

# SilverSummit Healthplan

## 2024 Community Reinvestment Program Approach

January 15, 2024

### **Overview**

SilverSummit Healthplan's (SSHP) approach to the Community Reinvestment contract requirement is inclusive, maximizes transparency, and addresses the priorities of DHCFP, the Medicaid Reinvestment Advisory Committee, and our membership. Community-Based Organizations (CBO) and other organizations that receive grants and donations are accustomed to certain norms associated with the process of applying for those types of funding streams. In order to align with those typical processes, SSHP's Community Reinvestment Program operates similar to that of a foundation or other entity that provides grants/donations. SSHP has an open application process, supported by an Evaluation Committee, with clear submission guidelines and funding priority areas. The rigorous approach described below leads 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 SilverSummit's Community Board of Directors, and DHCFP. As a former non-profit executive of 20 years, Niki has experience with the grant proposal submission process, as well as the review of such proposals. In addition, prior to joining SSHP, Niki served for six years with 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 is transparent to the community. Transparency fosters integrity and faith that the process is fair, and accessible to all. The community is 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 have the opportunity to apply for funding to support their meaningful work.

**Inclusivity** – Our approach is inclusive as we encourage participation in the process from a wide variety of organizations. Additionally, we have 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 requires that each awardee has an evaluation component built-in to their programming so that we can measure the success of their program.

## **Community Investment Targeting Rural Communities**

SilverSummit leadership team recently completed a tour of the rural counties intended to be included in the managed care program beginning in 2026. We learned a great deal while on this listening tour. One of the most striking deficiencies and needs is within the social services/non-profit sector. There is a significant and serious lack of resources and capacity among these groups, in almost every county. The second most pressing need is provider workforce development. While many counties have a solid provider network, we consistently heard the need for further behavioral health providers, and most specifically substance use disorder treatment. To begin to address these needs, in early 2024 SilverSummit will open a Community Investment period specifically for rural social service agencies and providers. The award amounts will be limited because we obviously do not serve those counties today, however we did learn that some of our Members who travel through these counties may occasionally access social services. We intend to reserve the bulk of the dollars to serve Clark and Washoe counties where our Members reside.

## **Alignment with State Priorities and Driven by Data**

Annually, SSHP identifies its funding priorities to align with DHCFP priorities, the Medicaid Reinvestment Advisory Committee recommendations, and our Members' needs. To establish our reinvestment priority areas SSHP analyzes internal data to identify key health disparities, SDOH barriers, and chronic conditions and within our membership. We analyze and review claims, utilization, assessments, screenings, HEDIS measures and more. We also review external Community Health Assessments, State produced reports, and monitor local trends.

In 2024, our funding priorities will be in the following areas:

- Programs to assist community members experiencing homelessness and housing insecurity
- Programs to address food insecurity and other basic needs
- Programs to address healthcare workforce gaps
- Programs to assist with community integration for the justice-involved population
- Programs to address population health management and quality improvement
- Programs to improve maternal child health outcomes
- Wellness, Chronic disease prevention and management programs
- DEI training for communities and providers
- Youth programming

## **Community Reinvestment Program Submission Guidelines**

The Program Guidelines are updated annually and are 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 provides information on the Program through those venues. Our government relations staff attends numerous hearings and meeting and takes 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:

### ***Investment Priority Areas***

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

### ***Eligible Applicants***

Nevada based 501(c)(3) non-profits, municipalities, Nevada Medicaid providers in good standing, and educational institutions In Nevada 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 applications from Rural communities in Q1 with awards being received in Q2. Clark and Washoe counties application process will open in August as we have in previous giving cycles. Proposals must be submitted by the due date in order to be considered. The award date is clearly noted in the submission guidelines. Proposal page limits, process for submission, etc. are included in the guidelines.

### ***Proposal Narrative Requirements***

Written proposal includes 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 (note: this section will be eliminated from the Rural Community Investment Program process)
5. Program Expected Outcomes, including previous outcomes achieved with this program/approach
6. Program Budget and narrative

### ***Community Reinvestment Evaluation Committee***

SSHP has a Community Reinvestment Evaluation Committee to read, score and select the programs that most align with SSHP priorities.

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

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

The composition of the Evaluation Committee helps to ensure that a broad cross section of people is reviewing and providing feedback on the applications. 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 helps ensure the prioritization of the most impactful programs.

All Evaluation Committee members are provided with proposal review training and receive the scoring criteria. This committee reviews, scores, and provide the recommendation for awardees and the funding amount per awarded. Proposed awardees are compiled into an Awardee Recommendation Package which is submitted to the SSHP Community Board for review.

The Rural Community Investment program Evaluation Committee will be distinct and will include two community members familiar with rural Nevada's needs and priorities, as well as SSHP staff representation.

### **Awardee Notification**

Awardees are notified of their selection and must complete the Community Reinvestment Agreement which details the requirements to participate in this program.

### **Community Reinvestment Program Awardees Reporting**

All awardees are required to submit a final report, including program goals, objectives, and metrics that they are measuring and outcomes of those measures. Financial expenditure reports are required with the final report.