Bridging the Accessibility Gap, together

Nurse-Family Partnership (NFP)
Eskenazi Health (EH)
By the end of this session you should:

• Understand how a mutually beneficial partnership can:
  – Improve access to services
  – Improve utilization of services

• Recognize considerations for effective partnership in rural communities
The Need in Marion County

- **9.3 Infant Mortality Rate***
  - 6.1 White
  - 14.6 Black
- **11.5% Preterm Births***
  - 9.8% White
  - 15.1% Black
- **76% Breastfeeding Initiation Rate***
  - 78.3% White
  - 68.3% Black
- **34.5% of Marion County children living in poverty***

---

* Source: MCPHD DR2641, Fast Facts on Perinatal Outcomes (2014)
**Source: The SAVI Community Information System, The Polis Center (2014)
So what can we do?

Provide services that are shown to address the need.

...but that alone is not enough.
Will the people we seek to serve...

• **Know** our service:
  – Exists?
  – Works?
  – Could work for them?

• **Care** *enough* to:
  – Take the time?
  – Travel the distance?
  – Do their part?
Goodwill, then  *(circa 2010)*

Goodwill services provided *life-changing opportunities*

*Opportunities* for people seeking a high school diploma:

• Tuition-free charter high school for grades 9-12
• Tuition-free charter high schools for adults

*Opportunities* for people with employment barriers:

• Direct hiring for Goodwill jobs
• Job readiness, training, and outplacement programs
Still not enough

Human Brain Development
Synapse formation dependent on early experiences

30-Month Period—Area of Focus

- Sensory Pathways (vision, hearing)
- Language
- Higher Cognitive Function

"There is a magic window during pregnancy...it’s a time when the desire to be a good mother and raise a healthy, happy child creates motivation to overcome incredible obstacles including poverty, instability or abuse with the help of a well-trained nurse."

David Olds, PhD, Founder, Nurse-Family Partnership
Goodwill, now

Goodwill services provide *life-changing opportunities*

Opportunities for people seeking a high school diploma

Opportunities for people with employment barriers

**GICI also connects the people they serve to resources and help them achieve their goals**

Opportunities for people becoming parents for the first time:

- Maternal health and child development program

*Two-Generation Approach*
NFP is a program implemented through GICI’s division of Mission and Education Initiatives.
Why Goodwill?

GICI’s Mission

• Goodwill *changes lives* every day by *empowering* people to increase their independence and reach their potential through education, *health*, and employment.

NFP’s Mission

• Nurse-Family Partnership *empowers* first-time mothers living in poverty to successfully *change their lives and the lives of their children* through evidence-based nurse-home visiting.

*Clear alignment of goals:* Both focus on increasing self sufficiency, fighting poverty, and (now) improving health.
Home Visit Overview

**Personal Health**
- Health Maintenance Practices
- Nutrition and Exercise
- Substance Use
- Mental Health Functioning

**Environmental Health**
- Home
- Work, School, and Neighborhood

**Life Course Development**
- Family Planning
- Education and Livelihood

**Maternal Role**
- Mothering Role
- Physical Care
- Behavioral and Emotional Care

**Family and Friends**
- Personal network Relationships
- Assistance with Childcare

**Health and Human Services**
- Service Utilization
"They always say babies don’t come with instruction manuals, but if there was one, the Nurse-Family Partnership would be it."

Andrea, NFP Mom
This would not be possible without PARTNERS COMMON GOALS COLLABORATION
NFP programs implemented through social service organizations rely on **COLLABORATION** with local healthcare **PARTNERS** that have **COMMON GOALS**, in order to ensure women* will **access** and **utilize** the service.

**REFERRAL SOURCE, 2015**

- Health care provider or clinic 85%
- School 2.3%
- Self 10.9%
- Other 1.8%

*Low-income; expecting first baby; lives in Marion County
Shared Interest + Mutual Benefit

Care utilization
Improved Outcomes

EH can help NFP:
Access women in need*

NFP can help EH:
Support patient care

INTAKE DEMOGRAPHICS
NFP, 2015

MEDIAN AGE: 20
HIGH SCHOOL DIPLOMA OR EQUIVALENT: 55.7%
MARRIED: 12.7%
ETHNICITY: 20% HISPANIC

RACE
- African American 50.7%
- White 21.8%
- Multiracial 6.5%
- Asian 3%
- American Indian 2%
- Did not self-identify 16%

PRIMARY LANGUAGE
- English 80.9%
- Spanish 14.2%
- Other (Burmese, Chinese, Swahili) 4.9%

*Low-income; expecting first baby; lives in Marion County
Eskenazi

• As the largest safety net health system in Indiana, Eskenazi Health has had an enormous role in caring for the community of Marion County for over 150 years.

• The Mission of Eskenazi Health is to advocate, care, teach and serve with emphasis on the vulnerable populations of Marion County, making Eskenazi Health a unique health system that exists to ensure that all residents of the county regardless of their financial status have access to the highest quality health care.
In 2015, 2245 mothers delivered their babies in the Sydney and Louis Eskenazi Hospital.
   – More than 95% received prenatal care across the ten primary care locations of Eskenazi Health in Indianapolis.

The quality of the prenatal and postpartum care are critical to the health outcomes of the mother and the newborn and will impact future health outcomes in both, the mother and the baby (Lima dos Santos Costa, Teixeira Camara, Rodrigues Costa, Santos Serejo, de Oliveira Pedrosa & Araújo Lima, 2016).

In the same way, appropriate care delivery promotes prevention of more severe illness and health complications, especially if the care is provided in a suitable schedule.
Eskenazi

- Eskenazi Health is uniquely positioned to serve people from different backgrounds, ethnicities, languages, etc.

- The wraparound services that we offer to patients are intended to address all determinants of health.

- That’s why it is important in the primary care setting to offer support and referrals of services that will improve health outcomes.
Collaboration starts with COMMITMENT (2010)

September 7, 2010

Jim McClelland, President
Goodwill Industries of Central Indiana, Inc.
1635 W. Michigan Street
Indianapolis IN 46222

Dear Mr. McIlvaine,

I am writing to convey my enthusiasm and support for the proposal submitted by Goodwill Industries of Central Indiana to serve as an implementing agency for the Nurse-Family Partnership here in Indianapolis. The mission of these two organizations go hand-in-hand as each seeks to enhance the lives of those in need with care and supportive services.

The high number of unplanned and successive pregnancies within the most vulnerable populations of Indianapolis demonstrates a clear need for an evidence-based community healthcare program dedicated to first-time mothers and the improving birth outcomes. Goodwill is positioned to supplement services with additional supports for babies and their mothers in a more holistic manner than is generally currently available.

It is my hope that you look favorably upon this proposal. These two agencies working together have the potential for a tremendous positive impact within our community.

Sincerely,

Lisa E. Harris, MD
CEO and Medical Director

www.WISHARDind

ESKENAZI HEALTH

Nurse-Family Partnership
Helping First-Time Parents Succeed
The story of us…

2011 - EH Chief Financial Officer becomes one of the NFP founding Advisory Board members

2012 – Formal partnership established with signed BAA

2013 – Director of Community Health Programs joins NFP Board
The story continues

2013 – Prenatal Care Coordination Referral Specialist begins collecting referrals

Increase in referrals to NFP

Weekly updates from NFP Data Coordinator

2013 – Wishard rebranding to Eskenazi Health

Office of Population Health is created

2014 – Strategic Planning Meeting

What is the referral process? (access)

• Algorithm
Initial Algorithm

Eskenazi Health & Nurse Family Partnership Referral Algorithm

1. Weekly Acquisition of Referrals from the 9 Eskenazi Health Centers.
2. Assess all referrals & separate NFP patients according to NFP guidelines.
3. Enter all referrals into Eskenazi Health Data Repository.
4. Update patient information in the Eskenazi Health database. Send e-mails to Care Managers @ Eskenazi Health with enrollment and dismissal report.
5. Weekly an encrypted e-mail is sent back to the Eskenazi Health Perinatal Community Liaison. The e-mail contains a spreadsheet containing information on dismissed or enrolled patients with NFP.
6. Reevaluate patients & refer to other programs such as Healthy Start, Marion County Health Department and Healthy Families.
7. Update the Eskenazi Health database with new referral information.
8. Distribute scanned documents to the general NFP e-mail box and Data Coordinator @ NFP via an encrypted e-mail. E-mails are sent to: nfp@goodwillindy.org & corresponding Data Coordinator address.
The story continues

2013 – Prenatal Care Coordination Referral Specialist begins collecting referrals

| Increase in referrals to NFP | Weekly updates from NFP Data Coordinator |

2013 – Wishard rebranding to Eskenazi Health

Office of Population Health is created

2014 – Strategic Planning Meeting

<table>
<thead>
<tr>
<th>What is the referral process? (access)</th>
<th>How do we increase enrollment? (utilization)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Algorithm</td>
<td>• Warm hand-off vs. Cold hand-off</td>
</tr>
</tbody>
</table>
Warm hand-off: NFP meeting hosted by Eskenazi
(January, 2015)

- Verbalized support from Eskenazi’s Director of Service Excellence*
- Eskenazi badges for NFP nurses
  - For EH staff: shows the extent of our partnership
  - For EH patients: shows the connection to their care provider
Warm hand-off: Communication and Clinic Meetings (2015)

Nurse-Family Partnership Referral Q&A for Eskenazi

Who qualifies?
- Less than 28 weeks pregnant
- No prior live births
- Low income*
- Lives in Marion County

What to say:
“You will be called in a few weeks about having your own nurse who:
  • Answers your questions
  • Gives advice about caring for yourself and your baby
  • Provides resources to help with work, school, housing, childcare, etc.

You can call NFP now if you want to talk to your nurse sooner.”

What to do:
Give the Eskenazi/NFP brochure to all patients who qualify.

*Anyone with Medicaid, TANF, or SNAP would meet the income guideline for NFP, but they do not have to get those benefits; there are no age, medical, language, or immigration restrictions.

What to know: NFP Basics for Patient Q&A

Who can have their own NFP nurse?
- Even though every pregnant mom could use the help of her own nurse, NFP is only offered to those less than 28 weeks pregnant with their first baby.

What is NFP?
- Nurse-Family Partnership. A free program that provides support exclusively to new moms. They are paired with their own nurse who is specially trained to help new moms face the challenges of pregnancy and parenthood.
- An NFP Nurse is someone to help you:
  • Have a healthy pregnancy and a healthy baby
  • Build a strong support system
  • Make the home a safe place for baby
  • Find resources to help with childcare, school, jobs, housing, etc.
  • Set and reach goals
- An NFP Nurse is someone to talk to about:
  • Your questions, concerns, hopes, fears
  • What to expect during pregnancy, labor, parenting
  • What you can do to care for yourself and baby

When would I meet with my nurse?
- Most visits are every other week and can continue until your baby turns 2.

Where would I meet with my nurse?
- You decide - your home or other place of your choice.

Why should I sign up?
- Because... [share what you think she would mostly like about, or benefit from, being in NFP]

How do I sign up?
- You will be called in a few weeks about scheduling a visit to sign up, OR you can call NFP at 317-524-3999. Your nurse will make sure you qualify.

Nurse-Family Partnership

A program offered by Goodwill Industries and available to Eskenazi Health's first-time pregnant moms

WHAT IS NURSE-FAMILY PARTNERSHIP?
Nurse-Family Partnership is a FREE program for women who are having their first baby. If you enroll, a registered nurse will visit you in your home throughout pregnancy and continue to visit until your baby is 2 years old.

MY NURSE WILL HELP ME:
• Have a healthy pregnancy and a healthy baby.
• Become a better parent.
• Build a strong network of support for me and my baby.

PROGRAM REQUIREMENTS
Women who are eligible to take part in the Nurse-Family Partnership include those who are:
• Program with their first child
• Less than 26 weeks pregnant

REFERRALS AND ENROLLMENT IN PROGRAM
Eskenazi Health is actively referring all eligible patients to Nurse-Family Partnership. Once a referral is made, a member of the Nurse-Family Partnership team will call to discuss the program and answer questions.

Once enrolled, a committed and compassionate nurse will begin to make regular home visits. Nurses ensure that the first-time moms receive the care and support they need to have a healthy pregnancy, provide responsible and compassionate care for their children, and become more economically self-sufficient. They instill confidence and empower them to achieve a better life for their children and themselves.

Participants are able to take part in the program until their baby is 2 years old.

"My nurse helped me set goals and see that I could do so many other things. I could be there for my child and have my life as well."
- Vanessa, 19 year-old mom
...and still it continues

April, 2015 – Perinatal Community Liaison leaves

Pause

August, 2015 – Prenatal Population Health Team Lead* joins
…on into 2016

Additional opportunities to connect with Eskenazi

Cobranded brochures in Spanish

Electronic system – EpicCare Link
A worthwhile effort

- Increase in ACCESS (clients referred)
  - Increase in referred patients:
    - from 118 in 2012 to 658 in 2015
- 2015 outcomes for Eskenazi NFP clients
  - 93% normal birth weight births
  - 93% full term births
  - 91% breastfeeding initiation
Success Story

GICI (internal) Employment Specialist designated for NFP assists NFP moms and their supportive partners find employment.

Referred clients often display characteristics that deem them employable.
Opportunities and Lessons

• Commitment
• Staff support
• Relationships between agency and clinic staff
  – For some, *people* matter more than the *program*
  – Reminders to share and refer
  – Feedback on what works and what doesn’t
• Processes, Roles, and Responsibility
• Board, committee, and other meeting participation
• Strength of nurses
  – Healthcare integration
Challenges

• Programmatic and Organizational Changes
• Time to accomplish tasks/objectives
  – Impacted when key role for implementation was vacant
• Getting EH staff to understand NFP
• Varied levels of comfort with partner relations among NFP staff
• Ensuring all eligible clients are encouraged to enroll
• Utilization / enrollment
  – Getting patients to care enough
Moving Forward

• Continue connecting with Eskenazi Health staff

• Focus on healthcare and data integration

• Integrate with other healthcare systems
Rural Site Scenario

• Specific concerns for rural areas
  – Resource limitations
  – Client access to resources

• Overcoming the obstacles
  – Strong partnerships
  – Multi-sectoral approach
Rural Site Scenario

• Example 1
  – Delaware county

• Example 2
  – Madison county
Benefits of partnerships

• Client
  – Better outcomes for mom and baby
  – Improved health
  – Generational impact

• Partnering organizations
  – Healthier patients
    • Access to resources
    • Health behaviors
  – Value based care
Questions?
Thank You

For more on NFP:
Goodwill Industries of Central Indiana, Inc.
Nurse-Family Partnership
5901 Lakeside Blvd.
Indianapolis, IN 46278
317-524-3999
goodwillindy.org/nfp

For more on Eskenazi:
Eskenazi Health
720 Eskenazi Ave.
Indianapolis, IN 46202
317-880-0000
eskenazihealth.edu