

Introduction

The Community Health Improvement Plan (CHIP) for Yamhill Community Care Organization is a community owned plan that helps guide health improvement activities and efforts both for Oregon Health Plan members, and for individuals who reside in Yamhill County and other bordering counties.

***Summary of
CHIP Process***

Yamhill Community Care has continued the development of systems and processes to implement, track, and evaluate the improvement activities identified in the plan. This work is driven by the Community Advisory Council (CAC) and internal staff and supported by key community partners and committees to accomplish the work. Responsible partners are identified in the plan and work collaboratively to build upon the organization's culture of collective impact to improve the health of the community.

This past year, collaboration among the CCO and Community Advisory Council has increased, as the CAC led the process of the new Community Health Assessment and Community Health Improvement Plan. The group gained new insight into the work of the previous CHIP and CHA cycle and provided valuable feedback to shape the CHA process.

With this work, it will be easier for community members to understand, have deeper commitment, and accountability to the work. In the spirit of continuous improvement, it remains a focus to highlight and reinforce CHIP strategies during organizational committee meetings and continued affirmation of the importance of stakeholders' support to the work.

Key governing bodies that support the work of the CHIP:

Community Advisory Council (CAC) – The primary group that represents member voice among organizational leadership. CAC is the designated committee for overseeing the CHIP. Historically, the CAC worked closely with the Quality and Clinical Advisory Panel (QCAP) and Yamhill CCO Board of Directors on the development of the CHA and CHIP in 2013. The CAC continues to work together with these committees and the Early Learning Council as the new CHIP is implemented.

Quality and Clinical Advisory Panel (QCAP) - With a blended focus of clinical transformation and attention to quality assurance and improvement activities this body represents primary care providers, local hospital systems, behavioral health providers, dental providers, early learning partners, health plan consumers, community peer organizations, Yamhill County Public Health and Health and Human Services.

CHA and CHIP Planning Workgroups - Team of staff members and external clinic, social services, public health, and community partners responsible for planning, implementation, and evaluation activities around CHIP priorities.

Responsible Partners- These are the members in the community that through a collaborative planning process, were identified as key community leaders and champions of the work.

**CHIP
Infrastructure
and
Organizational
Development**

Coordination with the CAC, QCAP, CCO staff support, and the community are key to the development of how the plan is put to action. Yamhill CCO hired a Community Health Specialist in October of 2018 whose primary responsibility is to develop the CHA and CHIP, lead the work of implementing the CHIP, and coordinate the Community Advisory Council. YCCO has the following additional strategies:

- *Designated staff resources*- Community Engagement Coordinator, Project Manager, Quality Manager, CHIP Implementation team
- *Alignment of the CHIP with organizational plans* - the Transformation Plan, Quality Plan, Organizational Strategic Plan, Early Learning Hub Strategic Plan, and key internal departments including quality management and business analytics
- *Earmarked financial support*- CAC and CHIP funding to support committee development, staff support, and community granting to fund interventions
- *Hosted community forums*-for community education and discussion on key topics including an Annual Fall Forum, Family Resiliency Conference, Provider Continuing Medical Education events, and Opioid Summit, as well as focus groups in every community and a robust survey to gather information for the 2019 CHA

Highlights

Priority Goal 1: Promote overall well-being by reducing prevalence of chronic condition

Self-Management

Part of healthcare innovation and transformation included exploring self-management classes and supports for members. YCCO has delivered classes on Chronic Disease Self Management since 2016. The agency trained staff to deliver classes in the evidence-based self management programs Living Well with Chronic Condition, Chronic Pain, and Diabetes.

Yamhill CCO received certification in the Diabetes Prevention Program in 2019, after offering multiple sessions to 48 people in five cohorts. With support from an OHA Sustainable Relationships for Community Health grant, YCCO trained four Community Health Workers, one CHW from Northwest Senior and Disability Services, and the CHW Hub supervisor in delivering DPP classes.

| DPP Cohort Data 2016-2019 | 2016 | 2017 (English) | 2017 (Spanish) | 2018 | 2019 |
|-------------------------------|------------|----------------|----------------|-------------|-------------|
| Number of Attendees | 13 | 6 | 7 | 13 | 9 |
| Average Attendance Percentage | 53% | 51% | 59% | 69% | 89% |
| Average Weight Loss | Lost 7 lbs | Gained 2 lbs | Lost 9 lbs | Lost 16 lbs | Lost 13 lbs |

YCCO also continues to partner with YC Public Health, NWSDS, and other agencies to support referral to additional self-management supports and resources. One key partner is the Student Nutrition and Activity Clinic for Kids, or SNACK. This program, collocated in Physicians’ Medical Center in McMinnville, partners children with Linfield College interns to encourage healthy lifestyle changes for them and their families. The program also offers regular, free indoor and outdoor activities for families, including health education in various after-school and family events.

Trauma

A key driver of chronic conditions is trauma. YCCO and the YCCO Early Learning Hub have been community leaders in addressing trauma and educating the community about its impacts, ways to understand and mitigate those impacts, and to increase resiliency in the community. Since 2015, YCCO has held the following events around trauma-informed care:



The most recent event was a Train-the-Trainer event in 2019. After following the Four Pillars of Trauma-Informed Care guidelines, which are Building Awareness, Creating Trust, Building Collaboration, and Skill Building, YCCO responded to a community request for the next level of training to further strengthen the system. Sixty-three people attended, but this event focused on



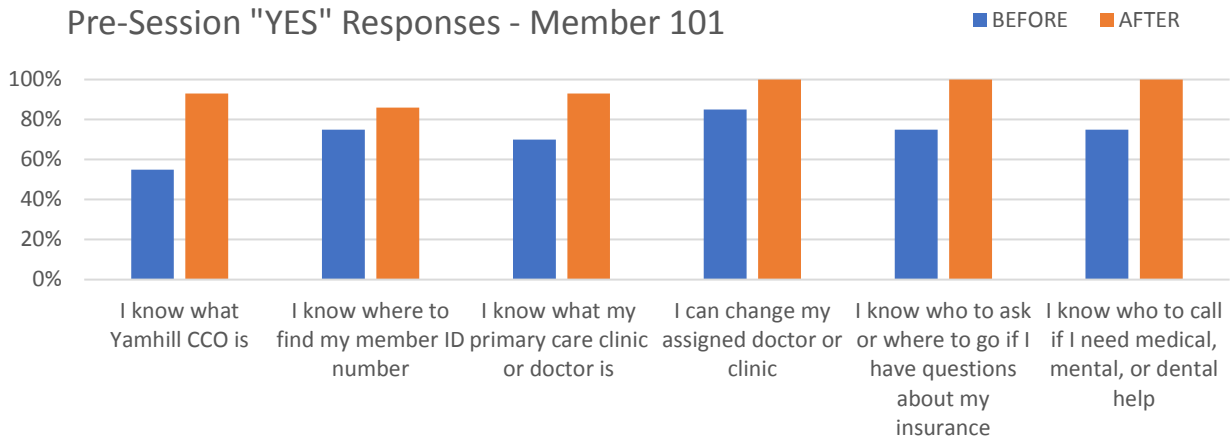
sending decision-makers and leaders who could return to their respective organizations and make change internally. From this session will come trauma-informed care workplan and regular workgroup check-ins. This series is building an active network of multi-sector professionals who are all working within their fields and their organizations to promote and support trauma-informed care locally. The success of this initiative is a testament to the impact integrating Early Learning and CCO systems can have.

Member Education

Yamhill Community Care experimented with a variety of kinds of member education strategies. The first strategy YCCO explored was called Member 101. YCCO convened a workgroup of the Community Advisory Council in 2015 and developed a curriculum based on information CAC members felt was important for members to know. The group structured the sessions around the YCCO Member Handbook and presented material about OHP, finding providers, the importance of preventative care, and key phone numbers and sources of information. The program also

developed a training session for volunteers to give them an understanding of the material and describe the parameters of the sessions, discouraging volunteers from going outside of these topics or giving out benefit or plan information.

The most successful session was held at Blanchet Farms near Carlton and had twenty participants. Pre- and post-session surveys indicated an increase in understanding of YCCO and ability to access services.



The program met many barriers, however, mainly having staff or volunteer time to promote and maintain the program, and sessions did not continue into the 2018-19 year. However, the materials may be repurposed and serve to engage members in other ways.

Health Promotion

Current member education and outreach efforts are centered around local health promotion and social media. In the 2018-9 year, part of YCCO's transition away from CareOregon as its third party administrator included transitioning the communications and outreach activities. Part of these were transitioned in-house, to a .5 FTE dedicated position for communications, social media, and community promotion activities. YCCO also contracts with Words Out PR and Creative Company, two companies with local ties that manage the YCCO print and social media presence, as well as the website. Since this transition, social media engagement for both the YCCO and the Early Learning

Hub Facebook pages have drastically increased.

This is significant because it means YCCO is reaching more of the community and more members. Additionally, Facebook has been identified as a key way to share information about engagement events, where things like screenings, developmentally appropriate activities, and community outreach occur. Families

| Social Media Highlights | | |
|------------------------------------|--------------|--------------|
| January 15 - June 15 2019 | | |
| | Likes | Impressions |
| YCCO Facebook | 555 ↑ 9.7% | 7K ↑ 1058.9% |
| Early Learning Hub Facebook | 369 ↑ 12.5% | 11K ↑ 16.5% |
| LinkedIn | 134 ↑ from 0 | 578 ↑ from 0 |

and individuals can be connected with key family resources, preventative services, and grow their awareness of YCCO and the Hub.

Education is a key component of the 2014-9 CHIP, and in the process of implementing this five-year plan, YCCO has refined its “educational” strategy to include a multi-faceted, multimedia effort.



Discrete in-person educational sessions have their place, but in the past year especially this has morphed into health promotion coordinated with the local public health authority to share prevention and health promotion campaigns, and the Early Learning Hub to connect families with

information and services. Community education includes billboards like the one below, paired with matching information on the YCCO website, in local print media, and on social media, create clear, simple messaging to remind members to seek care and make healthy choices. Current media campaigns have included messaging about taking little ones to the dentist, getting well-child checks, accessing parenting supports and classes, and getting CRC screenings.

YCCO has also published educational videos on its website, in English and Spanish, on the topics of grievances and member rights. These videos are ways to present information and education for people who might not read as well or who might benefit from an audio-visual version of the information.



Priority Goal 2: Integrate oral health with physical and behavioral health

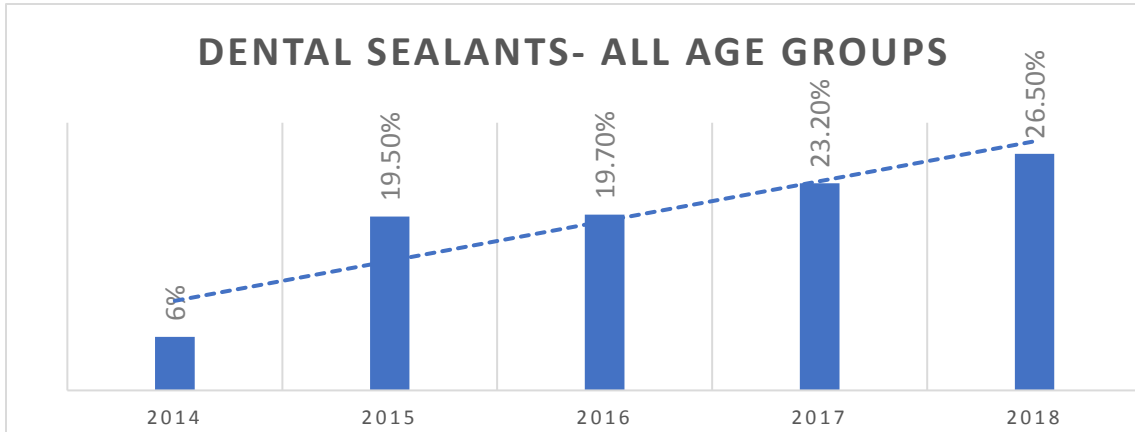
Mobile Dentistry

As the sole DCO, Capitol Dental is proving to be a key partner in robust and innovative oral health integration. Capitol is now delivering sealants in every school district and continues to improve children’s access to preventative dental care. Capitol is also a regular presence at community events like Community Connect, where attendees can sign up and receive services in a mobile dental van. Mobile dentistry and teledentistry will be a continued focus in the 2019-2024 CHIP. Capitol’s partnership and the efforts of Capitol clinics have bolstered the rate of sealants delivered for CCO members, steadily increasing the rates over the past four years.

Colocation

One key integration effort through Capitol Dental Care in 2018-9 has been to co-locate dental services in settings outside of the dental clinic. Capitol piloted co-location in the local women’s health clinic (29 patients seen since March 2019) and one peer support center (55 patients seen since July 2018). The colocation at Valley Women’s Health has had a slow beginning but is seeing patients regularly. Champion Team is a peer support drop-in center that serves mainly people experiencing homelessness and people seeking to improve their mental health. The staff at the program expressed a desire for supportive dental care, but after the program was implemented,

clients at Champion Team did not express their own interest in receiving services. This demonstrates how the innovative, community-based nature of these programs sometimes requires adaptation as member needs are heard. Therefore, this program is now repositioning itself to spend fewer days in the center, and more time increasing referrals and educating clients about oral health.



Health Events

SNACK, YCCO, Capitol Dental and other community partners work together to plan Toothtastic events and Student Wellness and Games (SWAG) nights in local clinics. While they started as separate events, one (Toothtastic) targeting young children for immunizations and dental screenings, the other targeting adolescents for AWCs, oral health integration has created the opportunity to Capitol to be present at SWAG nights and deliver oral health information and screenings at local events.

Multiple First Tooth trainings have been delivered in Yamhill County, including one as part of the YCCO CME program. This training teaches local primary care providers to deliver oral health screenings and apply fluoride varnish. The key component of this training, however, was YCCO enabling non-dental providers to encounter and bill for this screening, in order to both track the delivery of services and incentivize providers for delivering it. Providers delivered these screenings during a SWAG night event, doubling their efforts to understand both the physical and oral health of their patients.

Traditional Health Workers

Traditional Health Workers are a key component of many of YCCO's strategies, including oral health. Yamhill CCO's Community Health Worker Hub engages all members to see a dentist and help make connections with a dental provider. This includes providing information to newly pregnant moms and recommending quit resources to current users of tobacco. Additionally, in order to receive Peer Support Specialist certification, local peer support volunteers and employees must now complete a tobacco cessation session within their certification. YCCO is offering support to peer support centers to ensure the specialists feel confident and comfortable with the tools they have to deliver this information to their clients.

Priority Goal 3: Leverage existing providers and health care teams' capacities in more innovative and creative ways

Clinic Engagement

YCCO and the Early Learning Hub have developed a Children’s Champion program, which encourages clinics to improve their capacity to serve children and families, especially those who have experienced trauma. The program includes requirements to attend trainings around trauma-informed care, as well as about the local home visiting referral program Family CORE, or Coordination 0-5 Referral Exchange. Family CORE is a referral program through which providers encountering a family with high needs can refer to a single point, and a team reviews referrals and directs them to the most appropriate services. YCCO currently has 8 APM clinics involved in the program and intends to recruit more. This is a key strategy in engaging and incentivizing the clinical community to be involved in more care addressing the social determinants of health.

Provider Education

Yamhill CCO started its Continuing Medical Education program in August of 2016 as a way to meet a need for in-person CME and provider education in the community. The CME is topic-specific based on needs the provider community expresses, topics listed in the Community Health Plan, and relevant metrics or community issues. Since its inception, the program has offered 33 high quality, in-person CME sessions with local experts on the following topics:

| Metrics-related | Provider-request | CHIP and community topics |
|---------------------------------|---|---|
| AWARE/Vaccines/HPV | Opioids | ACES |
| Diabetes | Eye Care | Cultural Competency |
| Depression/Adult MH | Dermatology | Shared decision making |
| Developmental Screening/AWC/HPV | Wound care | Provider burnout – Balint Group/mindfulness |
| Tobacco Cessation | Spine Care | Health Literacy |
| First Tooth/Oral Health | Geriatrics and Dementia | Shared Decision Making |
| Hypertension | Pediatrics – Orthopedics, asthma, obesity | |
| Healthy eating | GI/Hep C | |
| ECU | Oncology | |
| | ECGS/Cholesterol/Arrhythmia | |
| | Concussion | |
| | Asthma/drug allergies/rhinitis | |
| | Concussion | |

Topics are informed by a workgroup that has regular participation from local primary care providers. CME is sponsored by the American Association of Family Practice, and all sessions are geared toward family practitioners and the topics relevant to their work. The program offers sessions monthly and the remainder of the year will include topics like emergency department use and urgent care, oral health integration, neurology and Parkinson’s disease, and diverticulitis.

Evaluations are collected at each session, and responses from providers consistently report increased learning, high level of relevance to their work, and positive reviews of the presentation quality.



YCCO has also held larger or more regular education events. One is the annual Opioid Summit. Consistently attended by more than 50 providers, this event brings together multiple sectors, including law enforcement, dental

providers, medical providers, and social services to discuss the opioid epidemic, prescribing practices, and alternative pain management methodologies.

Provider Recruitment

There is a current physician and medical provider shortage in the YCCO service area. YCCO has worked with the healthcare workforce to secure a higher local HPSA score to support loan forgiveness in the area, as a high-need rural location. This is a key strategy in securing commitment from providers, especially diverse providers. YCCO has participated in the AmeriCorps VISTA program, which often brings volunteers from outside of Yamhill County or Oregon, offering the potential to increase diversity in the local workforce. Additionally, YCCO has a partnership with local Linfield College, bringing interns from Linfield College to support YCCO work and encourage work experience in Yamhill County. The Early Learning Hub has explored strategies to promote careers in early childhood education and childcare in the local educational institutions.

Priority Goal 4: Value the mind-body connection by integrating behavioral and physical health prevention, education, and treatment

Behavioral Health Neighborhoods

Behavioral health has been and will continue to be integrated into primary care homes across the service area. More than 90% of YCCO members are assigned to a PCPCH, most of which have an integrated behaviorist.

The behavioral health neighborhood project is a concerted effort to continue this integration. The Behavioral Health Neighborhood project ensures YCCO members who have mental health and substance use conditions and/or behavioral risk factors for disease and disability receive safe, evidence based, trauma informed, culturally responsive, and person-centered health care. YCCO partnered with Yamhill County Behavioral health, two local clinics that carry a large percentage of the complex patients of the CCO, and George Fox University to bring together the work of behavioral health clinicians (BHCs; psychologists, post-master’s supervised psychology trainees, LCSWs, etc.) robustly and seamlessly into person-centered primary care teams as well as integrate the work of biomedical primary care clinicians (PCCs) and their teams (medical assistants, nurses, etc.) into specialty behavioral health clinics/programs.

Data and Analytics

YCCO is working with clinic partners to further integrate the use of PreManage, to help manage patients with high Emergency Department use tendencies, as well as to better facilitate communication and wrap around care integration for members with Mental Illness. The Community Health Worker Hub utilizes systems like Clara and Pre-Manage to understand member engagement with social service agencies and the emergency department, respectively. In addition to receiving and submitting regular member data, the CHWs work regularly with service agencies and hospitals to ensure good communication and strong partnership.

Prevention Programs in Schools

In the last year, YCCO has made great strides in better defining its programmatic and financial strategies for building a Wellness Fund to support evidence-based prevention programs in the community. YCCO communicated with a range of community partners to gauge interest in a Wellness Trust model in Yamhill County and formed a steering committee to guide the work and the funding allocation. The team had regular planning meetings with Georgia Health Policy Center, which has provided funding and technical assistance for the past four years.

In the past few months, the team has secured more than one million dollars in blended and braided funds in order to support Community Wellness work in the community. These funding streams include funds built into agency contracts with the CCO, county prevention funds, and grant funding. The team will continue to work to both build the credibility of the fund and increase the appeal of contributing to it as it grows. The team has also been identifying strategies for investment, including discussing Request for Proposal models and refining requirements for funding decisions.

Good Behavior Game, the group’s first project funded, is expanding officially to six of the seven school districts and continues to gain traction locally and statewide. YCCO has coordinated training for over 100 teachers and impacted more than 1700 children. A recent evaluation of the program in Yamhill County determined three schools reduced behavioral referrals by more than a third over

| Behavioral Referrals per year in GBG schools | | | | |
|--|-----------|-----------|--------------|-------------------|
| Elementary School | 2016-2017 | 2017-2019 | 2018-2019 | Cost Savings |
| Willamina | 532 | 287 | 95 | \$31,990 |
| Yamhill-Carlton | 200 | 166 | 56 | \$14,770 |
| Falconer Chapman | 2200 | 1944 | 848 | \$174,720 |
| | | | Total | \$ 221,480 |

three years of implementation. The estimated cost savings, just in staff and teacher time, was \$221,480. This program is a key strategy for not only reducing behavioral issues in children, but it also has evidence for reducing

substance abuse, criminal behavior, and suicidality later in life. More programs like this will be implanted in the next CHIP cycle, through the Community Prevention and Wellness strategies.

Next Steps

YCCO has identified the following strategies for its next CHIP cycle:



These strategies will continue or expand upon the work of the first CHIP cycle. Tobacco cessation and prevention efforts; improving access to and experience of care, especially for those with interpretation needs or cultural considerations; promoting the work of Traditional Health Workers; and continuing to foster oral health are some of the strategies that will receive continued support in the next cycle. This CHIP will also include a new specific focus on the social determinants of health, addressing things like housing and transportation that were largely absent from the first plan, and will require additional community support. Finally, YCCO will work closely with the local public health authority, as public health’s CHIP aligns closely with YCCO’s. The two agencies will coordinate workgroups when appropriate, share outcome measures, and communicate regularly to avoid overlap and maximize effectiveness.

YCCO will continue to build upon relationships built over the last five years, solidifying the support of existing stakeholders and engaging new stakeholders in the effort. This CHIP cycle will also have clearer measures to track progress using data and analytics, as well as through alignment with existing YCCO strategies and metrics. Finally, YCCO will continue to communicate the CHIP progress, led by the CAC, to the community at large and to its stakeholders.

Attachments

- CHIP Progress Report
- Community Health Improvement Plan 2014-19 - Revised
- Community Health Improvement Plan 2-14-19 - Revised Spanish Translation