Arizona

Social Determinants of Health (SDOH) Program

The Closed Loop Referral System

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Arizona Social Determinants of Health (SDOH) Program

The Statewide Closed Loop Referral System

Overview

• Partnerships
• Genesis
• Purpose
• Features
• Timeline
• Live Demo by NowPow
• Participation
• Questions
Program Partnerships
Arizona SDOH Program

Partners
Arizona SDOH Program

Workgroup Members

- A New Leaf
- AHCCCS
- Arizona Council of Human Services Providers
- Arizona Healthy Communities
- Arizona Hospital & Healthcare Association
- Catholic Community Services Yuma
- Circle the City
- CommonSpirit Health
- Copa Health
- Crisis Response Network
- Dignity Health
- El Rio
- First Things First
- Garcia Family Foundation
- HonorHealth Desert Mission Food Bank
- Human Services Campus

- Magellan Complete Care of Arizona
- Mercy Care Plans
- Native American Connections
- Native Health
- North Country Healthcare
- Sonora Quest
- Southwest Behavioral & Health Services
- St. Joseph the Worker
- Sunset Health
- Tucson Medical Center
- UMOM New Day Centers
- United Healthcare
- Vitalyst Health Foundation
- West Yavapai Guidance Clinic Campus
Arizona's SDOH Referral System

A Single, Statewide Solution for all Arizonans
Program Genesis
AHCCCS Whole Person Care Initiative (WPCI)

- Officially launched the Whole Person Health Initiative in November 2019.
- Focused on role social risk factors play in influencing individual health outcomes.
- Exploring options for advancing WPCI through maximization of AHCCCS’s current benefit package.
What are Social Determinants of Health?

Social determinants of health (SDOH) are the conditions in the environments where people are born, grow, live, learn, work, play and age that affect a wide range of health, well-being, functioning, and quality-of-life outcomes and risks.
Program Purpose
Arizona SDOH Program Purpose

• Connecting our communities.
• Improving health outcomes with a whole-person care mindset.
• Data-driven approach.
2-1-1 Arizona

- 2-1-1 Arizona links individuals and families to vital community services in their time of need, and also partners with communities to identify gaps and provide solutions through data.

- Since re-launching live answer services in March 2020, 2-1-1 Arizona has taken over half a million calls.
Amplifying Success With the Closed Loop Referral System

Alice has two jobs and has been applying for different types of assistance to meet her and her husband’s needs.

They were getting behind on bills and were struggling to find money to pay for utilities, rent and food. Her husband lost his job due to COVID and was still looking for work.

2-1-1 helped her schedule an interview to apply for SNAP as she continues to look for higher paying work.

Alice was behind a month in her utility bills and was unable to catch up with her current income.

2-1-1 helped Alice catch up on utility bills, apply for public benefits and explore different job postings to find something that would sustain her current situation.
Program Features
Referral Types

Shared Referrals

• Similar to current referrals, except the system will track the number of referrals and the referring party.

• Person will receive the information via email or text and can show during business hours at their convenience.

Closed Loop

• Agreed upon by referring organization and service provider.

• Provide feedback on the referral.

• You can decide how referral feedback is setup.

• Setup closed loop for some services, not all.

• More outcome data due to more decision points.
Arizona SDOH Referral System Features

- **Resource Directory**
- “No Wrong Door”
- Screenings, Referrals, and Alerts & Communications
- Data dashboards, analytics and outcomes
- Client portal
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What are the benefits?

- Keep track of the people you’re helping.
- Communicate with other organizations, referring providers and clients.
- Access a reliable and up-to-date resource directory.
- Manage referral volume, including pausing referrals.
- Language translation.
- Data on your services that can be used for reports and grant applications.
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Activities you can measure

- Number of referrals (Closed-Loop and/or Shared)
- Average distance people travel to access your services
- For Closed-Loop, number of successful referrals and average response time to referrals
- Identify busiest time of day, week, month
- Identify who is sending referrals and at what volume
- Determine the varying volume of services between different services you offer
# Manage Referral Feedback

## Ben Affleck

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>REFERRAL STATUS</th>
<th>RECEIVED</th>
<th>ACCEPTANCE</th>
<th>CONTACT</th>
<th>SERVICE RECEIVED</th>
<th>SERVICE OUTCOME</th>
</tr>
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<tbody>
<tr>
<td>Citizenship prep...</td>
<td>In Progress</td>
<td>07/02/2019</td>
<td>✔ Accepted</td>
<td>✔ Contacted</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Dental care</td>
<td>In Progress</td>
<td>07/02/2019</td>
<td>✔ Accepted</td>
<td>✔ Contacted</td>
<td>—</td>
<td>✔ Successful</td>
</tr>
</tbody>
</table>
Arizona's SDOH Referral System: Confidentiality
Getting Signed up & Accessing Support is as Easy as 1, 2, 3

1. User Agreement
2. Create User Accounts
3. One Hour of Training
   Ready to Receive Referrals
Program Timeline
Arizona SDOH Program Timeline
2020 – 2021

1 – 3/2020
Form WG & Market Analysis

4 – 8/2020
Define Requirements, Develop RFP

9/2020 – 3/2021
Vendor Selection, Contracting

3 – 5/2021
Implementation Planning

6 – 9/2021
Early Adopters Implementation

Fall 2021
General Rollout Begins
NowPow Introduction
Who we are: in and of the community

Women owned and led

Rachel Kohler
CEO

History in General Management
Management Consulting & Investment Banking

UChicago MBA; Princeton BA;
Trustee, UChicago & UChicago Medical Center;
Director, Kohler Co.

Stacy Lindau, MD
NowPow founder and chief innovation officer

Practicing UChicago Physician & Scientist

UChicago MA, Public Policy;
Brown University, MD; Fellow,
Aspen Institute Health Innovator Program;
RWJ Clinical Scholar,
SIREN Advisor

Talented, highly diverse team

42% People of color

59% Women

Based on Chicago’s South Side

59%
Women

34
Ongoing support from NowPow team

Dedicated team, embedded geographically

**Senior Account Manager**
- works with you strategically to ensure success & effectively scale

**Community Engagement Manager & Team**
- referral network strategy design, recruiting, onboarding, support, and expansion

**Subject matter experts**

- **Implementation Manager**
  - oversee planning, execute system set & manage technical projects

- **Network Launch & Operations Manager**
  - launch network building activities locally

- **Community Resources Team**
  - QA & amplify directory, support CBO outreach

- **Integrations Engineering Team**
  - implement integrations

- **Product Support Team**
  - troubleshoot technical issues and support users

- **Analytics Team**
  - understand and support additional analytics needs
Your NowPow team

Brittany Lee
Senior Manager
Network Operations

Natalie Hammond-Paul
Regional Manager, West

Stacey Nevara
Head of Customer Success and Community Engagement

Lisa Lee-Herbert
Head of Implementation and Product Support

Christina Perelli
Senior Project Manager

Brianna Murphy
Region Manager, Community Resources
Our purpose

Whole Person Care, Whole Communities

NowPow is a personalized community referral solution that powers communities with knowledge.

We make it easy to connect people to the right community resources so everyone can stay well, meet basic needs, manage with illness and care for others.
Build trust and drive value

Referral quality really matters

The risk of making a poor-quality referral is high.

At NowPow, we know poor quality wastes time and erodes trust.

We relentlessly focus on three components: referral fit, referral efficacy and referral success to drive intervention outcomes.
NowPow Demo
Analytics meaningful to all stakeholders

We make data and analytics readily accessible to your users

• Role-based access

• Flexible on-demand real-time reports
  – Users can select date ranges
  – Users can select data aggregation levels like individual, organization, enterprise and network

• Support compliance and custom report needs

• Provide raw data feeds through SFTP at the individual client interaction level

• View referral outcome detail

• In-house Analytics team of data scientists and data analysts
Built to achieve community health impact

NowPow core principles

- Personalized, high-quality referrals to build trust and engagement
- Integrated, configurable and automated workflows to minimize burden
- All needs, all people: 3 types of referrals and over 200 service types
- Evidence-based, data-driven and intervention-outcome focused
Program Participation
Arizona SDOH Program Participation

• **The first step** is to fill out an interest form at: healthcurrent.org/sdoh.

• Receive updates on program progress and learn how you can participate.

• Health Current will reach out to help you get started and onboard your preferred network.
In the News

Arizona to Roll Out Statewide Closed-Loop Referral Platform

As part of Whole Person Care Initiative, state Medicaid agency is partnering with Health Current HIE, 2-1-1 Arizona and NowPow

Author — David Raths
Mar 1st, 2021

The State of Arizona is laying the foundation for its Whole Person Care Initiative by adding a closed-loop referral system from vendor NowPow. In a recent interview, executives from the state’s Medicaid agency and health information exchange described some of the benefits they are expecting to derive from a single statewide platform.
Questions? Feedback?

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Imagine fully informed health.
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Imagine fully informed health