April 17, 2025

Integrated funding case studies
Health-related services (HRS) and Supporting Health for All through REinvestment (SHARE) webinar
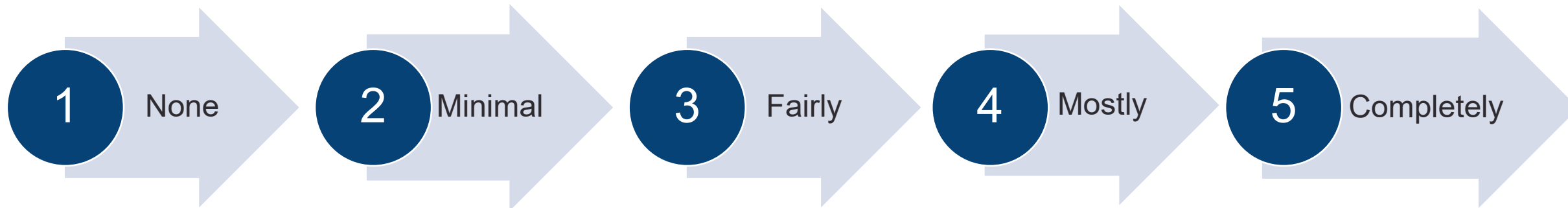
Agenda

- Purpose
- Icebreaker
- Integrated funding case studies
  - PacificSource, Marion-Polk with Willamette Health Council
  - Yamhill Community Care Organization
- Questions and discussion
- Closing and next steps

Purpose of today's session

- Hear implementation insights and experiences from coordinated care organizations (CCOs) that have successfully integrated funding processes

- Identify strategies to simplify and streamline health-related services (HRS), Supporting Health for All through REinvestment (SHARE) and other funding sources to improve CCO, community partner and member experiences

- Gain actionable insights to improve community partner experience and outcomes for members, with the goal of reducing the complexity of multiple funding streams

Integrated funding case studies

PacificSource Marion-Polk CCO and Willamette Health Council

Marion and Polk County Coordinated Care Organization (CCO) joint management structure

willamette health council

Joint management agreement

PacificSource HEALTH PLANS

Core responsibilities:
- CCO community governance
- Community health assessment
- Community health improvement plan

Core responsibilities:
- Holds and manages CCO with OHA
- Oregon Health Plan benefit administration
- Health plan operations

Board of Directors (acts as the CCO's Governing Board)		
Clinical Advisory Panel	Community Impact Committee	THW Alliance
	Finance Committee	Marion-Polk System of Care
	Community Advisory Council	Community Health Program

Customer Service	Provider Contracting	OHP Benefits Management
Grievance & Appeals	Data Analytics and Reporting	Care Coordination
Provider Analytics and Risk Reporting	Credentialing	Billing and Claims Processing
	Prior Authorizations and Referrals	

Community Impact Grants program at Willamette Health Council (WHC)

WHC has been in the business of local grant-making since 2020

- 2020: Established Community Impact Fund
- 2022:
  - PacificSource formally delegated HRS Community Benefit Initiative (CBI) administration
  - Adopted a new online grants management platform, Foundant
- 2023: Hired dedicated staff (now a team of 2.0 FTE)
- **Total grants awarded to date:** $10.7 million (spanning 141 unique projects)

Community-driven, community-responsive process

- Community Advisory Council (CAC): Oregon Health Plan members and guardians
- Community Impact Committee (CIC): Board members, committee members and other community partners

Streamlining the process

- Braided all social determinants of health-related funding streams

- Single application

- Internal review determines which funding stream project best aligns with, if any

- Same timelines including application and reporting requirements
  - Greater focus on tracking outcomes — biannual progress reports, site visits, All Grantee Convening

- CAC role: review and fund projects that meet HRS CBI (and as of 2024, SHARE) criteria

- CIC role: review and fund projects that align with all other funding streams' criteria

Community Impact Grants 2024-2025 cycle

Braided four funding streams

- HRS CBI
- Community Impact Fund (WHC's net operating funds and Shared Savings)
- Quality Pool (funds allocated to support the Social Determinants of Health Screening and Referral Quality Incentive Measure)
- SHARE — first cycle of integration

Project eligibility

- Address at least one impact area in alignment with Marion-Polk Community Health Improvement Plan (CHIP): Behavioral health, Children, Youth and families, Housing and homelessness
- Directly impact Marion-Polk community and support WHC's mission
- Maximum award amount: $100,000
- Prioritization: advance health equity, support specific CHIP strategies, address more than one impact area, not previously funded

Total grant budget: $2.97 million

Total grants awarded:

- 43 projects (60% were first-time grant recipients)
- Of the above, nine projects funded directly through SHARE
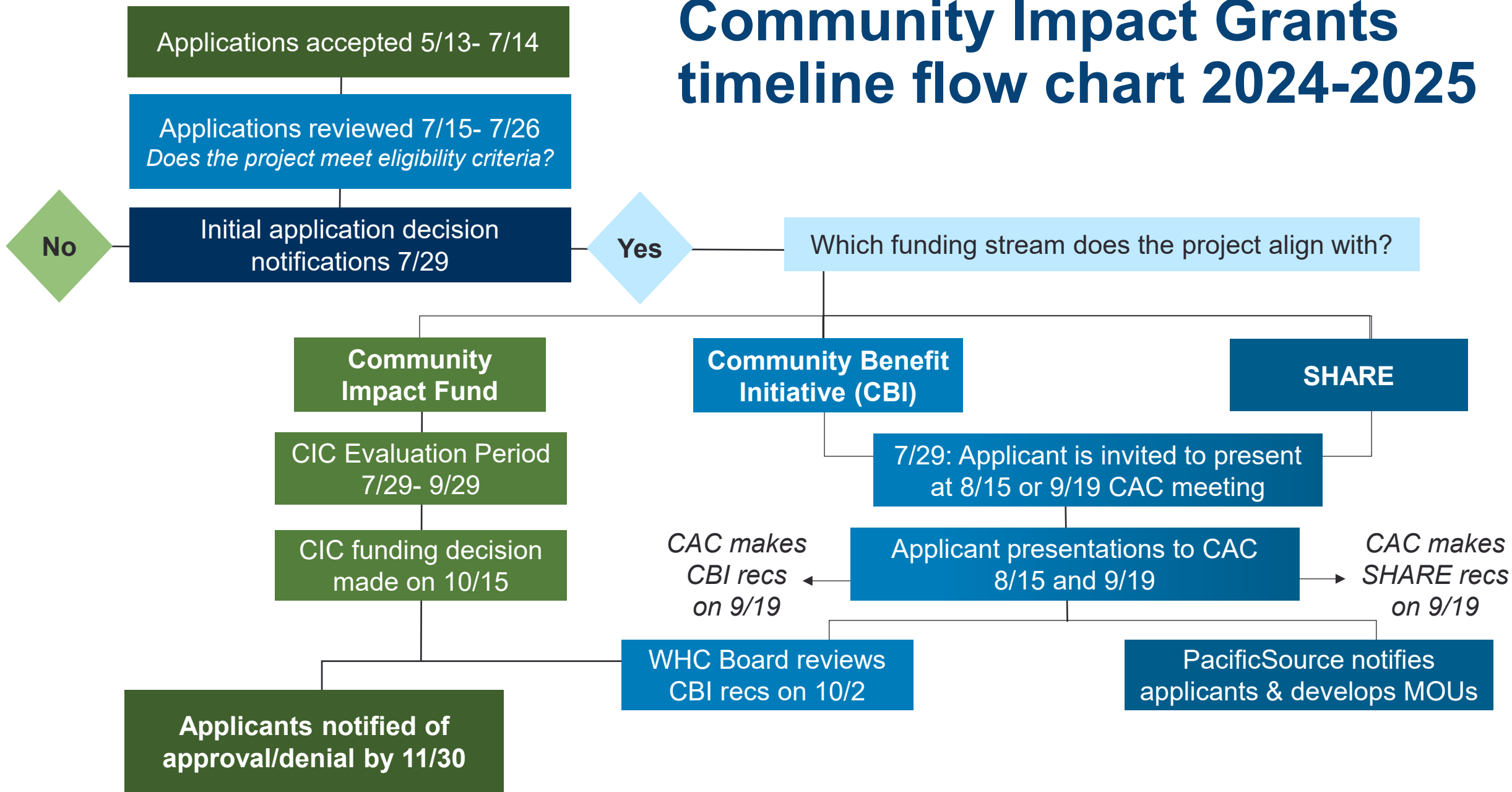
Integration of SHARE funds

Benefits

- Greater visibility and transparency for the community through a formal process
- Strengthened CAC involvement
- Low-barrier: streamlined, single application to access three braided funding opportunities

Implementation

- Collaborative planning meetings and updates to integrated application
- Joint technical assistance webinar plus frequently-asked questions (FAQ) guidance, scoring tools and guide to outputs and outcomes created by WHC
- Joint review of applications to determine best fit and reduce burden on partners
- Applicants for potential SHARE or CBI funding invited to present to the CAC
- CAC score and make funding recommendations to CCO

Community Impact Grants timeline flow chart 2024-2025

Applications accepted 5/13- 7/14

Applications reviewed 7/15- 7/26
Does the project meet eligibility criteria?

Initial application decision notifications 7/29

No

Yes

Which funding stream does the project align with?

Community Impact Fund

Community Benefit Initiative (CBI)

SHARE

CIC Evaluation Period 7/29- 9/29

7/29: Applicant is invited to present at 8/15 or 9/19 CAC meeting

CIC funding decision made on 10/15

CAC makes CBI recs on 9/19

Applicant presentations to CAC 8/15 and 9/19

CAC makes SHARE recs on 9/19

WHC Board reviews CBI recs on 10/2

PacificSource notifies applicants & develops MOUs

Applicants notified of approval/denial by 11/30

Ongoing challenges

- Total available grant budget is a moving target.
- It's a balancing act; some funding streams are more flexible than others.
- Partner confusion
  - o Misaligned timelines for decisions, communications and deliverables
  - o Different agreements and reporting requirements
- Measuring overall impact vs. individual project performance
- Award amounts: breadth vs. depth
- Staffing capacity at both PacificSource and WHC

Positive outcomes

- Applicants, Community Advisory Council and Community Impact Committee all reported improvements with the new streamlined process.

- Demonstrated value of WHC-PacificSource joint management model.
  - Local decision-making and oversight of community investments
  - Large portfolio of projects funded year over year
  - Better view and alignment of all WHC-PacificSource social determinants of health investments in region

- PacificSource gained relationships with new community partners.

- All Grantee Convening brings all funded partners together.

Questions and contact information

Josie Silverman-Méndez, MPH
Deputy Director, Willamette Health Council
jsilverman@willamettehealthcouncil.org

Learn more at www.willamettehealthcouncil.org.

Skye Hibbard-Swanson, MPH
Interim CCO Director, PacificSource Marion-Polk
skye.hibbard-swanson@pacificsource.com

Additional CCO case study

Community grant joint funding request for proposals
Yamhill Community Care Organization

- Uses **single-entry funding application since 2023** for investments in the social determinants of health to support access, equity and efficiency.

- Integrates and braids several internal funding streams: SHARE, HRS-Community Health Improvement Plan (CHP), Traditional Health Worker, Community Prevention and Wellness, Early Learning (bi-annually).

Keys to success

- **High-touch process:** offers applicants and grantees webinars, resources, a specific funding contact and in-person grantee site visits for questions and technical assistance.

- **Multi-step review:** scoring, ranking and review for alignment includes rounds of internal staff, external partners, the Community Advisory Council, local Community Prevention and Wellness Committee and YCCO Board.

- **Continuous re-evaluation and evolution:** adapts in response to partner feedback and experiences with braiding funds (for example, recent launch of grant management software).

Contact:
Funding@yamhillco.org

Webpage:
Yamhill CCO funding opportunities

Questions and discussion

Resources and contact information

Contact information

- HRS team: health.relatedservices@oha.oregon.gov
- Anona Gund: Anona.E.Gund@oha.oregon.gov
- Rachel Burdon: Rachel.E.Burdon@oha.oregon.gov
- Laura Kreger: Laura.E.Kreger@oha.oregon.gov
- HRS and SHARE CCO technical assistance: ORPRN_TA@ohsu.edu

Resources

- OHA HRS webpage
- OHA SHARE webpage

Registration links

- April 30, 2025 – HRS flexible services process improvement

Thank you!

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