



A HealthConnections Example

A pediatrician contacted WellCare on behalf of a 2-year-old WellCare of Kentucky member who has brain disease, seizures and vision loss due to brain damage. The doctor was concerned that a language barrier was keeping the member's mother, who did not speak English, from understanding the complexity of her daughter's medical needs.

The member had a surgically-created hole into her windpipe to breathe, a feeding tube into her stomach to eat, and relied on oxygen therapy. Transportation issues prevented the member from keeping medical appointments.

Delores, a WellCare field service coordinator, immediately scheduled a home visit with a translator. Delores discovered that the member and her mother were living in an apartment with three other families, which increased the member's infection risk. She explained the severity of the risk to the mother, who said the other families would soon be moving out. Delores also contacted the pediatrician to arrange a referral for home health services to monitor infection control, assess ongoing needs and provide better communication with the doctor. Then, using WellCare's Health Connections Referral Tracker (HCRT), a database with more than 6,500 Kentucky-based community organizations that WellCare can refer its members to for social services support, Delores secured transportation to get the member to her appointments, even those 90 minutes outside of town.

Thanks to Delores' efforts, the member is able to get to critical medical appointments, receive more quality care between those visits and reduce her risk of infection. This will help provide for a better quality of life for the member and her mother.

HealthConnections Model

WellCare realizes that the social safety net is critical to positive health outcomes, not only for our members, but also to their communities. Individuals rely on social services to stay healthy. Through our HealthConnections Model, WellCare seeks to support the existing safety net in our communities. In addition, WellCare identifies gaps in the social safety net and collaborates with key stakeholders to fill those gaps, via investments, initiatives and advocacy. The goal of the HealthConnections Model is to improve health outcomes and address member needs, as well as strengthen our communities locally and nationally.

WellCare removes social barriers to accessing health care by connecting members to local, community-based public assistance services. WellCare associates refer members to these services using an automated referral tracking system and a centralized database. This database includes more than 110,000 community-based public assistance organizations, services and health-related activities.

In essence, WellCare offers a safety net for the social safety net.

Our HealthConnections Model is founded on community health principles coupled with managed care rigor. To advance community health outcomes through this model, WellCare developed a strategic plan that includes investing in existing community resources, and implementing new CommUnity Health Investment Programs.

COMMUNITY HEALTH INITIATIVES

WellCare collaborates with community stakeholders and other partners to implement community-based strategies that fill social service gaps or focus on specific health outcomes by tapping into community programs. Examples include:

- **Healthy Food Access Pilot** - Partner with LinkUP IL, WIC and other state agencies to increase participation of Farmer's Markets in supplemental nutrition assistance programs for families and moms-to-be, as well as senior nutrition programs and attendance by our members in those markets.
- **School-based Health Pilot** - Improve access to increase Well Child visits.
- **Centering Healthcare Institute** - Aimed at educating physicians, C.E.Os., and practitioners on the benefits and steps to become a CenteringPregnancy® program.
- **Homeless Healthcare for Families** - A site-based, healthcare program hosted in a shelter setting to connect with hard-to-reach members and their families.
- **Disease Management (DM) Obesity Programs** – Establish pediatric obesity pilot programs based on member referrals, in conjunction with WellCare's DM program, offered through community partners like the Boys and Girls Clubs of America and the YMCA.
- **Fall Prevention & Diabetes Education** – Community-based education classes aimed at reducing incidence of falls and subsequent hospitalizations.



WellCare's HealthConnections Micro-Grant Process

LEARN

Funding cuts to social programs have severely impacted the social safety net. This has led to the need for creative, local solutions coming from new and non-traditional partnerships. WellCare partners with local community organizations that are helping their communities in ways that lead to better health outcomes. Through our HealthConnections model, WellCare supports organizations and agencies that are providing vital social services to their communities.

APPLY

In order to qualify for this micro-grant, an organization must be addressing **Transportation, Food Assistance, or Utility Assistance** with social service programming. Organizations must be a nonprofit and/or registered 501(c)(3) to apply for a micro-grant. An RFP portal is available to apply for grants by visiting <http://www.thecommunitycommitment.org/micro-grant-request-submission>. Granting applications are accepted for a period of 30 days from June 15, 2016 to July 15, 2016. Applicants must answer all of the questions in the portal in order to be considered.

AWARDS

Grants will be awarded in amounts of \$500, \$1,000, and \$1,500. Funds will be distributed once all necessary paperwork has been completed. Awardees will be notified both over the phone and in writing if they have been selected to receive a grant. A CommUnity Advocate from WellCare's community advocacy team will coordinate with awardees once they have been selected.

FREQUENTLY ASKED QUESTIONS

Where can I learn more about the HealthConnections Model?

The HealthConnections Model through WellCare's Advocacy and Community Based Program department. Call 813-206-4214.

Who can I contact if I have questions or need more information?

For additional information, please contact Chris Swigon at (813) 206-4214.

What are the requirements to apply for a micro-grant?

Organizations must be a nonprofit organization and/or registered 501(c)(3) to apply for a micro-grant.

How long does the micro-grant process take?

The period for accepting granting applications lasts 30 days, and the entire micro-granting process typically takes about 60 days.



WellCare's HealthConnections Micro-Grant Process

HOW TO USE OUR ONLINE MICROGRANT PORTAL:

1. Go to our website, www.thecommunitycommitment.org
2. Click on "Micro-Grant Submission" in the upper right hand corner of the home page.
3. Respond to all questions in the fields provided.
4. Please type "N/A" in any fields as indicated.
5. Please be sure to fill out application accurately and completely. Incomplete applications will not be considered.
 - a. **Organizations Mission** – Please include your organization's mission statement, vision statement, and/or one or two sentences about the purpose behind your organization.
 - b. **Requested Amount** – Please enter the grant amount you are requesting. Requests may be in increments of \$500, \$1,000 and \$1,500.
 - c. **Description** – Please provide 3-5 sentences describing the initiative you hope to fund with your micro-grant and the anticipated impact of the micro-grant to your organization.
 - d. **Objective(s)** – Please describe what you hope to achieve through the micro-grant, and the outcomes you hope to see as a result.
6. When you are certain your application is complete, click the "submit" button at the bottom of the application.
7. Successfully submitted applications will say "Your form was successfully submitted. Thank you for contacting us."
8. For additional information or questions regarding the online grant submission process, please contact Chris Swigon at (813) 206-4214.