

AUCH BOARD REPORT

MAY 2021

This document includes live (clickable) links



AUCH

ASSOCIATION FOR UTAH COMMUNITY HEALTH

PROGRAMS & SERVICES

UPCOMING TRAININGS

DIALECTICAL BEHAVIORAL THERAPY IN PRIMARY CARE

TUESDAY, MAY 25, 2021
8:00AM - NOON MST

This event introduces Dialectical Behavior Therapy (DBT), intended for mental health professionals who wish to acquaint themselves with the treatment. The dialectical nature of DBT is explained via the balance between change-based technology (behavior therapy) with acceptance-based principles (validation). It highlights the structure of DBT and defines the modes and functions of comprehensive DBT.

This event is appropriate for mental health professionals interested in learning about DBT at an introductory level. Methods of instruction include lectures, treatment demonstrations, and practice exercises to illustrate the principles and strategies of DBT. Attendees will receive a DBT Skills Training Handouts and Worksheets booklet.

[LEARN MORE](#)

Contact: Emily Bennett at emily@auch.org.

SOCIAL DETERMINANTS OF HEALTH TRAINING SERIES

JUNE 24, JULY 29, AUGUST 26, SEPT. 23, OCT. 28, NOV. 18, 2021
12:30PM - 1:30PM MST

Efforts to improve health in the United States traditionally look at the health care system as the key driver for improving health and health outcomes. However, according to the Robert Wood Johnson Foundation, social and economic factors shape 80% of a person's ability to engage in healthy behaviors, resulting in health disparities rooted in social and economic disadvantages. This multi-session training provides attendees with an introduction to social determinants of health (SDOH), how they impact health outcomes, and ways to incorporate them into clinic workflows.

[LEARN MORE](#)

Contact: McKenzie Dangerfield at mdangerfield@auch.org.

HYPERTENSION LEARNING COLLABORATIVE

FEBRUARY-JULY 2021

This learning collaborative includes information on accurately taking blood pressure; hypertension management and the role of a pharmacist; the correlation of hypertension and diabetes; self-monitoring blood pressure (SMBP) machines; automated blood pressure machines (AOBP); etc. At the end of the learning collaborative, participating health centers will receive a hypertension management toolkit to help with implementation of SMBP devices.

[WATCH PREVIOUS SESSION RECORDINGS](#)

Contact: McKenzie Dangerfield at mdangerfield@auch.org.

CLICK HERE
TO VISIT THE AUCH TRAINING CALENDAR

ON-DEMAND WEBINARS

AUCH's on-demand trainings can be found on our online [Member Resource Library](#). You will need your organization's login information to access the library. Please contact Beth Fiorello at beth@auch.org for login assistance. New trainings are added often - recently added trainings include:

- **Billing Opportunities for Remote Patient Monitoring**
- **Motivational Interviewing: The Basics**
- **De-Escalation**
- **Trauma Informed Care**
- **Financial Emergency Response Plan**
- **Financial Policy & Procedures with BKD (2 sessions)**
- **Implementing Denials Management**
- **Mobile Security**
- **Supervisory Skills Webinar Series**
- **Telehealth and Data Blocking**

PAST TRAININGS (JANUARY-MAY 2021)

ASAM 101

February 3, 2021: AUCH collaborated with the Mountain Plains Mental Health Technology Transfer Center (Mountain Plains MHTTC), to provide an overview on the use of ASAM Criteria in treatment planning and answered questions regarding best practices and implementation of ASAM.

Contact: Emily Bennett at emily@auch.org.

MENTAL HEALTH FIRST AID

March 26, 2021: This training introduced participants to risk factors and warning signs of mental health problems; used role-playing and simulations to demonstrate how to offer initial help in a mental health crisis; and connected people to the appropriate professional, peer, social and self-help care.

Contact: Emily Bennett at emily@auch.org.

COMPREHENSIVE WORK PLAN DEVELOPMENT: RECRUITMENT AND RETENTION

AUCH launched a comprehensive workforce recruitment and retention training in March 2021 in partnership with Association of Clinicians for the Underserved (ACU). The training introduced the overall structure of a comprehensive workforce plan and the value of developing and maintaining this plan to increase recruitment and retention efforts. Participants of this training joined a subsequent work group to aid in development of comprehensive workforce plans.

[WATCH RECORDING](#)

Contact: Brooke Pyper at bpypere@auch.org.

THE DEEP WELL: SKILLS FOR SUSTAINING A CAREER IN THE HELPING PROFESSION

April 13 & 15, 2021: Dr. Brian Miller presented the CE-CERT model (Components for Enhancing Clinician Experience and Reducing Trauma) and discussed the five key skills of this burnout prevention model- engaging and "metabolizing" intense affect; skills for decreasing rumination; conscious oversight of narrative; reducing emotional labor; and parasympathetic recovery.

Contact: Emily Bennett at emily@auch.org.

INCIDENT COMMAND SYSTEM TWO-PART WEBINAR

February 9 & 23, 2021: AUCH hosted a two part training series for Incident Command Systems (ICS). The webinars covered topics including the history and structure of ICS, initial response, resources for personnel, and how to work with the National Incident Management System (NIMS). NIMS defines the comprehensive approach guiding the whole community - all levels of government, nongovernmental organizations (NGO), and the private sector - to work together seamlessly to prevent, protect against, mitigate, respond to, and recover from the effects of incidents. The webinar provided participants with a basic understanding of NIMS concepts, principles, and components.

Contact: Tracey Siaperas at tracey@auch.org

IMMEDIATE /ACTIVE THREAT TRAINING

April 20, 2021: Violent acts are on the rise around the world and health care providers are not immune to this phenomenon. This 90-minute session focused on how health centers can prepare and respond to acts of violence, such as active shooters and other active threats and how to their integrate response with Fire, Law Enforcement and Emergency Medical Services.

Contact: Tracey Siaperas at tracey@auch.org

ORGANIZED APPROACHES TO PAYER ENROLLMENT AND CREDENTIALING

May 3, 2021: this AUCH-hosted training aimed to enhance the knowledge of payer enrollment applications, including nuances of Provider Reimbursement Information System for Medicaid (PRISM) and Medicare's enrollment systems in partnership with MedsCredPlus.

[WATCH RECORDING](#)

Contact: Kaitlynn Drollinger at kdrollinger@auch.org.



PAST TRAININGS (JANUARY-MAY 2021)

AT THE TABLE RATHER THAN ON THE MENU: PAYER CONTRACTING AND THE FUTURE OF VALUE BASED CONTRACTS

MARCH 26, APRIL 13, AND APRIL 23, 2021

AUCH partnered with Community Link Consulting to offer a three-part contracting training series to tackle the contracting environment, work towards enhanced reimbursement for services, and prepare for future reimbursement strategies as the health care industry evolves. Session one focused on defining terms, FQHC contracting options, and flow of funds. Session two focused on the contracting process, types of contracts, who should be involved, and how to handle negotiations. Session three focused on value-based reimbursement and models, and impact to health centers.

[WATCH SESSION RECORDINGS](#)

Contact: Courtney Pariera Dinkins at courtney@auch.org.

THE PERSON-CENTERED APPROACH TO DENTAL PROGRAM REDESIGN

May 6, 2021: AUCH partnered with CareQuest—a leading oral health organization—to offer a comprehensive dental training series. The training series discussed: the changing health care landscape, what the changing landscape means for FQHC dental programs, and how to prepare dental programs for value-based care through both clinically and fiscally sound best practices.

Contact: Kaitlynn Drollinger at kdrollinger@auch.org.



AUCH

ASSOCIATION FOR UTAH COMMUNITY HEALTH

AUCH PEER GROUP MEETING SCHEDULE

AUCH peer groups provide a forum for collaboration, information sharing and strategy development among members.

- **Behavioral Health Peer Group** meets the third Tuesday of every month from 11:00am-Noon.
Staff Lead: [Emily Bennett](#)
- **Billing Learning Team (BLT)** meets the third Tuesday of every month from 11:00am-Noon.
Staff Lead: [Kaitlynn Drollinger](#)
- **Chief Operations Officer (COO) Peer Group** meets the second Thursday of every month from 11:00am-Noon.
Staff Lead: [Natalie Stubbs](#)
- **Communications Peer Group** meets on the fourth Wednesday of every month from 2:00pm-3:00pm.
Staff Lead: [Beth Fiorello](#)
- **Emergency Preparedness (EP) Peer Group** meets two times annually, ad hoc.
Staff Lead: [Tracey Siaperas](#)
- **Financial Directors Roundtable (FDR)** meets on the third Friday of every month from 10:00am-11:00am.
Staff Lead: [Courtney Pariera-Dinkins](#)
- **Immunizations Peer Group** meets quarterly, time TBD.
Staff Lead: [Shlisa Hughes](#)
- **Medical Directors Roundtable (MDR)** meets quarterly on the second Thursday of the month.
Staff Lead: [Jennifer Lloyd](#)
- **Outreach and Enrollment (O&E) Peer Group** meets on the last Thursday of every month from 1:00pm-2:00pm.
Staff Lead: [Melanie Innes](#)
- **Pharmacy Peer Group:** meets twice annually, time TBD.
Staff Lead: [Jennifer Lloyd](#)
- **Public Affairs (PA) Committee** meets quarterly, new time TBD.
Staff Lead: [Rachel Craig](#)
- **Quality Improvement (QI) Forum** meets on the third Tuesday every other month from 1:00pm-2:00pm.
Staff Lead: [McKenzie Dangerfield](#)
- **Workforce Work Group** meets the third Wednesday of every month from 12:00pm-1:00pm.
Staff Lead: [Brooke Pyper](#)

TRAINING & TECHNICAL ASSISTANCE RESOURCES

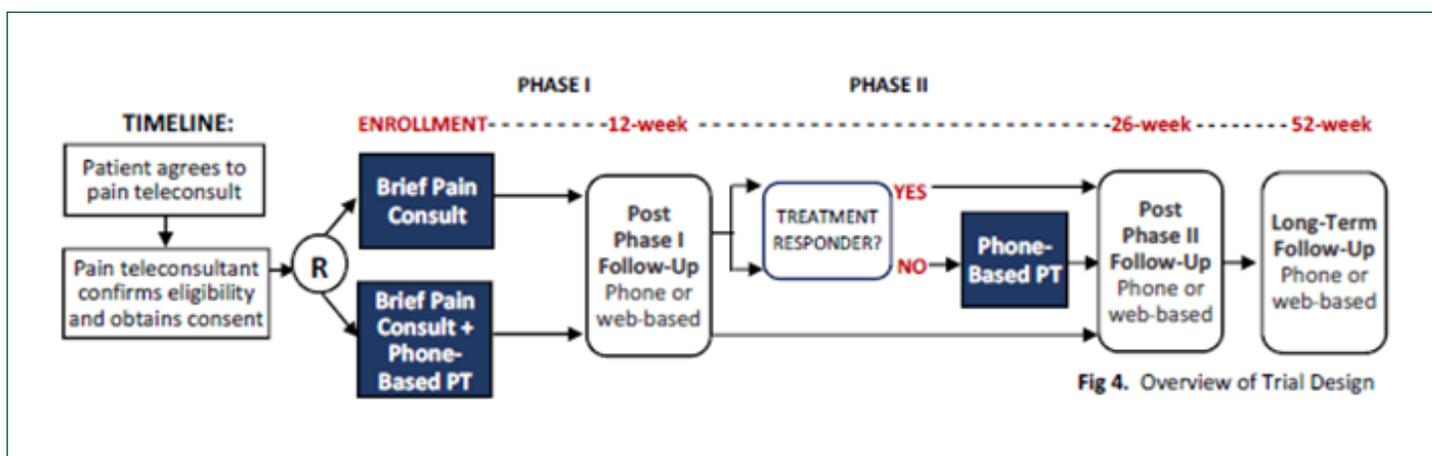
ACCREDITATION	EP	PHARMACY
BEHAVIORAL HEALTH	INFORMATICS	PROVIDER RESOURCES
BILLING	MEDICAL ASSISTANT	QI
COMMUNICATIONS	OPERATIONS	SPECIAL POPULATIONS
COVID	O&E	TOBACCO CESSATION
DENTAL	PCMH TOOLS	WORKFORCE

BEATPAIN UTAH GRANT PROJECT

BeatPain Utah is a 4-year grant project between the University of Utah and interested health centers. The project will study a telehealth strategy to provide nonpharmacologic pain care using phone-based outreach to patients with chronic pain receiving care at participating health centers. The University of Utah team will use an electronic health record (EHR)-based process to help clinicians identify patients with chronic pain and electronically refer them for phone-based pain teleconsults. Some of these patients will then be assigned further phone-based physical therapy as outlined in the diagram below. All services will be offered at no cost to the patients.

Meetings with health centers interested in participating have been taking place over the last four months. Official kick-off of patient participation is set to begin in Fall 2021. Currently the following health centers have agreed to participate; Fourth Street Clinic, Mountainlands Family Health Center, Green River Medical Center (GRMC), Family Healthcare, CHC Inc., and Bear Lake Community Health Center Bear Lake CHC).

Contact: Shlisa Hughes at shughes@auch.org.



COVID-19 VACCINATIONS & TESTING

AUCH continues to provide environmental scans on COVID-19 vaccinations and testing in partnership with Local Health Departments (LHD), Utah Department of Health (UDOH), Health Resource Service Administration (HRSA), Utah's health centers, and other key stakeholders. Trainings, technical assistance, and information is shared, as needed.

AUCH continues to meet with UDOH twice a week related to COVID-19 testing and vaccinations. Additionally, AUCH sends a weekly email to health center staff each Friday, with COVID-19 vaccination rollout and testing information and resources. Please contact [Shlisa Hughes](mailto:Shlisa.Hughes) if you would like someone added to this listserv.

HRSA asked Primary Care Associations (PCA) across the country to perform an informal environmental scan of health centers' existing level of readiness to vaccinate adolescents (12-17) against COVID-19 and provide technical assistance to health centers to vaccinate adolescents as quickly and safely as possible. AUCH continues to partner with the Huntsman Cancer Institute (HCI) ScaleUp project to provide outreach via text messaging to this new eligible patient population. AUCH will continue to send the weekly Friday correspondence as additional details are provided.

Contact: Shlisa Hughes at shughes@auch.org.

HYPERTENSION LEARNING COLLABORATIVE

In 2018, 750 out of 1,373 health centers throughout the United States met or exceeded the Healthy People 2020 Hypertension Objective. This objective is that 61.2% of patients diagnosed with hypertension are under control. Controlled blood pressure is a systolic blood pressure of <140mm Hg and diastolic blood pressure of <90mm Hg. The data indicates that 46% of health centers throughout the United States struggle with achieving hypertension control.

To address this need, AUCH partnered with the AHA to launch a six-part hypertension learning collaborative. This learning collaborative incorporates a framework from the AHA, the American College of Cardiology (ACC), the American Stroke Association (ASA), the American Diabetes Association (ADA) Hypertension and/or 2020 Diabetes Guidelines.

- *Session 1: February 18, 2021*
 - Working Towards Hypertension Control Rates Using Team Based Care/Target: BP- Partnering with Patients and Creating/Elevating a Self-Monitoring Blood Pressure Program
- *Session 2: March 18, 2021*
 - Bridging the Gap Between Diabetes, Stroke and Hypertension- In depth review of stroke and hypertension-filling the gap in DPP programs and Motivational Coaching Review
- *Session 3: April 15, 2021*
 - Working Towards Hypertension Control Rates Using Team Based Care/Target: BP- Measuring accurately and Acting Rapidly
- *Session 4: May 20, 2021*
 - Raising Awareness in Diabetes Patient (Type 2) and Providers about Hypertension and Type 2 Diabetes Lineages and Spotlight on Addressing Chronic Diseases in Population Health- Knowing Diabetes by Heart and Looking at health disparities in diverse populations
- *Session 5: June 17, 2020*
 - Stroke: The Latest Research and Resources from American Stroke Association and Behavioral Health and Whole Person Care- Review the latest guidelines for ASA including Together to End Stroke patient education
- *Session 6: July 15, 2021*
 - Spotlight on Addressing Chronic Diseases in Population Health

On behalf of the AHA, upon registration AUCH's health center participants will receive 10 SMBP devices, and upon attendance of at least six sessions will receive an additional 10-15 SMBP devices.

AUCH is the first PCA in the country to launch a comprehensive hypertension learning collaborative in partnership with the AHA and health centers, and was asked to present at the national AHA Chief Medical Officer meeting as a promising practice.

Contact: Mckenzie Dangerfield at mdangerfield@auch.org.

IMMUNIZATION PROGRAM & IQIP VISITS

AUCH partners with the UDOH Immunization Program to provide technical assistance to Utah's health centers on immunization related activities including, but not limited to, Vaccines for Children; Immunization Quality Improvement for Providers (IQIP) visits; Immunization Strategic Implementation Plan (SIP); QI projects focused on improving immunization rates e.g. HPV, Childhood Vaccines, Adult Vaccines, EHR optimization etc.), and reporting.

AUCH will complete the initial IQIP visits for each participating health center site per the signed MOAs each year. The Centers for Disease Control (CDC) requires that each site have an initial, 2-month, 6-month, and 12-month visit every year. The purpose of these visits is to collaborate and identify quality improvement strategies to increase vaccine uptake by enhancing immunization workflows information and resources.

AUCH will be scheduling the follow-up 2-month, 6-month, and 12-month IQIP visits. Beginning in July, AUCH will start scheduling the annual face-to-face IQIP visit.

If you need to schedule your initial visit, please contact Shlisa Hughes at shugheseauch.org.

MOUNTAIN WEST HPV PROJECT

The Mountain West HPV project is a partnership between the American Cancer Society (ACS) and the HCI Center for Health Outcomes and Population Equity (HOPE) at the University of Utah, focused on improving HPV vaccination rates and reducing disparities in vaccination rates across five states: Idaho, Montana, Nevada, Utah and Wyoming. To accomplish these goals, the project leverages health information technology (HIT), Project ECHO, and a regional consortium convening stakeholders to network and share best practices related to HPV vaccination. The goal of the HIT work is to partner with health centers to implement evidence-based interventions (EBIs) proven to increase HPV vaccinations.

PARTICIPATING HEALTH CENTERS WILL

- Complete a baseline assessment tool
- Participate in EHR and workflow analyses and assessments with the University of Utah Informatics team
- Commit to working on EHR optimization and/or outreach campaigns
- Participate in Project ECHO sessions
- Submit HPV vaccination initiation and completion rates throughout the life of the project

PROJECT UPDATES

There are currently two Utah health centers piloting this project. One is in implementation phase and the other is completing the baseline assessment tool. Additional health centers will be joining the project in the coming months.

Contact: Shlisa Hughes at shugheseauch.org.

PAYMENT REFORM

The Payment Reform Work Group is charged with: 1. Developing and evaluating an Utah Medicaid Change in Scope (CiS) process; 2. Increasing understanding of APM (alternative payment models); 3. Increasing understanding of Value-Based Pay Methodologies; 4. Developing and maintaining a Value-Based Pay Strategy/ Game Plan; 5. Building Health Center Value-Based Pay Capabilities; 6. Fostering Medicaid and Payer Relationships; and 7. Exploring the possibilities, and potentially, developing an IPA (independent physician association)/Clinically Integrated Network (CIN).

AUCH met with the State Medicaid Office in November 2020 to present the CiS Process and fiscal impact to the State budget. Medicaid asked that AUCH postpone discussions until after the upcoming legislative session to review what other states like Utah put together, and to provide the proper planning to request additional funding from the legislature. Nate Checketts, the former Medicaid Director, stepped down in early 2021, and until this position is officially filled, the CiS process is on hold. More to come as this continues to evolve.

AUCH conducted payer/ACO (Accountable Care Organization) stakeholder interviews with teams from the University of Utah Health Plans, Molina, SelectHealth, Cigna, and Aledade regarding their value-based care/pay contracts and future goals. These results were presented at the May 6, 2021, Payment Reform Work Group, and the slides were posted in [AUCH Connect](#) under Payment Reform Work Group.

AUCH is hosting two Payment Reform Work Group sessions in May 2021. The May 6th meeting highlighted stakeholder interview results; impact of value-based pay during COVID; telehealth reimbursement; other states' value-based pay efforts including IPA/CIN framework; CiS updates; and payment readiness assessment. The May 20th meeting will cover the health center value equation—particularly as it relates to payer contract negotiations; the value-based pay summit—tentatively planned for Fall 2021 with payers, health centers, and other key stakeholders; and additional discussion on IPA/CIN interest and potential next steps.

Payment Reform Readiness Assessment will be released to health center Executive Directors/Chief Executive Officers late May/early June. AUCH asks that you have your admin, clinical, operations, and financial teams individually complete, and then come together as a single organization to discuss and complete as a single organization. More information forthcoming at the May 20th Payment Reform Work Group meeting.

Contact: Courtney Pariera Dinkins at courtney@auch.org.

QUITSMART UTAH

The goal of QuitSMART Utah is to connect patients who use tobacco with Utah Tobacco Quit Line-delivered tobacco cessation treatment. The project consists of three interventions: 1) Ask - Advise - Connect (AAC), an EHR based intervention to make it easier for clinic staff to connect patients interested in quitting tobacco to the Utah Tobacco Quit Line via an electronic referral; 2) text messaging to provide repeated opportunities for patients to connect with the Utah Tobacco Quit Line, and 3) brief phone coaching calls to address barriers patients may experience to engaging with the Utah Tobacco Quit Line. This study is funded by the Patient Centered Outcomes Research Institute (PCORI) and is scheduled to last six years. The project is currently in year three.

PROJECT UPDATES

- The Patient and Study Advisory Committees continue to meet at least four times per year.
- Clinical workflow analyses have been conducted in participating clinics.
- The study team has designed modifications to the EHR and tested electronic referrals between participating clinics and the Utah Tobacco Quit Line.
- Training materials to implement AAC in the EHR have been developed and approved by the Study and Patient Advisory Committees.
- It is expected that the study will begin implementing AAC in some clinics by July 2021.

Contact: Tracey Siaperas at tracey@auch.org.

RURAL BEHAVIORAL HEALTH GRANT PROGRAM

Cambia Health Systems partnered with AUCH in the administration and delivery of \$3 million in grant funds through the Rural Behavioral Health Grant Program with the intent to expand, enhance, and sustain behavioral health services in rural communities served by Utah’s health centers, as part of a larger initiative from Cambia to infuse \$11.5 million to support rural behavioral health needs in Idaho, Oregon, Utah, and Washington. Utah’s health centers were alerted to this opportunity February 1, 2021, and applications from eligible health centers were due by February 28, 2021.

Eligible health centers included those with clinic locations in Utah and/or Idaho, in cities with populations less than 50,000 people as delineated by the U.S. Census Bureau, and current AUCH membership. Each eligible health center was entitled to request a base amount of \$150,000 with an additional \$17,500 for each ‘rural’ clinic. Grant Program participants include: Bear Lake Community Health Center, Carbon Medical Services, Enterprise Valley Medical Clinic (EVMC), Family Healthcare, FourPoints Health, GRMC, Mountainlands Family Health Center, Utah Navajo Health System (UNHS), and Wayne Community Health Center (Wayne CHC).

Health centers receiving grant funds are required to address at least one of the overarching grant program goals, noted below, and provide AUCH with biannual reporting on spending and qualitative and quantitative project outcomes.

1. Expand the delivery of behavioral health services to include new and enhanced services exclusively in rural communities (e.g., hiring, training, telehealth equipment, building/renovation capital—only eligible in year one)
2. Improve the quality of behavioral health services by implementing and/or adapting an evidence-based or promising practice model(s). (e.g., improve patient satisfaction, address provider and/or care team satisfaction, increase behavioral health integration level, etc.)
3. Reduce stigma around behavioral health services in rural communities (e.g., mental health first aid training, etc.)

Health centers have written proposals tailored to their communities’ needs, including hiring of licensed behavioral health personnel and infrastructure updates to provide better access to high-quality behavioral health care for patients through private behavioral health spaces, tele-visit technology, and increased capacity for integrated visits.

Over the last three months, AUCH hired a Program Coordinator, Megan Neuf, MSW,MPH, to oversee delivery and reporting. In collaboration with Emily Bennett, Megan visited nearly every participating health center to discuss the project individually and determine how AUCH can best assist in meeting their stated goals.

Trends in needs or challenges include:

- Workforce – recruitment and retention
- Behavioral health specific patient satisfaction surveys
- Training – integrated care, evidence-based treatment techniques

As part of this grant, health centers receive access to incentives for participation in trainings that will support the grant program goals, including the Integrated Care Coordination Training Series, mental health first aid, and other emerging needs.

Contact: Megan Neuf at mneufe@auch.org.

STAFF & PATIENT SATISFACTION SURVEYS

EMPLOYEE SATISFACTION

In response to HRSA Supplemental Workforce funding and member requests, AUCH developed an Employee Satisfaction Survey for your teams to measure workforce satisfaction and engagement. Results from this survey will help inform your organization of opportunities for improvement, recruiting and retaining high quality staff, and support development of comprehensive workforce plans. The survey covers eight domains totaling 48 core questions related to an employee's work experience.

Survey links were created for each Utah health center, and links were disseminated on February 1, 2021. One health center distributed the link to staff and AUCH completed the analysis. As more health centers participate, AUCH will identify opportunities to update analyses, trends, and training and technical assistance opportunities.

Contact: Natalie Stubbs at natalie@auch.org

PROVIDER SATISFACTION

The health care environment can put physicians and other clinicians at high risk for burnout. Burnout is a long-term stress reaction marked by emotional exhaustion, depersonalization, and a lack of sense of personal accomplishment. As part of the Health Center Controlled Network (HCCN) grant requirements, AUCH annually assesses provider satisfaction and areas potentially leading to burnout to support internal health center dialogue, and network level trainings and technical assistance opportunities.

In April, AUCH updated the survey including questions about the impact of COVID-19 on provider burnout levels. The survey was presented at UTECH's Advisory Committee meeting on May 14, 2021, for approval.

AUCH will be editing the survey to reinforce positivity in response to UTECH Advisory Committee feedback. The survey will be shared with MDR for additional feedback. AUCH projects sending the survey link to CEOs/EDs to share with their providers late June. The survey will be open for three to six months. Analyses will be shared with health center leadership per corresponding health center as long as responses are unidentifiable and a network-level analysis in aggregate with the HCCN Advisory Committee.

Contacts: Colin Buck at cbuck@auch.org or Ambrish Sharma at asharma@auch.org.

PATIENT SATISFACTION

AUCH, in partnership with the patient satisfaction work group, developed a uniform, but customizable patient satisfaction survey, available in English and Spanish, to assess patient satisfaction with medical, dental, behavioral health, and pharmacy services. AUCH analyzes the results quarterly for participating health centers. Results from this survey can be trended over time to inform your organization on what you are doing well, and opportunities for improvement.

AUCH currently partners with Carbon Medical Service Association (CMSA), EVMC, Family Healthcare, GRMC, Midtown Community Health Center (Midtown CHC), Utah Partners for Health (UPFH), and Wayne CHC to complete their quarterly analyses.

AUCH just added sentiment analysis to its patient satisfaction analysis. Sentiment analysis is the use of natural language processing, text analysis, and computational linguistics to systematically identify, extract, quantify, and study subjective information such as comments and convert it to actionable information. Word art is also available based on frequently used words/phrases. The sentiment analysis is in the final stages of programming and will be available for the next round of quarterly reports. The word art is currently available.

Contact: Shelly Phillips at shelly@auch.org.

UTAH COLORECTAL CANCER CONTROL PROGRAM

The goal of the HCI Center for HOPE's Utah Colorectal Cancer Control Program (CRCCP) is to work with health centers to implement EBIs to increase colorectal cancer screening (CRC) among the clinics' eligible patients (e.g., those 50 years of age or older). These EBIs include changes to EHR systems to implement or optimize provider reminders, provider assessment and feedback, as well as client reminders. The project also establishes a link to patient navigation for patients who need follow-up screening or diagnostic care after an initial screening returns suspicious findings.

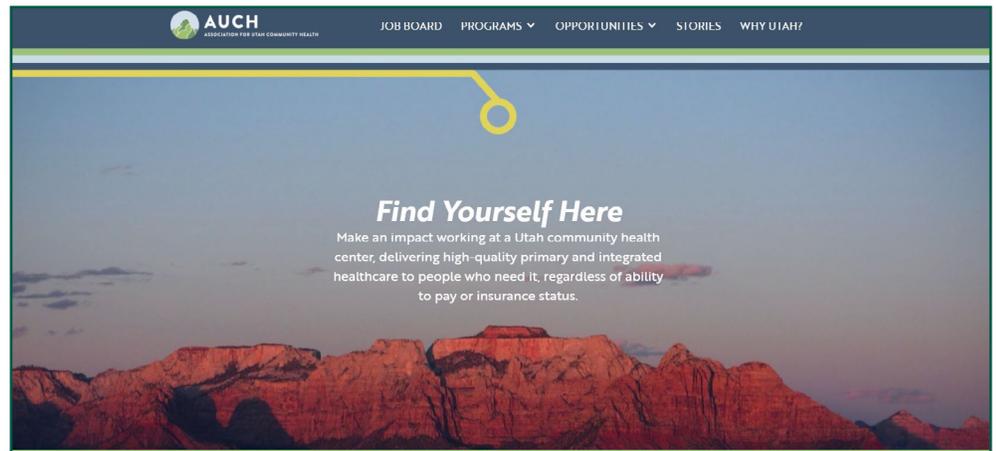
PROJECT UPDATES

- Utah CRCCP is being rolled out in phases over the five year program timeline.
- Initiated EBI implementation with two health systems that encompasses six clinics for program year one. Year two systems will begin in late Summer/early Fall 2021.
- Utah CRCCP is exploring a FIT kit mailing program directly to eligible patients who are due for screening. This initiative would be based on each clinic system's interest and resources.
- Once fully implemented, the Azara population health management (PHM) tool will be utilized to pull baseline and annual data requirements for CRCCP. Azara has a turn-key client reminder module that facilitates identifying eligible patients, reminders to get tested, as well as to return a FIT kit that has been given to the patient. In addition, customized dashboards can be created in Azara to provide assessment and feedback for screening rates within clinics.

Contact: Tracey Siaperas at traceye@auch.org.

WORKFORCE CAMPAIGN

AUCH partnered with Third Sun Productions to develop a workforce recruitment campaign and website to support all Utah health centers in their recruitment and retention efforts. This website will promote the value of working at a health center to current and new graduate students and individuals seeking employment in health care. The site will include current health center job opportunities, NHSC (National Health Service Corps), Nurse Corp, scholarship opportunities, etc.



AUCH visited Bear Lake CHC, Family Healthcare, CMSA, and UPFH to gather provider testimonials and digital media. All content has been written and the mockup website is complete.

The website will be presented to the AUCH Board for approval at the May 2021 Board meeting.

Contacts: Natalie Stubbs at natalie@auch.org or Brooke Pyper at bpyper@auch.org.

AZARA HEALTHCARE

Azara Healthcare is a data reporting and analytics solution which facilitates care transformation, drives quality improvement, aids in cost reduction, and simplifies mandated reporting.

Through an intensive request for proposal (RFP) process, the HCCN Advisory Committee decided in November 2020 in favor of Azara Healthcare as UTECH’s PHM tool.

With support from AUCH’s HCCN funding and a partnership with HCI’s Center for HOPE, UTECH secured funding to support Azara DRVS, the Azara Patient Outreach (APO) text messaging campaign tool, and the Azara Financial and Operations Modules at no cost to UTECH participating health centers for the first two years of implementation.

Mountainlands Family Health Center, UPFH, and UNHS are live on the system. Mountainlands Family Health Center is in the adoption and support phase of Azara DRVS with parallel implementations of the APO and Financial and Operations modules.

Midtown CHC is expected to go-live in May 2021. Wayne CHC and Family Healthcare are expected to go-live at the end of June 2021. CMSA and GRMC are expected to begin implementation in May and June 2021, respectively. See the table below for the implementation timeline by health center. Implementation cycles run for eight weeks. UTECH urges all health centers who have not yet signed the Azara Business Packet to do so sooner versus later. There will not be any financial consequences associated with signing the Business Packet early as billing will not commence until EHR connectivity is established. The platform is free of cost for the first two years for all UTECH member health centers.

AUCH will be working with the AUCH HCCN Advisory Committee to develop a data governance policy to define data permissions and use cases.

Health Center	Health Center Implementation Kickoff	Approximate Go-live Date
Bear Lake Community Health Center	TBD	TBD
Carbon Medical Service Association	Aug-21	TBD
Enterprise Valley Medical Clinic	TBD	TBD
Family Healthcare	Feb-21	6/30/2021
Fourpoints Health	TBD	TBD
Fourth Street Clinic	TBD	TBD
Green River Medical Center	Jun-21	TBD
Midtown Community Health Center	Mar-21	5/21/2021
Mountainlands Family Health Center	Live	Live
Utah Navajo Health Systems	Live	Live
Utah Partners for Health	Feb-21	5/25/2021
Wayne Community Health Center	Apr-21	6/30/2021

ELECTRONIC HEALTH RECORDS

HCCNs are uniquely positioned to help health centers improve quality of care and patient safety by using health information technology (HIT) to reduce costs and improve care coordination. To improve HIT usability to minimize provider burden, UTECH partnered with eCW and Mocodile Medical to offer trainings and technical assistance.

ECLINICALWORKS (ECW)

UTECH shares workflows and updates with the HIT workgroup leveraging its eCW sandbox environment. Topics presented at the HIT workgroup include sharing updates on the new version (v11.52), Messenger documentation, and patient portal utilization data analysis and presentation.

UTECH continues to develop AUCH's internal superuser group for eCW utilizing the sandbox environment. The superuser group aims to serve as an eCW helpdesk resource to health centers by the end of 2021. UTECH collaborates with the University of Utah's Department of Biomedical Informatics to jointly develop eCW workflows, templates, and work on a learning management system (LMS).

ATHENA

UTECH engaged the services of Mocodile Medical to offer consulting and training/technical assistance to the Athena member health centers. Mocodile Medical provided workflows for the Colorectal Cancer Screening and other projects. UTECH plans to share Athena updates from Mocodile Medical on the monthly HIT work group calls.

SECURITY RISK ANALYSES

The Health Insurance Portability and Accountability Act (HIPAA) Security Rule requires that covered entities and its business associates conduct a risk assessment of their health care organization. A risk assessment ensures organizations are compliant with HIPAA's administrative, physical, and technical safeguards, and reveals areas where your organization's protected health information (PHI) could be at risk. UTECH partnered with Mountain Pacific Quality Health to offer UTECH members access to free Security Risk Analyses (SRAs).

Ten of 12 UTECH members completed their Security Risk Analyses (SRA) for 2020. The remaining two members continue to work with Mountain Pacific to complete their 2020 SRAs. Susan Clarke, Project Manager at Mountain Pacific presented a network-level analysis of the 2020 SRA at UTECH's Advisory Committee meeting on May 14, 2021.

UTECH will continue to work with member health centers to complete the 2021 SRA. Work on the 2021 SRA will commence in June. There are no costs associated with the SRA for member health centers at this time. As part of the 2021 SRA initial meetings with individual health centers, Susan will be offering training and education on the Information Blocking Rule that came into effect on April 5, 2021. Mountain Pacific will also provide one on-demand webinar focused on the Information Blocking Rule before July 2021. UTECH shared Information Blocking Rule implementation strategies to the HIT work group.

OUTREACH & ENROLLMENT

For questions regarding Outreach and Enrollment, please contact Melanie Innes at minnes@auch.org.

HEALTHCARE.GOV SPECIAL ENROLLMENT PERIOD

In January 2021, President Biden issued an Executive Order, announcing a Special Enrollment Period (SEP) - Feb. 15 through Aug. 15, 2021 - for individuals and families to sign-up for a Marketplace insurance plan via healthcare.gov.

The Executive Order provided the Centers for Medicare and Medicaid Services (CMS) additional funding to conduct outreach campaigns focused on education and awareness around the Affordable Care Act (ACA). CMS plans to spend \$100 million on outreach and education, on a mix of tactics to increase awareness, including advertisements on broadcast, digital, and earned media.

In May 2021, Health and Human Services (HHS) announced that nearly 940,000 Americans have signed up for health coverage during the SEP.

In March 2021, AUCH launched a two-pronged social and online media campaign to promote the SEP in tandem with the Health Insurance Premium Support (HIPS) program. As part of the campaign, Utah's health centers received customizable marketing materials to promote the campaign. The goal is to increase awareness of the SEP and enrollment in the HIPS program. See page 23 for detailed information on the campaign.

EL MERCADO DE SEGURO DE SALUD ESTÁ ABIERTO AHORA HASTA EL 15 DE MAYO

EL SEGURO DE SALUD PUEDE SER CARO. ¡PUEDE HABER DISPONIBLE AYUDA PARA EL PAGO DE SU PRIMA MENSUAL!

¡ASEGÚRESE HOY!
PUEDE HABLAR CON UNO DE NUESTROS ESPECIALISTAS EN INSCRIPCIÓN PARA PREGUNTAS O AYUDA PERSONAL PARA REGISTRARSE PARA COBERTURA.

YOUR LOGO HERE

Nombre de contacto

Walk-ins desde [hora] o solo con cita

THE HEALTH INSURANCE MARKETPLACE IS OPEN NOW THROUGH AUGUST 15

HEALTH INSURANCE CAN BE EXPENSIVE. ASSISTANCE PAYING YOUR MONTHLY PREMIUM MAY BE AVAILABLE!

GET INSURED TODAY! YOUR LOGO HERE

ASK TO SPEAK TO ONE OF OUR ENROLLMENT SPECIALISTS FOR QUESTIONS OR ONE-ON-ONE HELP SIGNING UP FOR COVERAGE.

THE HEALTH INSURANCE MARKETPLACE IS OPEN NOW THROUGH AUGUST 15

HEALTH INSURANCE CAN BE EXPENSIVE. ASSISTANCE PAYING YOUR MONTHLY PREMIUM MAY BE AVAILABLE!

YOUR LOGO HERE

CMS

On April 21, 2021, CMS announced plans to make \$80 million available in grants to Navigators in the Federally facilitated Marketplaces for the 2022 plan year. Details about the Navigator grant funding, including eligibility requirements and required Navigator duties, are available through the 2021 Navigator Notice of Funding Opportunity (NOFO) Forecast. The NOFO Forecast includes information on the intended release date of the 2021 Navigator NOFO later this spring and can be viewed on [grants.gov](https://www.grants.gov) by searching for CFDA # 93.332.

AUCH started meeting regularly with the regional CMS office. The CMS Region 8 office is also hosting a monthly meeting for all Region 8 assisters. This meeting is to share what each state/office is doing around enrollment, receive updates from CMS, discuss challenges, and collaborate on outreach methods. This meeting is open to any community partners currently providing enrollment assistance and it is highly recommended that each enrollment assister attend. If you would like to be added to the invites for future meetings, please contact Dylan Kintish at Dylan.Kintish@hhs.gov.

AUCH anticipates additional resources and funding opportunities from CMS will be announced throughout the current administration.

MOLINA HEALTHCARE PARTNERSHIP

In February 2021, AUCH received funding from Molina Healthcare to address the uninsured rates in Utah and increase the number of insured Utahns. AUCH decided to use the funding to hire two Enrollment Specialists to place within a health center, to focus solely on inreach, outreach, and enrollment.

The project will be piloted at UPFH with a tentative start date of June 2021. The two Enrollment Specialists will be placed at UPFH and will work specifically to enroll eligible patients into a health plan, as well as identifying process improvements to the O&E workflow, conducting community outreach, and implementing the use of PointCare.

The project will be evaluated at the end of calendar year 2021 and potentially integrated in other Utah health centers.

POINTCARE

PointCare is a system that coincides with clinic EHRs to identify and manage insurance eligibility. PointCare's goal is to help health systems find coverage for self-pay patients and to streamline an enrollment system. PointCare can identify eligibility for all the different Medicaid and Medicare programs offered in Utah as well as Marketplace eligibility. This will ease enrolling patients in a health insurance program they are most qualified for, reducing denials and ensuring patients stay covered.

PointCare will be used to identify the eligible vs ineligible patients to implement a targeted in-reach approach. AUCH's O&E coordinator, Melanie Innes, will serve as the lead trainer and point-of-contact for PointCare.

PointCare will be implemented at UPFH in July 2021 and used throughout the rest of the year. If it is found to streamline Enrollment Management then AUCH will offer implementation at interested health centers.

EQUITABLE HEALTH INSURANCE COVERAGE COMMITTEE

AUCH was asked to participate in the Equitable Health Insurance Coverage Committee (ECC), aimed at improving efforts around health care coverage for underserved communities in Utah. The Committee meets monthly to address challenges facing health coverage enrollment and with a shared goal of increasing health equity by significantly reducing the uninsured rate in Utah. Other participating organizations include Intermountain Healthcare, Molina Healthcare, Select Health, University of Utah Health Plans, Utah Health Policy Project, Voices for Utah Children, and several other community organizations.

In April 2021, the ECC elected to write a sign-on letter for the Department of Workforce Services (DWS), aimed at improving the application process to eliminate barriers to enrollment. The letter will contain recommendations for DWS to better support enrollment assisters, allowing them to better serve Utahns in obtaining health insurance.

AUCH anticipates further collaboration with this committee, as it continues to discuss more practical policy solutions to find ways to maximize enrollment efficiency and decrease the uninsured rates in Utah.

HIPS PROGRAM

In December 2020, the HIPS program received additional funding - totaling \$3M over the next three years - to increase access to the program for more Utahns.

In addition to expanded access to the program, a portion of the funding is being used for a special enrollment assistance webpage and online/social media marketing to promote HIPS (see page 23 for more information).

Additionally, in April 2021, HIPS eligibility requirements were changed from 134% -200% FPL to 134-250% FPL, to allow more individuals and families the opportunity to enroll in the program.

In an effort to offer the HIPS program to more individuals and families, AUCH partners with community-based organizations who provide enrollment assistance. As of May 2021, Canyons School District and Weber County Library enrollment assistors are working with the HIPS program.

Due to the SEP and the American Rescue Plan Act, it is expected that current HIPS beneficiaries may adjust their plans to take advantage of the new savings opportunity and that the premiums of newly enrolled HIPS beneficiaries will be lower than in the past.

AUCH anticipates further enrollment into the program following the re-eligibility of Adult Medicaid Members in Utah (anticipated for late summer 2021) and following the inclusion of other community-based organizations' opportunity to partner with HIPS.

HIPS ENROLLMENT (AS OF MAY 2021)

- 492 Beneficiaries
- 787 Total Covered Lives
- \$915,890 in monthly premium payments
- 65 enrollments since the start of SEP



COMMUNICATIONS & PUBLIC AFFAIRS

For questions regarding Communications & Public Affairs, please contact Beth Fiorello at beth@auch.org.

ADVOCACY

REPRESENTATIVE BURGESS OWENS

On April 5, 2021, AUCH met with Representative Burgess Owens (UT-4) for a tour of Community Health Centers, Inc.'s 72nd Street Clinic. Rep. Owens was formally introduced to the Health Center Program and is open to working with 4th District health centers to reduce barriers to care. AUCH will reach out to Rep. Owens during the August Congressional recess to plan a meeting that includes all 4th District Health Centers.

REPRESENTATIVE JOHN CURTIS

On April 14, 2021, Representative John Curtis (UT-3) virtually met with health centers in Utah's 3rd District. Rep. Curtis has been a consistent supporter of the Health Center Program and plans to visit a UNHS site sometime in August.

REPRESENTATIVE BLAKE MOORE

On April 29, 2021, Representative Blake Moore (UT-1) toured Bear Lake Community Health Center's Garden City clinic, followed by a productive meeting. Rep. Moore is supportive of health centers and a big fan of their sliding-fee model.



UTAH HEALTH CENTERS IN THE NEWS

- [Standard Examiner News: Weber County COVID-19 vaccination effort targets homeless, among the most vulnerable](#)
- [ABC 4News Story: Lt. Governor Henderson and Sen. Romney volunteer at multicultural clinic, 17,000 vaccine appointments available](#)
- [Deseret News Story: The difficult race to vaccinate Utah's homeless against COVID-19](#)
- [The Salt Lake Tribune News: Hundreds of unhoused people have received COVID-19 vaccines in Salt Lake City](#)
- [KSL News: Green River Residents Gladly Line Up For Vaccine Closer To Home](#)
- [Workflow analysis for design of an electronic health record-based tobacco cessation intervention in community health centers](#)
- [The Salt Lake Tribune News: Remote Navajo Mountain clinic now ranks among Utah's most vaccinated places](#)
- [Utah Health Centers and COVID Vaccinations](#)



SOCIAL MEDIA RECAP

Association for Utah Community Health
Published by Rachel Craig · April 30 at 4:36 PM · 🌐

Fourth Street Clinic spent the morning at Pamela's Place, providing COVID-19 vaccines to both tenants and the community! By taking the vaccine into the community via their Mobile Health Care unit, Fourth Street breaks through some of the barriers that prevent vulnerable populations from getting vaccinated.

"It's amazing that I could just go right downstairs to get my vaccine," said Christi, a tenant at Pamela's Place. THANK YOU to Fourth Street's dedicated staff for the hard work they put in to meeting the needs of the communities they serve!

#ValueCHCs




👍❤️ 6

👍 Like 💬 Comment ➦ Share

Association for Utah Community Health
★ Favorites · April 5 at 3:06 PM · 🌐

Thank you, [Congressman Burgess Owens](#), for visiting [Community Health Centers' 72nd Street Clinic](#) today! Utah's health centers look forward to partnering with Rep. Owens to create innovative solutions for health disparities that impact patients in Utah's 4th District.



👍❤️ Sam Sherrill, Jenifer-Michael Lloyd and 6 others

👍 Like 💬 Comment ➦ Share

Association for Utah Community Health
★ Favorites · April 30 at 2:20 PM · 🌐

Thank you to [Rep. Blake Moore](#) for visiting [Bear Lake Community Health Centers' Garden City clinic](#) yesterday! Utah's health centers appreciate the Congressman's commitment to improving primary care access and outcomes in the 1st District. Learn more about Bear Lake Community Health Center here: <https://www.bearlakecommunityhealthcenter.org/#ValueCHCs>

BEAR LAKE COMMUNITY HEALTH CENTERS
dedicated to your family's medical needs

BEARLAKECOMMUNITYHEALTHCENTER.ORG
Bear Lake Community Health Centers | Primary Care Medical & Behavioral Health

👍❤️ 1 1 Share

👍 Like 💬 Comment ➦ Share

Association for Utah Community Health
★ Favorites · April 2 · 🌐

Midtown Community Health Center partnered with [Lantern House](#) formerly [St. Anne's Center](#), [Weber-Morgan Health Department](#), and [Ogden Rescue Mission](#) to administer more than 100 COVID-19 vaccines to individuals experiencing homelessness! Vaccine events like this one ensure that vulnerable populations have access to this life-saving vaccine. https://www.standard.net/.../article_68061d3a-f150-5d49... #ValueCHCs



STANDARD.NET
Weber County COVID-19 vaccination effort targets homeless, among the most vulnerable

👍❤️ 1

👍 Like 💬 Comment ➦ Share

Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

Association for Utah Community Health
★ Favorites · March 23 · 🌐

[Green River Medical Center](#) provides their community access to the #COVID19 vaccine close to home! Learn how this community health center eliminated geographic barriers to vaccination in Green River, Utah: <https://auch.org/.../1071-ksl-news-green-river-residents...> #ValueCHCs

Photo & Story by [KSL.com](#)



AUCH.ORG
AUCH: Association for Utah Community Health - KSL News: Green River Resident...
GREEN RIVER, Utah – For residents in small, rural Utah towns like Green River, getting something that's not available in town would mean a long...

👍❤️ Jenifer-Michael Lloyd, Rachel Craig and 3 others 1 Share

👍 Like 💬 Comment ➦ Share

Association for Utah Community Health
★ Favorites · April 21 at 6:23 PM · 🌐



Use your feed for those in need

Just comment or share to help Fourth Street Clinic win \$10k! [Make More Happen](#) #Health2020

Fourth Street Clinic
Nonprofit Organization 💬 Send Message

Fourth Street Clinic
April 21 at 1:30 PM · 🌐

You can help us provide quality health care to Utahns experiencing homelessness! Just click on this link and add a comment on the bottom or share to your own page: <https://www.agentgiving.com/miller-insurance-group/> Thank you [Safeo Insurance](#) and [Liberty Mutual Insurance](#) for your support!

👍❤️ Like 💬 Comment ➦ Share

Association for Utah Community Health
★ Favorites · April 2 · 🌐

Fourth Street Clinic
March 28 · 🌐

We are honored to be able to provide vaccines to a vulnerable population that faces many barriers to vital and comprehensive health care. <https://www.deseret.com/.../difficult-race-to-vaccinate...>



DESERET.COM
The difficult race to vaccinate Utah's homeless against COVID-19

👍❤️ Like 💬 Comment ➦ Share

Association for Utah Community Health
★ Favorites · March 26 · 🌐

Thank you, [Senator Mitt Romney](#), [Lt. Governor Deidre Henderson](#), and [Mayor Mark Shepherd](#), for visiting [Midtown Community Health Center](#) and [Davis County Health Department's](#) vaccine drive this afternoon! Through this partnership, over 300 members of the community received their first dose of the #COVID19 vaccine. #ValueCHCs




👍❤️ Sam Sherrill, Elizabeth Fiorello and 14 others

👍 Like 💬 Comment ➦ Share

SOCIAL MEDIA RECAP

Association for Utah Community Health
★ Favorites · March 23 · 🌐

Thank you, [Gov. Spencer J. Cox](#), for signing S.B. 140, Pharmacy Benefit Amendments! This bill ensures that rural and low-income Utahns retain access to lifesaving medications. AUCH and Utah's community health centers extend our deepest appreciation to Senator Evan Vickers and [Representative Steve Eliason](#) for sponsoring this crucial legislation. #ValueCHCs

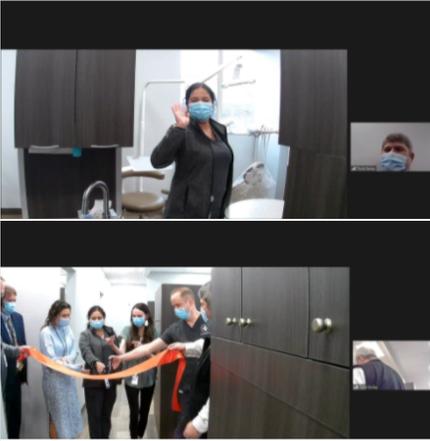


15 Likes · 2 Shares

Like Comment Share

Association for Utah Community Health
★ Favorites · February 16 · 🌐

Congratulations to [Mountainlands Family Health Center](#) on the grand reopening of their East Bay Health Center Dental Office! It was a pleasure to virtually be there for the ribbon-cutting ceremony and tour of the facility.



You, Jenifer-Michael Lloyd and 7 others · 1 Share

Like Comment Share

Association for Utah Community Health
★ Favorites · March 15 · 🌐

Thank you to [Direct Relief](#) for contributing over \$127K worth of medical supplies to nine Utah health centers! These supplies will help expand community health centers' ongoing response to COVID-19 and support in providing high-quality, affordable health care to all. [Bear Lake Community Health Centers](#), [Carbon Medical & The Helper Clinic](#), [Community Health Centers](#), [Family Healthcare](#), [Green River Medical Center](#), [Midtown Community Health Center](#), [Mountainlands Family Health Center](#), [Utah Partners for Health](#), and [Fourth Street Clinic](#).

Photo courtesy of Direct Relief.



3 Likes · 2 Shares

Like Comment Share

Association for Utah Community Health
★ Favorites · February 4 · 🌐

THANK YOU to [AT&T](#) and [Intermountain Healthcare](#) for their generous PPE donation to Utah's community health centers!



Melanie Innes, Jenifer-Michael Lloyd and 11 others · 1 Share

Like Comment Share

Association for Utah Community Health
★ Favorites · February 14 · 🌐



SLTRIB.COM
Remote Navajo Mountain clinic now ranks among Utah's most vaccinated places

Like Comment Share

Association for Utah Community Health
★ Favorites · February 3 · 🌐

Thank you [Operation Warm](#) and [Molina Healthcare](#) for partnering with AUCH to provide health centers across the state 500 coats to give out to their patients!

[Carbon Medical & The Helper Clinic](#)



5 Likes · 8 Shares

Like Comment Share

Association for Utah Community Health
★ Favorites · January 20 · 🌐

Thank you and congrats to [Fourth Street Clinic](#) for your hard work and dedication.



2020 DOWNTOWN ACHIEVEMENT AWARD
4TH STREET CLINIC
"RECOGNIZING THE CARE AND HEALTH OF SALT LAKE CITY"

Fourth Street Clinic is at Fourth Street Clinic.
January 20 · Salt Lake City, UT · 🌐

So excited to be a 2020 Downtown Achievement Award winner from [Downtown SLC](#) thank you so much for recognizing the hard work our staff puts in to serve our patients... See More

You, Sam Sherrill, Jenifer-Michael Lloyd and 6 others

SOCIAL MEDIA RECAP

SOCIAL MEDIA ENGAGEMENT (mid-January through May 2021)

- [Facebook](#) | Utah Health Center 'News & Updates': total reach 3,623
Due to COVID-19 Facebook rules, some News & Updates items were not allowed to be tracked for analytic purposes.
- [Twitter](#) | Utah Health Center 'News & Updates': total reach 6,424

COMING UP

JUNE

- MEN'S HEALTH MONTH
- JUNE 6: NATIONAL CANCER SURVIVORS DAY
- JUNE 14: WORLD BLOOD DONOR DAY
- JUNE 27: NATIONAL HIV TESTING DAY

JULY

- UV SAFETY MONTH
- JUVENILE ARTHRITIS AWARENESS MONTH
- JULY 26: AMERICANS WITH DISABILITIES ACT ANNIVERSARY
- JULY 28: WORLD HEPATITIS DAY

AUGUST

- NATIONAL IMMUNIZATION AWARENESS MONTH
- CHILDREN'S EYE HEALTH AND SAFETY MONTH
- NATIONAL HEALTH CENTER WEEK (NHCW)
- AUGUST 1-7: WORLD BREASTFEEDING WEEK
- DAY AUGUST 31: INTERNATIONAL OVERDOSE AWARENESS DAY

HEALTH AWARENESS SOCIAL MEDIA CALENDAR

AUCH created a [health related awareness calendar](#) to assist health centers with their social media efforts. The calendar outlines health related awareness events by month, that health centers can use to create online and social media content. Relevant resources, ranging from social media toolkits to general health information pages are included under each awareness event.

COMMUNICATION RESOURCES

CLICK HERE

FOR THE 2020 HEALTH CENTER ANNUAL OVERVIEW
UPDATED MAY 2021

CLICK HERE

FOR THE UTAH HEALTH CENTER MAP + CLINIC LISTING
UPDATED MAY 2021

CAMBIA FOUNDATION GRANT

In May 2020, the AUCH Board recommended that \$100,000 of recently received Cambia Foundation grant funding be used on marketing and advertising efforts, focused on clinics being open and expanded telehealth services (June 2020). Subsequent campaigns throughout 2020 focused on back-to-school immunizations and flu shot awareness.

IMMUNIZATIONS CAMPAIGN

- Ran August 3–28, 2020.
- Strategically executed via heavy presence on digital, social, news, and radio platforms.
- Targeted Utah's 13 health center service areas and patient populations.
- **REACH: MORE THAN 921K IMPRESSIONS (VIEWS)**

FLU SHOT CAMPAIGN

- Ran September 14 – November 30, 2020.
- Strategically executed via heavy presence on digital, social, news, and radio platforms.
- Targeted Utah's 13 health center service areas and patient populations.
- **REACH: MORE THAN 2 MILLION IMPRESSIONS (VIEWS)**

UPCOMING CAMPAIGNS

Based on feedback from the Board and Communications Peer Group, AUCH will use the remaining funds (approx. \$55K) to hire an agency to update the "What is a Health Center" video and launch a public awareness campaign focused on reducing health center stigma and promoting the comprehensive, whole person care one finds at a health center. The anticipated timeframe to launch the new video is the end of May 2021, with the subsequent campaign launching early to mid-Summer.

GET VACCINATED CAMPAIGN

In response to the COVID-19 vaccine hesitancy seen around the state, AUCH joined many other health care organizations to help destigmatize the vaccine by providing education and information surrounding some of the myths circulating.

The campaign launched on social media May 10, 2021.

AUCH will conduct multiple "Did You Know" one-month marketing campaigns in both English and Spanish. May 10 through June 10 is focused on immigration, billing, and safety of the vaccine. The strategy is targeted towards Twitter, Facebook, and Instagram, with the possibility of expansion based on community needs. After first month analytics are pulled, AUCH will discuss other avenues of marketing messaging and delivery strategies.

Don't put your child's health on hold!

BACK TO SCHOOL

IT'S TIME TO IMMUNIZE!

Stay healthy with a **well-child visit**. Call your local **community health center** today.

Health centers provide **high-quality care** to ALL Utahns, regardless of your ability to pay or insurance status.

AUCH
ASSOCIATION FOR UTAH COMMUNITY HEALTH
Protect. Promote. Prosper. (P)3-766-8222

AUCH.ORG/FINDAHEALTHCENTER

Don't put your health on hold.

GET YOUR FLU SHOT

KEEP YOUR FAMILY PROTECTED & **DON'T MISS OUT ON LIFE**

Call your local **community health center** today.

Health centers provide **high-quality care** to ALL Utahns, regardless of your ability to pay or insurance status.

AUCH.ORG/FINDAHEALTHCENTER

DID YOU KNOW

YOU WON'T BE BILLED WHEN YOU GET THE COVID-19 VACCINE

WWW.AUCH.ORG

HIPS/SEP CAMPAIGN

AUCH created marketing materials to increase awareness of Healthcare.gov and the SEP, as well as the increased savings available through HIPS. The materials showcase “Most Pay as Little as \$0” to capture attention then directing them to an AUCH’s enrollment assistance page. This enrollment page features a zip code tool that allows individuals to look up enrollment assisters by location. All health center enrollment staff are featured on this page.

The campaign launched on social media on April 16, 2021, and targeted individuals looking for work and/or those working in industries featuring the SEP/HIPS demographics. All ads were developed in English and Spanish and targeted singles and families. Through Facebook, Instagram, and LinkedIn, AUCH has had over 2,000 link-click-throughs and over 125,000 impressions.

With the success of the first two weeks, AUCH is expanding the English and Spanish marketing efforts on Instagram and Facebook. AUCH also partnered with KSL to perform English and Spanish streaming ads, brand views, and site visual ads.



COMMUNITY HEALTH SERVICES

For more information on Community Health Services projects, please contact Cynthia O'Connor at cynthia@auch.org.

AMERICORPS

AUCH leverages its AmeriCorps program to recruit and train entry-level CHWs for the Utah Healthcare Corps (UHC) program, while developing a talent pipeline for this and other health care or social service professions. Hosting an AmeriCorps member is a cost-effective way to integrate Community Health Workers (CHW) into health center workflow. Members commit to a twelve-month, 1700-hour service contract and are provided with initial CHW training and ongoing continuing education through AUCH. Members can serve as CHWs, care coordinators, and case managers, and/or assist with other direct, non-clinical services to expand the capacity of your health center.

Between September 1, 2019 and March 30, 2021, UHC AmeriCorps members served over 9,000 individuals across seven CBOs including AUCH, Community Health Connect, Family Health Care, Fourth Street Clinic, Health Access Project, Odyssey House – Martindale Clinic, and UPFH.

AUCH currently has openings for host sites and AmeriCorps member slots available. Please contact Cyndi O'Connor, cynthia@auch.org, if you are interested in hosting an AmeriCorps member and/or learning more about integrating CHWs into your health center. Please note the host site placement fee: 2020-2021: \$20,000 per member.



AmeriCorps



AUCH

ASSOCIATION FOR UTAH COMMUNITY HEALTH

DISCRETIONARY FUNDS

COVID

In response to COVID-19, AUCH partnered with UDOH, Salt Lake County (SLCo), Intermountain Healthcare, and the CDC Foundation to provide wrap-around service funding for COVID-19-impacted individuals which may be used to address SDOH barriers to quarantine and isolation protocols for those working with a CHW from a partner community-based organization (CBO). Funds are meant to address needs arising from the pandemic that otherwise are not available through the individual's insurance provider (if insured), or other social service providers. Individuals are eligible for funding as follows:

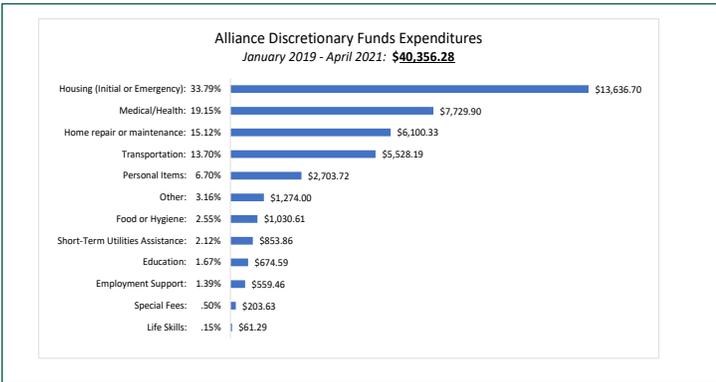
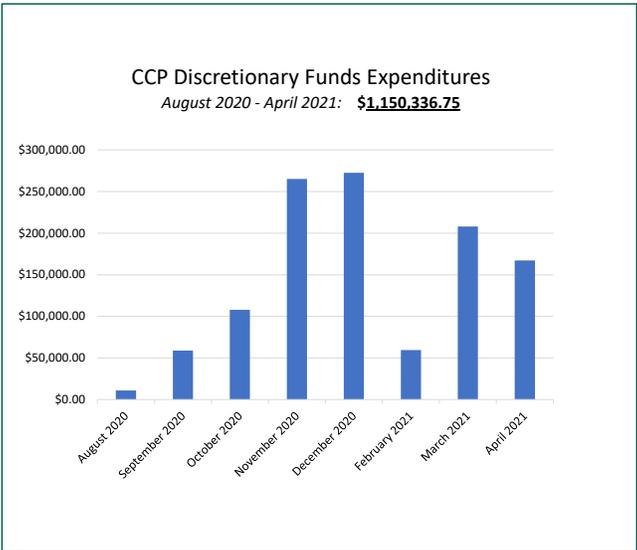
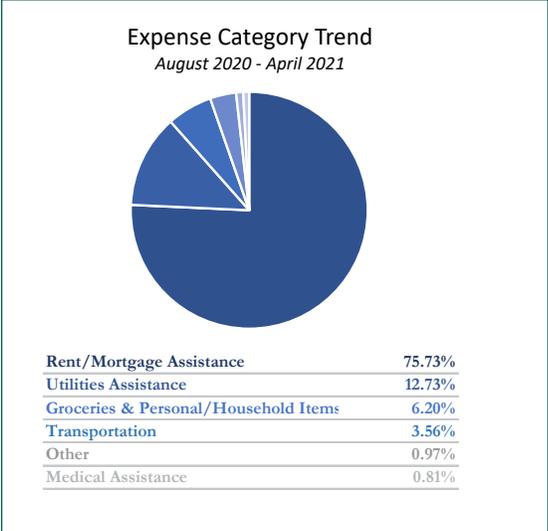
- They have tested positive for COVID-19 and must isolate per CDC guidelines.
- They have been exposed to someone with COVID-19 and must quarantine per CDC guidelines.
- They are a household member of a COVID-19 infected individual and must isolate per CDC guidelines.
- They are at high risk of experiencing significant complications from COVID-19 and must quarantine.

This funding is used to support rent and mortgage assistance, utilities assistance, grocery and personal item purchases, medical expenses, transportation services, and other services to support isolation and quarantine.

ALLIANCE

As part of AUCH's partnership with the Alliance for the Determinants of Health (Alliance), AUCH manages funding for wrap-around services that can be used to address SDOH needs that effect a client's overall health and wellbeing. Funds are limited and are to be used to empower patients to follow a treatment plan, change their circumstances, become more self-sufficient, and/or become more socially engaged in their community. Funds are meant to be one-time or a stop gap to other services being provided and are meant to address identified SDOH needs that are otherwise not available through the individual's insurance provider (if insured), or other social service providers.

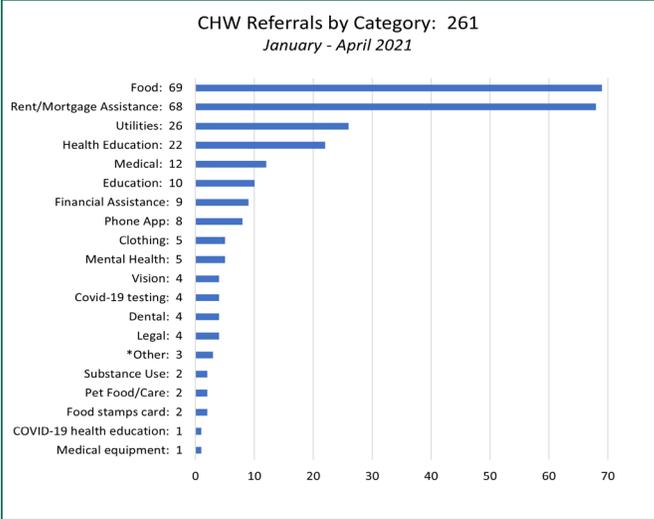
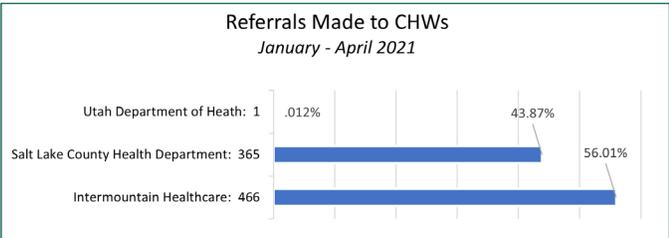
The funds must be used to assist SelectHealth Community Care members in Washington or Weber County who are working with a CHW.



COMMUNITY HEALTH WORKERS

COVID

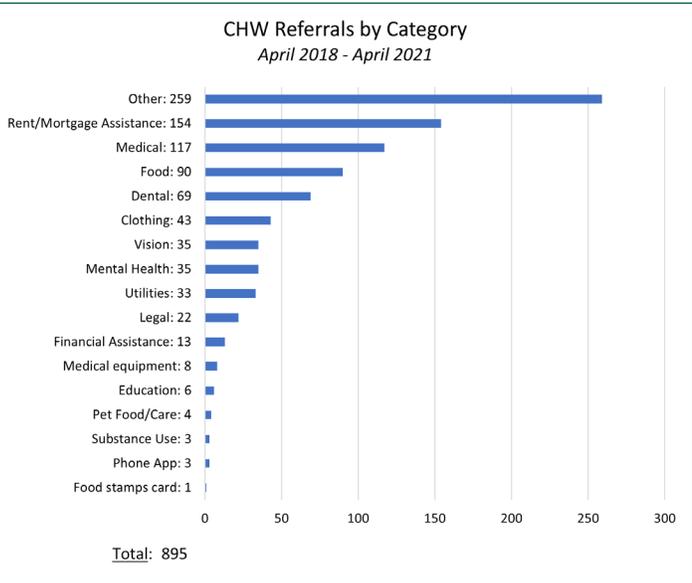
AUCH continued its COVID-19 emergency response work by hiring, training, and deploying a team of six CHWs across the state to address SDOH needs that disproportionately impact underserved communities. In partnership with the UDOH COVID Community Partnership Expansion (CCPE), SLCo CHW Project, and Intermountain Healthcare, AUCH expanded its CHW program to support clients in the following geographies: Carbon, Davis, Grand, Salt Lake, Summit, Utah, and Washington Counties. COVID-19 interventions typically last a few weeks and are meant to address immediate needs that have risen from, or been exacerbated by, a COVID-19 positive diagnosis.



SELECTHEALTH

AUCH continued its partnership with SelectHealth and expanded its CHW team from five to seven. As part of this project, CHWs work closely with SelectHealth care managers to engage SelectHealth Community Care (Medicaid) members in care management, assess client needs, make connections to SelectHealth and community resources, and help clients build support networks and individual capacity. CHWs empower clients throughout the intervention and promote self-management behaviors.

SelectHealth recently launched a pilot project focused on advancing the medical management of SelectHealth members with dual eligibility (Medicare and Medicaid). Three of AUCH's seven CHWs will collaborate with care managers to provide easier access to healthcare, support wellness and preventive care, and address SDOH needs for eligible clients in the following geographies: Weber, Davis, and Salt Lake Counties.



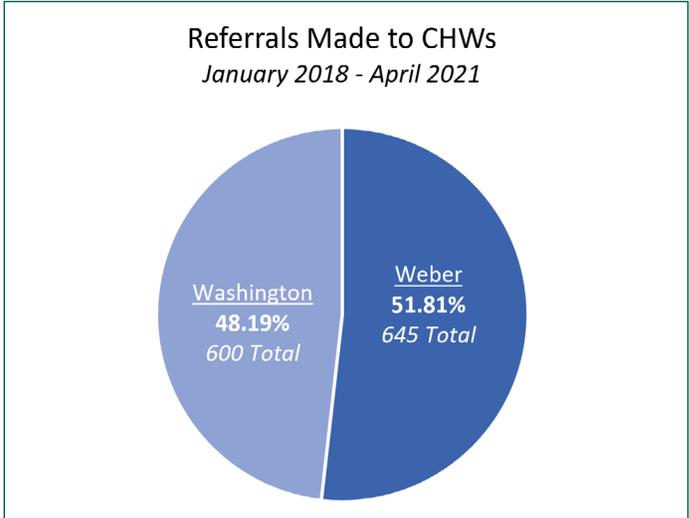
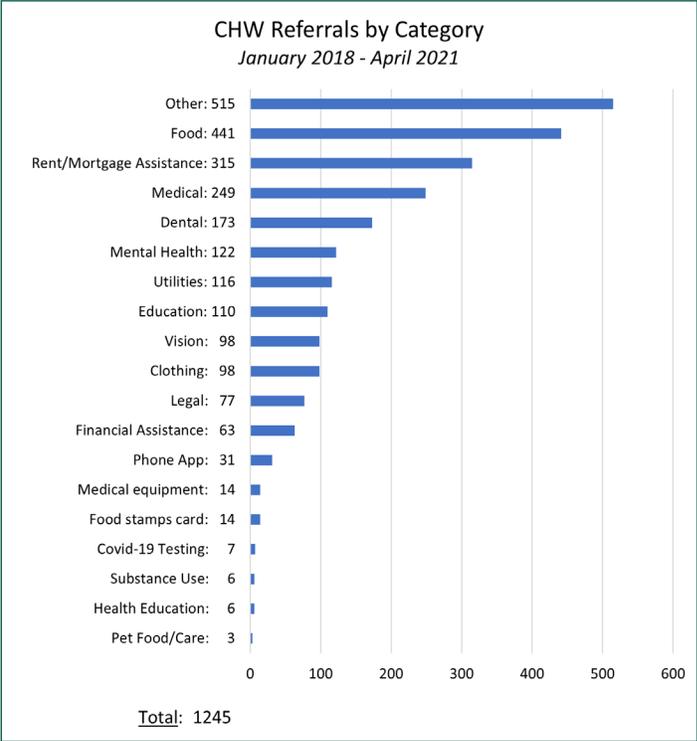
COMMUNITY HEALTH WORKERS

ALLIANCE

AUCH's partnership with the Alliance for the Determinants of Health continued into its third year. AUCH CHWs continue to serve SelectHealth Community Care members in Washington and Weber Counties; however, in response to COVID-19, are also accepting referrals for COVID-19 positive clients tested at an Intermountain Healthcare facility regardless of insurance status or payor.

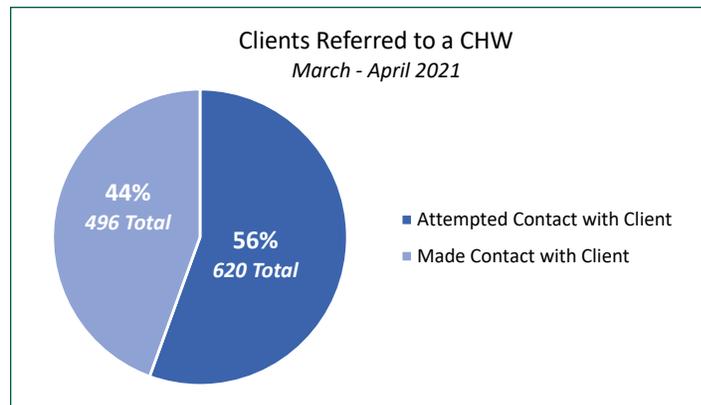
CHWs play a key role in the Alliance's awareness, assistance and alignment model. CHWs identify clients' needs through screening, connect clients to community resources, and act as a mediator in aligning work with a variety of Alliance health care and social service providers. The CHWs play a critical role in bridging prevention-focused health care services with access to SDOH resources. This intervention brings improvements in coordinating care across multiple sectors invested in improving community and population health. The CHW model shifts health care from single disease paradigms to population health interventions that address socioeconomic and behavioral barriers that engage clients to live their healthiest lives.

AUCH changed the structure of its Alliance team to increase team efficiency and caseload capacity. Each geography is staffed with three full-time CHWs and one AmeriCorps member, who expands the capacity of the full-time staff members.

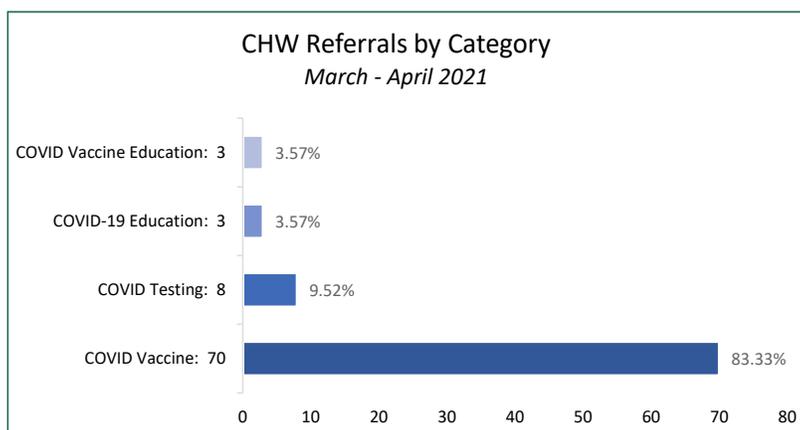


SCALE-UP UTAH

The HCI Center for HOPE, AUCH and UDOH are partnering with Utah’s health centers to support the promotion of COVID-19 testing, vaccinations, and patient navigation as related to COVID-19 needs. SCALE-UP Utah utilizes text messaging campaigns sent to stratified patient cohorts based on risk or vaccine eligibility. If a patient identifies a need for additional navigation, a patient navigator (PN) contacts the patient on behalf of the health center. PNs utilize motivation interviewing to address testing and vaccine hesitation or ambivalence, and screen for and address SDOH needs that serve as barriers to testing and vaccination.



The project kicked off with two PNs and one participating health center, UPFH, and has since grown to a team of three PNs and seven health centers, including Midtown Community Health Center, Mountainlands Family Health Center, Family Healthcare, FourPoints Health, EVMC, UPFH, and Wayne CHC.



The project continues to adjust messaging to promote equity and equitable access to testing and vaccinations as vaccine target populations and eligibility change. Project partners just reached out to a University of Utah health communications expert regarding developing sensitive messaging to address vaccine hesitancy.

AUCH also met with the HCI Center for HOPE to discuss phase two of this project. Phase two will provide two more years of additional funding starting Fall 2021 to focus on testing high risk populations and vaccination deserts/islands. AUCH is requesting funding to continue support for Azara Healthcare, the APO text messaging feature in Azara, and three PNs to support COVID related questions and the additional SDOH needs of your patients.