











# MISSION

Connecting unconnected networks and closing gaps between people, information and assets to develop pathways that boldly solve community challenges.

**Connection. Resources. Change.** 

## **NetWorked's Internal Team**



**Steve Radley**NetWork Kansas
President, CEO



Christina M. Long
NetWorked
Strategic Director



**Don Macke**e2 Entrepreneurial
Ecosystems
Vice President



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NetWork Kansas
Manager, Referral Center
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**Thomas Papadatos**NetWork Kansas
Product Manager, Resource
Network



Kristan Davis
NetWork Kansas
Product Manager



Imagene Harris
NetWork Kansas
Director of Strategic
Partnerships and Impact
Investing



Christy Preston
NetWork Kansas
Product Manager, Rural
Entrepreneurship,
Western Region

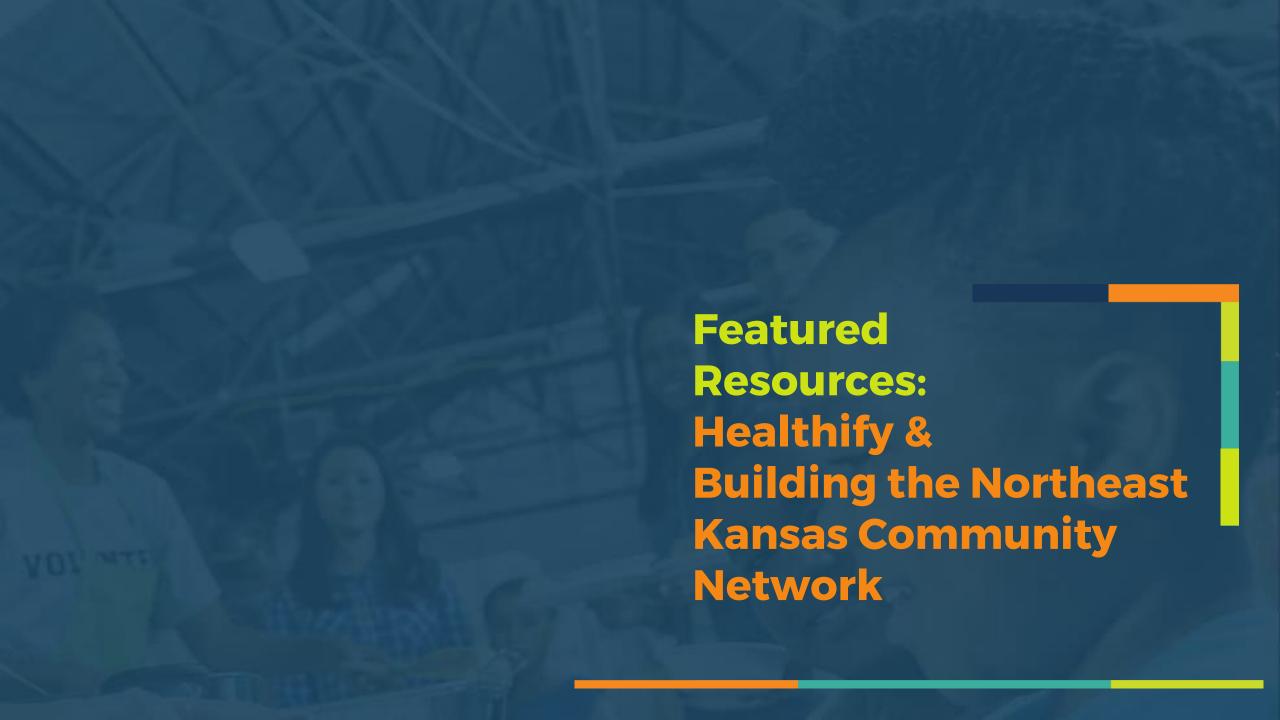


**Virginia Barnes, MPH**Blue Cross and Blue Shield of Kansas
Director,
Blue Health Initiatives



**Jeff Usher**Kansas Health Foundation
Senior Program Officer

**Context** 



# **Featured Presenter**

Virginia Barnes, MPH
Director, Blue Health Initiatives
Blue Cross and Blue Shield of Kansas

Virginia Barnes joined Blue Cross and Blue Shield of Kansas in October of 2015 as director of Blue Health Initiatives. Blue Health Initiatives formalized the company's long-time efforts to improve the health and quality of life of all Kansans. As director, Barnes is responsible for investing in communities to create sustainable, healthy places where Kansans live, work, and play in ways that improve the quality of their lives. Barnes brings to her role at Blue Cross a strong background in public health, having spent more than eight years at the Kansas Department of Health and Environment (KDHE) in a variety of roles. She earned a bachelor's in biology from Washburn University and a master's in public health from the University of Kansas. She is a lifelong Kansan and lives in Topeka with her husband and two children.



Context

# Blue Health Initiatives

Presented by Virginia Barnes, MPH







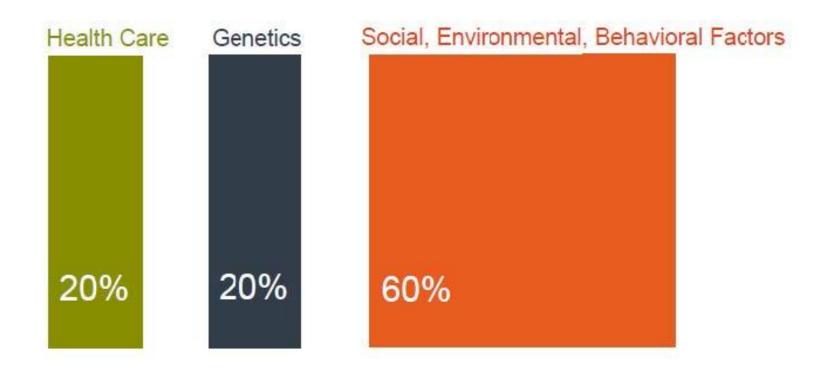
Invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives.



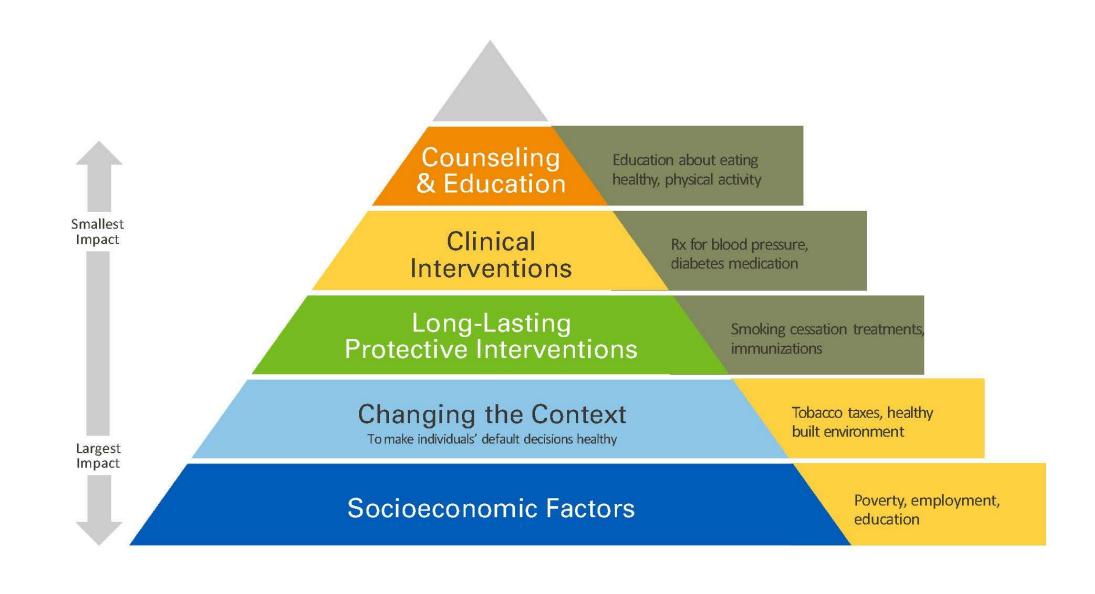


# There is More to Health Than Healthcare

# **What Determines Health?**



Source: Bradley & Taylor, The American Healthcare Paradox





# Blue Health Initiatives











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# Collaborating for Greater Impact









## The Northeast Kansas Community Network

We are a network of healthcare and social service organizations committed to transforming the current system of care and dramatically improving health outcomes in Kansas.

The network is built through engagement of multiple critical stakeholders, including:

- Community organizations direct service providers
- Conveners (e.g., United Way)
- Clinical providers/ health systems
- Health Plan
- Public Agencies



### Clinical and Social Service Coordination

#### SUMMARY

In November 2020, Healthify and Stormont Vail Health completed their EPIC integration work. This integration enabled case managers and social workers from SVH's Inpatient and Ambulatory Care teams to assess patient needs and send referrals to an accountable set of social service organizations.

#### → OBJECTIVE

The objectives of this project were three-fold:

- 1. Connect SVH patients with identified social needs to community based organizations with capacity to serve
- 2. Improve coordination and collaboration between a clinical provider, SVH, and 10+ community based organizations
- 3. Gather baseline quantifiable data on where there are gaps in resources within our community

#### **IMPACT**

- 130 referrals have been sent from SVH's Inpatient and Ambulatory Care teams since end of November 2020
- 37 (28.5%) referrals from SVH have been completed, indicating 37 instances of programs/services provided to community members in need
- Needed services have ranged from prescription assistance, utility assistance, infant or child supplies, medical bill assistance, emergency food, job counseling, job search assistance, rental assistance, activities of daily living (ADLs), case management, Emergency financial assistance, meal programs, food pantries, more
- 44 referrals were sent originating from one social service organization to another social service organization
- 29 (66%) of CBO originated referrals have been completed, indicated 29 more instances of services provided to community members in need of assistance



## Clinical and Social Service Coordination Workflow





#### SUMMARY

In Spring of 2020, as COVID-19 took hold around the country. Healthify's community partners in Topeka, KS identified housing and utilities support as an urgent and critical need in their region.

Equipped with an \$82k grant, we partnered closely with United Way of Greater Topeka to identify five community partners serving clients with housing and utilities needs.

Given the pressures of COVID-19 on the already dwindling administrative capacity at each organization, this program was structured with this limitation top of mind in order to reduce pressure on each partner's human resources.

One of the funded community partners self identified as having sufficient capacity to process all the required paperwork for the funds as they were distributed to community members in need.

As a result, all other funded partners leveraged Healthify's network to send referrals to the identified partner processing the funds, reducing the need for a dedicated staff member at their organization.

#### **OBJECTIVE**

The objectives of this project were two-fold:

- Support community members who were in need of financial support in order to maintain housing and/or pay for utilities and
- To execute this support in an efficient and in the least administratively burdensome manner for resource and time strapped community-based organizations.

#### IMPACT

- Project structure allowed several partners to participate without extreme disruptions to their workflow
- 79 families were able to receive housing and utilities support with an average amount of \$886

# Collective Impact Workflow



Community member(s) visits one of four funded social service organizations with needs surrounding housing, rental and utilities assistance.

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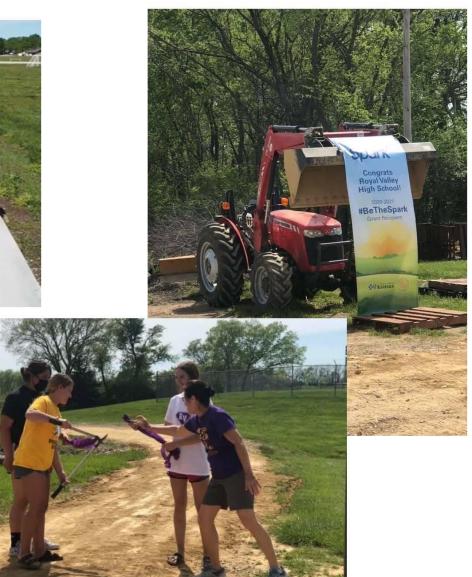
Community partner assesses eligibility and sends referral to Community Action to access pool of housing, rental and utilities assistance funds

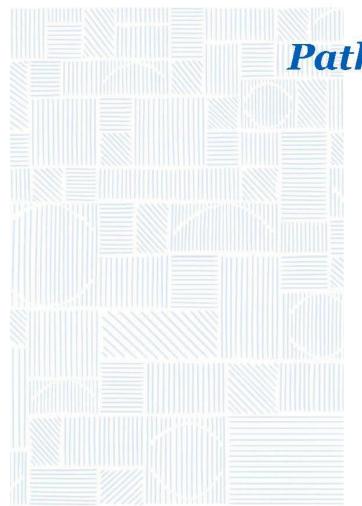


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# Leveraging Resources







# Pathways to a Healthy Kansas

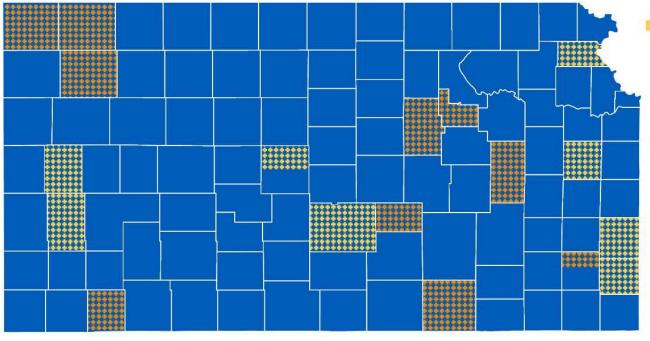
The Pathways initiative combines community-wide evidence-based solutions and promising practices for improving active living, healthy eating, and commercial tobacco prevention to make a large impact across multiple sectors in communities. The program provides community coalitions with the tools and resources needed to engage their communities and remove barriers to healthy living.





## **Pathways Phase 1 Initiatives Map**





Round 1 (2016-2019)

Atchison County, Bourbon County, Crawford County, Franklin County, Hoisington and northern Barton County, Kearny County, Reno County, Wichita County

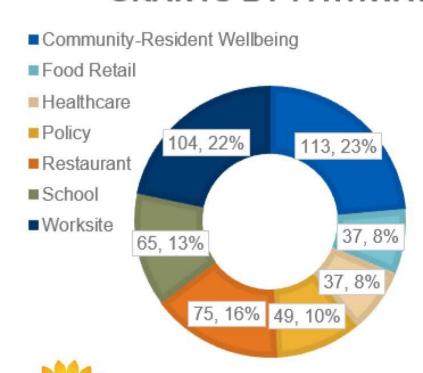
**Round 2** (2017-2020)

The city of Chanute (in Neosho County), Cowley County, Dickinson County, Geary County, Harvey County, Lyon County, Northwest Collaborative (Cheyenne, Rawlins and Thomas counties), Seward County



# **Community Supplemental Grants**

#### **GRANTS BY PATHWAY**



PATHWAYS to a HEALTHY KANSAS











47 original partners

20 new partners





\$400,000

local grants to

40

agencies/partners



# **Supplemental Grant Amounts by Pathways**

COMMUNITY GRANTS: \$1,873,864.08



RESTAURANT GRANTS \$475,905.97



POLICY GRANTS: \$1,696,361.00



HEALTHCARE GRANTS: \$307,619.00



FOOD RETAIL GRANTS: \$247,874.14



SCHOOL GRANTS \$989,332.47



WORKSITE GRANTS \$1,080,193.45

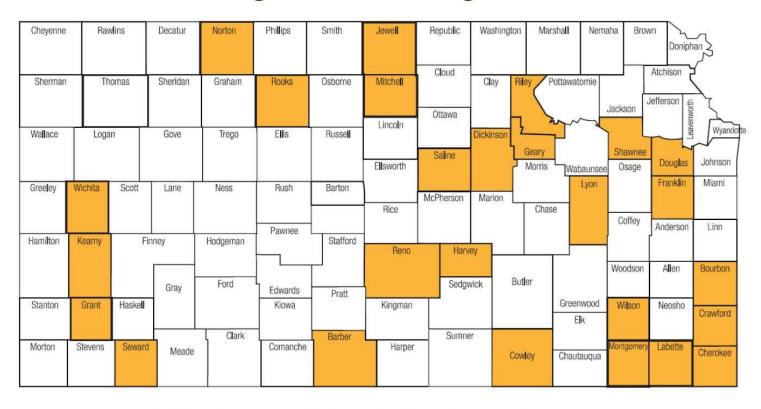








## 2020 - 2024 Pathways to a Healthy Kansas Communities



A Blue Cross and Blue Shield of Kansas Initiative



# Blue Health Initiatives website

https://www.bcbsks.com/About Us/blue-health-initiatives/















f y in D 0 bcbsks.com

Virginia Barnes, MPH Director, Blue Health Initiatives

785-291-8004

- CONNECTORS navigate the community and know how to put resources in play at the macro and/or micro levels.
- CONVENERS create space for collaborative conversations.
- CONTRIBUTORS provide funding, investments, capacity-building and sponsorships.
- Activating Networked.

- CHAMPIONS use their significant stature and influence in the community to lend the network enhanced credibility.
- CATALYSTS are the creators. They translate talk into action.





**Tiffany Nixon**NetWork Kansas
Manager, Referral Center
Operations

Who needs to hear about this program?

What convenings need to highlight this resource?

Activating Networked.

What contributors might be interested in this resource?

What champions do we need to connect with this resource?

What projects might exist that could benefit from this resource?



