



**BlueCross BlueShield  
of North Carolina**

**Foundation**

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# Community-Centered Health Homes

**Grantmakers In Health – Fall Forum  
November 6, 2014**



# Local Perspective

*“Living in that high stress environment — especially for children under five — is a prescription for serious behavioral problems, physical illness, and school performance problems, and there is good data for that. You cannot significantly improve health status by just providing health care.”*

*“I used to think, well, why don’t people take better care of themselves? But then it dawned on me...half of what I’m holding them to is stuff that they can’t afford to do.”*



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# Local Perspective

## COMMUNITY-CENTERED HEALTH HOMES IN NORTH CAROLINA: AN EXPLORATION OF OPPORTUNITIES

Summary of Findings

Prevention Institute was asked by the Blue Cross and Blue Shield of North Carolina (BCBSNC) Foundation to assess feasibility and interest in piloting a demonstration of the Community-Centered Health Home (CCHH) model in North Carolina. CCHH is a framework developed by Prevention Institute that describes how health care institutions can systematically engage in upstream work to improve community determinants of health.

In the summer of 2013, Prevention Institute conducted interviews with seventeen key informants across the state, including leaders in health care, public health and community prevention. This was supplemented by a review of background materials including policy documents, a scan of recent related media content, reports released by North Carolina health care and public health institutions, and academic literature. The following broad issues were identified during the interviews:

- Priority health concerns;
- Definitions of community prevention and examples of current work;
- Challenges and opportunities for implementing Community-Centered Health Homes in the state;
- Existing statewide supports; and
- Potential areas for investment to advance this work.

### Priority Health Concerns

Diabetes and chronic disease related to diet and sedentary behaviors were consistently mentioned as high priority health concerns in North Carolina. Poverty, street violence, substance abuse, unhealthy housing, and mental health problems were also mentioned as key health concerns.

### Community-Centered Health Home (CCHH)

The CCHH model builds upon existing practices and models, including the medical home and patient-centered medical home. It goes a step further, however, by encouraging health care institutions to take an active role in strengthening their surrounding community, in addition to providing quality medical care, managing chronic conditions, or linking patients to social supports. It draws from similar models of practice like community-oriented primary care.

The defining attribute of the CCHH model is active involvement in community advocacy and systems change. A CCHH not only acknowledges that factors outside the health care system affect patient health outcomes, but actively participates in improving them.



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Prevention  
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Prevention and equity at the center of community well-being

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## Assets

- Community Care of North Carolina
- Health Informatics Portal
- Potential Partners
- Community Transformation Grants
- Enrollment Networks

## Challenges

- Tight Margins
- High Uninsured Rate
- Lack of access to behavioral health and oral health
- Uncertainty in Medicaid program and ACA roll out

# Timeline

- Summer 2013: Landscape Analysis
- April 2014: Convene Design Team
- August 2014: Local Partner Selection
- October 2014: Information Sessions
- December 2014: Workshop
- January – April 2015: Action-Learning Period



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# Additional Information

## Resources

- [Prevention Institute's CCHH Concept Paper](#)
- [BCBSNC Foundation North Carolina Landscape Analysis](#)
- [CCHH Case Study – Asian Health Services](#)
- [CCHH Case Study – St. John's Health Center](#)
- CCHH Overview Webinar (recorded below)



[www.bcbsncfoundation.org/  
community-  
centered health homes/](http://www.bcbsncfoundation.org/community-centered-health-homes/)

## Data Resources

While the CCHH model calls upon data to be generated in the health care home, data available through external sources may also be useful to community and health care organizations considering this model.

- **County Health Rankings:** National county by county health rankings
- **NC County Health Tool:** Predicts the health impact of improvements in food insecurity, graduation rates, obesity levels, smoking and number of creative jobs
- **North Carolina Community Health Information Portal:** Provides access to data from major public health data sets including census data, Medicaid claims and chart review quality measures



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