



Office of Medical Assistance Programs MAAC Updates

Sally Kozak MHA, RN
Deputy Secretary



- Deputy Secretary Updates
 - Budget updates
 - 1115 Program Administrator RFI
 - Mobile Clinic Survey
 - PA Navigate Communication Engagement Strategy – What is CAAP presentation by Beck Moore



COMMUNITY ACTION ASSOCIATION OF PENNSYLVANIA

Engaging Community Based Organizations to Improve Patient Health

Beck Moore, CEO

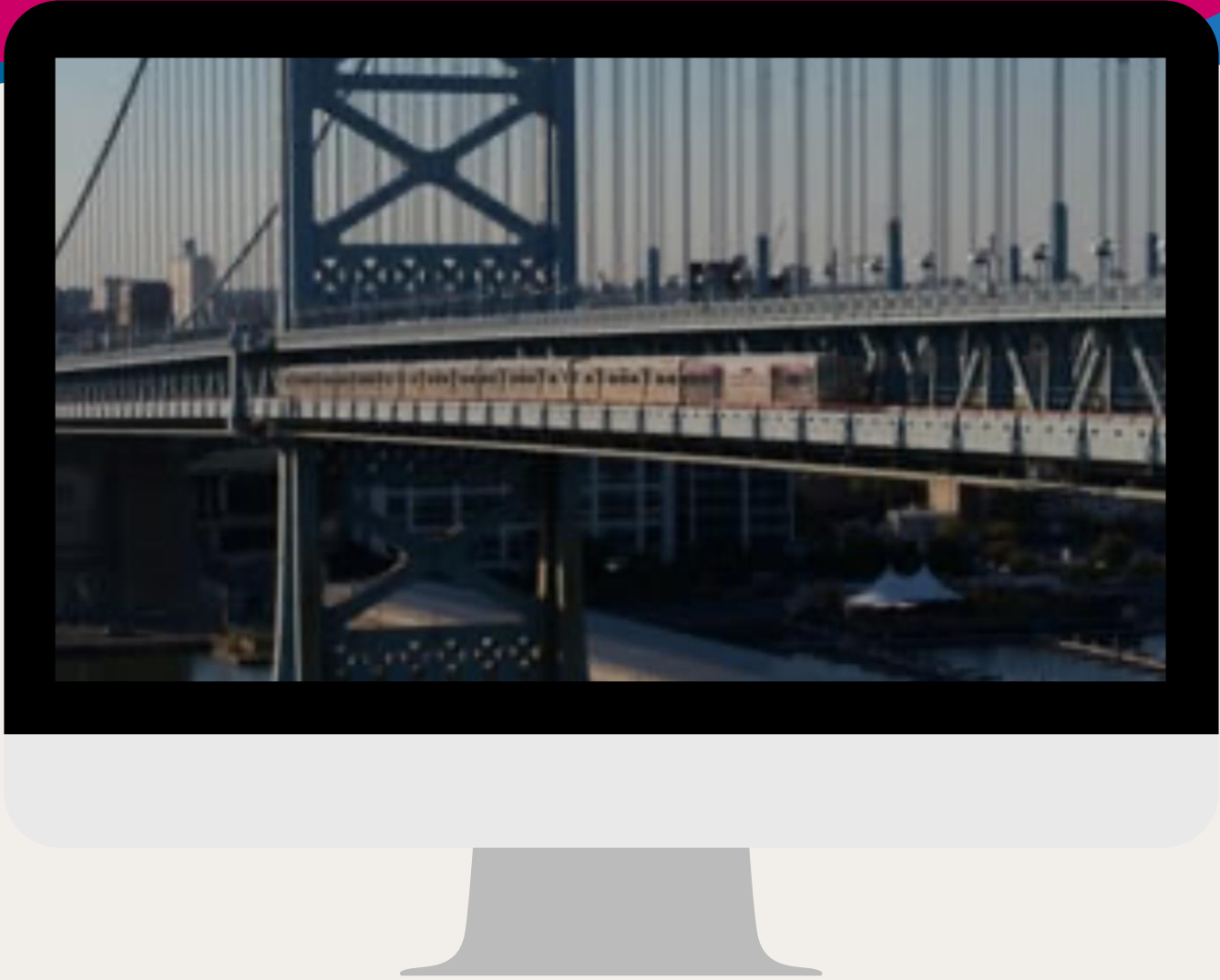




The Community Action network is comprised of public and non-profit community-based organizations (CBOs) of [Community Action Agencies](#) across all 67 counties in Pennsylvania.



Each agency is uniquely addressing the Social Determinants of Health through various programming, informed by regular Community Needs Assessments, to understand the needs of those most vulnerable in every community.



What is Community Action ?



**COMMUNITY
ACTION**

The CBO network
addressing
SDoH since 1964.

We are the anti poverty authority.

- Over 1000 independent non profit and public organizations covering every county in the United States.
- In Pennsylvania, Community Action Association represents 43 Community Action Agencies across the Commonwealth.
- Each agency receives direct federal funds from Community Services Block Grant (CSBG).
- Approaches and composition of programming is unique by Agency, but all are unified on ensuring the health related social needs of their customers are being met.

Who is CAAP?

MISSION

To strengthen, advocate for, and empower the state network of Community Action Agencies to effectively address issues of poverty.

PURPOSE

A statewide membership organization representing 42 Community Action Agencies in the Commonwealth and the primary source of advocacy, technical assistance, collaboration, and networking for Community Action in Pennsylvania.



Community Action Agency Programs

- Advocacy/Community Education
- Asset Development/Financial Literacy
- Case Management/Emergency Services
- Child Development
- Community/Economic Development
- Education/Literacy
- Employment Training
- Energy Conservation
- Family Development
- Food/Nutrition
- Health
- Housing/Shelter
- Senior Services
- Veterans Services
- Transportation
- Other





475,816 Pennsylvanians were impacted by Community Action



225,150 Food bag/boxes were distributed



38,059 Prepared meals were served



40,025 Single parent households were served



42,869 Individuals/families received emergency rent payments



29,956 Maternal and child health services provided



11,570 Early child education opportunities served

Learn more at www.thecaap.com/about

Community Action Association of Pennsylvania
Annual Impact Report

2023

Download our Impact Report

New Case Study



Value Statement for Alignment to Healthcare

Community Action Association of Pennsylvania

Abstract

To provide "whole-person care," Pennsylvania needs a local, responsive ecosystem to deliver across socioeconomic, behavioral health and physical needs. Community Action Agencies have been delivering at the local level in all Pennsylvania Counties for over 60 years.

Beck Moore

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Community Action is the "go to" network for social determinants of health (SDOH) and health related social need (HRSN) services.



PA NAVIGATE
linking patients to community resources



PA Navigate: connecting patients, providers, and community services to address the health needs of Pennsylvanians.

Pennsylvania Department of Human Services (PA DHS) has sponsored HIEs to develop a state wide resource and referral platform to connect PA residents to their healthcare teams with CBOs and services that address their SDoH needs.

CAAP serves as the Community Engagement Partner to support and educate community based organizations (CBOs).

To connect to the Community Engagement team, please email PANavigate@thecaap.org.



PA NAVIGATE
linking patients to community resources

CAAP's Role in PA Navigate: Community Engagement Partner

- Serve as a regular contributor to several committees managing the project
 - Steering Committee, Community Engagement Committee, and
 - Communications Committee
- Serve as a subcontractor to FindHelp to educate, engage and convene with several goals:
 - # of CBOs that have claimed their programs
 - # of CBOs utilizing a referral tool
 - 60% or higher close loop referral rate of engaged CBOs
 - Quarterly CBO convening
 - Monthly reporting to Community Engagement Committee
 - Propose and manage incentive programs to assist CBOs in implementation





Engagement Strategy

A thoughtful, multi-layered approach to meet CBOs where they're at, support them through implementation, and give them opportunities to connect and share feedback.

Levels of CBO Engagement

No system
today

- Use PA Navigate natively
- Claim listing
- Basic internet connection required

Using another
system

- Claim listing
- Integrate with PA Navigate
- Share referrals, status, goals

Using FindHelp
already

- Enable workflows/customer screener
- Consider integration

General Strategy

- Passive / On-Demand
 - PANavigate@thecaap.org
 - Microsite
 - Online resource library
 - CAAPLearn – asynchronous, on-demand trainings, & knowledge checks
 - Social Media
- Sponsorship / Events
 - Homes within Reach
 - Tentative
 - CAAP Conference Session
 - CAAP DEI Summit
 - DHS Health Equity Summit
 - Other opportunities to be evaluated



Direct Strategy

- Large Scale & Audience Specific, Targeted CBO Campaigns
 - Direct Call & Email
 - 30, 60, 90-day follow-ups
 - Quarterly CBO Convening
 - Monthly Reporting
 - Engagement & Performance
 - Mitigation Strategy
 - Trusted Messenger Email Campaign
 - Surveying & Feedback
 - Open Forum
 - Demos
 - Open Office Hours
 - Investing in Data Integration (CAAP investment)



Timeline

Passive / On-Demand / High Level Deliverable Deliverables	2024							2025					
	June	July	August	September	October	November	December	January	February	March	April	May	June
PANavigate@thecaap.org email address	Done!												
Creation of CAAP/PA Navigate microsite		Mid											
Creation of CBO info hub		Mid											
Performance Monitoring of CBOS													
Engagement reporting													
CAAP Learn Course Built - 101													
CAAP Learn Course Built - 201													
PANavigate email from DHS & DCED introducing concept and CAAP													
CAAP Conference Session													
Sponsorship of Homes Within Reach Conference													
Investment in data integration and technology at CAAs													
Updated Strategy													
Evaluate large scale gathering opportunities for in person connections													
Social Media management													
Monthly Reporting on engagement													
Surveying & Feedback - Preparedness, Impact													
CAAP DEI Summit													
DHS Health Equity Summit													
Ongoing Community Engagement Deliverables for CEM Team Deliverables													
Agreements for Phase 1 Incentive Plan													
Direct Email Engagement		Mid											
Direct Call Engagement		Mid											
Partnership Email Engagement		Mid											
Weekly 101 - Intro to PA Navigate Demo Webinars		Mid											
Incentive targeted reachout campaign		Mid											
Bimonthly 201 Live		End											
Quarterly CBO convening - CEO hosted, HIO													
Open Office Hours													
Phase 2 Incentive Plan Recommendations													
Targeted reachout webinar invitation													
1:1 Workflow Meetings													
PA Navigate email monitoring													





Thank You

Need any more information?
Have questions?

Reach us at
PANavigate@thecaap.org



Questions?



Pennsylvania
Department of Human Services

