



Oregon's Universally offered Home Visiting Initiative

CLHO Update September 16, 2021

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PHD/OHA

Oregon Universally offered Home Visiting Initiative

What is it?

An initiative to strengthen families by offering a voluntary home visit by a nurse shortly after the birth of every child.

Why?

The birth of a child is a big change for **any** family, and most families welcome and need support of some kind, whether that is an answer to a question about breastfeeding or getting connected to a local community resource.

Connecting all families in need to preventative services is the route to community level change, and a cost-effective investment in long-term population health outcomes.

Goals of the Universally offered Home Visiting Initiative

- ✓ **Create and strengthen community level systems of care** for families of newborns
- ✓ **Offer support** to all new parents in Oregon (regardless of risk and insurance status)
- ✓ **Increase access** to community services and supports
- ✓ **Promote collaboration and coordination** across Oregon's early childhood and home visiting systems
- ✓ **Improve health outcomes** for families across the life-course

SB 526

SB 526

- **Goal:** To help families give their children a healthier start in life.
- Consists of 2 mandated components:
 - ✓ Directs OHA to design and implement a voluntary universal statewide home visiting program for families with newborns up to six months of age
 - ✓ It requires commercial health benefit plans to offer this service to their members.
- Oregon will be the first state to offer a universally offered home visiting program for all newborns and their families, including families with adopted or foster newborns.

The Family Connects Model

***A newborn population health model and systems building strategy
with nurse home visits at the center***

- **Evidence Based**
 - Completed two randomized control trials and 1 quasi-experimental trial
 - Recognized by HRSA/MIECHV as an evidence-based model
- **University Based**
 - Ongoing Rigorous evaluations
 - Non-competitive and value add focused

The Family Connects Model



FOR ALL

Helping all families regardless of income or background



THREE WEEKS

Visits are scheduled around 3 weeks after a baby's birth



NO COST TO RECIPIENTS

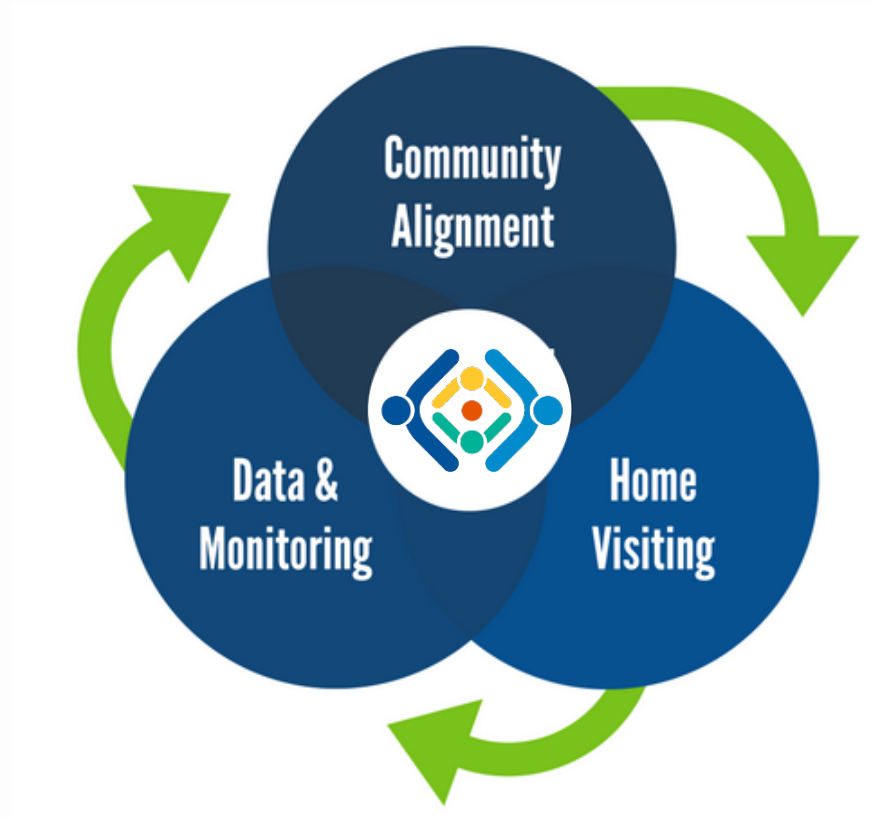
As an eligible recipient, you will not be charged



REGISTERED NURSE

All visits are made by highly trained nurses

Program Components

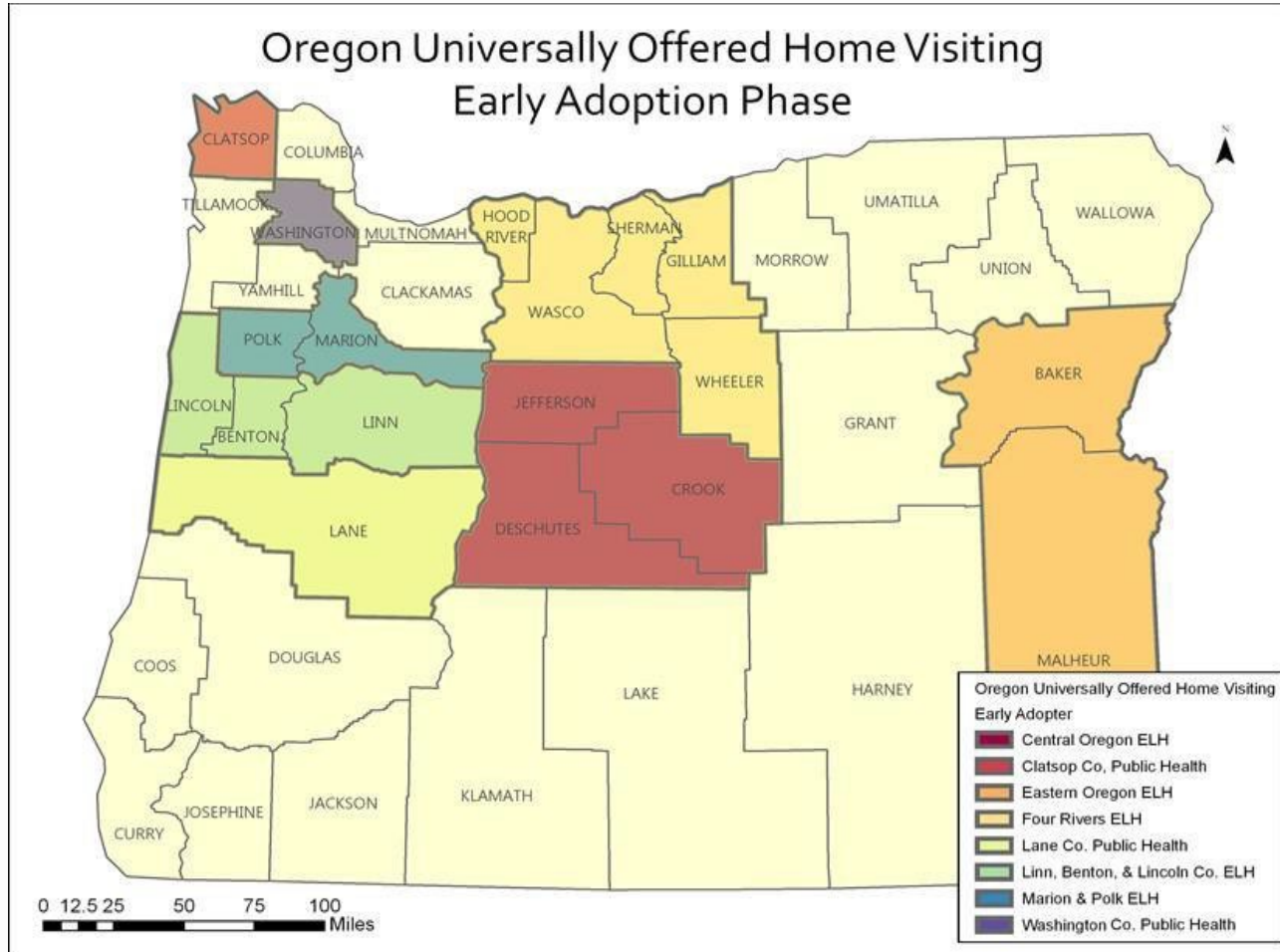


The Journey So Far

The Early Adopter Cohort Communities are led by the following agencies:

- Clatsop County Public Health
- Early Learning Hub Linn, Benton, & Lincoln Counties at Linn-Benton College
- Early Learning Hub of Central Oregon (High Desert ESD)
- Eastern Oregon Early Learning Hub
- Four Rivers Early Learning and Parenting Hub
- Lane County Public Health
- Marion and Polk Early Learning Hub, Inc.
- Washington County Public Health Division

UoHV Initiative Early Adopter Cohort Communities



Current Launch Timeline

Trained Sites

- Launched May 2021:
 - Benton/Lincoln/Linn
 - Marion County (of Marion Polk)
- Launched June 2021:
 - Washington County
- Launching September 2021:
 - Central Oregon

Upcoming Sites

- October 2021-February 2022:
 - Four Rivers
 - Eastern Oregon
- TBD:
 - Lane County
 - Polk County (of Marion Polk)

Families Served

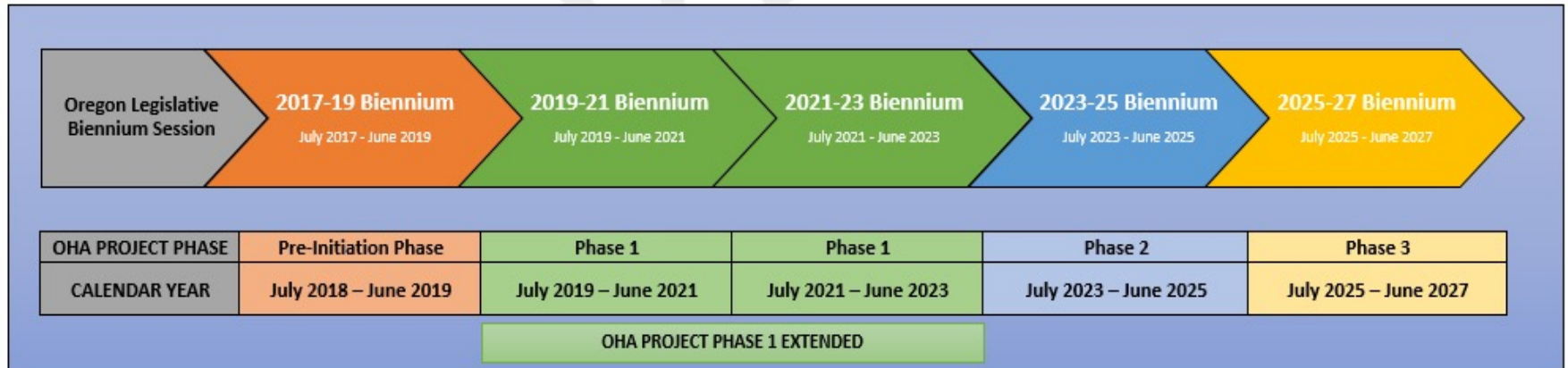
County	Launch Date	# IHVs Completed to Date (9/10/2021)*
Linn	5/1/2021	31
Lincoln	5/1/2021	7
Benton	5/1/2021	4
Marion	5/1/2021	15
Washington	6/1/2021	29
Central OR**	9/1/2021	0

TOTAL: 86

*this reflects the total number of completed IHVs a site has entered into Salesforce as of 9/10/2021

**Central OR is made up of Crook, Jefferson, and Deschutes Counties

Revised Project Life Cycle



Meet the UoHV Initiative: Family Connects Oregon (FCO) Program Team



Jordan Kennedy
MCH Community
Systems Manager



**Bobbie
Bowman-Meza**
Public Health
Nurse Consultant



LaShanda Friedrich
Health Systems
Integration Specialist



Allison Mobley
Research Analyst



Wendy Morgan
Public Health
Educator



Tracy Candela
MCH Project
Manager



Vacant
Administrative
Support

Nursing/Clinical—Bobbie Bowman Meza

- **Statewide nursing clinical guidelines approved**
- **Statewide Medical Director hired**
 - Consulting with sites to identify local Clinical Champions.
- **Nurse Training**
 - 4 sites trained by FCI
 - Tracking of Nurse Core Competencies
- **Nursing Documentation**
 - Consult on site-specific workflows & screening tools
- **Return to In-Person Visits**
 - Advise on FCI return to home guidance and Oregon rules.
- **Nursing Practice/Billing**
 - Targeted Case Management FAQs/consultation

Nursing/Clinical—Upcoming

- **Case Conference/Reflective Supervision**
 - Observe and support these activities locally
- **Nurse Workforce Development**
 - Work with Oregon Center for Nursing on a survey of Public Health Nursing workforce
 - Develop strategies for recruitment/retention



Health Systems Integration—LaShanda Friedrich

- **Commercial Payers**
 - Rate reset conversations
 - Consultants
 - Early adopter contract/credentialing progress
 - New contact at DCBS
 - HDHP work to presume!
- **Medicaid/CCOs**
 - FCO in 2022 CCO contract approved
 - Care coordination and collaboration
 - Currently early adopters are billing TCM
 - Will bill fee for service in lieu of CCOs

Data and Evaluation—Allison Mobley

- **FCO Evaluation Sub-Committee**
 - Monthly since February 2021
 - Advisory role, providing feedback and insights
 - OHA, FCI, EA sites, PSU
- **External Evaluation Year 1**
 - Interviews with OHA, FCI, EA, CBOs
 - October 2021
- **Eligible Birth Population**
 - OHA provides monthly year to date birth records for EA sites to reconcile with their records.



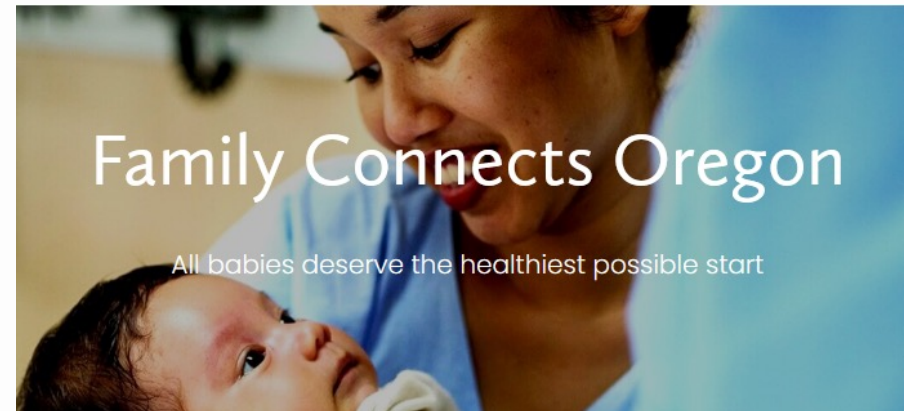
Communications—Wendy Morgan

Family Connects
Oregon Brochure



Family Connects
Oregon Website

www.familyconnectsoregon.org



Communications

Spokesperson/ Media Training

- Developed key messages
- Trained FCO staff on talking to partners, media, others about the program



Statewide Press Release

www.familyconnectsoregon.org

Released September 8, 2021:

- <https://jamn1075.iheart.com/featured/portland-local-news/content/2021-09-08-family-connects-offers-new-baby-visits-in-oregon/>



Communications

- **Introduction to Family Connects Oregon**
 - Using the original video created by Texas Family Connects
 - Available in multiple languages August 2021
 - Arabic
 - Simplified Chinese
 - Russian
 - Somali
 - Vietnamese
 - Spanish



Looking Forward

2021-2023 Biennium



2021-23 Legislative Session Funding

- OHA received \$7.8 million in GF (Current Service Levels from 19-21 biennium plus addition investments from the 21-23 session)
- Funding will go to:
 - New State-Level Staff
 - Payment for Providers of Services
 - Contracts
 - Local Level Initiative Implementation



New Staff

- 1.0 FTE Operations and Policy Specialist (OPA) 3 – Workforce Development/CQI Coordinator (*to start year 2 of 21-23 biennium*)
- 1.0 FTE Project Manager (PM) 1
- 1.0 FTE Operations and Policy (OPA) 2 – Informaticist
- 1.0 FTE Principal Executive Manager (PEM) D



In addition, the following current positions have increased to 1.0 FTE:

- 0.5 FTE Research Analyst (RA) 3
- 0.5 FTE Administrative Support (AS) 1

Contracts

- **Family Connects International** – Technical Assistance (State-wide)
- **Program Evaluation** -- PSU
- **Management Consulting Firm** – To secure short-term additional subject matter expertise to support project development to supplement and augment identified project knowledge gaps i.e. subject matter expertise in marketing, branding; business processes development; and healthcare knowledge and expertise in hospital and healthcare system operations

Local Level Implementation

- Initial Training
- Funding Strategy
- Ongoing workforce development/trainings



Questions?

