

# Oregon's Universally offered Home Visiting Initiative: All-Stakeholder Update Webinar

Oregon Health Authority  
Early Learning Division  
Department of Consumer and Business Services  
Family Connects International



Oregon  
Health  
Authority

September 10, 2020

PUBLIC HEALTH DIVISION  
Maternal and Child Health Section

# Purpose

To provide stakeholders with the latest information on Oregon's Universally Offered Home Visiting Initiative:

**Family Connects Oregon**



# Agenda

- Welcome, Introductions and Housekeeping
- Brief background: What is Universally offered Home Visiting?
- Oregon Updates
  - Early Adopter Communities Implementation
  - Clinical Design and Planning
  - Health Systems Integration
  - State & Federal Authority; and Policy – SB526 Rulemaking
  - Data, Data Systems; and Evaluation
  - Communications
  - Q&A
- Next Steps and Closing Remarks

# Introductions and Housekeeping

## Presenters:

**Cate Wilcox**, Oregon Health Authority, Maternal and Child Health (MCH) Section

**Elisabeth Underwood**, Early Learning Division (ELD), Healthy Families Oregon  
Statewide Coordinator

## Housekeeping:

- Please type your questions into the chat box
- Questions will be answered at the end of the presentations

# Meet the 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



**Jessica  
Engelmann**  
Administrative  
Support



**Wendy Morgan**  
Public Health  
Educator

# Brief background: What is Universally offered Home Visiting?



# Universally offered Home Visiting

## 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 Universally offered Home Visiting

- ✓ **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



# 2019 Legislative Session: SB 526 & POP 401 (Governor's Budget)

SB 526 and Policy Option Package (POP) 401 were passed in the 2019 Legislative Session, establishing the Universally offered Home Visiting (UoHV) program and providing funding for OHA's budget.

## 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 BY 2026.

## POP 401

- OHA budget includes \$7.6 million (\$4.69 million GF) for the 19-21 biennium to design and begin implementation of a universally offered newborn home visiting service, specifically:
  - ✓ state level infrastructure to implement and maintain the initiative
  - ✓ evaluation, data and technical assistance support
  - ✓ local implementation and Medicaid services
- OHA will begin offering the service to Oregon Health Plan members in 18 early adopter counties in July 2020; commercial plans will roll on in January 2021 due to their rate

# Overview of the Family Connects model

# 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

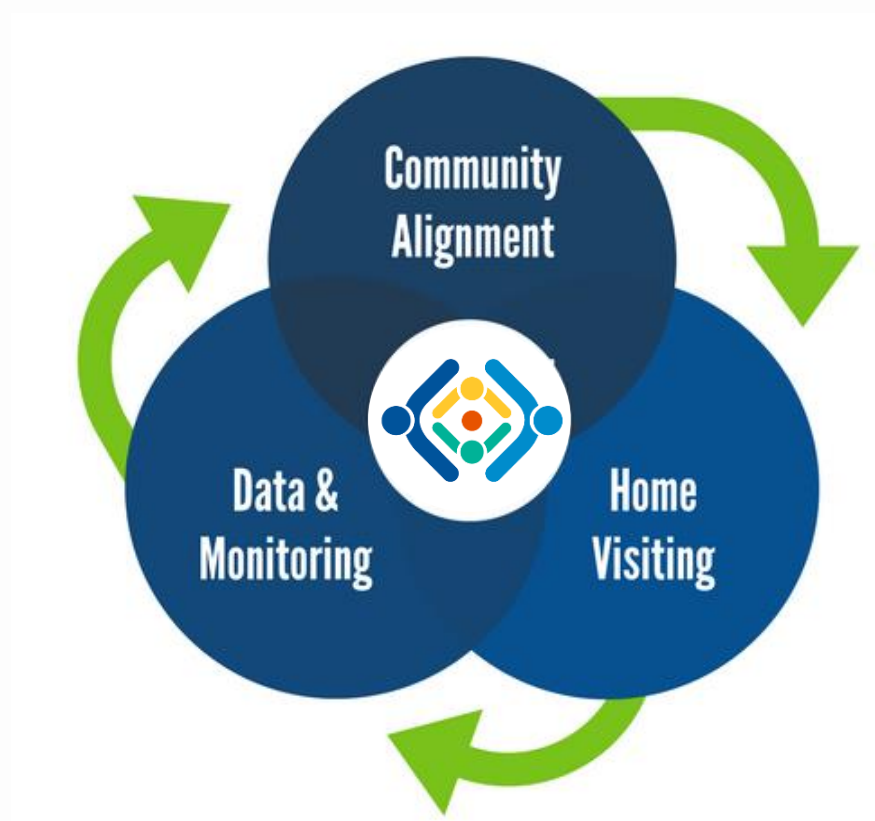
As an eligible recipient, you will not be charged



## REGISTERED NURSE

All visits are made by highly trained nurses

# Program Components



# Learn more

For a more in depth look at Universally offered Home Visiting and the Family Connects model, a recording of our July 2019 all-stakeholder kickoff webinar is available at

<https://youtu.be/T7CUo8kM7b8>

# Oregon updates: Where are we now?



# Progress so far...

- Oregon Administrative Rules development
  - To be finalized and effective September 2020
- Began work with the Commercial Health Benefit Plans
  - Developed a services bundle model, working on identifying a coding and reimbursement options.
- Hired state level infrastructure
  - Nurse Consultant, Health Systems Integration Specialist, Evaluation and Data Analyst, Administrative Support
- Contracted with Family Connects International
  - Model fidelity assurance, training and technical support
- Began talks with Medicaid for CCOs adding FCO as a covered in-plan benefit for their members

# Current Project Implementation Plan



- Implementation of UoHV Initiative will roll out over the **three biennia** using a phased-in approach, beginning with communities who are ready to be the first to implement the program in the state.
- Over the three biennia rollout, the program is expected to offer services to all families that have a newborn in Oregon, approximately **45,000 births/year**.
- Family Connects is an **evidence-based national home visiting model** that will be used to implement the UoHV program in Oregon.

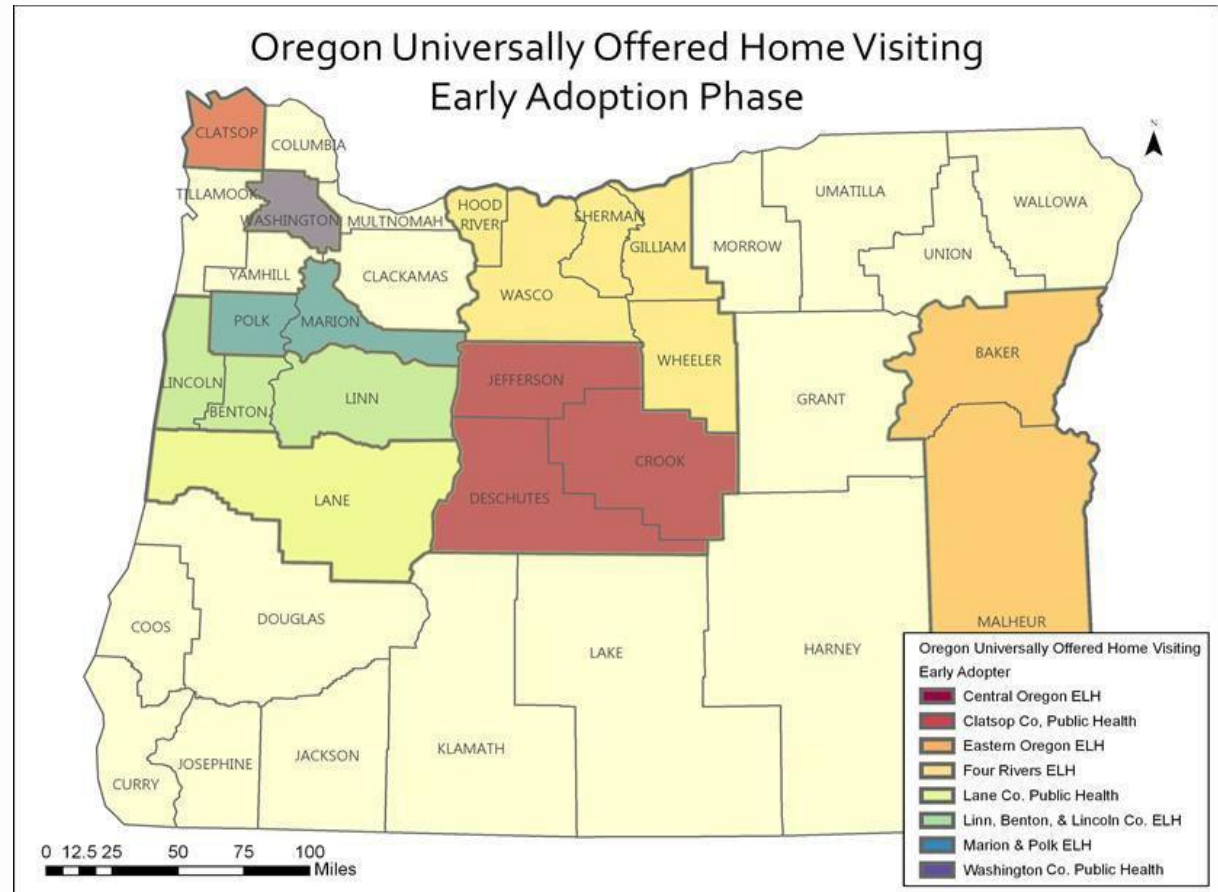


# The UoHV Initiative and Early Adopters Cohort Update

# UoHV Initiative Early Adopter Cohort Communities

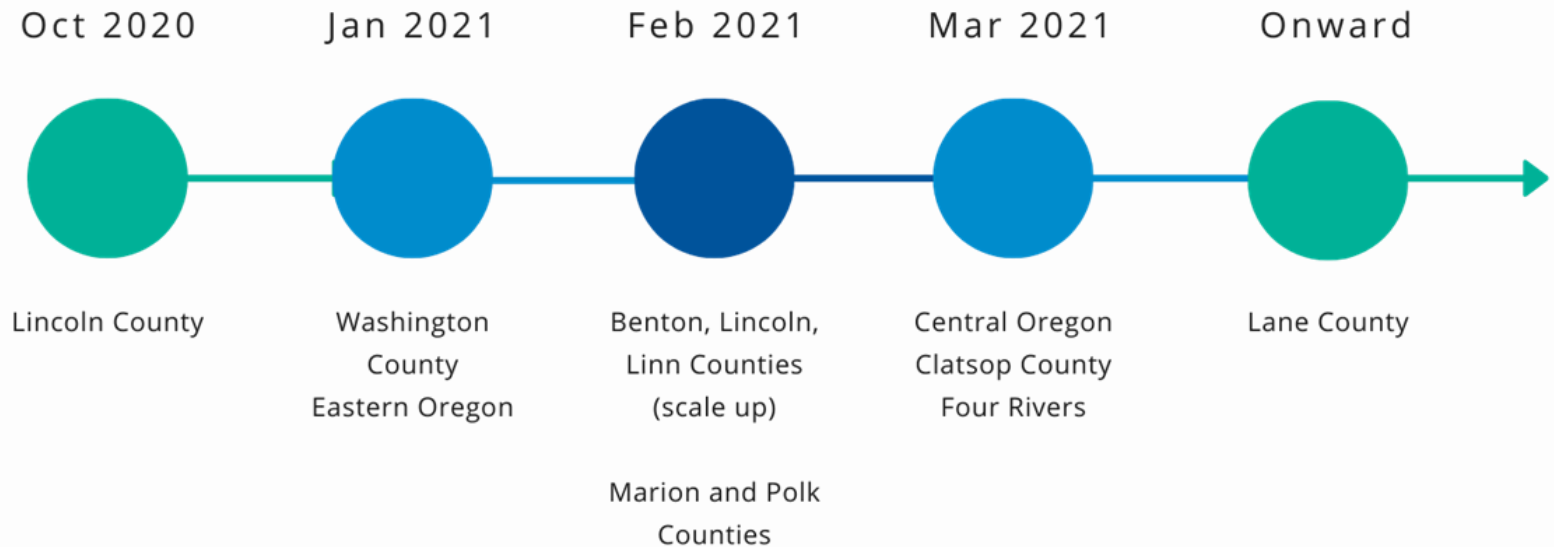
The Early Adopter Cohort Communities are led by the following agencies:

- ✓ 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



# Early Adopter Community Service Delivery Launch

## Family Connects Oregon



**Note:** The start dates listed indicate when each early adopter community will begin services with their initial catchment area. Initial catchment areas vary and do not necessarily include all counties within the community.

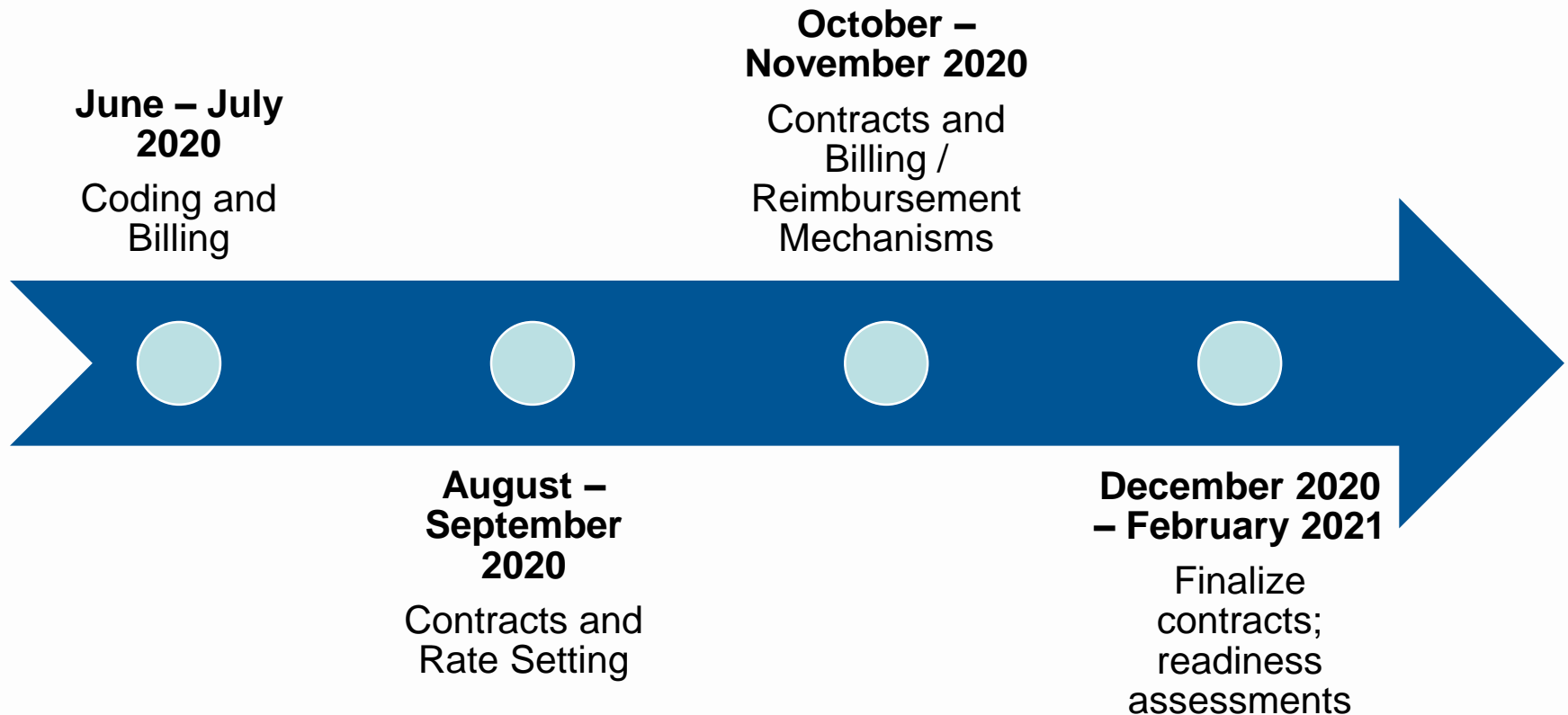
# Clinical Planning and Design

- **Clinical Guidelines-** Currently under review by a workgroup of state nurse consultants and local public health nurses/nurse supervisors
- **Medical Director/Clinical Champions:** Draft job descriptions complete. Process to hire a Medical Director underway.
- **Home Visiting Services Provider Certification:** Draft application complete. Advising on this process during monthly check ins.
- **Pre-Service Training:** FCI and OHA checklists combined. 8-12 hours of individual online trainings.
- **Home Visiting Collaboration:** Consult with local public health and partners to incorporate Family Connects into the current home visiting system locally.

# Health Systems Integration

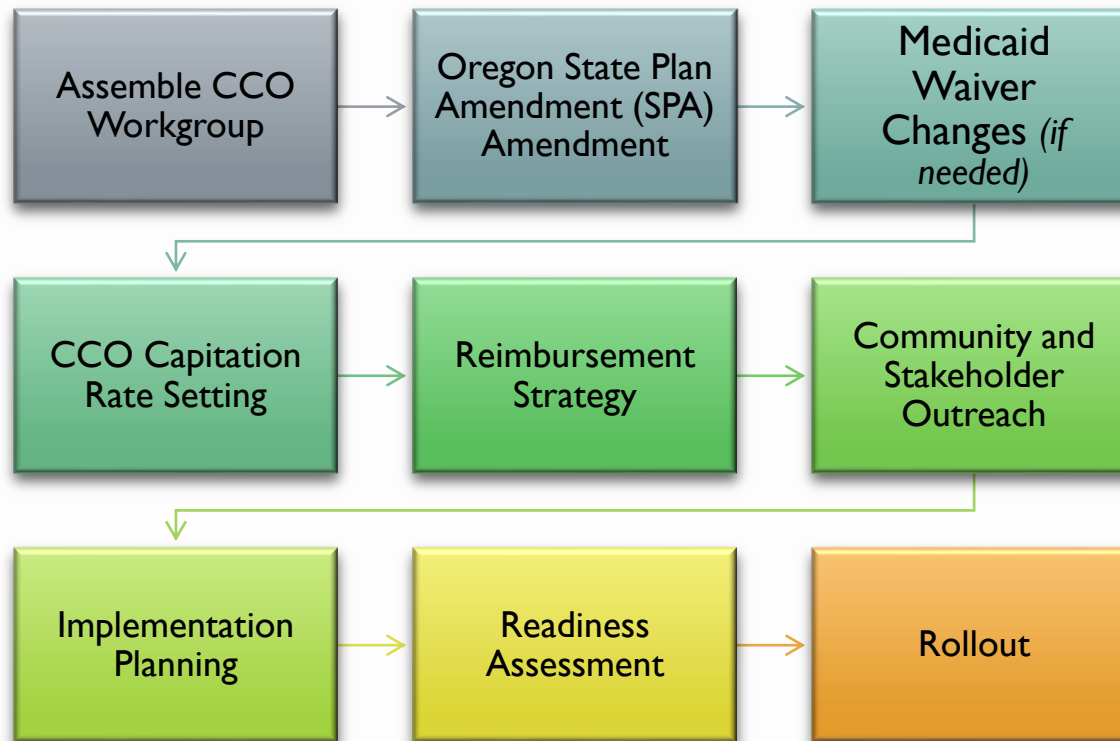
- ✓ Commercial Payers
- ✓ Medicaid Coordinated Care Organizations (CCOs)
- ✓ Local Public Health Authorities/ Tribes

# Health Systems Integration: Commercial Payers



# Health Systems Integration: Journey to CCO Integration

From initial conversations with Medicaid and the CCO Workgroup, we've identified some key milestones needed to achieve the goal of universally offered home visiting services being included as an in-plan covered benefit:



# Data and Data Systems

- Conducting assessments with Early Adopter LPHAs:
  - Community Prenatal/Infant Home Visiting Programs
  - Community Referral
  - Evaluation
  - Nursing Documentation
  - Contracting and Billing
- Exploring interoperability between:
  - Family Connects Database (on Salesforce platform)
  - Electronic medical records (i.e., Epic, Insight, DrCloud)
  - Information & Referral systems (i.e., Unite Us, Pollywog, Help me Grow)



# Evaluation and Quality Performance

Evaluator	Purpose	Measures	Method
1. Oregon Health Authority	<ul style="list-style-type: none"> <li>To determine if the requirements were met as outlined in SB526 Rules.</li> </ul>	<ul style="list-style-type: none"> <li>Measures in the Rules on Community Leads</li> </ul>	<ul style="list-style-type: none"> <li>Site visits and reports</li> </ul>
		<ul style="list-style-type: none"> <li>Measures in the Rules on Nurse Home Visiting Service Providers</li> </ul>	<ul style="list-style-type: none"> <li>Site visits and reports</li> </ul>
	<ul style="list-style-type: none"> <li>To determine if services were reimbursed by health benefit plans as required in SB526 Rules.</li> </ul>	<ul style="list-style-type: none"> <li>Measures in the Rules on Health Benefit Plans Reporting Requirements</li> </ul>	<ul style="list-style-type: none"> <li>Site visits and reports</li> <li>Health Benefits Plans data</li> <li>Medicaid data</li> </ul>
2. Implementing Sites	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> </ul>

# Evaluation and Quality Performance

Evaluator	Purpose	Measures	Method
<b>3. Family Connects International</b>	<ul style="list-style-type: none"> <li>To determine the adherence to, replicability of, and scalability of the Family Connects International model.</li> </ul>	<ul style="list-style-type: none"> <li>Implementation fidelity</li> <li>Quality improvement</li> <li>Model certification</li> </ul>	<ul style="list-style-type: none"> <li>Site meetings, visits and reports</li> </ul>
		<ul style="list-style-type: none"> <li>Metrics collected in Family Connects Database, including racial equity.</li> </ul>	<ul style="list-style-type: none"> <li>Family Connects Database</li> </ul>
<b>4. External Evaluator</b>	<ul style="list-style-type: none"> <li>To determine the impact of FCO in Oregon.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of implementors, partners, families, medical facilities</li> <li>Collaboration experience with other HV programs</li> <li>Reasons for non-participation (refuse; cancel)</li> <li>Function of reimbursement system</li> <li>Telehealth vs. in-home</li> </ul>	<ul style="list-style-type: none"> <li>Mixed methods (survey, in-depth interview, quantitative)</li> </ul>

# Communications

- Public
- Stakeholders
- Early Adopters
- Steering Committee
- Leadership

# Communications

An official press release announcing the launch of the Family Connect Program and an inaugural Program newsletter was published and released in February 2020. More to come as we resume engagement!



## Family Connects Oregon Update

A look inside Oregon's universally offered home visiting program

### About Family Connects Oregon

The birth of a child is a big change for any family. It impacts a family's social, emotional, financial and physical environment. A safe and healthy environment during early childhood forms the foundation for a lifetime of physical and mental well-being. Many parents need support at this critical time. The Family Connects Oregon Program will connect families of newborns to services and support that address their unique needs. Offering brief home visiting services to all families is a cost-effective investment to promote community-level change and long-term population health improvement.



# Communications Priorities

Family Connects Oregon Website

Social Media Toolkit for Early Adopters

Brochure (printable)

Training

# Upcoming Priorities and Next Steps

- Assessing covid-19 impacts and recalibrating the project planning and implementation
- Home Visiting Service Preparation
- Health Systems Integration
- Early Adopters Communities
- Data and Evaluation
- Reductions for current biennium
- Equity: Fighting Racial and Social Injustice and Anti-Black Racism

# Q & A

# Questions?

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