

L. Woerner, Inc. dba HCR Home Care - Suzanne Turchetti

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Organization Profile

<i>Organization Name</i>	<i>Mail Address</i>
L. Woerner, Inc. dba HCR Home Care	85 Metro Park, Rochester, NY 14623

<i>Exec. Name</i>	<i>Contact Name</i>	<i>Phone</i>	<i>Email</i>
Rui Ventura	Suzanne Turchetti	585-295-6417	sturchetti@hcrhealth.com

Mission/Vision Our Mission: To Foster and Advance Health For All

Our Core Principles: Clinical Excellence, Partnership, Growth, Efficiency

Receive County Funds? no

Div. of Corp. N/A? no

Proposal Information

Project Name Overcoming Healthcare Delivery Disparities Among African American Senior Citizens in the Greater Rochester Area

Summary HCR's project is to "reduce the level of mistrust that many African Americans have for the health care system," (Common Ground Health's Color of Health), creating trusted home care thus improving health outcomes. The project also responds to the RASE Commission Report call for private health care systems to develop solutions to disparities and inequities, noting: "Our county has some of the most dire health outcomes and health disparities in the nation."

HCR has identified and meet with pastors of the Black churches in the County. Our data base has 131 predominantly Black churches. To date, we have met with over 30 pastors willing to come together across denominations and neighborhoods to improve access to needed health care and reduce the significant disparities. We have garnered the support of the pastors to help HCR educate their congregations on available and needed home care services and to increase the use of these services.

The ARPA grant will, based on learnings from the pastors, enable us to develop and present education, to the congregations of Black churches, and to support church activities in health promotion, especially thru home health. This work will be staffed by HCR's Diverse Care team (in kind) and African American nurses recruited as educators, presenters and health providers. Additionally, digital materials to be used in streaming services will be developed because the pastors indicated a need. This transformational endeavor will be the largest health outreach into the Black community ever undertaken

<i>Workforce/Economic?</i>	<i>Health/Safety?</i>	<i>Infrastructure/Sustainability?</i>
no	yes	no

Description Utilizing the influence and engagement of African-American pastors, HCR will be able to directly engage African-American parishioners, especially those 65 and older, who have been disproportionately impacted by lack of access to health care. HCR's grassroots efforts within predominantly Black churches will provide education and offer linkages between the African-American Community and access to health care, addressing one of the three pillars of the Bring Back Monroe goals – Public Health and Public Safety.

A 2021 study published in Home Health Care Management and Practice: Impact of Home Care Services on Patient and Economic Outcomes: A Targeted Review reports that "... interventions such as home-based care ... showed a positive impact on patient's adherence to medication, patient satisfaction and health-related quality of life." This study was an integrative literature review covering 2009 to 20019, covering 7040 citations. Home care plays a critical role in improving recovery from an acute medical episode requiring hospitalization, as well as reducing the risk of rehospitalization.

The primary goal of HCR's Diverse Care Team is to reach out to the African-American community, provide education to overcome barriers to health, and to understand the value of an early intervention. Support from local Black churches will provide meaningful impact, as the existing health disparities are long-standing and reflect firmly held beliefs that affect the use of health care services. The RASE Commission Report (pg. 115) even highlighted the need to rebuild trust and connect at the community level, as many other community engagement methods have been ineffective. Common Ground's 2021 report, The Color of Health, The Devastating Toll of Racism on Black Lives, mentions these same themes.

The lack of African-American providers within the Rochester community does not support or help address structural racism in health

care. Leveraging HCR's African-American clinicians, who can speak to their own personal experiences, will help build back trust in health care, help identify HCR as a trusted provider and reduce structural racism. In addition, the direct engagement and leverage of Mayor Johnson add a high level of credibility and trust to HCR's outreach within the African-American Community and creates a unique partnership not seen in the County before.

HCR's Diverse Care Team, in conjunction with support from, Strategic Community Interventions, LLC (SCI), led by former Mayor Bill Johnson, will engage approximately 130 predominately Black churches in the community. HCR's Diverse Care team will deliver a message highlighting existing health care disparities and address the following barriers in an open discussion forum:

- Lack of knowledge about healthcare benefits and what is covered
- Lack of trust in the healthcare system (as addressed in the RASE Commission Report pg. 51)
- Concerns about providers coming into the home
- Preference and/or expectations of family support
- Religious beliefs that may delay early medical intervention
- No assigned primary care physician

Year One of the project proposal will focus on continued engagement with African-American pastors. These engagements will build on prior meetings to understand the needs and best methods of engagement with parishioners. HCR's Diverse Care team will offer various strategies to educate parishioners, from general presentations during church services to individualized meetings and health events. Ministers have even offered the option to post PSAs on ministry forums or run them in real-time during virtual services. The continued direct engagement with pastors may be funded by pending grants from ESL Federal Credit Union and/or Farash Foundation.

Additional ARPA funding is needed to support and maintain a long-term engagement strategy with nearly 130 predominantly Black churches, potentially engaging over 50,000 African-American parishioners. ARPA funds are needed to hire additional staff during year one to coordinate the execution of direct engagement with parishioners during funding years two to four. Funding is also needed in year one to develop digital media to support outreach efforts in the following years.

For project years two to four, as outreach efforts continue, HCR will have a team in place to focus support on individual needs. This project is specifically designed to provide both a broad outreach campaign to address inequities in health care, and also provide follow-up at the individual level. Once parishioners express a need or have questions about access to health, HCR's team is prepared to handle each call and provide information, resources, and/or services once the need for home care is determined. However, this support goes well beyond education of home care. Events to support those most affected by inequities in health care will include finding primary care providers, Glucose and Blood Pressure events coordinated at local churches, Falls Prevention education, and even utilizing HCR nursing staff to support County vaccination efforts such as Flu Clinics.

Expected Outcomes

1. To increase the number of age 65+ African-Americans who are receiving culturally competent, quality home care.
2. To reduce the level of mistrust that many African-Americans have for the health care system. (pg. 24, Common Ground Health report)
3. To demonstrate the capacity of the private, non-governmental health care system to meet the recommendations of the RASE Commission, which identified disparities and inequities in the local health care system as a major issue.
4. Achieve incremental improvements in health disparities within the African-American Community.

Measurable goals include:

- Number of church/ministry engagements
 - o Denomination
 - o Number of participants
 - o Purpose of engagement
- Measure utilization of health care services *
- Number of individuals accessing home care services*
- Number of individuals assigned to a primary care provider*
- * Establish baseline in year two and compare outcomes in year four

It is the expectation that by the end of 2026, after a prolonged and concerted effort to engage the African-American community, messaging about the benefits of home care services, to help improve overall health outcomes within the African-American community (65 or older), will have resonated throughout the community, including those individuals who may not be part of the church community. After three consecutive years of community engagement, ongoing requests for education and presentations will be reduced, and the

lower demand can be maintained by HCR's staffing.

Company Strengths HCR Home Care has been sensitive to the needs of the African-American Community since its founding in 1978. Since then, HCR has provided home care to those underserved within the Rochester Community. HCR has a long history of developing innovative practices to improve health care access and delivery.

Early in its history, HCR was recognized in 1988 with a Presidential Citation, as one of the Points of Lights, as a private sector innovator in approaches to the reduction of health disparities. The presentation noted that HCR was among other organizations in the country that demonstrated "We Can, We Care."

In 2009, HCR was recognized with a Leadership Award from Beta Chi Chi Chapter, the local Chapter of Chi Eta Phi Sorority (Sorority of Black Nurses). Throughout its history, HCR has been recognized for its service to the African-American Community. In 2012, for example, HCR received the Community Health Award from Minority Reporter Media Group.

Today, HCR has a robust Transcultural Program that is focused on providing care that is patient-focused and respectful of cultural values across all racial and ethnic populations, in all parts of the city. Starting in 2005, this very successful program, Project EXITO, addressed disparities in the Latino Community, and garnered awards from Latina Unidas and a Breakthrough Award for the International Transcultural Nursing Society. These efforts resulted in a grant from the Greater Rochester Health Foundation. This program not only included direct engagement of the Latino Community to provide education, but an active recruitment and training program to hire individuals from within that same community to care for their own neighbors. That work, and the impressive improvement in health outcomes, were reported in a peer-reviewed article in Nursing Outlook, sharing methods of reducing disparities across the nursing world (Sept/Oct 2009, Volume 57, Number 5).

Community Resources The project will leverage the coordinated efforts of HCR Home Care and Strategic Community Intervention LLC (SCI) to engage local predominantly African-American churches.

HCR Home Care has been sensitive to the needs of the African-American community since its founding. Since 1978, HCR Home Care has provided home care to those underserved within the Rochester Community. Contracting with Monroe County, HCR started providing evening and weekend home care services in Rochester's inner city because the existing providers, including the County's Home Care Service, were unwilling to go into those neighborhoods. HCR was successful in doing this by hiring and training individuals who lived in those same neighborhoods. (Woman Owned)

Strategic Community Intervention LLC (SCI) has extensive experience facilitating dialogue and reducing impasses around major community problems and conflicts. Founded in 2013 by former Mayor William Johnson, SCI has consulted with several governmental and private sector organizations on issues of community engagement and collaborative decision-making. It has particularly focused on strategies to bring parties who are traditionally excluded from decision-making into the decision-making process, to plan and implement policies and programs that impact their communities. SCI's founder and its associates have broad professional and volunteer experience developing innovative approaches to difficult problems in every aspect of urban life. The full range of SCI's experiences and professional capabilities can be found at www.johnsonsci.com (Minority Owned)

The founder of SCI and the CEO of HCR Home Care have had a long working relationship addressing health care issues in Rochester's community since the 1990s.

To assess the validity of the concept of engaging local ministries to address health care barriers, HCR and SCI coordinated a meeting on May 12, 2022, with six pastors representing a cross-section of various denominations and zip codes with large African-American populations. After the highly informative presentation by the Diverse Care Team, there was a very rich discussion about health disparities and the fact that these issues have often been raised with little action, as most recently with the RASE Commission. The ministers were all appreciative of the presentation and its current relevance. It was agreed that getting the information presented to other ministers and down to respective congregations is a powerful method to educate and overcome barriers.

As a result of the May 12th meeting, ministers such as Elder Charles G. Simmons, Sr (Liberty Temple Church of God In Christ) and Rev. Donald Stevens (President of the Baptist Ministerial Alliance) have made concerted efforts to engage HCR's team with multiple ministers within their own denominations. These new alliances subsequently resulted in meetings with additional pastors on June 6, 2022, and July 20, 2022, which garnered additional support. As we have already demonstrated, it is expected that the cascading effect of these presentations will result in increased participation from other Black churches.

To date, HCR Home Care has made an in-kind contribution of approximately \$25,000 to this demonstration project since the Diverse Care Team's inception in July 2021.

Audience The primary audience is Monroe County's African-American Community which is engaged with Black churches, especially African-American individuals 65 or older, who have become more isolated as a result of COVID and are not aware of in-home health services that may be available to them. Overall, this population has had the worst health outcomes with no improvement over the last four decades. As cited by Common Ground's 2021 report, Rochester's African-American community has:

- 133% higher rate of heart disease,
- 146% higher rate of diabetes,
- 218% higher rate of premature birth disorders,
- 214% higher mortality rate for newborns,
- 35% higher incidence and mortality rates from many cancers
- Six times more hospitalizations for avoidable cardiac-related causes.

Monroe County has an estimated population of 745,000, of which 16.1% are African American (120,000). Members of HCR's Diverse Care Team estimate, at the very least, 50% of this community are part of or participate in a Black church. The engagement of these churches has the potential of directly reaching over 50,000 parishioners through a combination of in-person meetings and virtual broadcasts of church services. It can be expected that information shared at church meetings will ripple across the general community, reaching a much broader audience. The message of addressing health barriers and accessing timely care is an important message for all ages, regardless of race.

There will be no costs or fees incurred on the target audience for participation in presentations/education provided by HCR Home Care.

<i>Cost 1st Year</i>	<i>Cost All Years</i>	<i>Residents 1st Year</i>	<i>Residents All Years</i>	<i>FT Employees</i>	<i>PT Employees</i>
\$233,770.00	\$853,592.00	200	50,000	3	6
Volunteers					
0					

Staffing HCR's Diverse Care Team, consisting of African-American HCR staff, will be directly responsible for providing education and presentations to Black churches. Each Team member has been employed with HCR and are well-versed with home care and health care services in general.

- Fanatasha Ray, LPN, Intake Coordinator
- Makia Holley, Compliance Specialist
- Joyce Carter, Aide Service Coordinator
- Aleisha Daniels, LPN, IT Support Specialist
- Dorothy McDowell, Receptionist
- Deanna McEwen, LPN Face-Face Coordinator

Rui Ventura, Executive Director Patient Care Coordination, has been in health care for over 20 years. He will support the Diverse Care Team's initiative, coordinate the use of agency support services, identify and hire team members, and general project oversight. Rui helped lead early initiatives to engage the Hispanic community in early 2000s.

One full-time Community Coordinator will be needed in Q1 in 2023 to support engagement with Black churches, pastor communications, coordinate events for the Diverse Care Team, and data tracking.

One part-time (.5 FTE) Project Patient Navigator, LPN, will be needed in Q1 2023 to being training on HCR EMR systems and become the point person for individual callers, to identify health needs, coordinate follow-up support, and participate in outreach events. This position will grow into a full-time position by Q1 2024.

One part-time (.25 FTE) Social Worker/ Human Services Rep will be needed by Q1 2023 to support linking individuals to resources outside of HCR, with a focus on connecting individuals with primary care providers. This position is expected to grow to full-time by Q1 2026.