Creating Innovative Community Partnerships to Address the Socio-Economic Determinants of Health:

Integrating Resources & Services to Improve Outcome

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We want to know “Who is in the audience”?

- CEO
- CFO
- COO
- SVP
- GC
- Director
- Managers
- Clinicians
- Staff
- Anyone else?

Who is familiar with docs and lawyers working together → MLP?
Why Professional Collaboration between Medicine and Law?

http://www.mlpforchildren.org/Nuts--Bolts.aspx Cartoon courtesy of Jack Maypole, MD (jackmaypole@yahoo.com)
Introduction

- Workshop explanation
- Discuss a specific collaboration model
  - The Health Law Partnership (HeLP) - Atlanta
- Discuss creating a community collaboration
  - Germinating an idea
  - Roles, responsibilities
  - Financial support
  - Program evaluation and research
  - Wrap-up
A Model Medical-Legal Partnership

Workshop - Part I

HeLP
Lawyers in the Hospital!!
Combining the expertise of health care professionals with the legal expertise of attorneys provides a comprehensive set of services to address the multiple determinants of children’s health and well-being.
The Children’s System

Map data ©2010 Google - Terms of Use

- Hospitals
- Neighborhood Locations
- The Children’s Office Park
- Multiple Nearby Locations
Goals

● Become a model for interdisciplinary
  ❖ community collaboration
  ❖ education
● Create a culture of coordination and cooperation among the partners
● Improve the physical, social and/or economic living environment for the patients/clients
Creating the HeLP Advisory Council

- Need for specialized/interdisciplinary expertise
  - legal/medical
  - fundraising/public relations
  - evaluation/research
- Need for community credibility
- Funder expectation
- Support and guidance
  - Complicated structure - 3 partners
The Four Components of HeLP

- Public Health Legal Services
- Education
- Advocacy
- Research and evaluation
The Physical Plant

- Law office in the hospital
  - Issues:
    - Resources
    - Space
Public Heath Legal Services

**Scope**

- Public benefits
- Private health insurance
- Family stability
- Permanency planning
- Environmental issues
- Housing conditions
- Education
- Employment
- Consumer
# Annual Client Intake: State Fiscal Year

<table>
<thead>
<tr>
<th>State Fiscal Year (SFY)</th>
<th>Client Intakes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005 (a)</td>
<td>23</td>
</tr>
<tr>
<td>2006</td>
<td>195</td>
</tr>
<tr>
<td>2007</td>
<td>240</td>
</tr>
<tr>
<td>2008</td>
<td>276</td>
</tr>
<tr>
<td>2009</td>
<td>325</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,059</strong></td>
</tr>
</tbody>
</table>

(a) Represents intake beginning in January 2005 through June 30, 2005
Problems/Issues
Percent of Total Cases

- Family Law
- Disability/SSI
- Medicaid/PeachCare
- Housing
- Hunger
- Education
- Health Insurance
- Utilities
- Domestic Violence
- Employment/Job Training
- Immigration
- TANF
- Child Abuse
- Mental Health
- Other

SFY2009  SFY2008
Legal Cases Not Handled

- Any case placing the patients or their families in an adversarial position to the hospital
- Any case placing the parents in adversarial position to the child
- Medical malpractice
Education Component

- Interdisciplinary
  - doctors
  - lawyers
  - head cook and bottle washers if they have interest
  - other professionals

- Programs include issues of:
  - legality
  - policy
  - ethics affecting patients’ health
Education Component

- In-service training and didactics for healthcare professionals
- Informal educational opportunities
- Legal clinic, externships, electives & practicums
HeLP’s Ability to Educate (Excellent or Good Ratings)

Because we have no bad ratings!
HeLP Legal Services Clinic

AKA “The Clinic”

- Combines public health legal services with education component
- Extends services provided by HeLP
- Opened doors in January 2007
- Located at Georgia State College of Law
  - Students may also work at the 3 hospital campuses
- Functions as a model of interdisciplinary law practice
Current/Future Interdisciplinary Learners in the Clinic

- Law students
- Residents
- Medical students
- Masters in Public Health
- Masters in Hospital Administration
- Masters in Business Administration
- Masters in Social Work
- Nursing
- Public Health
- Science & Research
Interdisciplinary Learning in a Community Collaboration

- Expands concept of “us”
  - includes all partners
  - silos disappear
- Allows joint problem-solving to benefit patient
- Encourages broader thinking about professional role
- Provides mutual support from different disciplines
- Multiple sources of referrals
Goals for Clinic Students - I

- **Experience**
  - interdisciplinary education
  - the positive impact of interdisciplinary interventions

- **Develop**
  - legal problem-solving skills
  - professional and interpersonal skills
Goals for Clinic Students - II

- Collaborate to
  - improve the health and well-being of low-income children
  - understand health issues and the socio-economic determinants of health in poor communities
  - understand complex web of health-related programs and services
Lessons Learned - Interdisciplinary Education

- HeLP model – great vehicle for a clinic
- The model can be applied in any context
  - students from many professional backgrounds can be assets in the hospital environment
- Multi-layered approach provides richness and complexity
- Meaningful experience for students
- Can influence their future approach to their profession & commitment to community
Advocacy Component

- Targeting systemic legal, policy and social issues affecting health and well-being

- Collaborating with community partners

- Legislative & Policy-making Priorities
  - Health disparities
  - Access to health care
  - Improving overall health & social well-being
Advocacy Issues

**Policy Issue**
- Sodas in school vending machines
- Ban teen cell use while driving
- Emergency preparedness
- Remove 5 year ban legal immigrants
- Home Health Agency Care
- Health Insurance reform

**Community Partner**
- Nurse Practitioners
- Barton Clinic Child Policy
- Div. Public Health & Atlanta Business Group
- Hispanic Health Coalition
- Children’s Healthcare of Atlanta
- Georgians for a Healthy Future
Evaluation and Research Component

- Monitor program effectiveness
- Determine strengths, weaknesses & opportunities, threats (SWOT)
- Assess impact of research for funding, and replication purposes
- Contribute to organizational change & development
Why do I have to conduct an evaluation?
I know when my clients are happy!

I need Help!

Thanks for the Help!

Pro Bono Services

Social Services

Health care Services

Academic Community

Community Resources

Help Pro Bono Services

Help Social Services

Help Health care Services

Help Academic Community

Help Community Resources

Help
Self-reported health effects for clients and their dependents after HeLP intervention

Physical health

- Dependent
- Client

Emotional health

- Dependent
- Client
<table>
<thead>
<tr>
<th>Outcome Category</th>
<th>SFY 2009 Annualized</th>
<th>SFY2008 Annualized</th>
<th>SFY 2007 Annualized</th>
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<tbody>
<tr>
<td>Public Benefits</td>
<td>$123,017</td>
<td>$101,647</td>
<td>$36,128</td>
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<tr>
<td>Consumer</td>
<td>$258</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Benefits</td>
<td>$351,650</td>
<td>$147,700</td>
<td></td>
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<tr>
<td>Employment Benefits</td>
<td>$25,740</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Stability</td>
<td>$1,380</td>
<td>$25,919</td>
<td>$22,968</td>
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<tr>
<td>Healthcare Coverage</td>
<td>$220,630</td>
<td>$1,414,080*</td>
<td>$70,033</td>
</tr>
<tr>
<td>Housing Issues</td>
<td>$66,029</td>
<td>$10,820</td>
<td>$5,400</td>
</tr>
<tr>
<td>Other</td>
<td>$27,351</td>
<td>$11,399</td>
<td>$18,100</td>
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<tr>
<td>Total</td>
<td>$816,055</td>
<td>$1,711,565*</td>
<td>$152,629**</td>
</tr>
</tbody>
</table>

*Includes coverage of an experimental drug estimated value - $1.17 million
**Many benefits obtained/received not captured in data collection
Challenges to Creating the HeLP Evaluation and Research Component

- “Getting to agreement” → what to evaluate?
- Approval for human subject research
- Developing:
  - a research agenda
    - presently evaluation is our research
  - a data system
  - the expertise to use it
- Motivating everyone to collect data
- Constructive and effective data use
- Developing screening instruments
Lessons from the HeLP Experience

- Find
  - the right partners
  - the right staff
- Be able to explain the model to funders & others
- Learn to manage
  - change
  - numerous service lines and delivery points
    - mission creep
- Embrace the fact that collaboration is hard work
- Maintain momentum when everything takes longer than anticipated
"Coming together is a beginning. Keeping together is progress. Working together is success."

Henry Ford (1863 – 1947)
Creating a Community Collaboration for Interdisciplinary Problem-Solving

Part II
Germinating an Idea:
Finding the Right Partner

chemistry.com
Register to take your FREE personality test and get your matches today

First Name
Username
I am a
Seeking a
Password
Confirm Password
My Birth Date
Email Address
Zip/Postal Code

I am at least 18 years old and have read and agree to Chemistry’s Terms of Use and Privacy Policy.

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Real love. Real relationships.

Are you ready to experience real chemistry?

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- Meet passionate and diverse people
- Get your five FREE chemistry-inspired matches TODAY
Think Outside the Box
Push The Envelope
Challenge the Norm

Norm
Developing a Community Collaboration

“The Tool-Kit”

- An electronic copy is available
- Designed as a step-by-step guide
- The tool kit will help you get started
- We will leave you with
  - resources
  - contact info
Tool-Kit Contents

- Description of the “Model Project”
- Steps in developing a community collaboration
- Germinating an idea
- Finding partners
- Defining roles & responsibilities
  - Sample Memorandum of Understanding (MOU)
- Cultivating financial support
- Program evaluation information
Step #1

Identifying Partners

- Write 1-100 on a piece of paper
- Quickly make a list of 100 entities/organizations that have a similar:
  - mission
  - population
- Think broadly
- Do not judge or exclude any idea
- Don’t worry about implementation
- Duplicates are OK
- May give you clues
What Lists of 100 Reveal

1- 30
- Ideas that are most familiar

30 – 70
- Emerging patterns of thought

70 – 100
- You strike gold – ideas that are gems
- Here your perspective changes
Phases of Death and Dying

Denial  Anger  Depression  Acceptance

Completion  Bargaining

*Adapted from Elizabeth Kubler-Ross
Phases of Death and Dying
Lessons Learned:
Collaboration Comes in All Forms

- There is no right way to begin a collaborative partnership
- Partnerships depend on the people and their institutions
Step #2
Cultivating Partnerships

- Look over your list from exercise #1 and for each name
  - identify a person you know within that organization
- If you don’t know someone
  - list the name of someone who might know someone and will help facilitate an introduction
- If you still don’t have a name
  - write “research contacts” and do some investigating
**Step #3**

**Defining Roles and Responsibilities**

- Collaboration requires a shared understanding among the participants.
- Imagine a potential collaboration with 2 entities from exercise #1.
- Review the sample MOU.
- List the kinds of things that partners in a collaboration would want to have defined.
Financial Support

Video Interview
Kathy Palumbo, MSW, PhD
Community Foundation of Greater Atlanta
Creative Innovative Community Partnerships to Address the Socio-Economic Determinants of Health: Integrating Resources and Services to Improve Outcomes
Step #4  

**Funding and Sustaining a Collaboration**

- List potential funding sources including:
  - national
  - international
  - local
- List partners who may provide:
  - in-kind support
  - private funding support
- Finally, list funders who have the same special interest in the issues your collaboration seeks to address.
The Value Proposition

- QUALITY X SERVICE
- PRICE
- COLLABORATIVE PROBLEM SOLVING X OUTCOME
- COMMUNITY RESOURCES
Keys to Funding Success

Summary

- Demonstrated stability and sustainability
- Effective grant application
- Demonstrate ability to provide ROI
- Other potential funding sources
- Determine funders preferences/priorities
- Beware of “chasing the money”
  - Diluting the mission just for the money
Program Evaluation
Step #5
Program Evaluation and Research

- List the best ways to evaluate the success of the program
- List the best ways to initiate research
Step #5

Program Evaluation and Research

- Define
  - a purpose or goal that the potential partners you identified may share
  - how to allocate responsibilities among the partners
  - where will the collaboration be housed
  - what potential conflicts are anticipated
  - how you will address conflict
  - how will you communicate and how often
  - a plan can you make in terms of how to “check in”
**Keys to Program Evaluation Success**

- Program evaluation reveals how your program functions and performs.

- Decide early on:
  - what needs assessment
  - how will it be assessed
    - interviews stakeholders, clients
  - who will use the data
  - will you need human subject research approval
Keys to Program Evaluation

Success - II

- List the benefits
  - motivation
  - identify
    - unmet needs
    - successes
    - opportunities
    - challenges
    - weaknesses
Looking into the Future and Moving Forward
Personal Lessons Learned:

- Don’t take no for an answer 😞
- Be creative and flexible 🤔
- Approach many different partners 🌍
The Health Law Partnership (HeLP) is an interdisciplinary community collaboration between healthcare providers and lawyers to improve the health and well-being of low-income children and their families by addressing the multiple determinants affecting children’s health. HeLP is also an educational partnership to promote the public’s health through interdisciplinary teaching and learning.
http://www.medical-legalpartnership.org
**Homework**

- Reflect on your ideas
- Take them to the next level
- Let us know what you are doing

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Final Points

- Effective collaboration is hard work
  - the rewards are exponential
- The model can be replicated
- The mix of people is extremely important
- Critical to develop
  - a shared, clear mission
  - a plan for sustainability & stability
- Strategic planning nurtures growth & development
- Program evaluation is essential
- Transparency builds trust
Questions ??