

Kaiser Permanente's Thrive Local: Connecting Patients to Critical Community Resources

July 12, 2022



1

Welcome

Liz Mekjavich
Vice President, Education & Publishing
California Hospital Association



2

Continuing Education



Continuing education hours are offered for this program for health care executives and nursing.

Full attendance and completion of the online evaluation and attestation of attendance are required to receive CEs for this webinar.

3

3

Questions



We have built-in time at the end of the presentation for Q&A.

Please submit your questions using the Q&A box (usually located at the bottom of your screen) as they come to you throughout the presentation.

4

4



Anand Shah, MD, MS
Vice President, Social Health
Kaiser Permanente

At Kaiser Permanente, Dr. Shah is responsible for developing and implementing national social health strategy. He collaborates with leaders across KP to establish enterprise systems, programs, and standards to screen for and address myriad social factors influencing health outcomes and health equity. His areas of focus include driving the adoption of standardized screening tools, scaling evidence-based interventions, and integrating a platform into the organization's electronic health record system to connect members with social services and other community-based programs that alleviate food insecurity, homelessness, and other social needs.

Prior to joining Kaiser Permanente in 2019, Dr. Shah was the chief product and clinical officer at Pieces Technologies, where he helped develop a new platform to connect health systems and community organizations together to address social needs. He also oversaw the development and implementation of a population health analytics platform that was used to stratify and segment populations based on clinical and social risk.

5

5

Thrive Local: Connecting Patients to Community Resources

CHA Education Webinar Series

July 12, 2022

Anand Shah, MD, MS, Vice President of Social Health



6

Agenda

Social Health & Health Equity

Our Social Health Practice

Thrive Local

Community Networks

7

7

**Social health
is essential to
overall health**

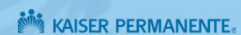
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Addressing health equity is a critical component of a robust, sustainable society

A person's health is determined by much more than their behavior or access to health care. Health is inextricably tied to where people are born, live, work, and age. The ability to access a quality education, find a secure job, and pay for healthy food and safe housing impacts the physical and mental health of individuals and families. Any inequities are compounded by biases and systemic barriers.

Health equity — when all people have the opportunity to reach their best health — can only be achieved by identifying and meeting these social health needs.



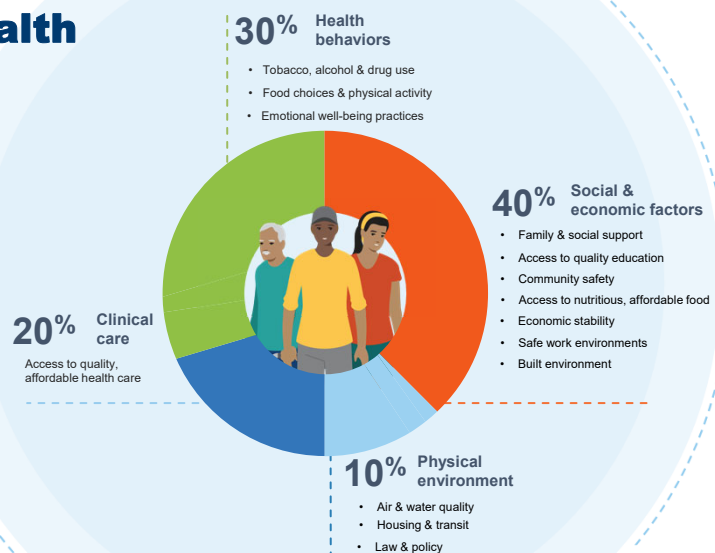
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The picture of health

While just one piece of the puzzle, social and economic factors greatly impact overall health.* Addressing a person's unmet social needs can quickly improve their physical or mental health.

Systemic forces impact all factors

- Biases
- Discrimination
- Racism



2015 CHR Model



10

The change we want to see begins with us

We're working to eradicate racism, prejudice, and inequities in every corner of our communities — from our doctor's offices to our neighborhood streets. Because the environments we cultivate directly impact the health outcomes of members.



Supportive workforce

- Hire a diverse workforce
- Train to eliminate bias, racism, and discrimination in our practices and processes
- Foster environments where everyone feels safe
- Address burnout among doctors and health care workers



Member-centered care

- Provide culturally responsive care
- Offer interpreter services for 150+ languages at no cost
- Treat the whole person by caring for their physical, mental, and social health
- Expand physical and financial access to care



Healthier communities

Improve the places where people live, work, and play through a range of initiatives:

- Food security
- Housing security
- Thriving Schools
- Environmental Stewardship
- Support for local, minority-led businesses



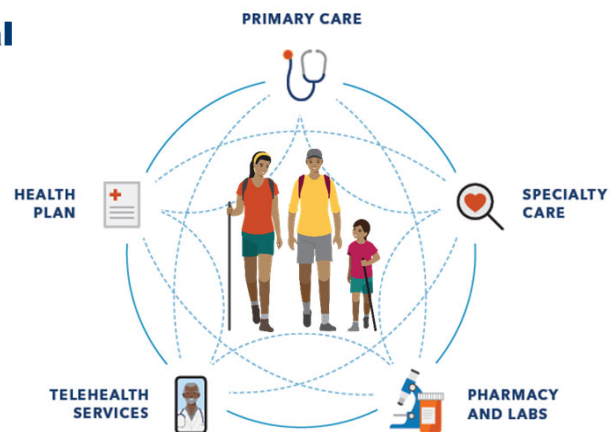
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11

Social health is an essential step on the path toward health equity

To continue driving toward equitable health outcomes, we must also address the social health of our members and the overall health of our communities. Therefore, we're elevating social health as a practice across care delivery — prioritizing and treating social health alongside physical and mental health.

As an integrated care provider, we're uniquely positioned to deliver on this whole-health approach.



The health of the world around you affects your mental, physical, and social health and impacts your quality of life.

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12

Social health among Kaiser Permanente members

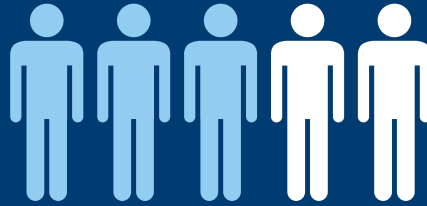
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Members of color are almost twice as likely to report having a severe social need than white members.

42%

of members struggled to buy food and pay bills, and 35% experienced social isolation.

UNMET SOCIAL NEEDS ARE A BARRIER TO HEALTH



**3 in 5
members**






(roughly 8 million members)

have at least 1 social factor they need help with.

2020 Kaiser Permanente National Social Needs Survey 13

13

Social needs among members by line of business

	Commercial	Individual	Medicare	Medicaid
At least 1 social need	64%	67%	49%	89%
> 3 social needs	27%	31%	21%	52%
By factor				
 Financial strain	44%	49%	32%	79%
 Social isolation	36%	40%	26%	51%
 Food	32%	29%	19%	59%
 Housing	17%	20%	8%	36%
 Transportation	6%	7%	6%	14%

[Kaiser Permanente 2020 Social Health Survey](#)

14

14

Social health practice key programs and initiatives

Our social health practice aims to address drivers of health at scale by systematically integrating screening for and addressing social factors into the care and services we provide members. Our social health practice includes 3 key pillars: **Identify**, **connect**, and **support & follow up**.



Identify

Identify and predict social factors that impact health and contribute to inequities.



Connect

Connect members to community resources and develop evidence-based programs to meet urgent social health needs.



Support & Follow Up

Consider members' personal circumstances to create holistic care plans that support members' physical, mental and social health.

KEY PROGRAMS & INITIATIVES

- Standard screening questions in electronic health record system
- Universal screening
- Predictive modeling *

- **Thrive Local**
- Social health member initiatives

- Social health data integrated into electronic health record system*
- Data-informed adjustments to care *

* Indicates in design /planning stages

15

15

Poll Question 1:

16

16

16

Social health screening



Kaiser Permanente is **evolving** from screening only a small % of targeted populations **to universal approach to screening**.



Moving away from use of multiple screening instruments to **standard set of screening tools**.



Increasing settings and modes for screening to create choice, **respect members' preferences and needs**, and ensure convenience, accessibility and privacy.



Targeting 2 million screens in 2022, 500,000 of which with standard questions.

SETTINGS



Home



Inpatient



Outpatient



Mobile

MODES



Staff administered



kp.org



Tablet in waiting room



Telephone/interactive voice response

17

17

THRIVE LOCAL

Connecting people to community resources

Thrive Local is a program for connecting members to **community-based programs and services**.

The platform (powered by Unite Us) includes:



Resource Directory

Online directory of local community organizations and social service providers. Includes eligibility criteria, hours of operation, location, and other key information. Search and filter functions help narrow choices to appropriate resources.



Community Network

Many organizations on the platform participate with Kaiser Permanente in local community networks, where we can coordinate care by making electronic social referrals with each other and track outcomes.

THRIVE LOCAL

COMMUNITY NETWORK

Community organizations participate in network and use Unite Us platform to make and track electronic social referrals with Kaiser Permanente and each other



RESOURCE DIRECTORY

Online platform allows users to search for local community resources to share with members



UNITE US

18

18

18

Multiple approaches to supporting members' social health



19

19

19

Community networks



Kaiser Permanente is building connected networks of health and social services providers in every community we serve.



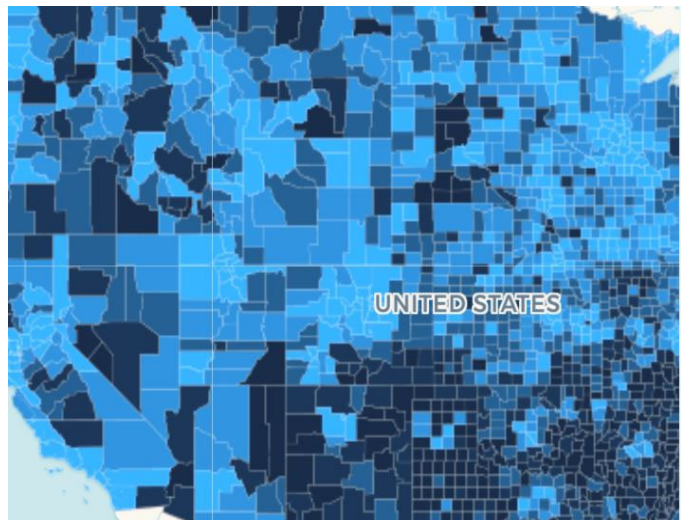
Roughly 5,000 CBOs participating in community networks across 8 markets. 26,000 organizations listed in resource directory.



Free to CBOs and community clinics, enabling them to collaborate more effectively with Kaiser Permanente and one another.



\$6.5 million in grants to strengthen capacity of participating CBOs.



20

20

Social health member initiatives portfolio

 <p>FOOD SECURITY</p> <p>To address the food needs of our members through increasing purchasing power, providing enhanced nutrition to vulnerable and sick members, and providing greater access to community resources.</p> <p>Initiatives: SNAP Enrollment, Medically Tailored Meals, Produce Prescriptions, * WIC Enrollment</p>	 <p>HOUSING INSECURITY</p> <p>To address the housing needs of our members (*and patients*) through implementing an innovative rapid re-housing model, integrating medical-legal partnerships, and providing greater access to community resources through strategic community-based partnerships.</p> <p>Initiatives: Project HOME, Med Legal Partnership</p>	 <p>SOCIAL ISOLATION</p> <p>To reduce self-reported feelings of social isolation and loneliness in three target populations (Older Adults, Perinatal Women, Youth) through member facing resources, health promotion campaigns, and high touch interventions.</p> <p>Initiatives: PGP/Life Experienced Campaign, *High Touch Intervention</p>	 <p>FINANCIAL WELLBEING</p> <p>To leverage our position as a trusted messenger to support financial strain within our membership. Focuses on improving financial resiliency, changing behaviors, and addressing an individual's financial circumstances such as savings, debt, and credit.</p> <p>Initiatives: *Get Your Refund</p>	 <p>DIGITAL EQUITY</p> <p>To ensure our members have access to necessary technologies, while also addressing digital literacy, capacity, and online content necessary to encourage full participation in an increasingly digital world.</p> <p>Initiatives: SafeLink</p>
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*Under exploration / In Development 21

21

SOCIAL HEALTH MEMBER INITIATIVES

Launched / currently underway

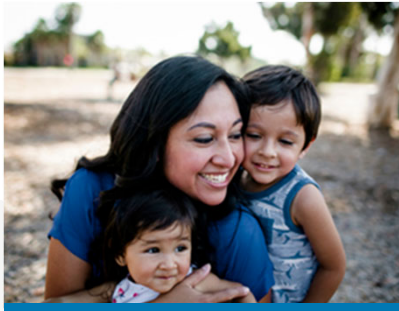
<p>SNAP Enrollment <i>Food Security</i></p> <p>A multi-modal outreach campaign to get eligible members enrolled in SNAP. To date, over 4 million members reached and 93K assisted with application submissions across the enterprise.</p>	<p>Medically Tailored Meals <i>Food Security</i></p> <p>Meals that support healthy eating post-discharge from the hospital for chronic conditions. To date, 2K have enrolled providing over 116K meals to patients and their households.</p>	<p>Produce Prescriptions <i>Food Security</i></p> <p>Partnership with Tufts University to test Produce Rx by providing healthy food access and nutrition education to people with diabetes who are food insecure.</p>	<p>Get Your Refund <i>Financial Wellbeing</i></p> <p>Texting campaign to inform potentially eligible, low-income members about free tax preparation services to increase access to flexible dollars through tax credits and stimulus payments.</p>
<p>Project HOME <i>Housing Insecurity</i></p> <p>Provide navigation, assistance and tenancy sustaining services to a segment of our unhoused patient population through strategic community-based partnerships.</p>	<p>Medical Legal Partnerships <i>Housing Insecurity</i></p> <p>Integrates medical-legal partnership (MLP) programs into Kaiser Permanente care delivery, build capacity of the legal services sector, and increase access to legal services to prevent individuals and families from losing their homes.</p>	<p>Social Isolation Campaign <i>Social Isolation</i></p> <p>Executing and evaluating a multifaceted health communications campaign to decrease social isolation and loneliness among older adults. To date, the campaign has generated 1K followers and over 10K website visits.</p>	<p>SafeLink <i>Digital Equity</i></p> <p>Connecting members to SafeLink (part of the Federal Lifeline program) which provides a free smartphone, 4.5 GB of data, unlimited text messages, 350 minutes of voice calls, and unlimited calls to designated Kaiser Permanente number and newly expanded access to broadband.</p>

22

22

SOCIAL HEALTH MEMBER INITIATIVES

Pre-launch and design



WIC Enrollment *Food Security*

Developing a WIC strategy that includes: 1) intentional outreach connecting our members to WIC to facilitate child enrollment and recertification; 2) gathering member insights; 3) aligned advocacy and partnership; 4) evidence building and research; and 5) coordination and integration within KP.



High Touch Intervention *Social Isolation*

Exploring what's possible with a high touch, human centered intervention to target a specific population at higher risk for social isolation.

23

23

Poll Question 2:

24

24

24

Social Health Playbook

The **Kaiser Permanente Social Health Playbook** provides guidance to:

- Care for patients with social needs.
- Assess patients' social needs.
- Connect patients to resources to address those needs.
- Follow up to ensure needs were met and to coordinate care as appropriate.



25

Member & Provider Comments

Quotes

“

The Connections phone line and Kaiser Permanente saved my life!

... KP member connected to local emergency meal and housing services through our phone line

“

Phillip was practically in tears he was so grateful.”

... KP community health navigator who used Thrive Local to refer a member to the Society of St. Vincent de Paul, which helped pay his family's overdue water bill

“

The exciting part of this case was that neither I nor the patient were familiar with this resource, and it turned out to be exactly what he needed.”

... KP social worker who used Thrive Local to find emergency housing for her patient

26

26

Questions



Submit your questions through the Q&A box.
(Usually located at the bottom of your screen.)

27

27

Contact Information



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28

28

Thank You



Thank you for participating in today's webinar.

An online evaluation and an attestation of attendance will be sent to you shortly.

For education questions, contact:

education@calhospital.org

29