

## ProvenWellness® Neighborhood Bringing Care into the Community



Today, a new model of care is necessary because those who are most vulnerable are not always visible, and they are often difficult to identify and engage. The ProvenWellness Neighborhood is the platform through which the community as a whole is engaged towards better health for the entire population.

### ProvenWellness Neighborhood (PWN)

PWN moves the care from the clinic and places it in the community, shifting the primary contact from nurses and doctors to Community Health Assistants and Social Workers who are deployed to coordinate all aspects of a community's resources, not just healthcare. The PWN sets out to teach community members how to best manage their daily needs. At-risk individuals are connected to already-established community resources that can provide housing, nutrition, education, and healthcare and are provided with individualized Wellness Plans and an advocate who can help them navigate the sometimes complex public systems.

### Need for Partnerships

Barriers to quality healthcare can include low income level, place of residence, age, functional or developmental status, an inability to communicate, gender, etc. It requires a comprehensive effort and deployment of an entire community's assets to capture these individuals in a safety net of services. No single organization can do this alone; Geisinger has decades of experience working in collaborative partnerships. These experiences are borne from our rural roots and the necessity to serve those living in remote areas of the Commonwealth.

### Current Partners in Scranton

The following are examples of organizations working with Geisinger on various initiatives, all designed to improve the health of Scranton's population:

- ◆ Edward R. Leahy, Jr. Center Clinic for the Underinsured
- ◆ Scranton Primary Health Care Center
- ◆ United Neighborhood Centers
- ◆ Wright Center
- ◆ Scranton Chamber of Commerce
- ◆ Healthy Northeast Pennsylvania Initiative
- ◆ United Way of Lackawanna and Wayne Counties

### Program Goals

- ◆ Create more Care Pods and hire necessary staff to bring PWN to more areas
- ◆ Recruit additional neighborhood partners
- ◆ Identify and fill gaps in needed services (housing, behavioral health, dental, etc.)
- ◆ Increase participant satisfaction through appropriate care management
- ◆ Improve participant outcomes, creating a healthier and happier community

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## ProvenWellness® Neighborhood

### PROGRAM ACHIEVEMENT HIGHLIGHTS—YEAR ONE

Substantial progress has been made over the past few months:

- ◆ Two Care Pods have been created, and a Region Manager, two Field Coordinators (Licensed Social Workers), and three Community Health Assistants have been hired, trained, and deployed within the five-county region covered by the grant award.
- ◆ PWN has been introduced to over 90 community and referral agencies.
- ◆ PWN has secured a toll free referral line and distributed information—including brochures, door hangers, and business cards—to urge community members to take action on their health.
- ◆ In addition, a preliminary database has been developed to track the various community and health services used by the populations.

**Since October of 2014, 3,240 lives have been touched by the ProvenWellness Neighborhood Program, and over 5,400 care gaps have been closed.**

### PWN: CHANGING LIVES

This program is already having a tremendous impact on the people living in Wayne, Wyoming, Pike, Susquehanna and Lackawanna counties. For example, PWN received a referral from one of its partners about a family of seven (including three young grandchildren) who had been evicted from their home. The family, believing they had no other options, began living in their vehicle, causing the children to lose medical coverage. Although members of the family had jobs, their income was simply not enough to provide all the basic needs the family needed.

Because of the collaborative nature of PWN, several agencies and organizations came together to offer this family the help—and hope—they needed to get back on track: the Catherine McCauley Center connected them with a landlord; the United Neighborhood Center facilitated money each month for rent, and the Lackawanna County Children and Youth provided temporary housing as well as the down payment for the rental; Keystone Rescue Mission Alliance donated diapers and food; an appointment was scheduled with the WIC Program and County Assistance; and the children were reestablished with Medicaid and had well-child visits scheduled.

This is just one example of the safety net being created through PWN and its care coordination efforts.

### LOOKING TO THE FUTURE

Additional staff and community outreach will be a major focus of PWN's second year. We plan to hire one additional Field Coordinator (Licensed Social Worker) and four more Community Health Agents by the end of next fiscal year, June 2015. This is needed

to keep up with the current demand for services.

The program will also expand on partnerships with various community and referral sources in order to continue identifying and closing care gaps for the populations served.

**In the next year alone, the ProvenWellness Neighborhood will touch 17,000 lives.**