



TO: Coalition of Accountable Communities of Health
FROM: Jessica Wade, DH
DATE: August 2, 2024
RE: Community Care Hubs of Washington Messaging Platform - REVISED

Messaging Platform

Your messaging meets at the intersection of your organization's strengths and the qualities most valued by your audiences. This messaging platform describes who you are and what you do. It is designed to demonstrate the value you bring to your communities and the state of Washington.

Philosophy

Use key messages in all content.

- Key messages are the main ideas you want people to know about Community Care Hubs of Washington.
- Use key messages in all materials, including digital and printed media.
- Use proof points to bolster key messages.
- Any new communication should be measured against these key messages.

Stay consistent. Repeat yourself.

- Your audiences need to see and hear the same messages repeatedly for them to stick.
- Highlight no more than three ideas you want audiences to remember per communication.
- Adapt key messages to appeal to different audiences.
- Adapt key messages to address each audience's existing frame of reference (i.e., meet people where they are).
- Equip hub team members with key messages they can share with audiences.

Use clear and concise messages.

- The issue at hand is multifaceted. Avoid using language that will confuse or overwhelm people.
- Break down big ideas and complex processes into small, easy-to-understand terms and steps.
- Use plain language, clear calls to action, and — wherever possible — visual representations.



Brand Promise

Who We Are

Community Care Hubs of Washington are community-driven, regional networks helping people connect to social and health services that match their unique needs. We believe when we get community members the right support — whether housing, food, mental health care, or childcare — their health, their family's health and the health of the whole community improves. With Community Care Hubs of Washington, people in every part of the state — across cultures and languages — get what they need to achieve well-being and thrive.

What We Do

Connect systems to one another

Think of Community Care Hubs of Washington as connective tissue. We help build the network and infrastructure that enable community-based workers to coordinate care between social and health systems. We assist providers and partners in making referrals and connect regional resources, as well as track and share real-time data for healthier individuals, families, and communities.

Connect people to social and health services

Community Care Hubs of Washington connect people to care through trusted and trained community-based workers. Our team sees each hub client as an individual, with unique needs and cultural and language preferences. They offer clients culturally appropriate one-on-one support and connect them to the social and health services they need to thrive.

Build capacity within community organizations and workers

In turn, hubs strengthen the community-based workforce — trusted messengers and professionals rooted in the community — and the network of partners that employ them by providing training and technical assistance, addressing service gaps, and tracking and sharing data. By honoring the expertise and expanding the capacity of local community-based and health care organizations, we connect community members to culturally responsive services and support a workforce that reflects the diversity of our communities.

Why It Matters

Health is about so much more than what happens in a doctor's office or a clinic. It's also about having access to safe and reliable housing, food, employment, family support, and social connections. We know



that connecting people to this support is as important as connecting them to health care.¹ In fact, meeting community members' social and economic needs improves their health. It also lowers care costs. Win-win.

Reason for Being

For the past seven years, Washington's nine regional Accountable Communities of Health (ACHs) have worked with community-based organizations and workers, health care providers, Tribal partners, government agencies, and managed care organizations to not only make equity an integral part of local health systems, but also to figure out how to better connect people to support services — and connect support services to one another.

The question has been: How can we make a system that works for people, rather than a system that makes people work?

Community Care Hubs of Washington are the answer.

Mission

To connect and coordinate regional networks of social and health partners, ensuring every Washingtonian gets connected to holistic, culturally appropriate care and support.

Vision

A vibrant, connected community care system for a thriving and healthier Washington for all.

Brand Themes and Messaging

Theme 1: A community-driven approach to care coordination

Community Care Hubs of Washington take a community-driven approach to coordinating care. We connect each person seeking social and health services to a member of our dedicated team. Together, they walk through the process of accessing services and support. For some, that may mean housing and food assistance, while others may need behavioral and mental health services. Either way, our team is there — from start to finish — to help people find the right support, when they need it, within their own community.

¹ <https://www.cdc.gov/about/priorities/why-is-addressing-sdoh-important.html#:~:text=Addressing%20differences%20in%20SDOH%20accelerates,or%20access%20to%20healthcare%20services>



Across the state, Community Care Hubs of Washington strive to amplify the work of established partners, coordinating and expanding the support partners already provide. Hubs are the connective tissue between health care and social care, working closely with the care coordination efforts of medical and behavioral health providers, health plan partners, community-based organizations and workers and other partners.

PROOF POINTS:

- Community members will receive better, more holistic care, leading to better health outcomes.
- Through Community Care Hubs of Washington, community members receive support that is unique to their needs, so they can achieve well-being and thrive.
- Once a community member gets connected to their regional hub, they will be paired with a community-based worker who will walk them through the process of getting connected to services and support from start to finish, following up to ensure they received the care they needed.
- Connecting people to the social services they need to thrive leads to healthier outcomes as they rely less on expensive health system services like emergency department visits to get their needs met. Ultimately, Hubs' integrated approach to community-based care coordination improves community health *and* maximizes every public dollar spent.
- Hubs support a regional workforce through funding, training and peer support, expanding the capacity of community-based organizations and spreading innovative models of care systemwide.
- Hubs provide warm handoffs. When needed, our teams work with managed care and clinical care teams to ensure closed loop referrals.

Theme 2: The robust infrastructure to streamline resources, funding, training and data collection

Community Care Hubs of Washington create the regional infrastructure for sustainable financing for community-based care coordination. Community Care Hubs of Washington advise partners and funders on how to best invest resources back into communities, advocating for community-driven — rather than system-driven — support.

Hubs allow health care providers, community-based organizations, and partners to gather, support one another and develop innovative models of care. Hubs also support partners by providing training and technical assistance and addressing service gaps.

Hubs track, analyze and share regional and statewide data on the quality of and access to community services to assess ongoing community needs and identify service gaps to address.

PROOF POINTS:



- Each hub connects health care providers, community-based organizations, Tribal partners, and community members to a regional network of support.
- Each hub's committed team connects community-based organizations to a regional social care network and provides technical assistance and training to support or enhance their operational capacity.
- Community Care Hubs of Washington will be a rich source of data to show the impact of community care to address health and other disparities. This data will measure and give providers the ability to report on identified needs, resources used, outcomes of care, and other performance metrics.
- The data will also make it easier to identify gaps, structural inequities, and additional resources needed to advance equity and care.
- Because of shared data, community members are far less likely to have to reintroduce themselves or recount their experiences; hubs help people move through the system with greater ease and experience better care.
- Hubs will ensure high standards to protect each client's information and privacy.
- For community partners, hubs minimize the need to negotiate contracts with multiple providers.
- Data will help realize the value of hubs' investment in community care, improving health outcomes and systemwide performance.
- Each hub can also provide centralized support during emergencies, so regions can better respond to community needs during public health crises, natural disasters, or climate events.

Theme 3: A shared goal to advance equity across Washington communities

Community Care Hubs of Washington coordinate and expand care that is locally informed and governed with the principles of equity and justice in the center, so communities have a say in the care they give and receive. Hubs serve all people, while directing increasing support and resources to historically marginalized communities and addressing the systemic barriers that cause or contribute to health inequities.

Hubs center and value community expertise, supporting organizations to do the work they do best — acting as trusted advocates helping people meet their social and health needs in culturally responsive and context-sensitive ways. By contracting with and building the capacity of diverse community-based organizations, hubs help strengthen a culturally and linguistically diverse workforce rooted in the communities they serve — communities often experiencing the highest rates of health disparities.

Through technical assistance and training and by connecting partners to one another, hubs help community-based workers and organizations better serve all people. Community Care Hubs of Washington are designed to advance equity and reduce access barriers. In practice, that looks like a



workforce reflective of the community they serve and access to culturally informed care that respects the inherent dignity of each person.

PROOF POINTS:

- Anyone who lives and seeks care in the state of Washington can connect with their Community Care Hub, regardless of insurance or Medicaid status. By keeping Community Care Hubs of Washington open and inclusive for all, we can help reduce the stigma associated with seeking care.
- There is no wrong door for community members to get the social services they need. They can contact their local hub to self-refer. Hubs offer barrier-free access to the support people need, when and how they need it.
- Hubs offer people seeking services and support an intake process developed with ease and efficiency in mind. A trusted community-based worker will assess the social and cultural needs of each person, so they can connect to local services, resources, and expert providers.
- Adding Community Care Hubs of Washington to the statewide care delivery system streamlines pathways for community members to access the care and services they need most, from social and health service providers who reflect their culture and respect them as individuals.
- Community-based organizations and community health workers are experts at providing culturally and linguistically appropriate care that respects the dignity, lived experiences and perspectives of each person. Hubs allow their expertise to go further and reach more people.

Messaging by Audience

The following tables include examples of common questions audiences will likely have. We offer bite-sized, snack-sized and meal-sized messaging examples, depending on the amount of space or time available to communicate about Community Care Hubs.

The table also demonstrates how messaging can be adapted for key audiences. You’ll note that messages are tailored for each audience to highlight specific benefits they can expect. When providing information about the value Community Care Hubs of Washington offer them, make sure to focus on “what’s in it for them.”

WHAT ARE COMMUNITY CARE HUBS OF WASHINGTON?

Bite-sized message

Community Care Hubs of Washington connect and coordinate regional networks of social and health service providers across the state, so people can get the care they need.



Snack-sized message

Community Care Hubs of Washington connect and coordinate a regional network of social and health services providers, so people can get the care they need when they need it. Hub providers and partners reflect their client's culture and respect them as individuals with a unique set of needs.

Meal-sized message

Health is about so much more than what happens in a doctor's office or clinic. It's also about having access to safe and reliable housing, food, employment, family support, and social connections. All these factors contribute to the health and well-being of people and communities.

The systems and organizations that help people meet these social and health needs are often complex and disconnected, making them tricky for people to navigate even at the best of times. Despite the committed efforts of community-based organizations (CBOs), community-based workers, providers and Tribal partners, people's needs often get met piecemeal or not at all.

For the past seven years, Washington's nine regional Accountable Communities of Health (ACHs) have been working with CBOs, community-based workers, providers, and Tribal partners to not only help local health systems progress toward equity but also to solve the problems of how to better connect people to support services and connect support services to one another. The question has been: How can we make a system that works for people, rather than a system that makes people work?

Community Care Hubs of Washington are the answer. We connect, coordinate, and collaborate — be it in person or online. Hubs provide care coordination services, helping people get what they need when they need it, in ways that recognize their culture and respect them as individuals with unique needs.

For individuals and families: An open door	For community-based care: A backbone	For CBOs: The structural support to build capacity	For contracting and payment: A streamlined system	For research and reporting: A single data source
Hubs connect individuals and families to the health and social care services they need to thrive.	Each hub makes community-based, community-wide care coordination possible by bridging silos and connecting care coordinators.	CBOs and community-based workers are experts at providing culturally and linguistically appropriate care, drawing on their	For community partners, hubs minimize the need to negotiate contracts with multiple providers.	The community care model works, and hubs are a rich source of data to show the impact of community care.



No matter how people reach their regional hub, they receive the same needs assessment. A trusted community-based worker will be there to walk them through the process, in their preferred language, making it easier for community members to connect to local services, resources, and providers who are experts in their fields. Many points of entry, no wrong door.	Hubs organize partners into a regional network and work with them to establish and maintain real-time communication and a closed-loop referral network. Hubs also bring together multiple funding sources to sustain the investment in community care for the long term. By doing these things, hubs improve people's access to all the community resources available, broadening and improving the care people receive.	unique lived experiences and knowledge. Hubs allow their expertise to go further and reach more people. Hubs represent a significant investment to expand and strengthen the community-based workforce across Washington. The goal is for hubs to not only connect CBOs to a regional network of support but also to provide technical assistance and training to expand their operational capacity. When organizations have the workforce they need to provide high-quality and consistent care, everyone benefits.	Community-based organizations provide critical services, and hubs enable them to be paid for their work.	They measure and give providers the ability to report on needs identified, resources used, outcomes of care, and other metrics. They also make it easier to identify gaps, inequities, and additional resources needed to advance equity and care. Ultimately, this data helps realize the value of hubs' investment in community care: lower costs of care and improved performance system wide.
--	---	--	---	--



HOW DO COMMUNITY CARE HUBS WORK?

Bite-sized messaging

Hubs connect people to the support and social services they need through a trusted and trained community-based workforce that provides one-on-one support, so people can achieve well-being and thrive.

Snack-sized messaging

Hubs connect anyone in the region, regardless of Medicaid or insurance status, to the support and social services they need through a trusted and trained community-based workforce. Community-based workers provide one-on-one, culturally responsive support to help people achieve well-being and thrive. In turn, hubs also support this community-based workforce and the network of partners that employ them.

Meal-sized messaging

People can access their regional hub in different ways: through a CBO, health care provider, or social service agency, or through self-referral online or by phone. They receive a screening that helps match them with a culturally and/or linguistically appropriate community-based worker. Community-based workers are trusted members of the community with lived experience who can provide emotional support in addition to case management. These trusted and trained workers provide one-on-one support, so people can achieve well-being and thrive.

In turn, hubs strengthen this community-based workforce and the network of partners that employ them by providing training and technical assistance, addressing service gaps, and tracking and sharing data. By honoring the expertise and expanding the capacity of local community-based and health care organizations, hubs provide culturally responsive services to community members and support a workforce that reflects the diversity of the community.

Hubs work alongside and support CBOs, Tribal partners, social service agencies and behavioral providers to ensure improved health outcomes, equity, healthy people, and thriving communities across Washington.

Step 1: Engage & refer	Step 2: Assess	Step 3: Connect	Step 4: Support	Step 5: Document	Step 6: Network
People reach their regional hub in different ways: through a	Each person who comes to the hub, regardless of	The community-based workers then connect	Throughout the process, the community-based worker	Community-based workers document all activities in	While hubs are valuable resources for community



CBO, health care provider, social services agency, or self-referral. Once engaged, people who need social and health services are matched to a community-based worker, based on culture and language preferences, who will walk them through the process of connecting to services from start to finish, following up to ensure they received the care and support they needed.	insurance or Medicaid status, will be screened for the economic, social, and health factors that significantly compromise health. Together with the community-based worker they are matched with, hub clients collaborate on an individualized action plan to address the needs identified through the screening.	hub clients to available local and/or regional resources to meet the health-related social needs identified in their individualized action plan. Based on each client's needs, the resources they are connected to may be from community-based organizations or clinical services.	offers guidance and support to help their hub clients develop the knowledge and confidence to successfully navigate social and health services. The shared goal is to improve clients' physical, behavioral and overall health and support their ongoing needs.	accordance with hub policies and protocols. This standardized documentation process allows hubs to capture data about needs identified, resources used, outcomes of care, and other performance metrics.	members, they also help CBOs and community-based workers network. Hubs host gatherings, training and QA/QI (Quality Assurance/Quality Improvement) activities that allow providers to learn, share information, and actively participate in a robust professional network.
---	---	--	---	--	--



HOW WILL COMMUNITY CARE HUBS OF WASHINGTON AFFECT ME?

Funders Government officials & agencies • Governor's office • State legislators • Elected leaders • State and federal agencies	MCOs Other associations • HCWs • FQHCs	Health care providers CBOs Community members
Community Care Hubs of Washington demonstrate the value of community care: Providing a system of care coordination to connect people to the social services they need will not only improve the health and well-being of the population, it will also reduce the use of other, more costly health care resources. Hubs increase the quality and consistency of community care: Because hubs provide technical assistance, peer support, and shared learning and training opportunities to community-based organizations and community-based workers, the quality and consistency of care improves while innovative models of care spread system wide. Hubs advance equity: Through sustained investments, hubs build and strengthen a culturally and	Community Care Hubs of Washington coordinate and expand community care: Hubs are not service providers and do not duplicate the work of already established partners. Rather, hubs coordinate and expand on the care already being provided among and between partners. Hubs focus on community care: Hubs specifically coordinate social care needs. They will not replace the current system for clinical care coordination, yet they will support efforts and work closely with medical and behavioral health providers. Hubs reduce barriers to care: While providers are not required to make referrals through hubs, the goal is for hubs to expand over time to become an elegant solution providers want to use. Hubs are	Community Care Hubs of Washington strengthen regional community care: Hubs coordinate and expand care that is locally governed, community-based and equity centered, ensuring families and communities have a say in the care they receive. Hubs value and center community expertise: One vital goal is to support organizations doing the work they do best: acting as trusted advocates helping people meet their social and health needs. Hubs build community-based organizations' operational capacity: By investing in technical assistance and training and by connecting providers and partners to one another, hubs help CBOs better serve the whole community and region.



linguistically diverse community-based health workforce. They also address the systemic barriers to social care needs that cause or contribute to health inequities.

Hubs are community-wide resources: By bringing together funding from multiple sources, hubs serve whole families and communities, not just people receiving Medicaid. They also provide support during emergencies, so regions can better respond to community needs during public health crises, natural disasters, or climate events.

Hubs track and share data: Hubs provide regional (and statewide) data on the quality of and access to community services, so the return on investment in community care can be quantified and studied. Data will also measure real-time community needs and identify service gaps to address.

Hubs improve the health and well-being of

Washingtonians: Hubs provide a framework for addressing social care needs, like reliable access to food and housing, that underlie people's health and well-being.

designed to reduce barriers, not create more.

Hubs provide warm handoffs:

Hubs connect people to clinical care when needed in partnership with managed care organizations (MCOs) for their Medicaid enrollees.

Hubs demonstrate the value of community care: This more organized and integrated approach to managing and delivering community-based care coordination allows payers, like the state, to realize the cost-saving benefits of community care investments through improved performance metrics, reductions in social admissions or social bed days, delayed discharges, and preventable readmissions.

Hubs advance equity: Through sustained investments, hubs build and strengthen a culturally and linguistically diverse community-based health workforce. They also address the systemic barriers to social care needs that cause or contribute to health inequities.

Hubs advance equity: Through sustained investments, hubs build and strengthen a culturally and linguistically diverse community-based health workforce. They also address the systemic barriers to social care needs that cause or contribute to health inequities.

Hubs offer value to clinical providers: Provider networks see a reduction in social admissions that often go unreimbursed as well as reduced social bed days, delayed discharges, and preventable readmissions.

Hubs track and share data: Hubs allow communities to better understand the most common community needs and any existing gaps in services in real time. The data quantifies the successes and challenges in improving health outcomes.

Hubs provide space for shared learning, sustainable financing, and technical support: Hubs will help care providers gather, support one another, and develop and spread innovative models of care. Hubs create the regional infrastructure for sustainable financing for community-based care coordination and offer administrative support and technical assistance so providers can contract with a wider array of payers.



VISIT:

Spokane

313 W. Riverside Ave.
Spokane, WA 99201 USA

Seattle

104 Pike St., Suite 200
Seattle, WA 98101 USA

CONNECT:

1 (509) 444 2350

www.wearedh.com

tylert@wearedh.com

© 2024 DH