Incentivizing CBO Engagement in a Community of Care: MHVC’s Three-Pronged Approach to CBO Integration

Damara Gutnick MD, Marlene Ripa, Allison McGuire MPH, Rachel Evans LCSWR, Bruce Rapkin PhD, Kathleen McAuliff PhD, Danny Childs, Kristin Woodlock RN, Rosy Chhabra PhD, Montefiore Hudson Valley Collaborative, Yonkers, NY

**Intention Fund**

**Aim:** To incentivize innovation and collaboration between health care providers and CBOs (especially Tier 1 CBOs).

- Prioritize projects:
  - Responsive to Regional needs
  - Potential to impact high priority clinical outcome metrics - data driven evaluation plan
  - Address social determinants of health
  - Provide services not currently billable to Medicaid, or expand services to meet community needs
  - Demonstrate multi-stakeholder collaboration
  - Strong sustainability strategy
  - Support IHI Quadruple Aim

**CBO Integration Strategy**

**Outreach & Empowerment - DSRIP Year 1-5**

**Targeted Interventions - DSRIP Year 3-5**

**Supporting Sustainability – DSRIP Year 1-5**

**Contracting**

MHVC incentivized foundational elements needed for future VBP contracts

<table>
<thead>
<tr>
<th>Clinical Partners</th>
<th>CBOs</th>
<th>Contracting via Innovation Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contracting metrics include SDH screening &amp; CBO Linkage Survey</td>
<td>Technical assistance by NYPERS</td>
<td>Regional Forums fostered collaborative proposals</td>
</tr>
<tr>
<td>Regional Meetings provided VBP trainings and encouraged CBO linkages</td>
<td>MCTAC VBP Readiness survey</td>
<td>Clinical partner and Tier 1 CBO linkages incentivized</td>
</tr>
<tr>
<td>WMTY Campaign</td>
<td>VBP Training (From Government Agent to Retail)</td>
<td>Sustainability plan TA: ROI</td>
</tr>
<tr>
<td>Innovation Fund Proposal TA</td>
<td>Patient engagement metrics</td>
<td></td>
</tr>
</tbody>
</table>

**Regional Meetings Fostered Partnerships**

**CBO VBP Training**

Kristin Woodlock provides user-friendly VBP preparation to MHVC Regional Meeting

**Innovation Fund RFP**

**RFA Application Process**

- Letter of Intent – Invitation to submit full proposal
- Innovation Fund Application
- Structured Abstract
- Rationale (Definition of Need)
- SMART Goals
- Strategy (intervention description)
- Evaluation Plan
- Impact on Quadruple Aim

**Technical Assistance for CBO’s**

- “Coaching” provided by Subject Matter Experts (Einstei Researchers) on:
  - Project design and ROI development
  - Proposal development
  - SMART goal & evaluation metrics & strategy
  - ROI Calculation & Planning for Sustainability

**Outcomes**

- Innovation Funding Awarded: 17 Projects
- Planning Grants: 2 Projects
- Collaborate with CBO on Final Design
- High Touch Technical Assistance
- Survey Design Expertise
- Introducing Strategic Partnerships
- Feasibility Assessments and ROI

**Sustainability – Defining**

**Cost Proxies to Guide ROI Calculations**

**Identification of Cost Proxies to Guide ROI Calculations**

**Conclusions**

- CBOs appreciated the education and Technical Assistance
- As a network administrator... 
  - CBO readiness assessments, VBP education and “coaching” are foundational. 
  - MHVC can foster strategic partnerships by linking aligned projects together.

- Focus on metrics, sustainability and attainment of IHI Quadruple Aim
- Prioritize “Patient Experience” (WMTY) and “Joy in Work”

- If we train volunteers to conduct health checks and link “at risk” patients to care...

- If we use Community Paramedics to do follow up transitions of care visits...

- If we train librarians how to link people to social services...

- If we provide healthy meals and self management support to patients with Diabetes and food insecurity...

- “Coaching” provided by Subject Matter Experts (Einstei Researchers) on:
  - Project design and ROI development
  - Proposal development
  - SMART goal & evaluation metrics & strategy
  - ROI Calculation & Planning for Sustainability

- MHVC can foster strategic partnerships by linking aligned projects together.