



Highlights from the Field

Did you know...

All Proof Point Communities (PPCs) are currently involved in sustainability efforts. Every PPC is working with Promise Venture Studios (PVS) to create short pitch videos that share a condensed story about their work along with an ask for funding, but also potentially for collaboration, support and community connections. This endeavor includes one-on-one coaching to create and refine the pitch and will culminate with a “Dolphin Tank” practice session on Tuesday, August 26. After practicing, teams will receive more support to complete and record their pitches for use on websites, in email campaigns and via social media.

Additionally, many PPCs are receiving one-on-one sustainability support from consultants and are engaged in a variety of other activities. Here's what is happening at each PPC on the sustainability front:

Bay Area, CA

The Bay Area is exploring innovative practices and sustainable funding sources to support case management, dyadic care and parent partners. While there are currently multiple avenues for billing for care coordination in California, the Medicaid landscape is shifting, and it would help families in being able to access benefits — and clinicians in delivering care — if they could rely on an adaptive payment model for their service delivery. Additionally, better data sharing and continued supports and services would improve health outcomes, including reduced reentry to the child welfare system for those in family maintenance. Because the Oakland and San Francisco sites are in different counties, they are also working to bridge differences in billing and coding structures. Backbone staff from both Bay Area locations are meeting with Health Management Associates (HMA) to explore ways to improve and sustain these efforts.

Durham, NC

The Durham PPC is making big shifts. To bolster and sustain the positive changes PSP has supported at their clinic, members of the backbone team co-founded a new nonprofit to serve children and families in Durham, NC and beyond. [The new organization](#) is poised to center family voices and advance equitable, community-driven solutions through collective impact strategies. Their sustainability efforts are focused on establishing their branding as a new organization and sharing their mission of strengthening family health, early childhood development and community well-being. They are working with a marketing and social impact consultant to create a communication plan and identify effective strategies to guide them in this endeavor.

Los Angeles, CA

The Los Angeles PPC is exploring opportunities to further sustain and scale their Medical-Financial Partnership (MFP). They are meeting with HMA consultants to explore the leverage of existing Medicaid benefits (dyadic care, Community Health Workers [CHWs], Enhanced Care Management) available through the Department of Health Care Services (DHCS) to maximize all reimbursement options. They aim to influence future policy by anticipating (and strategizing for) upcoming changes and will create a business case outlining key components and cost value of their care model that other health systems could adopt.

Onondaga, NY

Onondaga is focused on creating sustainability in part by ensuring that all staff positions are filled. Their newly hired Family Voices Manager is now driving family voice work, and their team is co-designing parent leadership positions (including job descriptions!), pathways and policies. They are aiming to grow and sustain their advisory committees for family leaders and are piloting a partnership with the State University of New York to explore career options, enhance computer literacy and improve both academic readiness and job preparedness. They are also working to formalize policies and practices and offer parent-centered trainings to ensure accessible, shared language and understanding. Other sustainability goals for the Onondaga PPC are to scale and integrate behavioral health and strengthen their referral system.

Pierce County, WA

Pierce County's PPC is working with a consultant from HMA and focusing their sustainability efforts on preparing to take full advantage of new billing codes going into effect later this summer. They are collaborating with Community Based Organizations (CBOs), the Washington Chapter of the American Academy of Pediatrics (WCAAP) and other stakeholders to ensure that their clinic — and others — can receive maximum reimbursement once these changes are in effect. Another goal is to create a value proposition and blueprint for embedding CHWs in the pediatric primary care medical home to ensure comprehensive, accessible and effective care for children and their families.

Spotlight: How Policy Impacts Practice

As noted, part of the sustainability work that the Pierce County PPC is doing involves one-on-one consultation with HMA. During their early consultation sessions, they identified significant issues with the new CHW billing codes. Namely, the codes were written in a way that prohibited their use. As an example, if a CHW wanted to provide care coordination for a patient — researching resources, possible referrals, etc. — it required that the CHW be in the room with the family while doing this work. This requirement defeated the vital purpose of care coordination: freeing up time for the patient/family. It became clear very quickly that in its original state, clinics were going to face the extremely difficult decision of letting their CHW workforce go. Mary Ann and Rachel, with the Pierce County PPC, provided incredible leadership to the clinics across the state in navigating this very stressful and uncertain time. They, along with the HMA consultant they are working with, were able to meet with the Health Care Authority (HCA) leadership to share the challenges with the original guidance. As a result of that meeting, the HCA revised the guidance. While it is still not perfect, it is in a far better place than it was when it was originally released. Mary Ann and Rachel are continuing to provide leadership to the other clinics as everyone works as quickly as possible to prepare for the implementation of these new codes. Huge kudos to Mary Ann and Rachel for their work, not only at their PPC, but across the state to ensure that the newly established reimbursement pathway — one endorsed by clinicians and families, will be used. This policy shift is a notable example of how clinicians, patients and families can all benefit from collaborative advocacy.

Resources

Sustainability Resources

Since PPCs are working on all things sustainability, here are a couple additional resources on this topic to explore:

- The [Early Childhood Developmental Health Systems Evidence to Impact Center \(ECDHS\)](#) provides many resources including guidance on screening procedures and social-emotional billing and coding.
- Explore the [HealthySteps' Sustainability page](#) to find a number of resources including billing and coding guidance, state-specific resources (including CA, NC and NY) and guidance on many topics including Behavioral Health Prevention Reimbursement and Collaborative Care Model Billing Structures.

Upcoming TA Opportunities

- **Communities of Practice (CoP)**
 - As part of the **Sustainability CoP**, PPCs are having one-on-one meetings with PVS throughout the summer as part of their pitch creation and coaching. During the next virtual session on August 26, PPC's will practice their pitches before the next steps of finalizing scripts and recording videos.
 - **Integrating Early Relational Health into Practice Workflow CoP** is meeting starting on the second Thursday of the month from 3-4 PM EDT (12-1 PM PDT). Participants are focusing on ways to expand clinician, family and whole clinic involvement in improving engagement with ERH.
- **Family Voices Offerings**
 - **Office Hours:** Twice monthly office hours are offered as an informal opportunity for teams to share their concerns, issues or questions. These virtual Zoom calls are on the [first Thursdays](#) and [third Thursdays](#) of the month from 4-5 PM EDT (1-2 PM PDT). Registration is not required, and you can [send questions to Roseani Sanchez](#) ahead of the meetings.
 - **Training Series:** The *Building a Case for Family Engagement* training series launched on June 4 and is meeting on the first Wednesdays through September from 1-2:30 PM EDT (10-11:30 AM PDT). Participants are learning how to effectively communicate the value of family engagement, and much more!
- **Individualized Technical Assistance**
 - **Family Voices'** Family Engagement consultant is scheduling monthly family engagement TA sessions for PPCs. Email Roseani Sanchez (rsanchez@familyvoices.org) to set up a time.
 - **ZERO TO THREE** is always available to provide TA upon request — please reach out to Sarah MacLaughlin (smaclaughlin@zerotothrees.org) if you have specific needs.