

SilverSummit Healthplan: Community Reinvestment Program Approach

Overview

SilverSummit Healthplan's (SSHP) approach to the Community Reinvestment Requirement contract requirement is intended to be inclusive, maximize transparency, and address the priorities of DHCFP while improving health outcomes. Community-Based Organizations (CBO) and other organizations that receive grants and donations are accustomed to certain standards and norms associated with the process of applying for those types of funding streams. In order to align with those typical processes, SSHP's proposed Community Reinvestment Program approach mirrors these standards. We propose to operate our Community Reinvestment Program similar to that of a foundation or other entity that provides grants/donations. SSHP intends to have an open application process, supported by an Evaluation Committee, with clear submission guidelines and funding priority areas, that drives toward improved health outcomes.

SSHP believes the rigorous approach described below will lead to integrity in the process, and most importantly, improved health outcomes among our members and the communities we serve.

The Community Reinvestment Program is overseen by Niki Atcheson King, Vice President, Community Solutions, and has accountability to the Quality Improvement Committee, SilverSummit's Community Board of Directors, and DHCFP. As a former non-profit executive of 20 years, Niki has vast experience with the grant proposal submission process, as well as the review of such proposals. In addition, prior to joining SSHP, Niki worked for six years for Centene's Business Development Department which is responsible for Medicaid RFP Proposal submissions.

SSHP Community Reinvestment Program Operating Principles

The operating principles of the Community Reinvestment Program are transparency, inclusivity, and results.

Transparency – The Community Reinvestment Program will be transparent to the community. Transparency fosters integrity and faith that the process is fair, and accessible to all. The community will be made aware of the Program Submission Guidelines well in advance of the submission deadline in order to garner broad-based participation. In Nevada we are fortunate to have many well-deserving community-based organizations, municipalities, and providers who will have the opportunity to apply for funding to support their meaningful work.

Inclusivity – The proposed approach is inclusive as we encourage participation in the process from a wide variety of organizations. Additionally, we intend to have a Proposal Evaluation Committee that includes our Members, community stakeholders and key health plan leaders.

Results-Orientated - DHCFP established the Community Reinvestment requirement as a means to improve the health outcomes in our local communities. SSHP's approach will require that each awardee has an evaluation component built-in to their programming so that we can measure the success of their program.

Alignment with State Priorities and Driven by Data

Annually, SSHP will identify its funding priority areas to focus our impact on the area's most in need and align with DHCFP priorities. To establish our reinvestment priority areas SSHP will analyze internal data to identify key health disparities, SDOH barriers, and chronic conditions and other indicators within our membership. We will analyze and review claims, utilization, assessments, screenings, HEDIS measures and more. We also review external Community Health Assessments, State produced reports, reports produced by entities like the Nevada Public Health Foundation, and our Nevada Universities' Offices of Public Health.

Priorities will be established annually and driven by internal and external data as described above. The Quality Improvement Committee, which the SDOH and Health Equity Committees report to, will review the data and make the final determination of the priority areas for the Community Reinvestment Program.

As DHCFP is aware, SSHP has recently been assigned approximately 80,000 new members and all Medicaid enrollees have the opportunity to switch health plans through March. SSHP is still seeing movement among our membership and the expectation is that members will continue to exercise their right to choose their health plan until the end of the switch period. In April, when SSHP's membership has stabilized, we will conduct our analysis described above to identify our reinvestment priority areas. Preliminary review of the data shows that at a minimum our focus will be in the following areas in 2022:

- Maternal child health programs
- Closing of health disparities (specific health disparities to be defined once our membership is stabilized in April and the analysis can be conducted)
- Addressing SDOH barriers namely housing and food shortage/insecurity
- Approaches for community integration for the justice-involved population
- Chronic disease prevention and management programs
- Health literacy programming
- Health Equity training for communities and providers

Community Reinvestment Program Submission Guidelines

The Program Guidelines will be produced annually and will be publicly available on our website, and distributed through our Community Advisory Council, Member Advisory Council and Provider Advisory Council. In addition, SSHP attends numerous community meetings and will provide information on the Program through those venues. Brochures will be developed and distributed throughout the community to ensure the information is broadly available. Our government relations staff attends numerous hearings and meeting and will take every opportunity to highlight the SSHP Community Reinvestment Program to ensure state and local leaders can participate or support efforts.

The Submission Guidelines at a minimum include the following areas:

Reinvestment Priority Areas

SilverSummit's priority areas will be clearly articulated and defined so that applicants can align their programming to meet SSHP stated objectives.

Eligible Applicants

Nevada based 501(c)(3), municipalities and providers are eligible to apply for funding. Proposed programs do not have to only serve SilverSummit members in order to receive funding.

Proposal Submission Process

SSHP will accept proposals one time a year. Proposals must be submitted by the due date in order to be considered. The award date will be clearly noted in the submission guidelines. Proposal page limits, process for submission, etc. will be included in the guidelines.

Proposal Narrative Requirements

Written proposal at a minimum will include the following information:

1. Organization Description
2. Program Needs Statement
3. Program Description, including which priority area the program intends to address, and identify if the program is evidence-based or a promising practice
4. Description of how the program will specifically impact SilverSummit members
5. Program Expected Outcomes, including previous outcomes achieved with this program/approach
6. Program Timeline
7. Program Budget

Community Reinvestment Evaluation Committee

SSHP will establish a Community Reinvestment Evaluation Committee to read, score and select the programs that most align with SSHP priorities and that will have the greatest impact on our members' and communities' health.

The Evaluation Committee make-up honors SSHP's commitment to diversity and inclusion and is representative of the members we serve. The Evaluation Committee will consist of the following members:

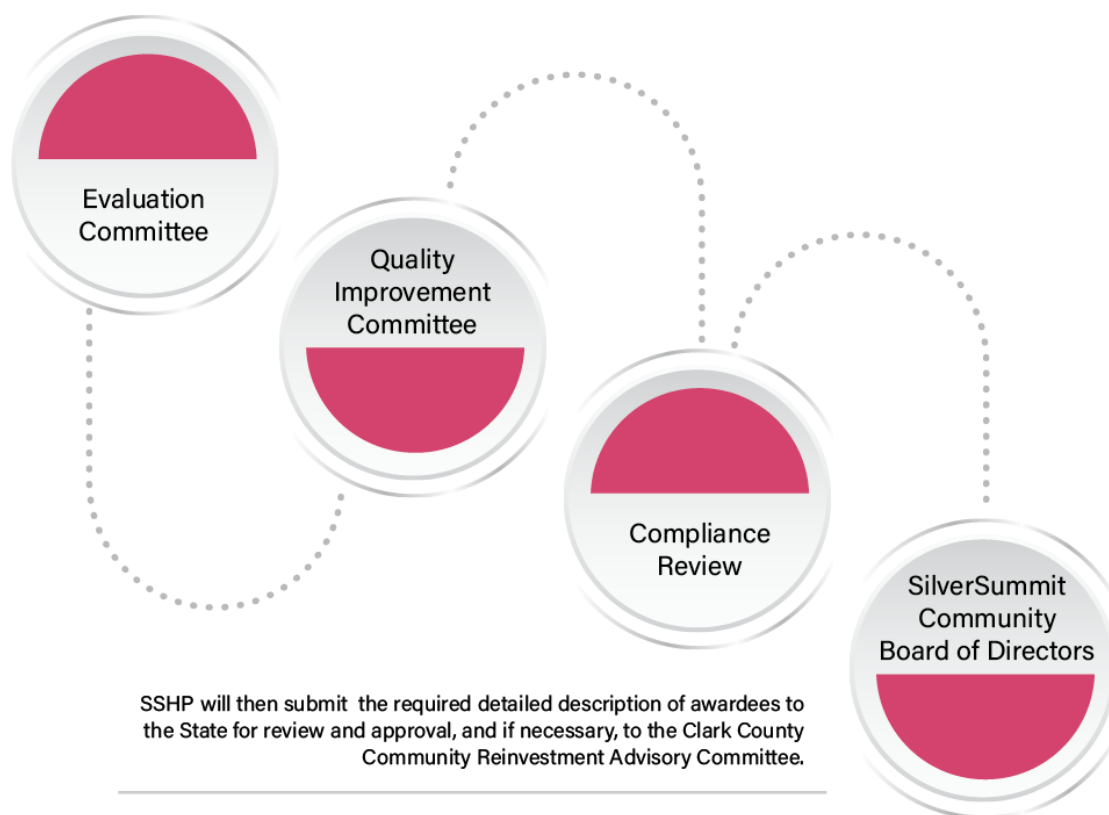
1. Chair, Vice President Community Solutions
2. VP Population Health
3. VP Quality
4. VP Provider Relations
5. SSHP Member North
6. SSHP Member South
7. Community Member North
8. Community Member South
9. VP Compliance

The composition of the Evaluation Committee will help to ensure that a broad cross section of people is reviewing and providing feedback to the process. Key to the composition of the Evaluation Committee is our inclusion of SilverSummit Members. The Members' voice is critical to the integrity of the process and will help ensure the prioritization of the most impactful programs.

All Evaluation Committee members will be provided with proposal review training and will receive the scoring criteria. This committee will review, score, and provide the recommendation for awardees and the funding amount per awarded. Proposed awardees will be compiled into an Awardee Recommendation Package which will go through varying levels of review and approval.

Awardee Selection Review Process

The Awardee Recommendation Package will be reviewed and approved by multiple layers within SSHP leadership structure, ending with the final approval by DHCFP. The proposed process is below:



Awardee Notification

Upon approval by the DHCFP, the awardees will be notified of their selection and will move into the contracting process. All awardees must complete the Community Reinvestment Agreement which details the reporting requirements and timeline.

Community Reinvestment Program Awardees Reporting

All awardees are required to submit a preliminary and final report, including program goals, objectives, metrics that they are measuring and outcomes of those measures. Financial expenditure reports are required with the final report. This information will be compiled and submitted to DHCFP on an annual basis as required by the contract.