CPC
Comprehensive Primary Care

Equity and Care Management

Finding Answers:

Disparities Research for Change

www.solvingdisparities.org

Finding Answers is a national program of the Robert Wood Johnson Foundation with direction and technical assistance provided by the University of Chicago

Introductory Comments

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Health Equity and CPC

1. Health equity is an integral part of quality
2. Tailor quality improvement interventions to reduce disparities and improve quality
3. Focus on equity to maximize the impact of your CPC work

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Agenda

- **Care Management and Equity**
- Patient Coaching
- Proactive Care Delivery
- Identifying a care manager
- Stories from the field: Duke University

Components of Care Management

- Empanelment
- Risk stratification
- Data tracking
- **Patient coaching**
- **Proactive care**

Linking Care Management and Equity

- Understand and respond to the specific needs and preferences of your minority patients
- Staff providing care management:
  - have additional time and access to patients
  - are able to act as bridge between patient and care team
  - are able to act as a bridge between their experience inside and outside of the clinic

Linking Care Management and Equity

- Provide resources for patients who would most benefit from Care Management
  - Minority patients often over-represented in high-risk groups.
  - Staff providing care management are able to provide additional navigation and support materials to those most at risk.

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Advocating for Patients

- Advocate for patient goals
  - Include goals that are less clinically urgent
- Navigate interpersonal dynamics
  - Identify and help negotiate interactions between patients, families and providers
    - Patient-provider power imbalances
    - Family and gender dynamics

Providing Culturally Tailored Care

- Identify patient barriers, motivators, desires, goals of care.
- Understand the patient's health-related knowledge, beliefs and values.
- Provide culturally responsive health education.

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Proactive Communication

- Act as a bridge between patient and health system
  - Obtain several contact numbers
- Reach out to patients before problems occur
  - Ensure consistent outreach

Connecting to Community Resources & Opportunities

- Act as bridge between patients' experience within the clinic and their lives outside of the clinic.
  - Connect patients to community resources
    - Language-appropriate resources
    - Transportation

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Important Traits for Staff Providing Care Management

- Staff providing care management should demonstrate several key traits:
  - Cultural awareness and humility
    - Improves awareness and knowledge of how to work with diverse patients
  - Passion for working with priority population
    - Allows staff member to remain engaged when patients require extensive time/commitment

Important Traits for Staff Providing Care Management (continued)

- Flexibility and ability to tailor approaches to diverse populations
  - Allows staff member to communicate effectively with minority patients
- Positive and motivating
  - Helps staff member keep patients engaged and avoid being overwhelmed

Peer Matching

- Match Care Manager to patients based on salient traits and identity (e.g., being Muslim or being a parent)
- Race and ethnicity important but not crucial for peer matching
- Familiarity with social norms of interaction and beliefs about health and health care

Choosing Staff for Care Management

- Balance the need for key traits with your organizational capacity
  - Hire a new person who exhibits these traits, when possible. Otherwise, look for existing staff with these traits and reassess periodically.
  - Prioritize traits that are inherent part of person's personality.
  - Provide trainings and additional resources to develop key skills.

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Stories from the Field

Pam Gentry and Cindy Rose,
Care Managers

Hayden Barry Bosworth, PhD,
Research Professor
Duke University Medical Center

Care Manager Examples

- Consider daily challenges individuals may experience: choosing between food and prescriptions at the end of the month

Care Manager Examples

- Considering culture in your Care Management program: Sweet Tea Example

Settings

- Cholesterol, Hypertension and Glucose Education (CHANGE) study
  - 359 African Americans with Type 2 diabetes
  - Female – 72%
  - Low health literacy (REALM <60) – 49%
  - Annual income <$10,000 – 37%

Settings

- Southeastern Diabetes Initiative (SEDI) – CMS-funded project
  - Expanded to 4 additional sites (Durham County, NC; Cabarrus County, NC; Quitman County, MS; Mingo County, WV).
  - Demographically diverse, underserved counties:
    - Urban (Durham and Cabarrus Counties)
    - Rural (Quitman and Mingo Counties)
  - Each site will enroll over 400 additional patients.

Questions and Answers

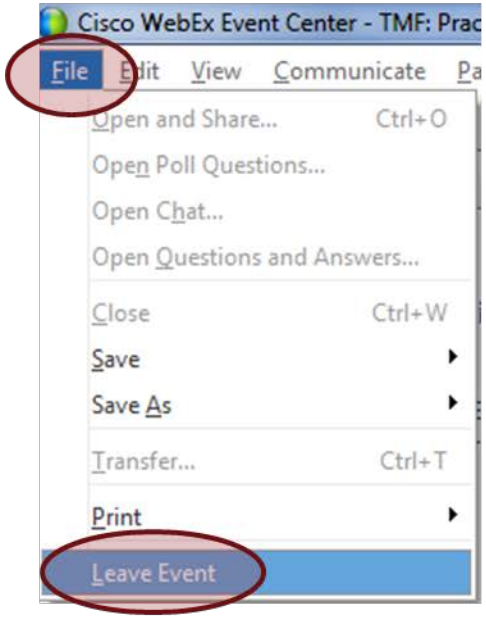
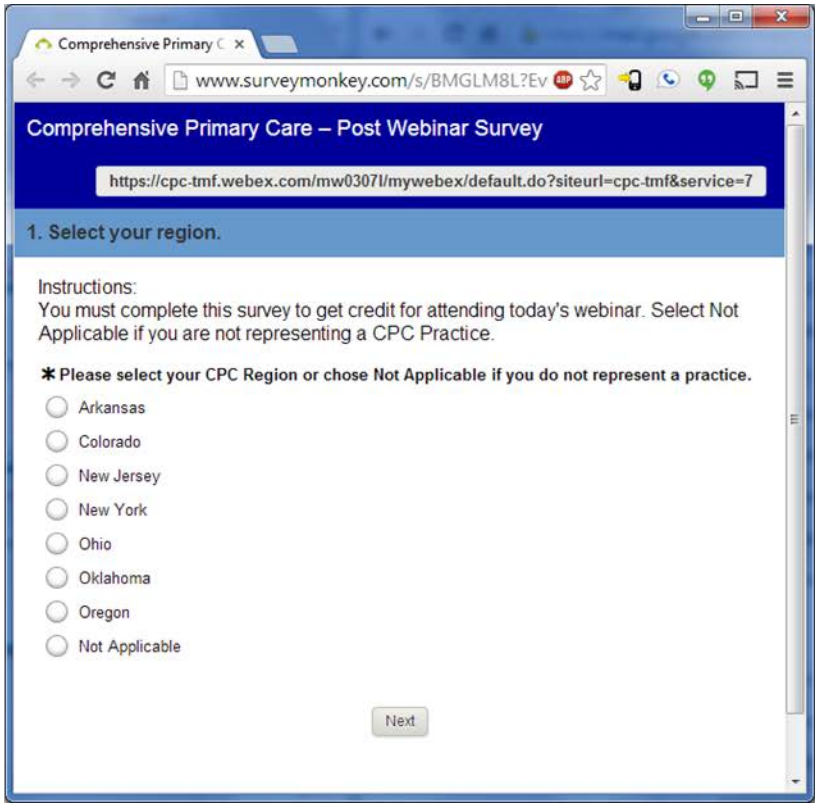
In Review:
Finding Answers Webinar Series

- Webinar 1: Reducing Healthcare Disparities in the Comprehensive Primary Care Initiative
- Webinar 2: Equity and Shared Decision Making
- Webinar 3: Equity and Patient Experience
- Webinar 4: Equity and Care Management

For more resources from Finding Answers

- Visit our website: http://www.solvingdisparities.org/
- Resources:
  - Roadmap to reduce disparities
  - Systematic reviews of disparities research literature
  - Searchable database of disparities interventions
  - Profiles of our grantees and related publications

What Is Next?

- March 4 (Noon ET): Milestone 3: Asynchronous Access
- March 11 (1 p.m. ET): Put a Feather in Your CAHPS: Reviewing CPC CAHPS Results
- March 18 (1 p.m. ET): Deep Dive into Behavioral Health Integration
- March 20 (11:30 a.m. – noon ET): CPC Attributions Refresher
- March 20 (Noon – 12:30 p.m. ET): National Open Mic
- March 25 (2 p.m. ET): Deep Dive into Self-Management Support

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