

Neighbors in Health Program

Whole Person Approach

Horizon Blue Cross Blue Shield of New Jersey

Date : May 4, 2023



Horizon's Mission and Vision

Our Mission

We empower our members to achieve their best health.

Our Vision

We are New Jersey's health solutions leader driving innovations that improve health care quality, affordability and member experience in the markets we serve.

To empower our members and drive innovation, **Neighbors in Health** has aligned efforts that include addressing healthcare equities and health disparities to improve health outcomes.






Our Focus

- ✓ Awareness /Mindset
- ✓ Customized member centric approach
- ✓ Research/Predictive modeling data analysis
- ✓ Accountability
- ✓ Culture of Excellence

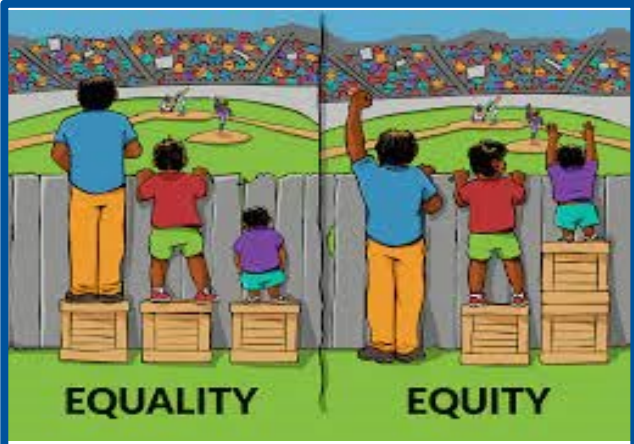
Horizon's Pledge

Horizon has pledged to further its commitment to positive and lasting change through a five-pronged strategy

Horizon's Pledge

- 1**  **We will listen and learn** from the communities we serve and our employees through active, ongoing conversations based on mutual respect and an appreciation for the value of diversity
- 2**  **We will reflect** the diversity of the communities that we serve throughout the organization so that we can achieve our mission to empower our members to achieve their best health
- 3**  **We will address** health care disparities related to race and the social barriers our members face in accessing care
- 4**  **We will collaborate** with leaders in our communities across New Jersey who drive social justice and equality.
- 5**  **We will promote** equity, inclusion, awareness and understanding to confront racism, hate and discrimination

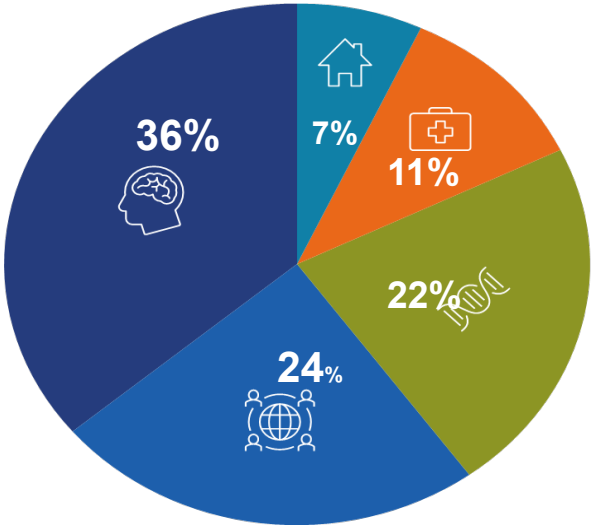
What are Social Determinants of Health (SDoH)



Socioeconomic and **behavioral** factors significantly influence clinical outcomes. Social determinants of health are the complex factors that include socioeconomic status, education, the physical environment, employment, support networks, as well as access to health care impacting how individuals manage their health.

- Physical Environment
- Medical Care
- Genetics and Biology
- Social Circumstances
- Individual Behavior

Customized approaches to address the unique needs of our members are paramount and understanding overlapping social structures and economic systems are responsible for most health inequities to inform our interventions.



“Your zip code is a better predictor of your health than your genetic code.”

<https://www.hsph.harvard.edu/news/features/zip-code-better-predictor-of-health-than-genetic-code/>

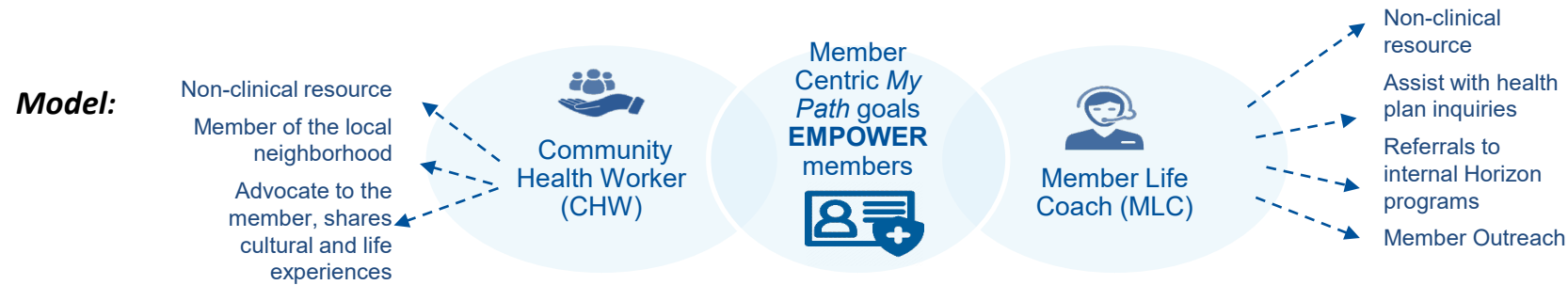
Our Why

- As healthcare costs continue to rise we recognize that **Traditional care delivery models** often lack the time, skills and community linkages required to address these factors that also leads to avoidable ER visits, chronic disease, inpatient admissions, and inappropriate site of care.
- New Jersey ranks as one of the states with the **highest health care costs** while yielding, in too many circumstances, less than optimal outcomes and fragmented coordination of care.
- Horizon is committed to addressing and mitigating impeding social determinants through the **Neighbors in Health program** with funding that allows for providers to enhance their team structures to include **community health workers** and other relevant supports addressing the needs of the community in a way that is culturally competent and focusing on whole person care.
- In 2017, Horizon-BCBSNJ partnered with RWJBH to test a community-based model of intervention aimed at addressing impeding social determinants of health, called the **Newark Initiative**. The pilot program achieved a **25%** reduction in total cost of care and a **60%** increase in behavioral health visits.
- In April 2020, **Neighbors in Health** launched, targeting Horizon Primary insured, high and rising risk populations residing in New Jersey who are disproportionately impacted by SDoH with high utilization and cost. These members are identified through Horizon's predictive analytics and direct referrals.

Horizon Neighbors in Health Overview

Program Summary:

- Partnerships of Horizon BCBSNJ and 10 health systems, and public health coalitions across New Jersey
- Goal: To improve health outcomes and equity, reduce medical costs, and build stronger communities across NJ
- Launched in Spring 2020 at height of COVID lockdown



Infrastructure:



Horizon Neighbors in Health Stats

Program Summary

Enrollment

- 53,000 Contacted
- 12,800 Enrolled
- 7,525 Graduated


Referrals Issued
137,000

Top Identified Needs

- Food
- Navigating the Healthcare system
- Financial Stability

Recognition

- 2021 Fast Network Best Practice Award
- 2022 NCQA Health Innovation Award

<p>HOW MANY?</p> <p>123,000</p> <p>HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY MEMBERS PREDICITED TO HAVE \$124M OF EXCESS SPEND</p>	<p>WHERE?</p>  <p>Statewide</p>	<p>WHO DOES IT?</p> <p>45 Community Health Workers</p> <p>WHO ARE HIRED FROM WITHIN THE COMMUNITES THEY SERVE - HIRED, TRAINED, CERTIFIED</p>
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NiH Objectives

- Improve healthcare access and equitable care
- Enhance social and community connections
- CHW workforce development and recognition

NiH Target Population

- High and rising risk members in NJ
- Impacted by SDoH
- High utilization and cost

As of 4.1.2023

Medical Legal Partnership at a glance

Program Summary Year 1 2021-2022

83 Member referred to CHLP

65% of members referred were and are being supported through CHLP

Top Legal Referral Needs

1. Housing
2. Permanent Disability/ Social Security Benefits

Hospital Based Referral Sources:

- Robertwood Johnson Barnabas Health CHW's
- University Hospital CHW's

Horizon Based Referral Sources:

- Neighbors in Health Member Life Coaches

Program Year to date Year 2 2022-2023

54 Member referred to CHLP YTD

81% of members referred were and are being supported through the CHLP

Top Legal Referral Needs

1. Housing
2. Permanent Disability/ Social Security Benefits

Hospital Based Referral Sources :

- University Hospital CHW's
- St Josephs Medical Center CHW's
- TBD* South Jersey

Public Health Community Bases Referrals-NEW

- Trenton Health Team CHW's

Horizon Based Referral Sources:

- Neighbors in Health Member Life Coaches

Member Stories of Impact



Member not aware they were eligible for SSI benefits, CHLP helped member to obtain SSI and a lump sum of \$2,600.00

Member was not paid for work he did by former employer, CHLP assisted member to receive his backed pay and resume employment

Member was being fined and faced other criminal penalties for lack of a fire alarm permits CHLP was able to have case dismissed that had been open for >1 year

Visually impaired member needed assistance with backed rent issue, the member was provided technical assistance with application, application still pending

Positive Health Impacts

- ✓ Reduce ill affects of anxiety
- ✓ Alleviate increased stress on body
- ✓ Gain Education and Knowledge
- ✓ Provide support
- ✓ Focus on self-care and health
- ✓ Advocacy

**Sharae Robinson, Certified Community Health Care Worker
University Hospital, Newark New Jersey**

Community Health Worker Impact : Making the connection

Member Case Background:

- Mother and daughter
- Reside in Essex County together
- University Community Health Worker identified member through a recent hospital admission
- Existing Chronic conditions
- As a result of COVID Impact have no ongoing income and were facing eviction
- Member referred to CHLP via the Neighbors in Health Program

Neighbors In Health and CHLP assisted with:

- ✓ Obtaining funding to cover fee to re new immigration application
- ✓ Complete Social Security Application and General Assistance application
- ✓ Assist daughter with obtaining proper documentation for work history to care for mother

Outcome:

- ❖ Mother and daughters eviction case was dismissed
- ❖ Mother obtained SSN benefits
- ❖ Daughter now is receiving and income to help care for her mother getting paid to take care of her mother



Thank you