



Link to Care WA Program Overview

Program Overview

- **Who are CHNW and CHPW?**
- **The Digital Divide & Digital Navigation**
- **Link to Care WA Program**
- **Success Stories**

About CHNW and CHPW



- The Community Health Network of Washington (CHNW) represents 21 federally qualified health centers across the state of Washington.
 - These community health centers (CHCs) provide primary care services to underserved communities, particularly Medicaid patients.
 - CHNW is the delivery system for Community Health Plan of Washington (CHPW).
- CHPW is one of 5 managed care organizations (MCOs) serving Medicaid in Washington and is the only not-for-profit health plan in the state.
- The missions of CHPW and CHNW are aligned to support equitable access to care for all patients in Washington.



The Digital Divide & Digital Navigation

The Digital Divide



The Digital Divide - the gulf between those who have ready access to computers and the internet, and those who do not.

Nationally¹:

- **31%** of rural areas lack access to high-speed broadband
- **Only 46%** of patients utilize telehealth services

¹Telehealth Equity Council <https://www.telehealthequitycoalition.org/>

Washington State²:

- **12%** of households do not have a smartphone
- **6%** of households do not have an internet subscription
- **3%** of households do not have a computer

²U.S. Census 2020 <https://www.census.gov/data.html>

Total WA state households in 2020: 2,905,822

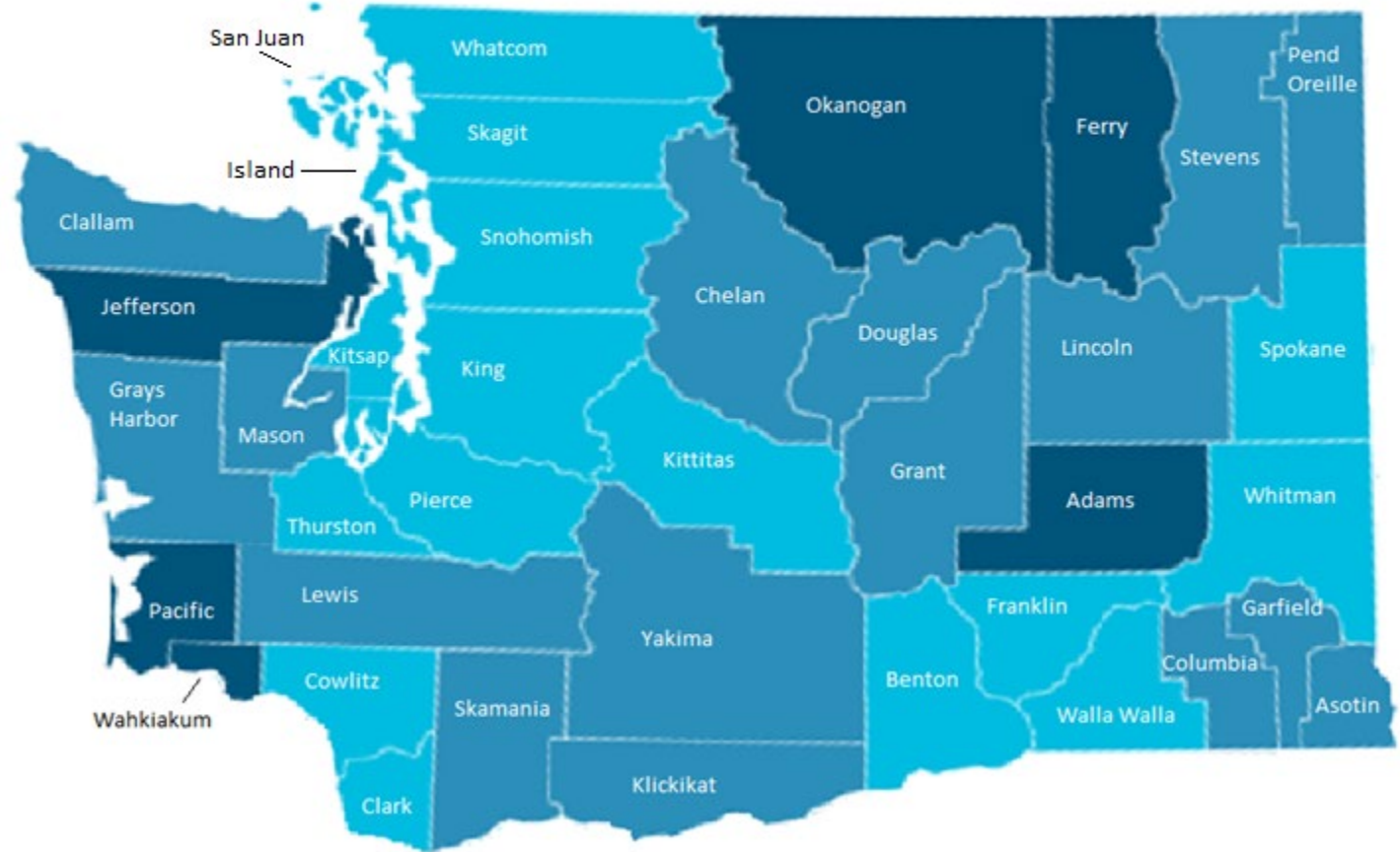
The Digital Divide in Washington State

- Counties with a high digital divide index are more rural
- Populations most impacted by the digital divide are often older, have less economic resources, and less formal education than those living in low digital divide areas

2020 Digital Divide Index

This map shows counties and their digital divide level: low, moderate, or high.

Low Moderate High



Get Connected, Stay Healthy

The Digital Divide – CHC Patients

- Service infrastructure: internet fiber cables or satellite internet and cell towers
- Devices: broadband internet, internet-enabled smartphones, computers
- Support accessing and navigating State and Federal benefit programs
- Digital literacy skills and resources to support ongoing learning
- Comfort engaging with clinic technology, particularly telehealth video visits with a provider and electronic medical record systems & apps

The Digital Divide – Medicaid Members

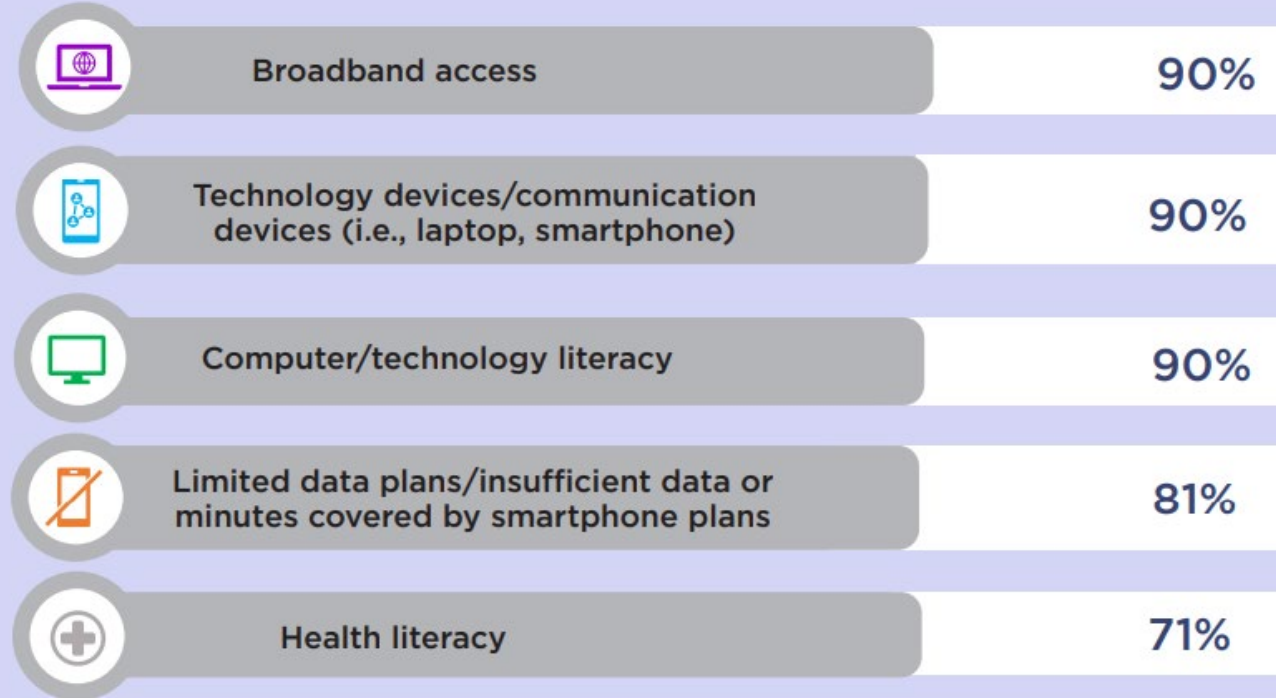
According to the Institute for Medicaid Innovation’s 2022 Annual Medicaid MCO Survey, Medicaid members face telehealth barriers.⁴

Significant barriers include access to broadband internet and devices.



Get Connected, Stay Healthy

Member Telehealth Barriers Encountered by Medicaid Health Plans



Source: Institute for Medicaid Innovation. "2022 Annual Medicaid Health Plan Survey."

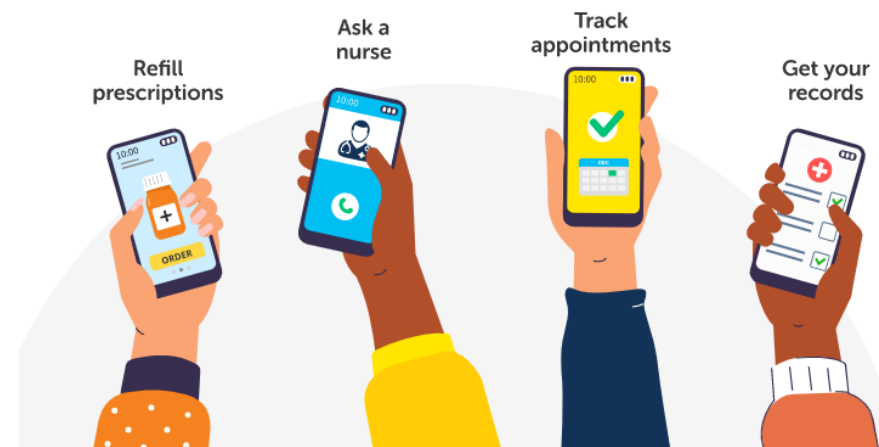
Digital Navigation

What are digital navigation services?

Digital navigation services include ongoing assistance with affordable internet access, device acquisition, technical skills, and application support. - *National Digital Inclusion Alliance (NDIA)*

It's as simple as...

1. Having reliable internet access, a smartphone, or a computer
2. Knowing how to use it and having access to ongoing learning support
3. Having a consistent connection to resources, such as to your healthcare provider



Digital Navigation in Healthcare



What does digital navigation look like in a healthcare setting?

- Patients learn how to use technology tools to access and connect to all available healthcare resources:
 - Downloading and using patient portals and applications
 - Scheduling appointments and receiving appointment reminder calls and texts
 - Refilling prescriptions and receiving test results via a patient portal
 - Texting and emailing their provider or clinics
 - Receiving healthcare via a virtual telehealth visit
- When patients are connected to technology resources, health clinic operations can prioritize other clinical needs



Link to Care WA Program

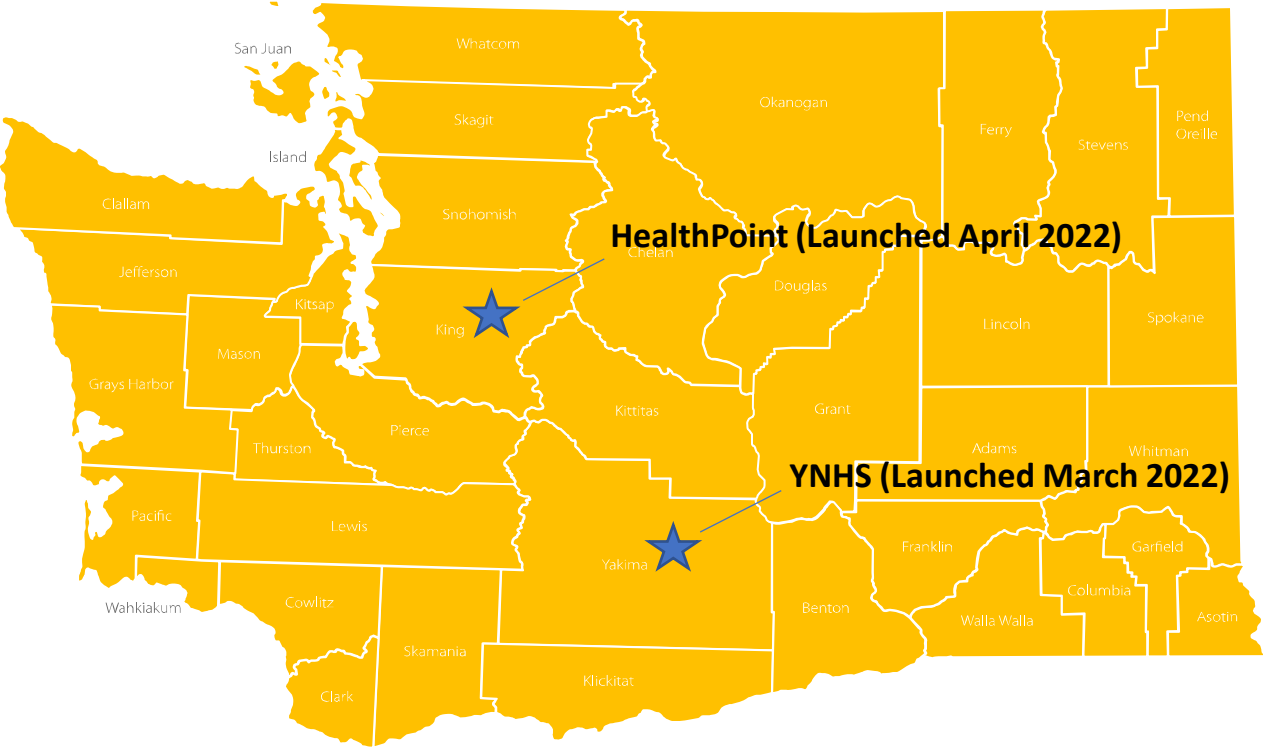




**Link to
care WA**

Get Connected, Stay Healthy

Link to Care WA Program Overview



HealthPoint (Launched April 2022)

YNHS (Launched March 2022)

Digital Navigator Grant awarded to CHNW through June 2023 from the Washington State Department of Commerce, Office of Broadband to address the Digital Divide and promote digital equity & inclusion across Washington State.



Hotline

866-757-1832



Website

www.LinktoCareWA.org



CHC Sites



Statewide resources for community health centers (CHC) patients

Program Components



Hotline 	Website 	CHC Sites 
Live Technical Assistance for CHC Callers	Self-Service Connection to State and Federal Resources	In-Person Support and Education Provided by CHC Staff
Live Connection to State and Federal Programs	Education about Telehealth Services	Free Smartphones Provided to Eligible CHC Patients via DOC Grant Funds
Personalized Education about Telehealth Services	Education about Types of Technology	DOC Grant Funds Provided to the CHC to Support Program Staff Costs and Technology Needs

Hotline

Our Dedicated Call Center Team:

- Supports all community health center (CHC) callers – not just Medicaid patients, and serves patients of all health plans
- Offers technical assistance with technology access and use
- Connects eligible callers to federal and state programs for subsidized smartphones and broadband internet
- Helps patients prepare for telehealth visits
- Shares resources and provides great customer service
- Includes bi-lingual staff and free interpretation services

The hotline provides follow up call assistance for each caller.

Call [866-757-1832](tel:866-757-1832) (TTY: 711) M - F, 8 AM to 5 PM



Website



English

A A A

Connect with real people

Learn how technology can support your health.



www.LinktoCareWA.org

Get Connected, Stay Healthy

Use this website

Scroll down for tips on managing your health care online or by phone. Come back to this page anytime you need it!



Call us

Call **866-757-1832** (TTY: 711) to talk to a real person. One-on-one coaching available Monday - Friday, 8 a.m to 5 p.m.



Success Stories



Program Success Stories

Who has benefited from....?



Engaging with a CHC pilot site

- Migrant farm workers
- Recently-arrived refugees
- Single-parent families
- People with complex medical and social needs
- People with mental and behavioral health needs
- MOUD individuals
- People experiencing a housing insecurity



Calling the Hotline

- Geographically and socially isolated individuals
- People with limited mobility
- People without reliable transportation
- People with ongoing digital navigation & education needs
- People needing connection to subsidized broadband or device programs
- People wanting to learn about technology and telehealth services

What support did they receive?

1. Digital navigation support including connection to resources & digital literacy skills education
2. Connection to other Link to Care WA program and community resources
3. At a CHC pilot site, a free smartphone with hotspot capability & pre-paid service for 12 months

How to Participate

3 Levels of Program Participation:

- Promotion Site
 - Access Link to Care WA materials for in-clinic use
 - Promote Hotline & Website to patients
 - Learning Collaborative Site – 1 year commitment, starting spring 2023
- Promotion site activities +
 - Monthly meetings with cohort
 - Learning about digital navigation, literacy, inclusion, and equity
 - Grant funding to support staff time
- Partner Site – annual contract
 - Promotion site activities +
 - Weekly program management meetings / daily staffing support
 - Phone distribution (+ activation and education) to patients
 - Grant funding to support staff time and digital navigation work in clinic

Thanks for partnering with
Link to Care WA!

