integration approach is mor...
Poll: What workforce challenges need to be add...
Poll: What is your experience with Electronic ...
Poll: What health integration opportunities are...
Poll: Will Arizona implement Medicaid expansion...
Poll: Will Arizona implement Health Insurance ...
Conclusion

The best way to look into the future is to be part of creating today.