

Patient Navigators and Community Health Workers: The Evolving Role of Certification

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Community Health Workers Definition

- A Community Health Worker (CHW), is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served.
- This trusting relationship enables the CHW to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.
- A CHW also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support, and advocacy.1[p.1]

<http://www.apha.org/advocacy/policy/policysearch/default.htm?id=1393>

CHW Job Classification

- The United States Department of Labor, Bureau of Labor Statistics now recognizes and has classified the Community Health Worker title in category 21-1094. The job duties are described as:
- Assist individuals and communities to adopt healthy behaviors
- Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health
- May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening
- May collect data to help identify community health needs.

Excludes "Health Educators" (21-1091).

<http://www.bls.gov/soc/2010/soc211094.htm>

Today's Community Health Workers Roles



What CHWs Can Do

- In 2009, the Department of Labor Bureau of Labor Statistics created an occupation code for CHWs. This definition includes duties such as:
 - Assist individuals and communities to adopt healthy behaviors
 - Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health
 - Provide information on available resources
 - Provide social support and informal counseling
 - Advocate for individuals and community health needs
 - Provide services such as first aid and blood pressure screening
 - May collect data to help identify community health needs
 - Excludes 'Health Educators'

What CHWs Do

- The CHW also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as:
 - Outreach
 - Community education
 - Informal counseling
 - Social support
 - Advocacy

What CHWs Do (continued)

- Affect Health and Social Policy
- Provide Research Opportunities in reaching health disparities and most vulnerable populations
- Recruit study participants
- Administer Survey Instruments

CHWs Build Community and Individual Capacity

- Outreach
- Community Education/Health Coaching
- Informal counseling
- Social Support
- Advocacy

Integrated Care Team Model/ Patient Centered Medical Home

- Care Coordination
- Patient Navigation
- Chronic Disease Self Management

CHWs

- Do NOT provide clinical care
- Do NOT provide clinical case management
- Generally do NOT hold another professional license
- Expertise is based on shared life experience (and often culture) with people served

Job Titles for CHWs

- Community Health Educator
- Enrollment Worker
- Family Advocate
- Family Planning Counselor
- Family Support Worker
- Health Advocate
- Health Educator
- HIV Peer Advocate
- Outreach Worker
- Outreach Educator
- Patient Navigator
- Peer Advocate
- Peer Leader
- Promtora
- Promtor(a) de Salud
- Street Outreach Worker
- Doula

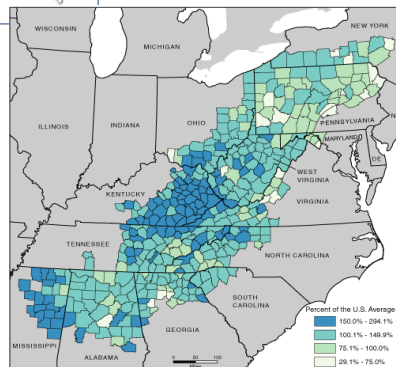
Medicaid Will Allow Reimbursement for Community Health Worker Preventive Services!

- The Centers for Medicare and Medicaid Services (CMS) created a new rule which allows state Medicaid agencies to reimburse for preventive services provided by professionals that may fall outside of a state's clinical licensure system, as long as the services have been initially recommended by a physician or other licensed practitioner. The new rule for the first time offers state Medicaid agencies the option to reimburse for more community-based preventive services, including those of CHWs. The rule goes into effect on **January 1, 2014**.
- The new rule now states,
 - “(c) *Preventive services* means services recommended by a physician or other licensed practitioner of the healing arts acting within the scope of authorized practice under State law to—
 1. Prevent disease, disability, and other health conditions or their progression;
 2. Prolong life; and
 3. Promote physical and mental health and efficiency.”

Supervisor of CHWs for Reimbursement

- Physicians
- Certified Nurse Practitioners
- Physician Assistants
- PhD Psychologists
- PsyD Psychologists
- Licensed Clinical Social Workers
- Licensed Professional Counselors
- Dentists
- Advanced Practice Nurses

Appalachian States



Created by the Appalachian Regional Commission, March 2013
 Data Source: U.S. Census Bureau, American Community Survey, 2007-2011
 Data Classification Scheme: Critical Breaks

U.S. average = 143%
 Appalachian average = 161%

- Parts of
 - Alabama
 - Georgia
 - **Kentucky**
 - Maryland
 - Mississippi
 - New York
 - North Carolina
 - Ohio
 - Pennsylvania
 - South Carolina
 - Tennessee
 - Virginia
- All of West Virginia

Appalachian States CHW Certification

Kentucky

- Kentucky Homeplace Training Certificate only
 - No state certification
 - State committee formed

North Carolina

- Community Health Worker Certificate
- Students who complete this certificate program are eligible to be certified by the Ohio Board of Nursing as Community Health Worker.

Ohio

- (CHW State Certification) Certified through the Ohio State Board of Nursing

Appalachian States CHW Certification (continued)

Tennessee

- No training identified or certification required

Virginia

- Washington DC, Maryland and Virginia train and support CHW through the Institute for Public Health Innovation
- No certification only education

West Virginia

- §16-29H-9. Patient-centered medical homes.
- (3) *Community-Centered Medical Home Pilots*. -- This approach shall link primary care practices with community health teams which would grow out of the current structure in place for federally qualified health centers. The community health teams shall include social and mental health workers, nurse practitioners, care coordinators and community health workers.

Traditional Funding

- Grants
- Line item budgets
- Demonstration projects
- **Non-sustainable**

Sustaining CHWs Policy Change

- Financing mechanisms for sustainable employment
- Workforce Development
- Occupational regulations
- Standards/guidelines for publicly-funded CHW program evaluation and research

Kentucky's Statewide CHW Workgroup Proposed Core Competencies

- | | |
|---|--|
| 1. Communication | 5. Care Coordination and System Navigation |
| 2. Use of Public Health Concepts and Approaches | 6. Health Coaching |
| 3. Organizational and Community Outreach | 7. Documentation, Reporting and Outcome Management |
| 4. Advocacy and Community Capacity Building | 8. Legal, Ethical and Professional Conduct |

CHW Scope of Practice

1. Advocate for individual and community needs
2. Navigate health and human services systems
3. Bridge gaps through networking with communities and health/social service systems to remove barriers
4. Care coordination
5. Provide health education, preventive health promotion, health coaching and reinforcement
6. Build individual and community capacity
7. Competency-based training and credentialing program
8. Developing a stable source of funding

CHWs positively contribute towards achievement of the Triple AIM of Health Care

Improved Patient Experience	Improved Population Health	Reducing Costs
<ul style="list-style-type: none"> • Effective connectors • Trusted members • Unusually close understanding of social context of patient's lives • Understand risk behaviors • Motivate to engage in risk management • Strengthen patient's lives • Improve medication adherence • Improve access and quality care 	<ul style="list-style-type: none"> • Integral member of the primary care team • Contribute to chronic disease management through ensuring continuity of care, coordination of care and overall quality of care • Increase use of preventive health services • Encourage self-care • Collect accurate patient data and contribute to community based research 	<ul style="list-style-type: none"> • Coaching patients on preventative health behaviors • Reducing ER visits • Reducing hospital admissions and readmissions • Navigate and connect patients to community based primary care services • Enhancing health provider's understanding of patient needs • Follow-up and appropriate referrals

Kentucky Homeplace Colon Cancer Project Featured on Healthy People 2020 Website

Kentucky Homeplace has been recognized by the U.S. Department of Health and Human Services' Healthy People 2020 initiative for their work to improve colorectal cancer screening rates.

Read more on the Sharing Library at Healthy People.gov

<http://healthypeople.gov/2020/implement/sharinglibrary.aspx?StoryID=62&source=map>

Health Impact Award Improving Diabetes Outcomes (I DO)



Conclusion

- Community health workers (CHWs) play a significant role in reducing and/or managing chronic illnesses, reducing healthcare costs, and improving the overall health of the population
- Evidence gathered over the years makes it clear that support for, and development of, a CHW workforce is a wise investment
- At the federal level, CHWs are recognized as professional members of the health care workforce who effectively address social determinants of health and reduce health disparities (US Department of Health and Human Services)
- They are also specifically listed as important professionals on the health care team in the Affordable Care Act of 2010

Save The Date

CHWs – Public Health Bridging the Gap

Carl Rush

December 8, 2014

9am – 4:30PM

Clay Community Center

Mt. Sterling, KY



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