Winona Community HUB

Pathways to wellbeing

2023

Winona Community HUB Impact Report

Winona Health

Live Well Winona

Live Well Winona | Winona Community HUB | 902 Parks Avenue, Winona, MN | 507.474.9825

https://www.winonahealth.org/resources-2/winona-community-hub/

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Mission, Vision, Values

Mission

The Winona Community HUB is committed to building a healthy and equitable community where all can thrive. By leveraging cross-sector partnerships, we support an innovative approach to coordinated healthcare that leverages the talent and knowledge of community health workers to improve measurable health outcomes.

Vision

The Winona Community HUB envisions a Winona where there are no barriers to well-being; where every person's identity and experiences are assets to creating a welcoming, inclusive, and equitable community.

Values

- **Access:** Remove barriers and bridge gaps to ensure that everyone has equitable access to resources, services, and opportunities to improve health.
- **Acceptance and Inclusion:** Recognize the unique strengths and perspectives of individuals from all backgrounds and ensure their voices are heard and valued.
- **Advocacy:** Advocate for policies and practices that address systemic barriers and help foster self-efficacy to achieve positive health outcomes.
- Partnership: Collaborate with families and individuals in determining their needs in a professional and equitable way.
- **Trust and Transparency:** Cultivate and maintain a trusting and transparent relationship with individuals and communities we serve through inclusive planning and decision-making with full, accurate, and timely communication.
- **Unity:** Agree to work within or outside of traditional systems to reduce disparities and build a stronger, more resilient community.

About the HUB

The Winona Community HUB is a community-based care coordination program certified by the Pathways Community HUB Institute (PCHI). Utilizing the PCHI Model, the HUB has established a comprehensive care network within Winona County that eliminates barriers, enhances systems, reduces service duplication, and aligns payment with positive health outcomes. Community health workers from organizations such as Winona Health, Family & Children's Center, Winona Volunteer Services, and Catholic Charities of Southern Minnesota play a vital role in this network.

Managed by the Live Well Winona department of Winona Health, the HUB supports residents facing food insecurity, mental health challenges, housing instability, and those who have had five or more emergency department visits in the past year.

To ensure seamless coordination and support, we have established Community Health Worker (CHW) positions at Care Coordination Agencies (CCAs) throughout the community. These skilled individuals serve as crucial links, facilitating access to services and resources for individuals and families facing health disparities.

The sequence of the service process is broken down into three principles:
Find, Treat, Measure.

FIND

Identify individuals and families at greatest risk, connect them with a community health worker, and provide a comprehensive assessment of health, social, and behavioral health risk factors.

TREAT

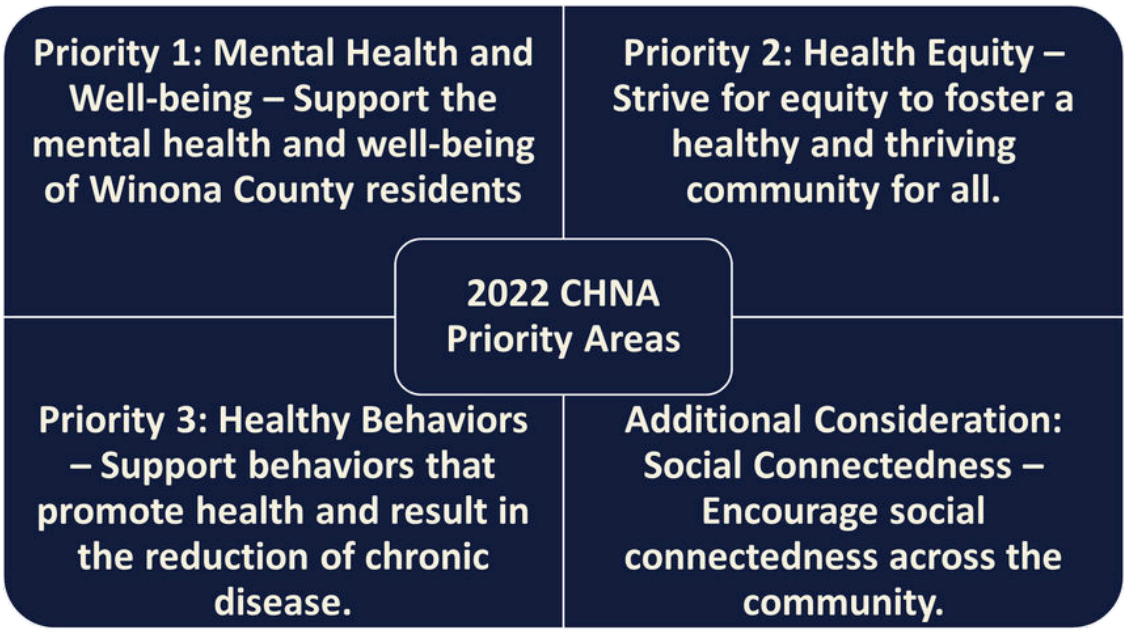
Ensure each identified risk factor is assigned to a specific pathway ensuring that risk factors are addressed with an evidence-based or best practice intervention (e.g., parenting education, housing, food, clothing).

MEASURE

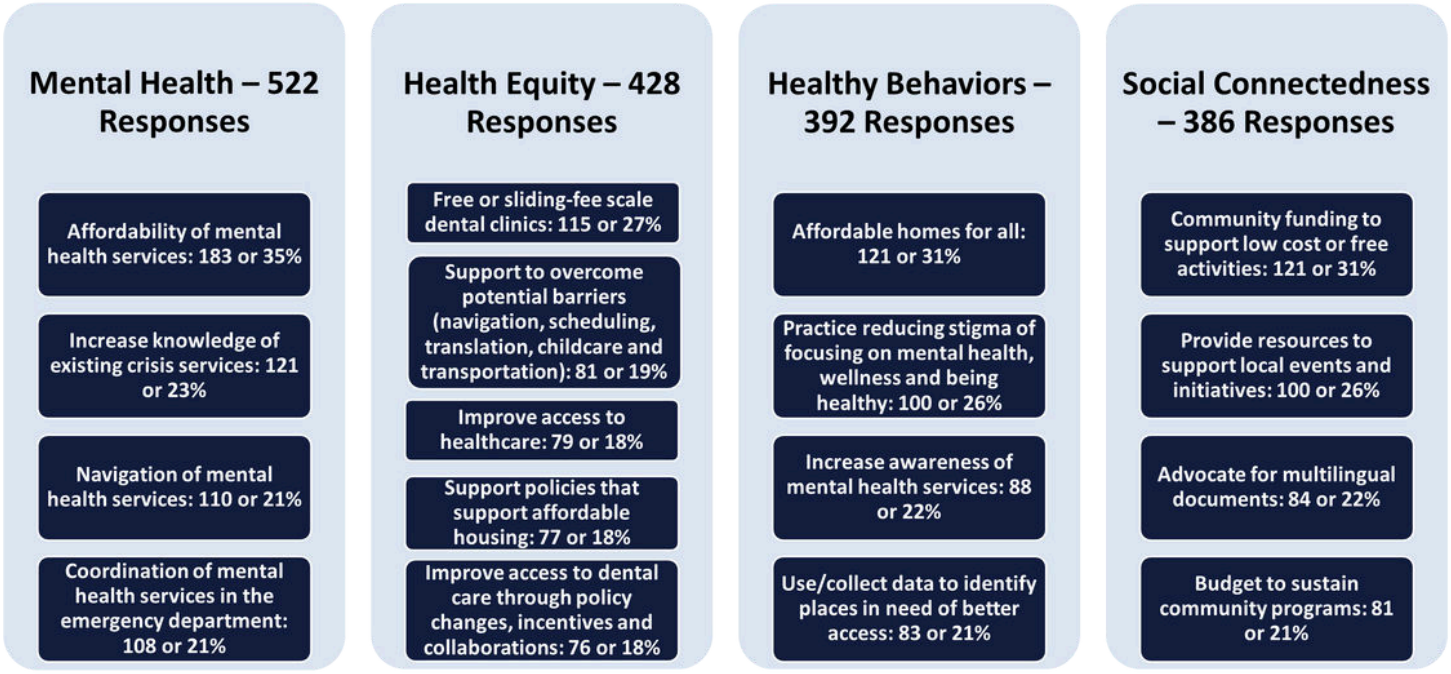
Completion of each pathway confirms that risk factors have been successfully addressed. Measurement includes other outcomes that involve multiple risk factors (e.g., improvement in chronic disease, reduction in emergency department visits, stable housing, and employment).

Identified Community Needs

The Winona Community HUB launched in June 2019 and continues to expand as Winona Health's active response to the priority areas identified during the 2022 Community Health Needs Assessment. The Winona Community HUB remains involved in local public health initiatives, including the Community Health Improvement Plan (CHIP) development.



Community Health Improvement Plan (CHIP) Community Engagement Survey Findings (2023)



Pathways Community HUB Institute (PCHI) Model

The Pathways Community HUB Institute's (PCHI) Model provides the framework to build a robust, complete network of care that removes the barriers and improves systems while also reducing duplication of services and aligning payment with achieving positive outcomes.

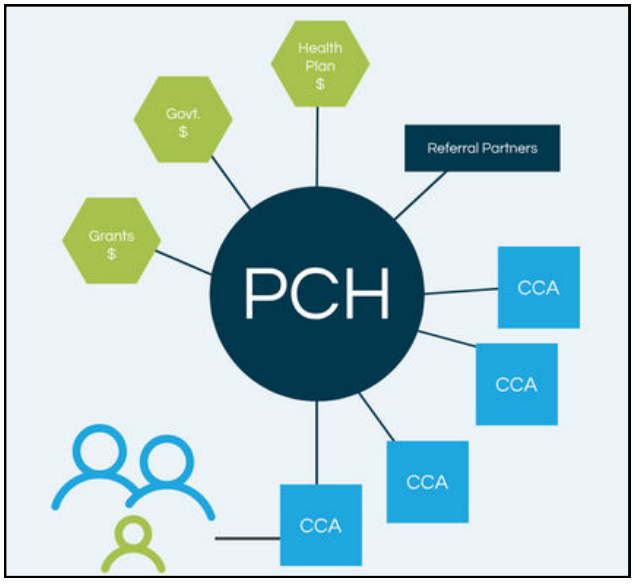
How the model works:

•Local community health workers engage community residents at risk for poor health and social outcomes and connect them to social and medical services

•Services are designed to remove barriers and address risk factors across 21 standardized Pathways, such as lack of housing or inadequate access to specialized health services

•Pathways are completed when the barrier or risk has been removed, and payment for services is tied to the completion of Pathways rather than the delivery of the services themselves.

Check out PCHI's new YouTube video: Explaining the PCHI Model



Community Health Workers

Minnesota Community Health Worker Alliance

"Community Health Workers (CHWs) are trusted, knowledgeable frontline health personnel who typically come from the communities they serve. CHWs bridge cultural and linguistic barriers, expand access to coverage and care, and improve health outcomes. As critical links between their communities and the health care system, CHWs reduce health disparities; boost health care quality, cultural competence and affordability; and empower individuals and communities for better health." – *Minnesota Community Health Worker Alliance*

According to the Minnesota Community Health Worker Alliance, CHWs are an emerging workforce, newer to most "mainstream" public health and health care settings – but with deep roots in many communities. Known by a variety of titles such as outreach worker, care guide, community health advisor, peer educator, promotora (Latino communities) and community health representative (American Indian communities), CHWs provide outreach, health education, care coordination and advocacy for underserved patients of all ages.

> Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

About the Minnesota Community Health Worker Alliance

The Minnesota Community Health Worker Alliance (MNCHWA) is a statewide nonprofit partnership committed to advancing health equity. The mission of the alliance is to build community and systems capacity for better health through the integration of community health worker (CHW) strategies.

The MNCHWA serve as a convener, catalyst, expert and resource to advance and integrate community health worker strategies. CHW approaches are an integral part of the solution to the challenges facing our communities and our health care, public health, and social services systems.

Referrals

The HUB, in collaboration with CCAs and the WWC, has set criteria and processes for referring participants to the HUB. Referral criteria are continuously updated with input from Care Coordination Agencies, CHWs, WWC, and community health needs assessments.
Anyone can make a referral to the HUB, including CHWs and Supervisors; however, the HUB has formal partnerships with community-based organizations to identify individuals experiencing SDOH risk factors and make referrals directly into the HUB's software system.

The majority of participants are self-referred or referred by referral partners.

Evolution of Referral Criteria

Referral Partners

Family & Children's Center
Winona Volunteer Services
Advocacy Center of Winona
Habitat for Humanity serving Winona County
Winona Health
Winona Area Public Schools Welcoming All Learners
Miller Mentoring Planting a Seed to a Better Future
Hiawatha Valley Mental Health Center
Catholic Charities of Southern Minnesota Providing Help. Creating Hope.
Project FINE Focus on Integrating Newcomers through Education
ENGAGEWINONA
WRAP+ Winona County Reentry Assistance Program Plus
Winona County
Bluff Country Co-op We know good food.
the YMCA For Youth Development® For Healthy Living For Social Responsibility
WINONA FAMILY YMCA

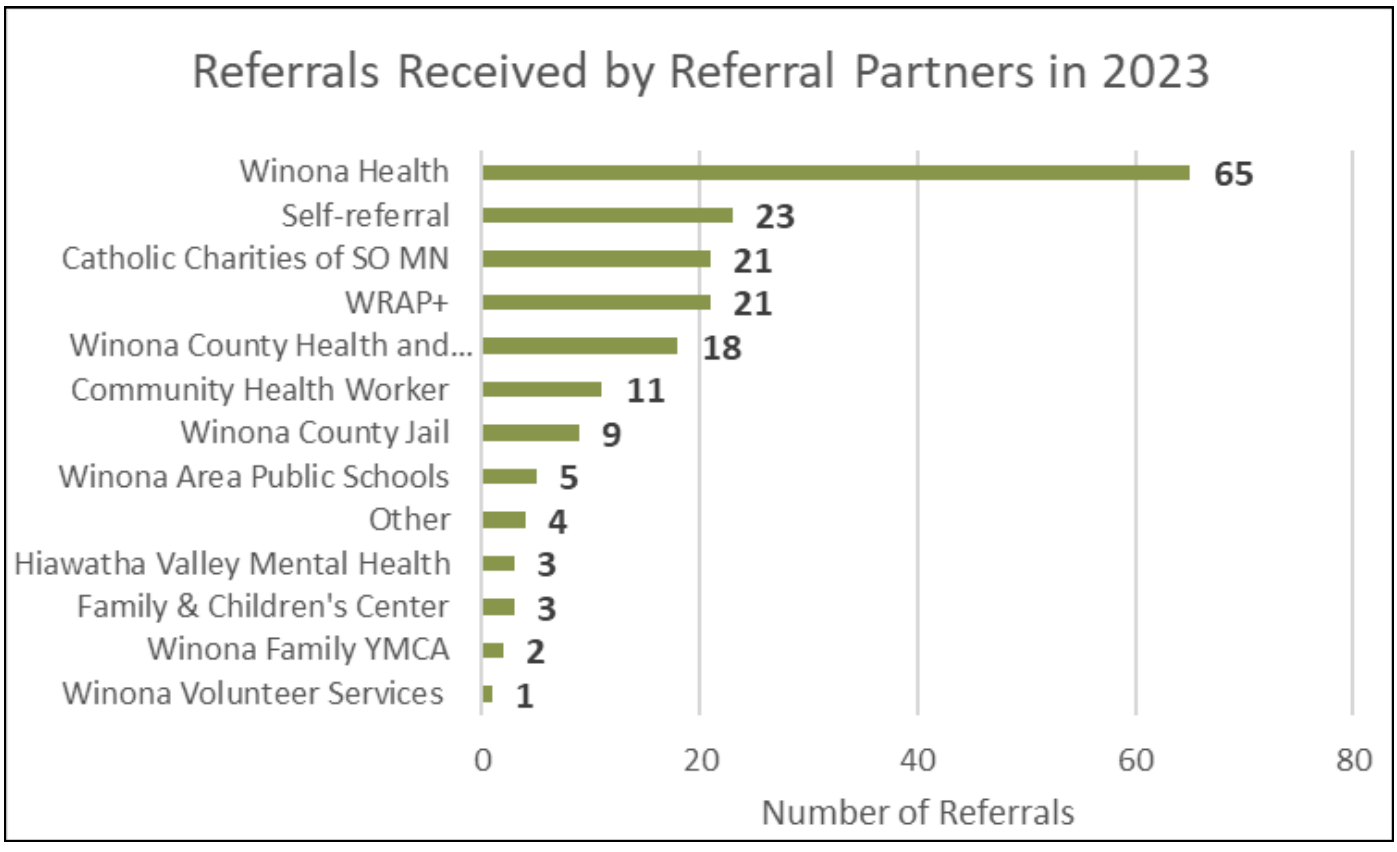
Referral and Enrollment Data

In 2023...

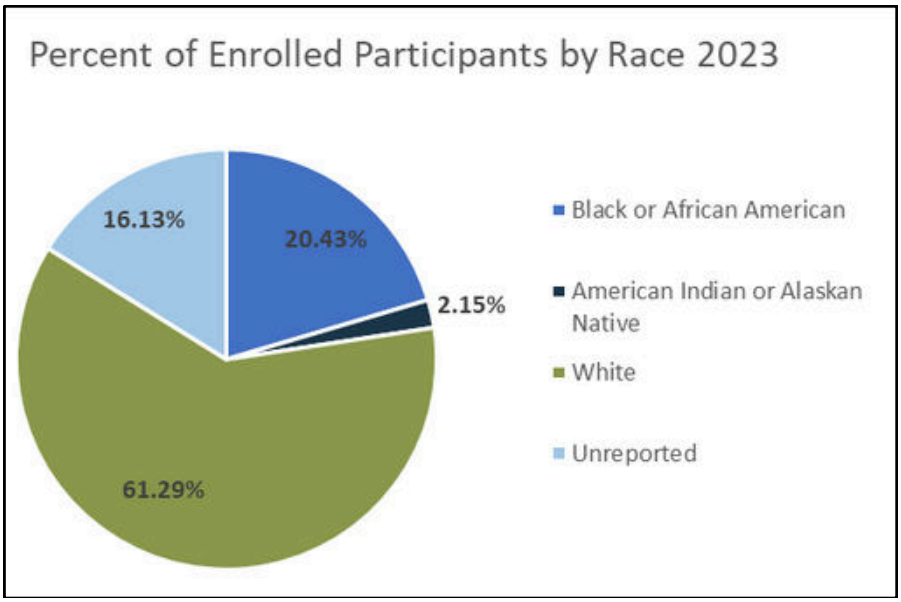
188	156	759	903
Referrals Received	Enrolled Participants	CHW Visits Completed	Risk Factors Eliminated

In Total... (2019-2023)

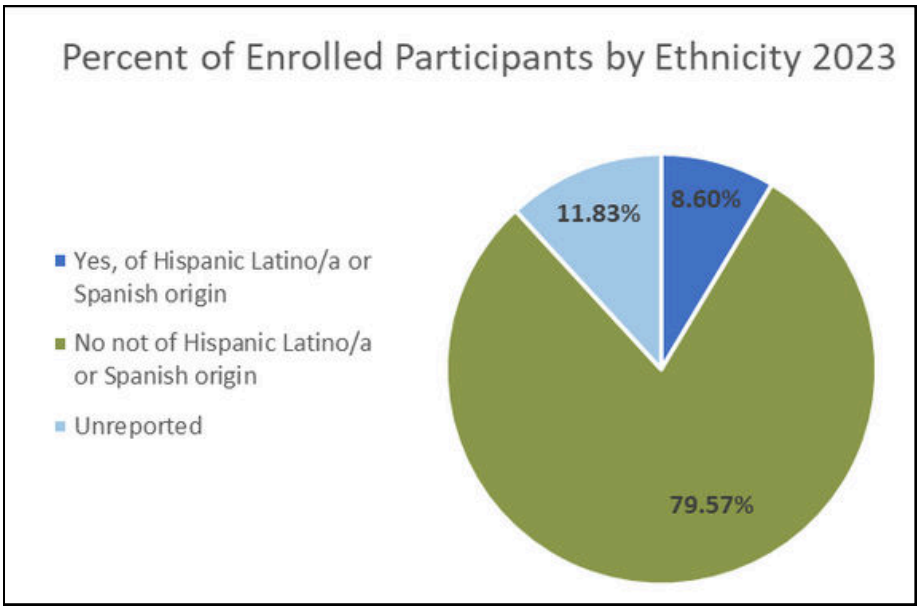
684	445	2,544	2,382
Referrals Received	Enrolled Participants	CHW Visits Completed	Risk Factors Eliminated

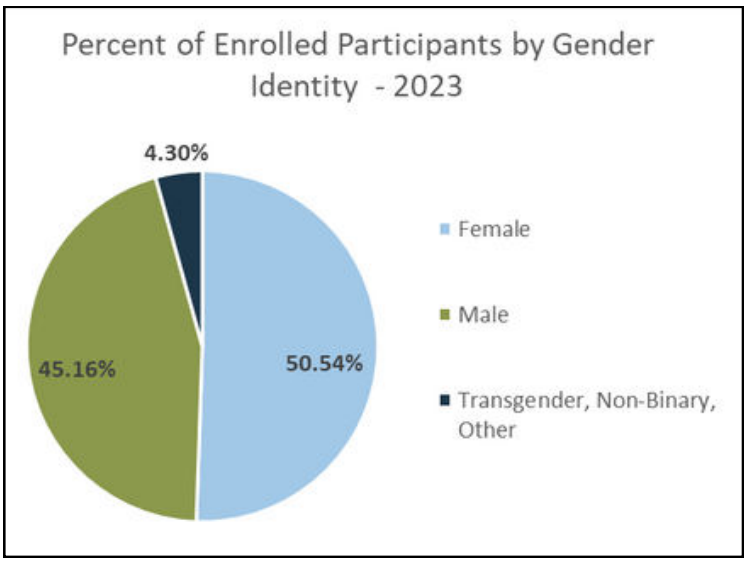


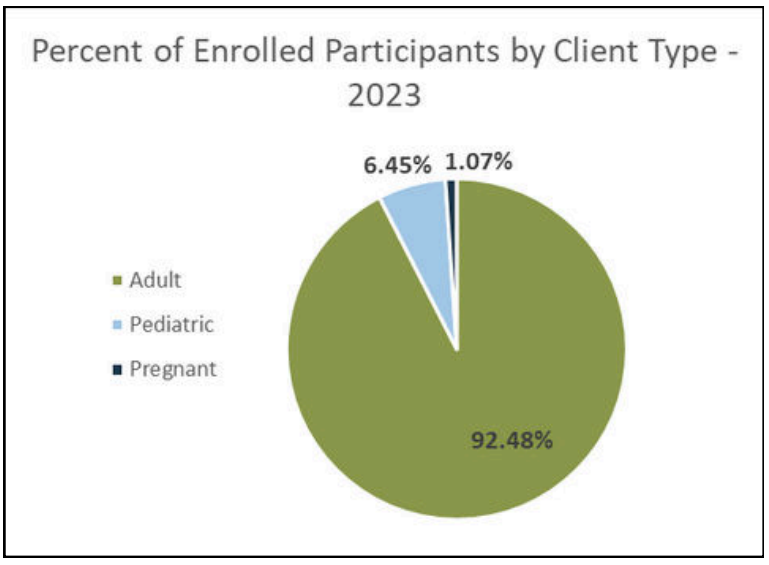
Participant Demographics



*Disclosure of demographic information including race, ethnicity, and gender is not required for HUB Enrollment.





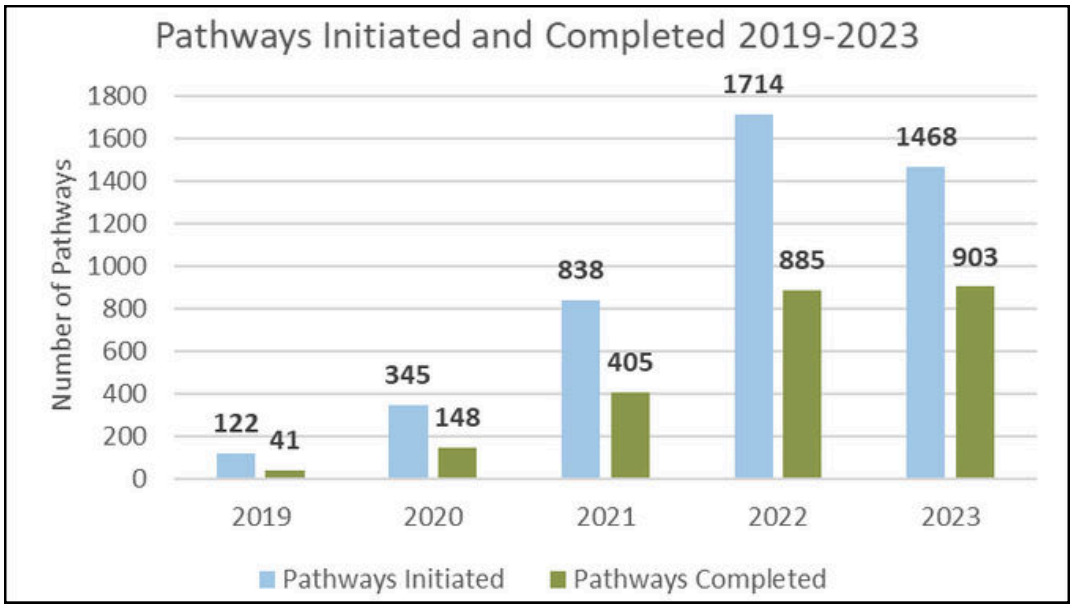


Pathways Data

The number of pathways completed and finished incomplete include all pathways completed and finished incomplete in 2023, including pathways that may have been initiated in 2022.

In 2022, the HUB had the greatest functional FTE, including five community heath workers. In 2023, the HUB experienced a shift to having 2-4 community health workers.

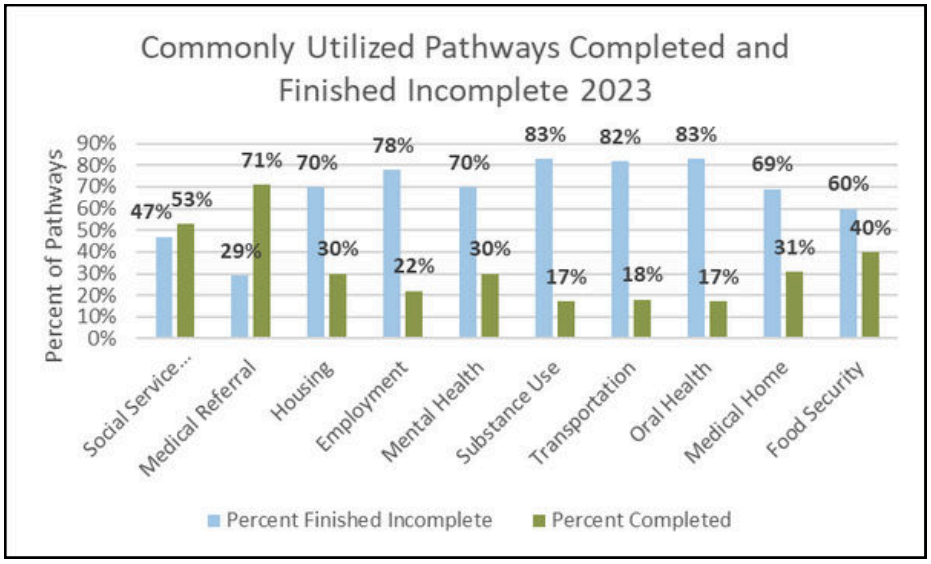
Pathway Scorecard Report 2023			
Pathway	Initiated	Finished Incomplete	Completed
Adult Education	16	22	2
Developmental Referral	2	1	0
Employment	58	53	15
Family Planning	2	1	3
Food Security	31	21	14
Health Coverage	24	6	15
Housing	65	61	26
Immunization Referral	4	4	0
Learning	283	2	281
Medical Home	41	37	17
Medical Referral	410	117	292
Medication Adherence	2	1	0
Medication Screening	22	16	6
Mental Health	50	48	21
Oral Health	41	44	9
Postpartum	1	0	1
Pregnancy	3	2	1
Social Service Referral	317	161	179
Substance Use	50	53	11
Transportation	46	53	12
Total:	**1468**	**703**	**905**

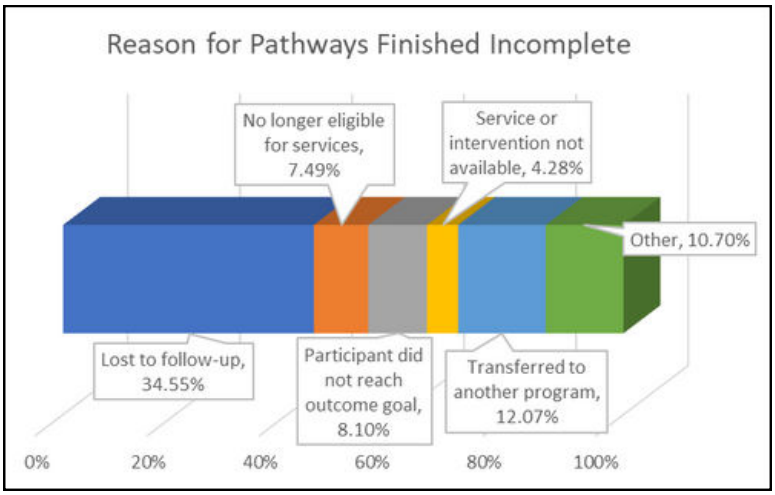


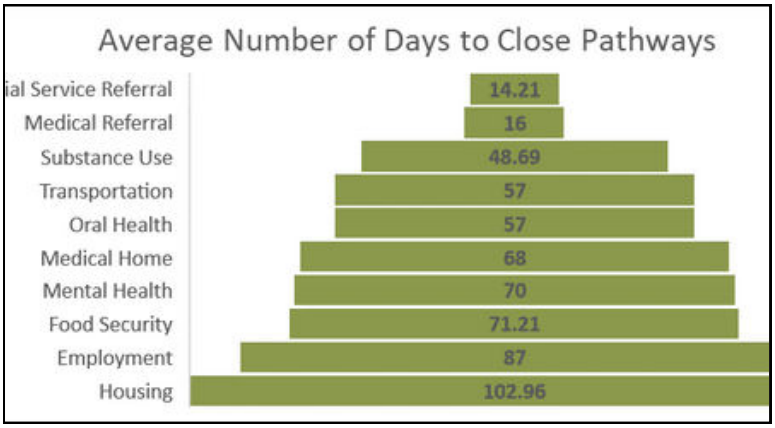
Commonly Utilized Pathways

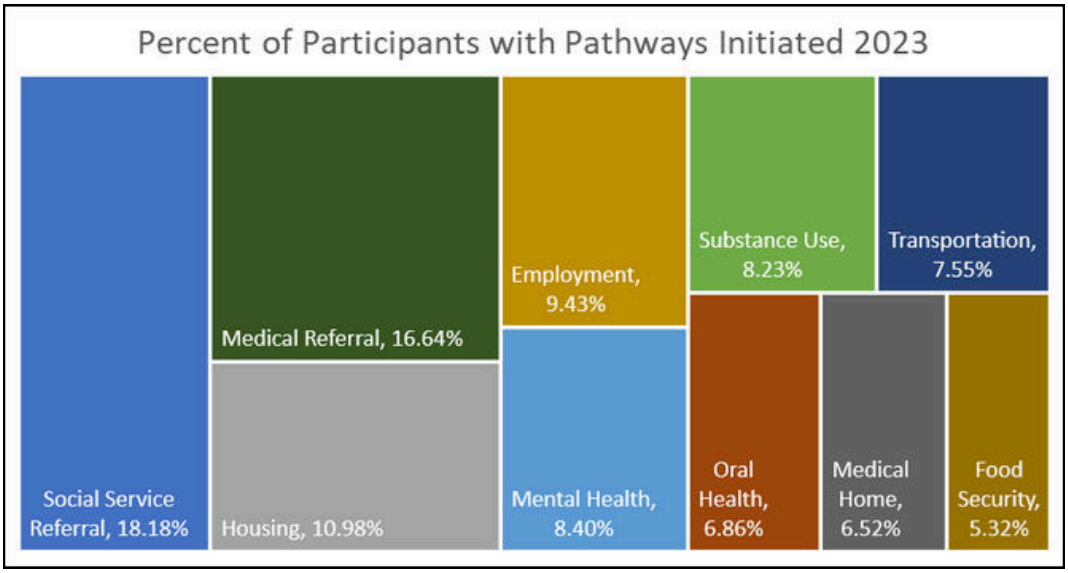
A PCHI Model requirement is to have at least a 50 percent success rate with closing pathways. In 2023, the pathway success rate was 56 percent.

The reason pathways are finished incomplete is documented; however, most (over 30 percent) of finished incomplete pathways are due to participants losing contact with the program.





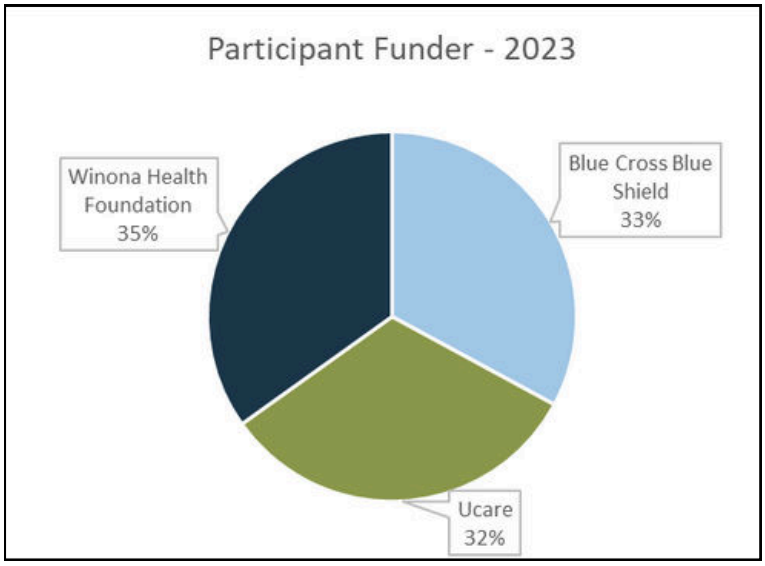


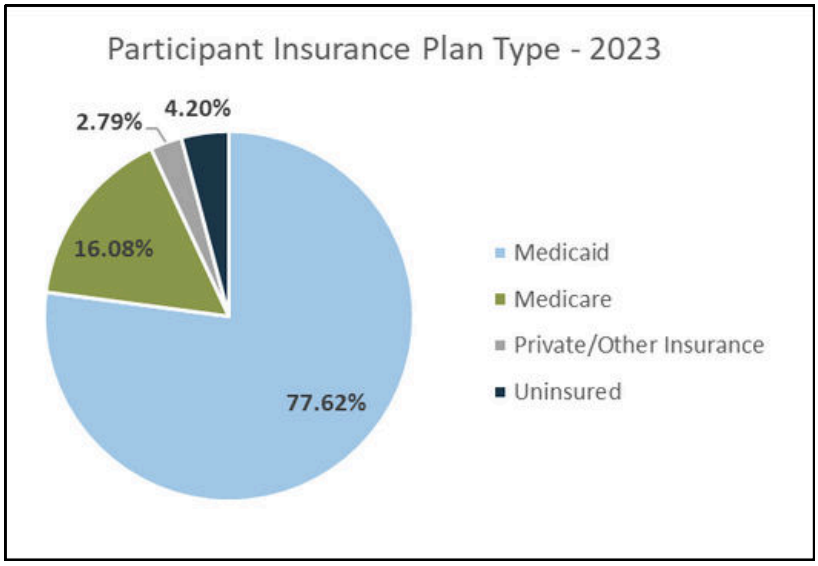


Funding

The HUB utilizes a braided funding model with a minimum of 50% of funds from outcomes-based payments related to pathway closure.

Funders include: Blue Cross and Blue Shield of Minnesota and UCare. Remaining funds are from grant sources including American Rescue Plan, Blue Cross and Blue Shield of Minnesota, UCare, Minnesota Department of Health Regional Health Equity Networks, Walmart Community Grant Program, and Winona County SHIP.





Thank you to our funders:

ucare

Blue Cross and Blue Shield of Minnesota FOUNDATION

ship statewide health improvement partnership

DEPARTMENT OF HEALTH CENTER FOR HEALTH EQUITY

Walmart org Local Community Grants

Winona Health Foundation

American Rescue Plan Act of 2021

Community Engagement

The Winona Community HUB is committed to fostering connections and engagement within the Winona community. Through active participation in various local events and initiatives, the HUB engages in community outreach through tabling and attending community meetings and events. By setting up booths at these events, we provide a platform for residents to learn about the HUB's services, resources, and mission.

Simultaneously, the Winona Community HUB is dedicated to building relationships with other community entities, such as nonprofits, businesses, and stakeholders, all sharing a common goal of improving the quality of life in Winona. The Winona Community HUB aims to create a strong network of support and cooperation among partners, amplifying the collective efforts to address the unique needs of community members.

A Look into 2024...

The HUB was awarded a second round of Minnesota Department of Health's Regional Health Equity Networks grant funding in 2023 and collaborated with two organizations, Engage Winona and Project FINE to increase health equity through two projects implemented from 2023 into 2024:

Participant Advisory Council

We collaborated with Engage Winona to establish and facilitate a Participant Advisory Council (PAC) of HUB Participants with varying life experiences to create continuous feedback loops for quality improvement. Five participants attended seven meetings, providing feedback and engaging in discussions to help grow and improve areas of the program. We look forward to continuing partnerships, connections, and conversations with Engage Winona and the Participant Advisory Council members from 2024 to 2025!

ENGAGEWINONA

Engage Winona drives equitable civic action and social change by working to ensure everyone has access, voice, and power in community planning, decision-making and changemaking.

Diversity and Equity Trainings

In 2023, we received a series of Health Equity training sessions from Project FINE aimed to enhance the cultural competency of the HUB Network to improve health equity in our service area. These sessions covered topics such as intersectionality, working with refugees and immigrants experiencing poverty, organizational culture, and more.

Project FINE

Focus on Integrating Newcomers through Education

Project FINE's mission is to create an inclusive community by serving refugees and immigrants and building connections across cultures.

New Learnings

- Collaboration is not fast or easy work. In healthcare, we tend to try to be efficient and fast, but collaboration is built on relationships that take time. Rural communities embody unique landscapes, each with its distinct strengths and challenges. Embracing this diversity requires an innovative lens when forging strategic collaborations to ensure partnerships reflect the specific needs of the community.

- It is challenging to find certificate-holding community health workers in our rural area. The Minnesota Community Health Worker Alliance has scholarships available for individuals to obtain their CHW Certificate at numerous institutions in the state. In addition, Winona Health recently became a registered apprentice site to increase visibility with new community health workers. We are committed to advocating for expansion of the CHW workforce within our community and recognize that CHWs are invaluable to building health equity within our community.

How to Support the HUB's Mission

- Join our HUB Network and become a member of the Winona Wellbeing Collaborative to assist in decision-making related to the long-term goals and objectives of the HUB.

- Help us find creative ways to identify individuals and families at greatest risk who would benefit from HUB services and refer them to the HUB.

- Raise awareness of the HUB at community events and display brochures or flyers to provide information about the HUB in your business or organization.

- Consider onboarding a Community Health Worker(s) in your organization and becoming a HUB Care Coordination Agency.

Contact us for more information!

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Thank you!

- Thank you to our HUB Network, Community Health Workers, Winona Wellbeing Collaborative members, partner organizations, Participant Advisory Council members, and community members for your continued support and partnerships.