

# Health Net of West Michigan Annual Report



2018

# A NOTE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

**“Health Equity.”** This phrase frequently appears in articles and materials put out by academic, public health, philanthropic, and advocacy organizations. Indeed, it is now used so frequently that it is in danger of becoming meaningless – one of those feel-good phrases that signals a person’s or organization’s progressive view of health through a social justice lens. In fact, it has been one of Health Net’s core values since our founding – but what does it really mean in the context of our work?

At its simplest, health equity means that everyone has a fair and just opportunity to be as healthy as possible. This definition, taken from a 2017 Robert Wood Johnson Foundation report, has resonated with our board and staff, and we have adopted this concept as our “True North” – our core purpose and the direction that all our work is headed. Over the next few months, we will be working to further define and operationalize this guiding principle in the context of Health Net’s individual and systems level work.

In 2018, we saw an increased focus on our systems level work. In addition to successfully launching the Accountable Health Communities (AHC) project at all partnering clinical delivery sites, we convened the AHC Advisory Committee. This group is composed of leaders from clinical sites, community service providers, government, philanthropy, advocacy groups, and community members; its role is to take the data that is being generated from the social needs screenings done at the clinical sites and examine the gaps in services and systemic barriers that exist in Kent County. This work will tie into several other cross-sector initiatives that Health Net is partnering on, with the goal to bring together representatives from the community, health care, government, nonprofit, philanthropy, and business to use our collective voice to address the most complex health issues our community faces. We look forward to sharing details of these efforts in the coming months.

As 2019 begins, we look forward to continuing our work to bridge gaps between health care and community services, help our clients navigate barriers, and make our community a more equitable place. We are grateful for our many community partners who join us in this important and challenging work!



**Maureen Kirkwood, MPH**

Executive Director



**Kenneth Fawcett, MD**

Board Chair

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# OUR PASSION

NAVIGATING CARE. CONNECTING RESOURCES.

## Mission:

To improve the health of children and adults, particularly vulnerable populations, through education and connections to healthcare and support services.

## Vision:

To create a community in which all people have the knowledge, resources, and support to maintain optimal health for themselves and their families.

## LEADERSHIP

Guiding our work

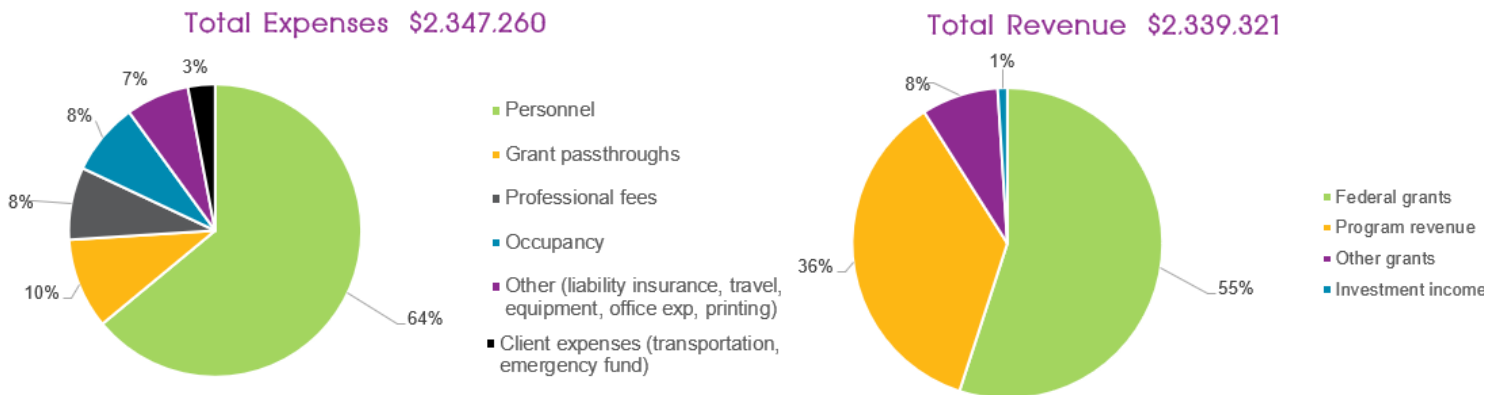
In 2018, we committed to diversifying the perspectives on our board of directors by welcoming two new members and electing new positions.

- **Micki Benz**, Member- Mercy Health Saint Mary's
- **Richard Clanton**, Member- CEO H.B. Investments Consultant
- **DeDe Esque**, Member- DDSQ Consulting- LLC Principal
- **Ken Fawcett Jr. MD**, Chair- Spectrum Health
- **Chris Slater**, Treasurer- Catholic Charities of West Michigan
- **Margo Schlewitz**, Secretary- Metro Health University of Michigan Health
- **Michael Reagan**, Member- Cherry Health
- **Larry Robson, MD**, Member- Kent County Medical Society, Kent County Osteopathic Association
- **David Smith**, Member- The Employers' Association
- **Carl Ver Beek**, Immediate Past Chair- Varnum
- **Shannon Wilson**, Vice Chair- Priority Health

# FINANCIALS

How we can do our work

To fund our programs and initiatives, our organization is funded by a variety of sources. The following graphs illustrate our revenue sources and the expenses during the fiscal year of October 1, 2017 - September 30, 2018.



## IN 2018, WE CONVENED...

A group of community partners, staff, and board members to help us think about Health Net's future. The result of that convening was the development of a strategic trajectory statement, which will guide us as we work to operationalize health equity in the future.

*“Health Net envisions a future where, through its visionary leadership, culture of collaboration, and focus on equity and inclusion, it serves as a national model to increase access, reduce gaps, incubate innovative programs, and inform policy to affect systems change. A strong infrastructure supports this impact, consisting of robust revenue streams, a healthy fund balance, broad community awareness, effective leadership and deep community partnerships.”*

# OUR WORK

## ACCOUNTABLE HEALTH COMMUNITIES

As part of a national project funded by the Centers for Medicare & Medicaid Services, we began the full implementation of the Accountable Health Communities project into our community.

The screening process **identifies health-related social needs, demographic information, and the number of emergency room visits** in the past year among Kent County Medicaid and Medicare recipients. For each health-related social need identified, a resource packet is provided. All qualifying individuals are offered a referral to our organization for further assistance connecting to resources.

The systemic effort brings key decision makers from a variety of backgrounds together to **identify gaps in care, improve the health of our community, and reduce emergency department use.**



### CLINICAL DELIVERY SITES

On boarded in 2018, to carry out screenings based on identifying health-related social needs in five domains.



### HEALTH-RELATED SOCIAL NEEDS

Screenings identify needs in the following areas:

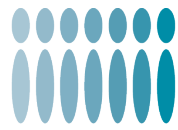
- Housing
- Food
- Utility needs
- Transportation
- Safety



### HEALTH SYSTEMS AND PARTNERS

Screenings take place at:

- Arbor Circle
- Cherry Health
- Catholic Charities West Michigan
- Family Outreach Center
- Helen DeVos Children's Hospital
- Metro Health University of Michigan Health
- Spectrum Health - Butterworth
- The Salvation Army - Turning Point



# Kent County Oral Health Coalition

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The Kent County Oral Health Coalition advocates for **improved access** to high quality dental services and **increased knowledge** and awareness of the **importance of oral health to overall health**. The coalition's efforts are supported through the collaboration of local, regional and national partners with the same passion for improving oral health.

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Thanks to funding from the DentaQuest Partnership for Oral Health Advancement, formerly the DentaQuest Foundation, the coalition was able to award four community partners with a total of **\$7,000** in mini grants to further their efforts to improve access to oral health services and help their clients understand its importance to overall health.

## Exalta Health - \$2,000.00

**Goal:** Increase the knowledge of good oral hygiene for low income families through the distribution of age appropriate smile packs as part of oral hygiene visits.

**Goal:** Make three of five dental chairs child-friendly with age appropriate dental models, teaching aids, and child friendly decor for the walls.

## Cherry Health - \$2,000.00

**Goal:** Reach at least 500 pregnant women and 500 young children with oral health education and resources through the Maternal Infant Health Program.

## Early Learning Neighborhood Collaborative - \$1,500.00

**Goal:** Promote proper oral health and raise awareness of the importance of oral health at an early age through early childhood programs in 34 classes across 12 sites.

## Family Futures - \$1,500.00

**Goal:** Send age appropriate Oral Health Kits to 1,000 children in Kent County who express interest in receiving information about oral health as participants of the Connections Program.

# CLIENT SERVICES

Our core work includes Welcome Home Baby (WHB) and the Community Healthcare Access Program (CHAP). Our client services team works from an **empowerment perspective to provide advocacy** and **problem-solving to reduce barriers** that clients are experiencing. We communicate with providers, families, community partners and healthcare providers to establish connections on behalf of clients.

## COMMUNITY HEALTHCARE ACCESS PROGRAM (CHAP)

CHAP assists adults and children in maintaining their health and understanding how to navigate the healthcare and social service systems.

## WELCOME HOME BABY (WHB)

WHB is a free service that connects pregnant women and families with newborns to information and community resources.

## REFERRALS

79%

### OF OUTBOUND REFERRALS

were confirmed as being accurate resources that could meet the client's need.

50.9%

### OF CLIENTS SERVED IN 2018

had health coverage through Priority Health Medicaid.

### TOP REFERRING PROVIDERS

- Metro Health Community Clinic
- Client self referral
- Priority Health
- Helen DeVos Children's Hospital - General Pediatrics Clinic
- Metro Health University of Michigan Health Hospital
- Cherry Health - Westside Health Center - Adult Clinic

### TOP INBOUND REFERRAL REASONS

- Adults
  - Missed appointment
  - Welcome Home Baby
  - Transportation
  - Food
  - Housing
- Children
  - Missed appointment
  - At risk for dismissal
  - Overdue well care visit
  - Overdue immunizations
  - Transportation

### TOP OUTBOUND REFERRAL REASONS

- Early Childhood Services
- Transportation
- Food
- Shelter/ Housing
- Clothing
- Utility Assistance
- Health Coverage Assistance
- Behavioral Health
- Furniture/ household items
- Physical Health





Creating Healthier Communities, One Fit Kid at a Time

FitKids360 is a seven-week healthy lifestyle program for children ages 5 to 17 and their families. The program combines basic education about nutrition, behavior and exercise with a wide range of physical activities to help participants develop healthy habits, eat better and become more active. Nationwide from 2010 - 2018, a total of 1,665 referred children have completed all seven weeks of the program.

### 2010 - 2018 REFERRED PARTICIPANT OUTCOMES



DECREASED BMI PERCENTILES



INCREASED PHYSICAL ACTIVITY



INCREASED THEIR HEALTHY HOME SCORE



INCREASED CONSUMPTION OF FRUITS & VEGETABLES

### MEETING THE NEEDS OF COMMUNITY

In 2014, the FitKids360 team piloted **FitKids360 en Español**. In 2016, the program was implemented in full scale.

All lessons are taught in Spanish and are culturally adapted to serve Spanish speaking families.

#### HISPANIC FAMILIES SERVED BY FITKIDS360 PROGRAMMING\*

13%

2012 - 2013

22%

2014 - 2018

Of families who participated in FitKids360\*

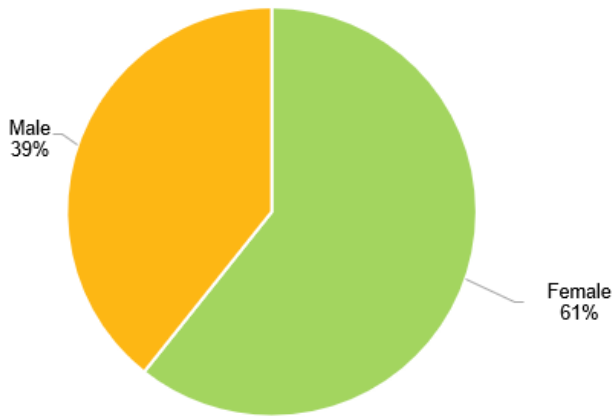
The program continues to evolve to best serve our community and offer solutions to barriers families may face in their journeys toward healthier habits. Close to **82%** of referred families have **health coverage through Medicaid**. Between sessions the program offers supplementary activities for families to continue to support each other and learn about free or low cost resources in our community.

# ABOUT OUR CLIENTS

Who we assist in our community

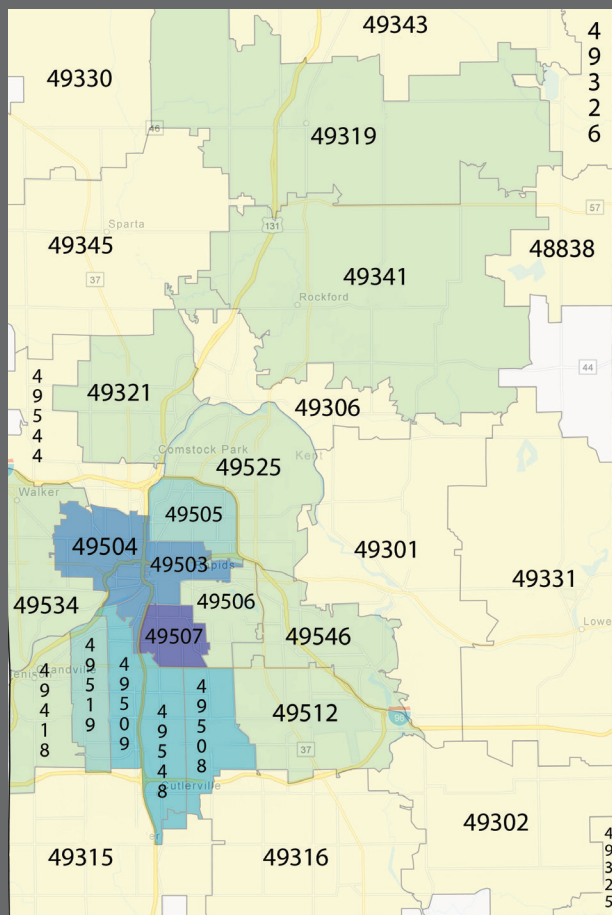
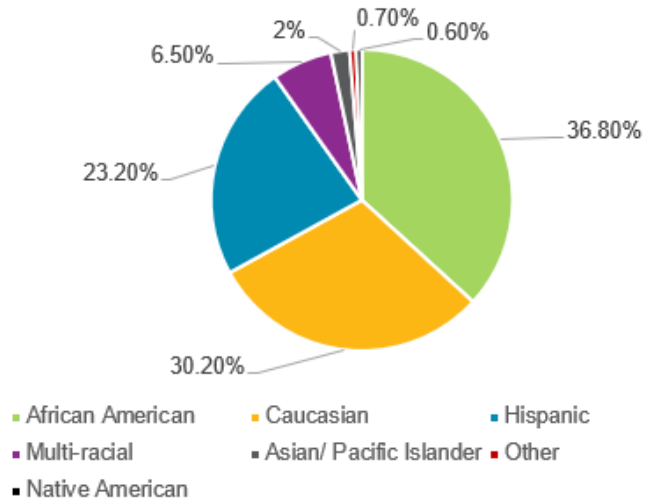
## WHO WE SERVE BY GENDER AND ETHNICITY\*

### GENDER



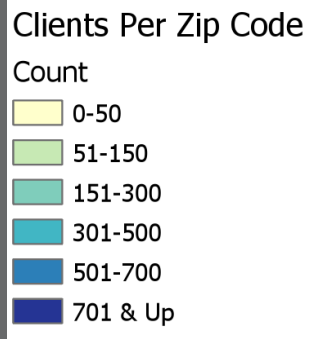
Of 4,118 clients with gender reported.\*  
Of clients who disclosed ethnicity\*

### ETHNICITY



Our service area encompasses all of Kent County with a majority of individuals served residing in the central city of Grand Rapids. From January to December of 2018, we served **4,738 unique clients** through our programs and initiatives.

We are proud to serve diverse populations and work alongside them to offer equitable solutions to challenges they may be facing. In 2018, we assisted clients who speak **over 21** different languages.



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# THANK YOU

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We are privileged to be surrounded by a network of professionals and community members who share our passion for improving the health of our communities. Thank you for your continuous support and partnership as we work toward systemic changes to improve equitable access to resources in Kent County.

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To learn more about our organization, visit our website at [healthnetwm.org](http://healthnetwm.org) or follow us on Facebook, Instagram, or Twitter [@healthnetwm](https://twitter.com/healthnetwm).