



CENTRAL HEALTH

# CommUnityCare Health Centers and Central Health COVID-19 Update

Austin City Council

May 19, 2020

Jaeson Fournier, CommUnityCare Health Centers, President and CEO

Yvonne Camarena, CommUnityCare Health Centers, COO

Alan Schalscha, CommUnityCare Health Centers, CMO

Mike Geeslin, Central Health, President and CEO

Ted Burton, Central Health Vice President of Communications



@CentralHealthTX



# COVID-19 Update

## Agenda:

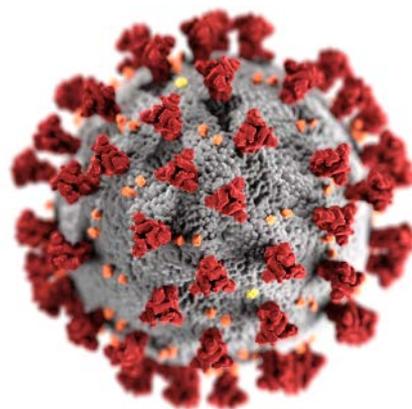
- CommUnityCare Health Centers Response
  - Clinical operations and testing update
- Central Health Response
  - Communications and community engagement update
  - MAP/MAP BASIC applications and enrollment update





# Coronavirus Response Update

May 19<sup>th</sup>, 2020



# Responding to the Coronavirus Pandemic



## ❖ Our Top Priorities:

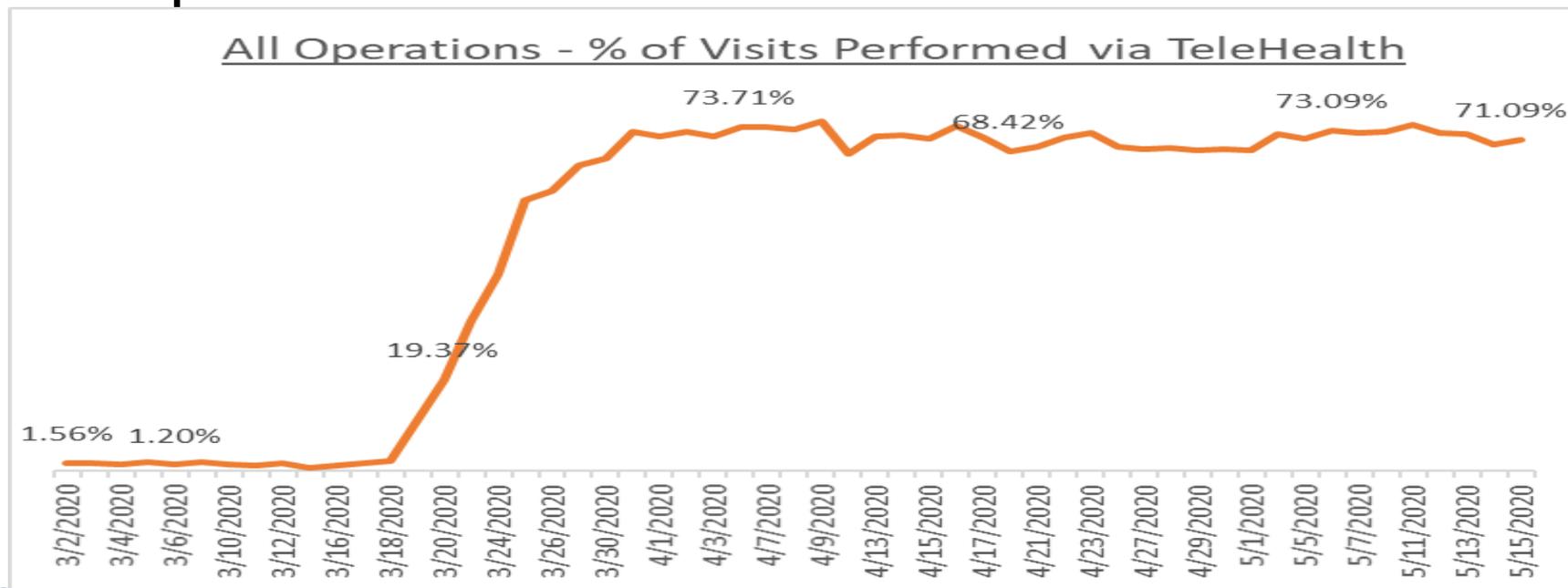
- Safeguard the health of our patients and employees
- Ensure adequate personal protective equipment (PPE)
- Maintain access to health care services for the communities we serve.
- Implement COVID-19 communication strategies
- Data informed response

### **Beginning in mid-March the following Key Community Containment and Mitigation Strategies were initiated:**

1. Prescreened all who entered our facilities for COVID-19 symptoms.
2. Implemented Coronavirus Hotline (512-978-8775)
3. Implemented Drive-thru Testing
4. Transitioned majority of care services to telephonic / telemedicine

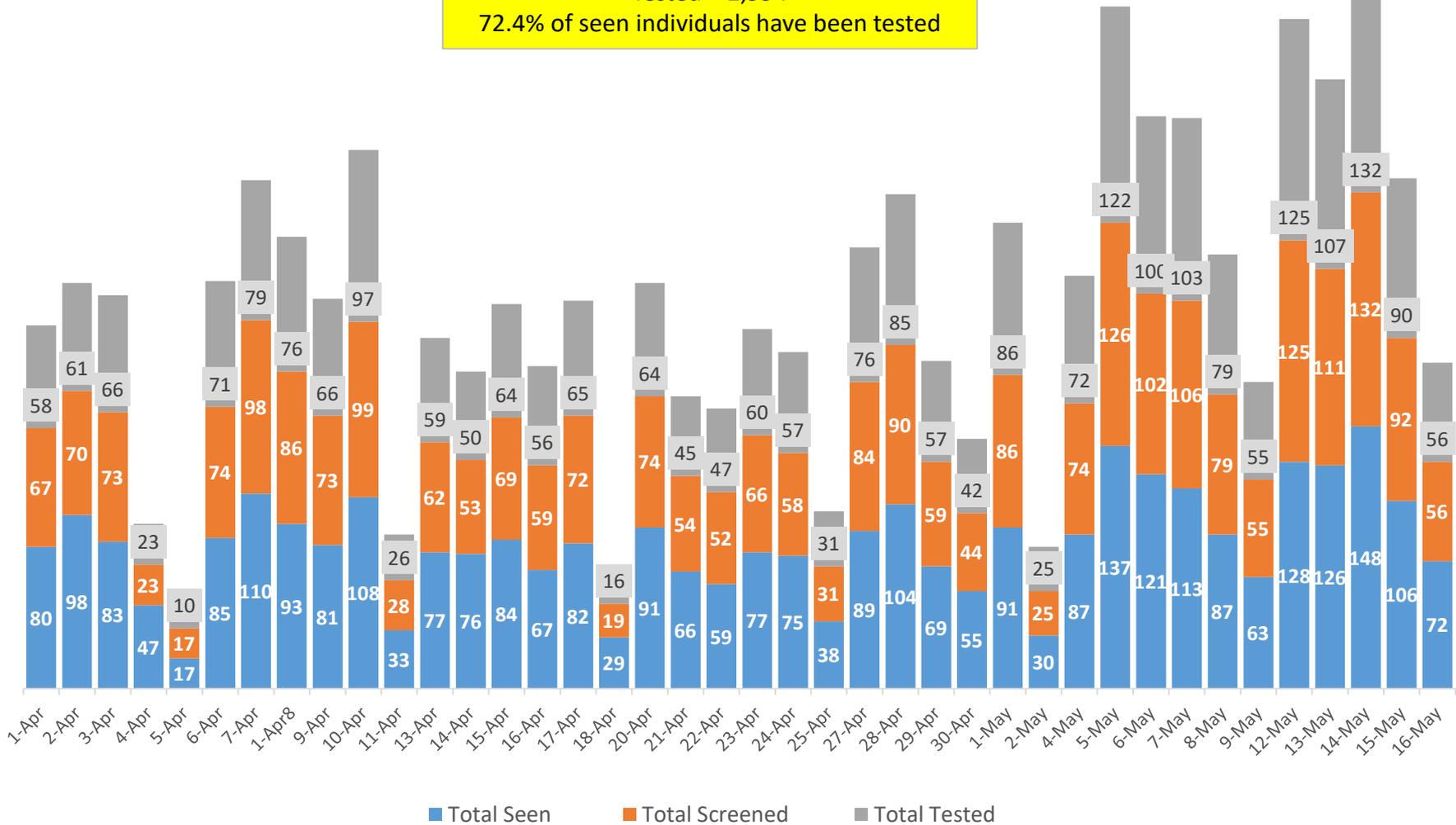
# Telehealth – The New Norm!

- ❖ Patients, including new patients, can call (512) 978-9015 to schedule a telehealth visit.
- ❖ Providing about 1,350 visits a day (normally over 2,000) with @ 70% provided via telehealth.
- ❖ Patients do not need a computer or smart phone – just a phone!



# Testing at Hancock Drive Thru Testing

Total All Sites: Seen = 4,138  
 Screened = 3,427  
 Tested = 2,994  
 72.4% of seen individuals have been tested



# Testing in the Eastern Crescent

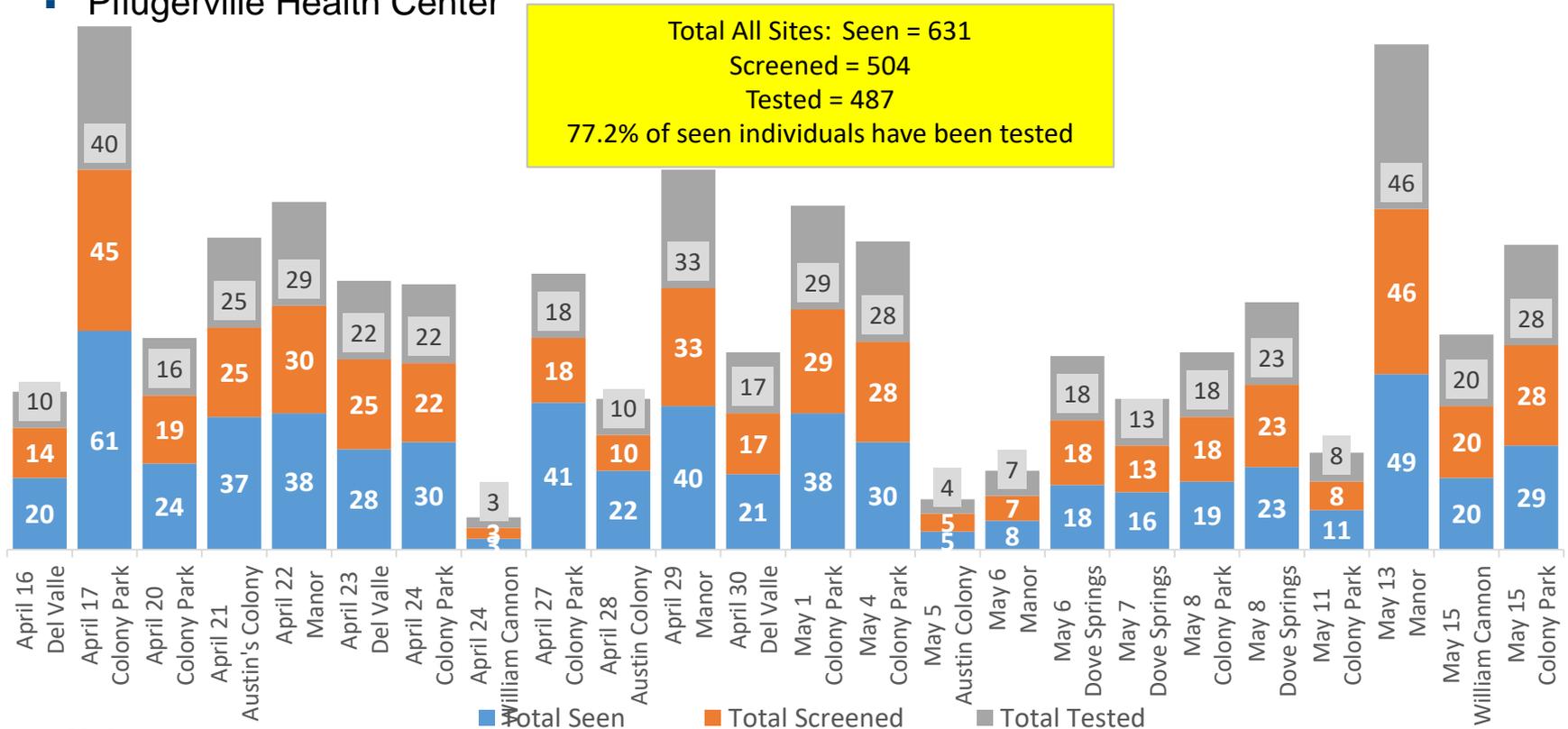
## ❖ Rotating testing occurring weekly as follows:

- Mondays and Fridays at Barbara Jordan Elementary School in Colony Park:
- Tuesdays at Austin's Colony Home Owners Association
- Wednesdays at Manor Senior High School
- Thursday at Southeast Metropolitan Park located in Del Valle

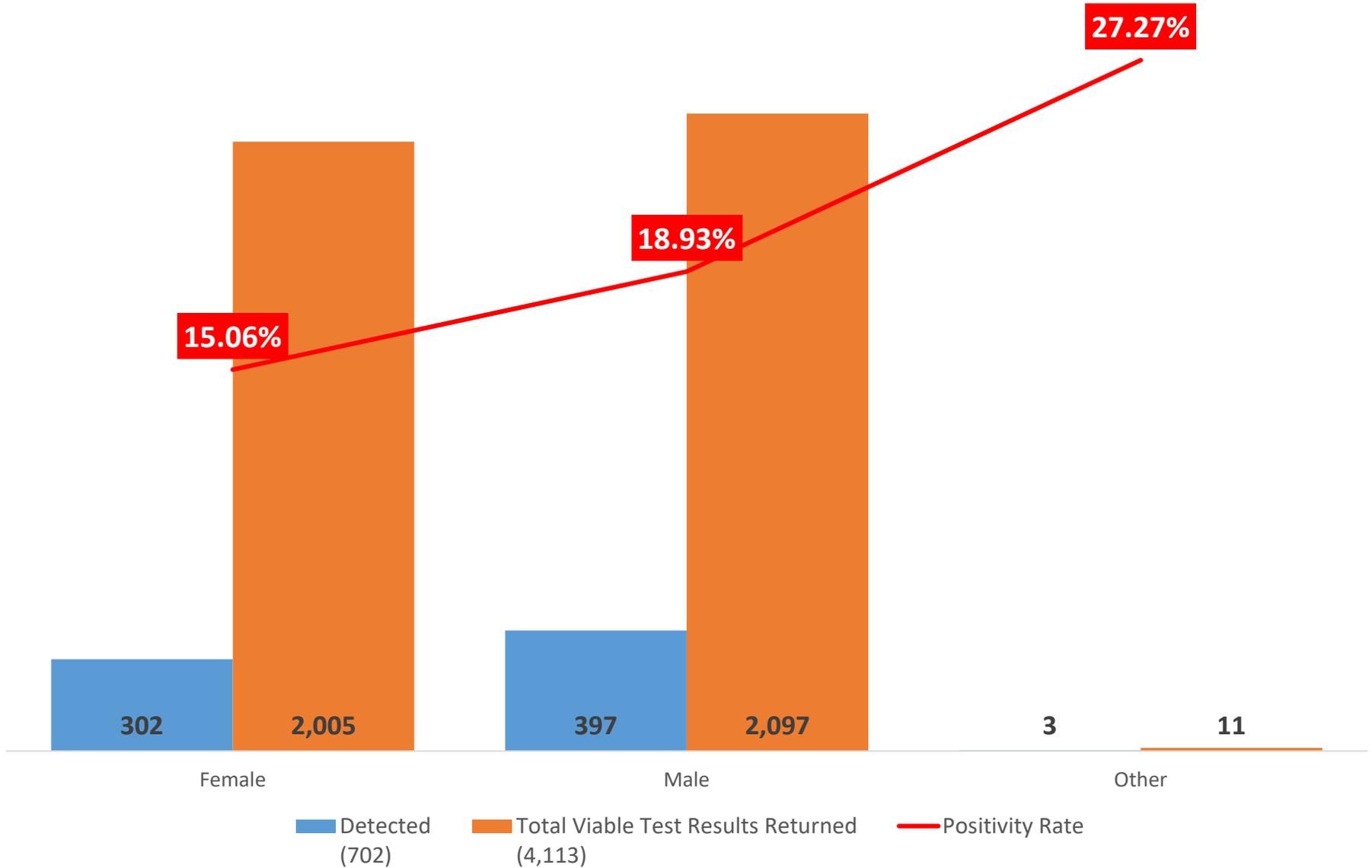


## ❖ Other testing sites that have been established as drive and park / walk-up:

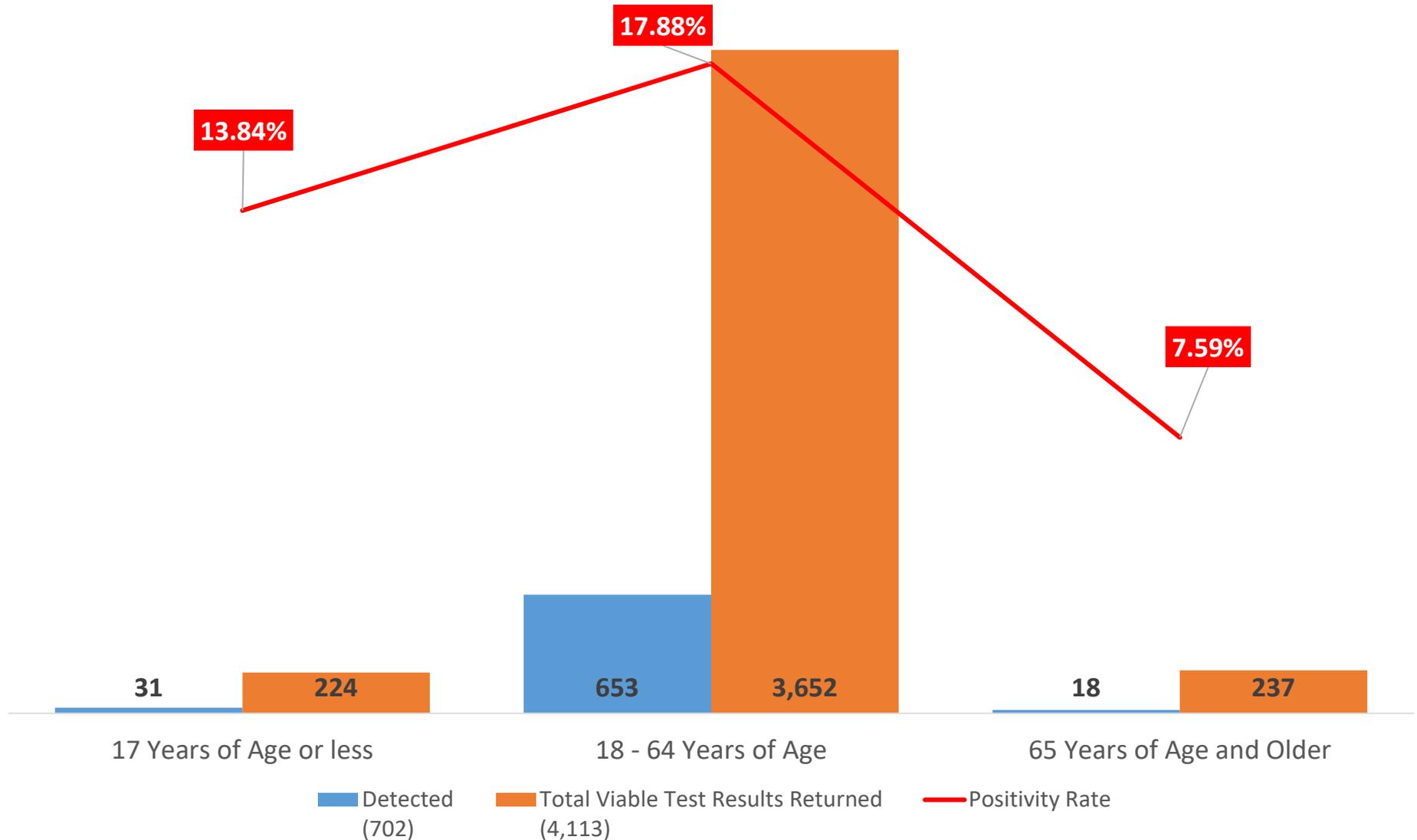
- William Cannon (Dove Springs)
- Pflugerville Health Center



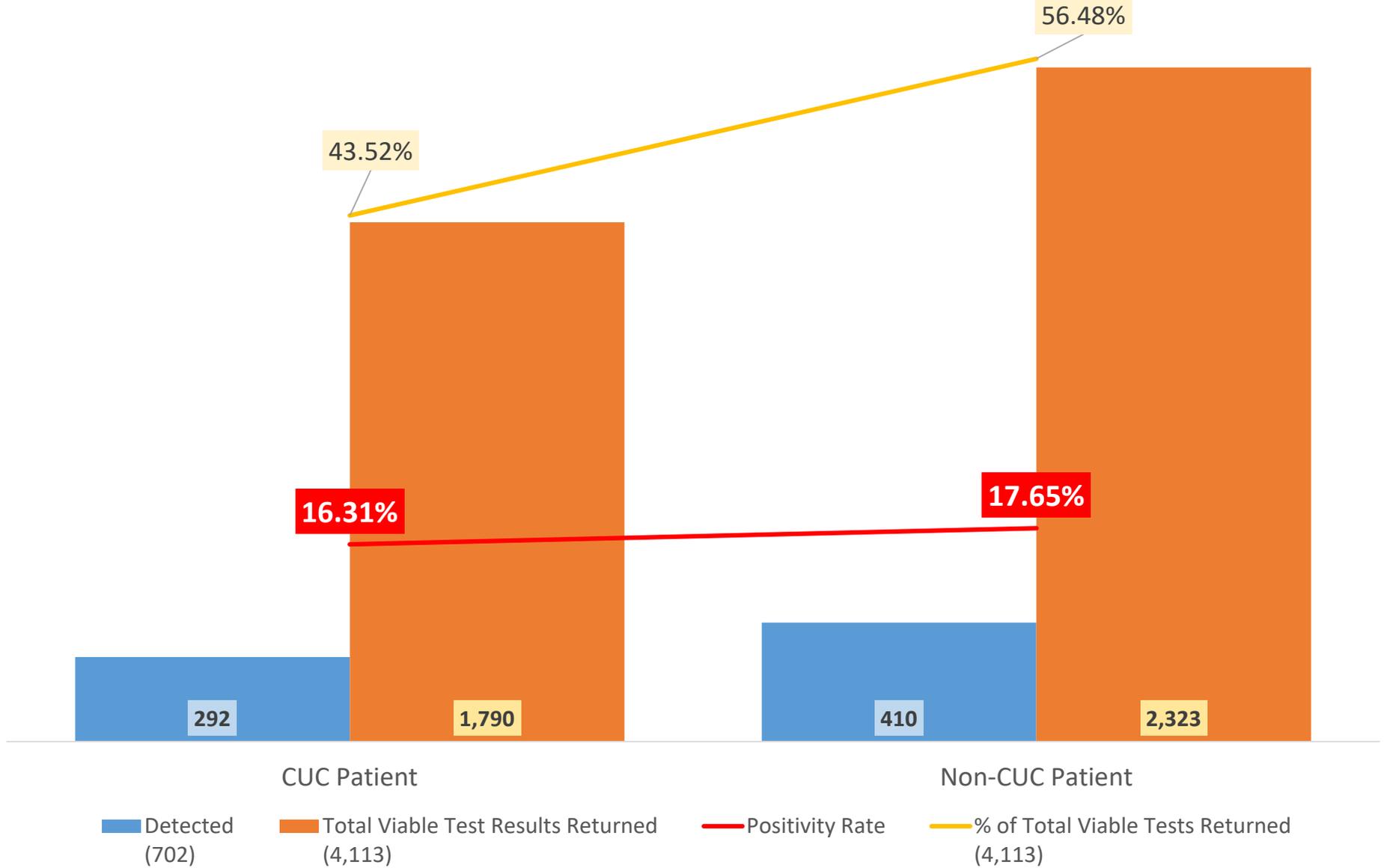
# Coronavirus Testing by the Numbers: Positivity Rate by Gender



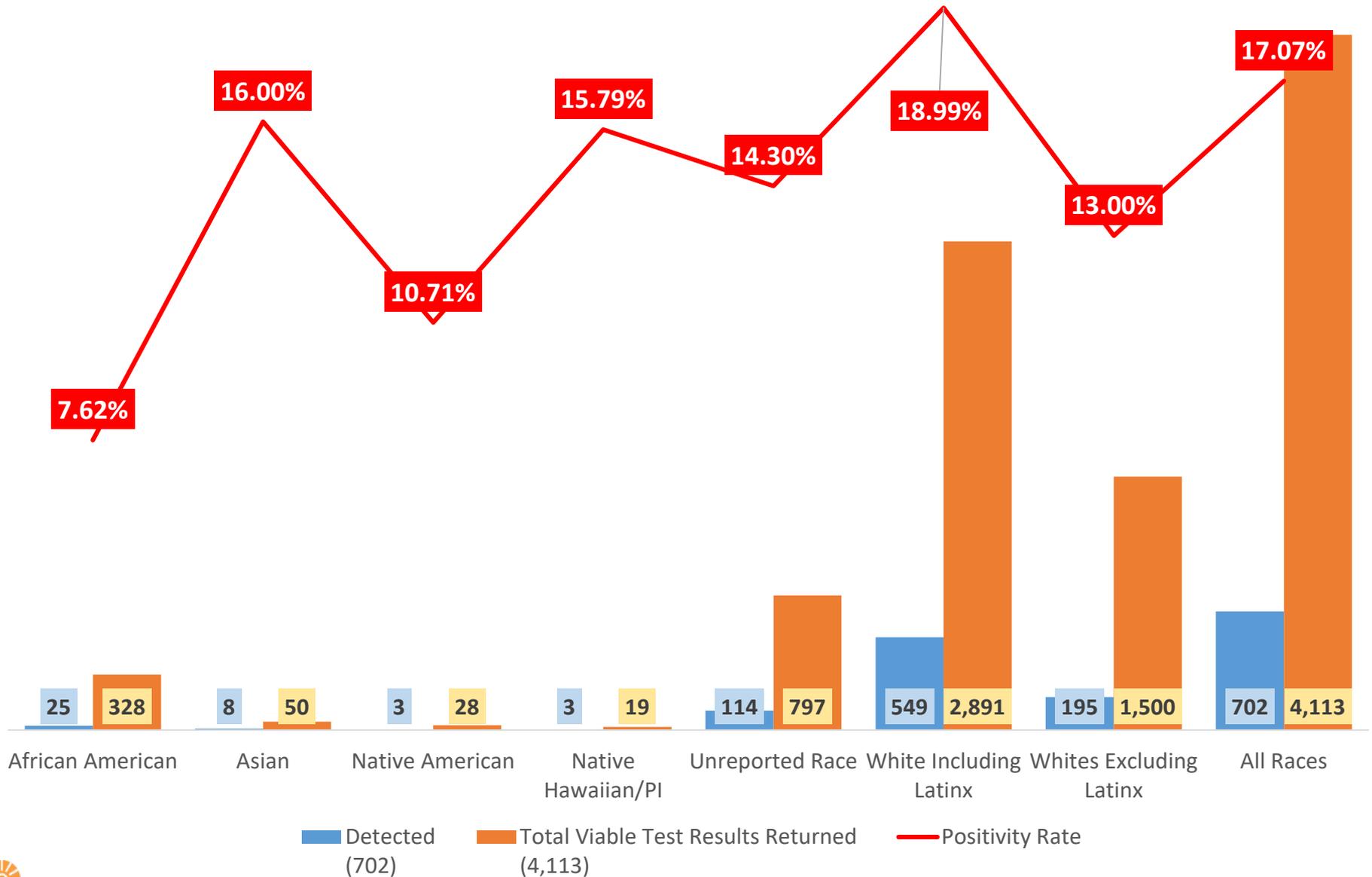
# Coronavirus Testing by the Numbers: Positivity Rate by Age



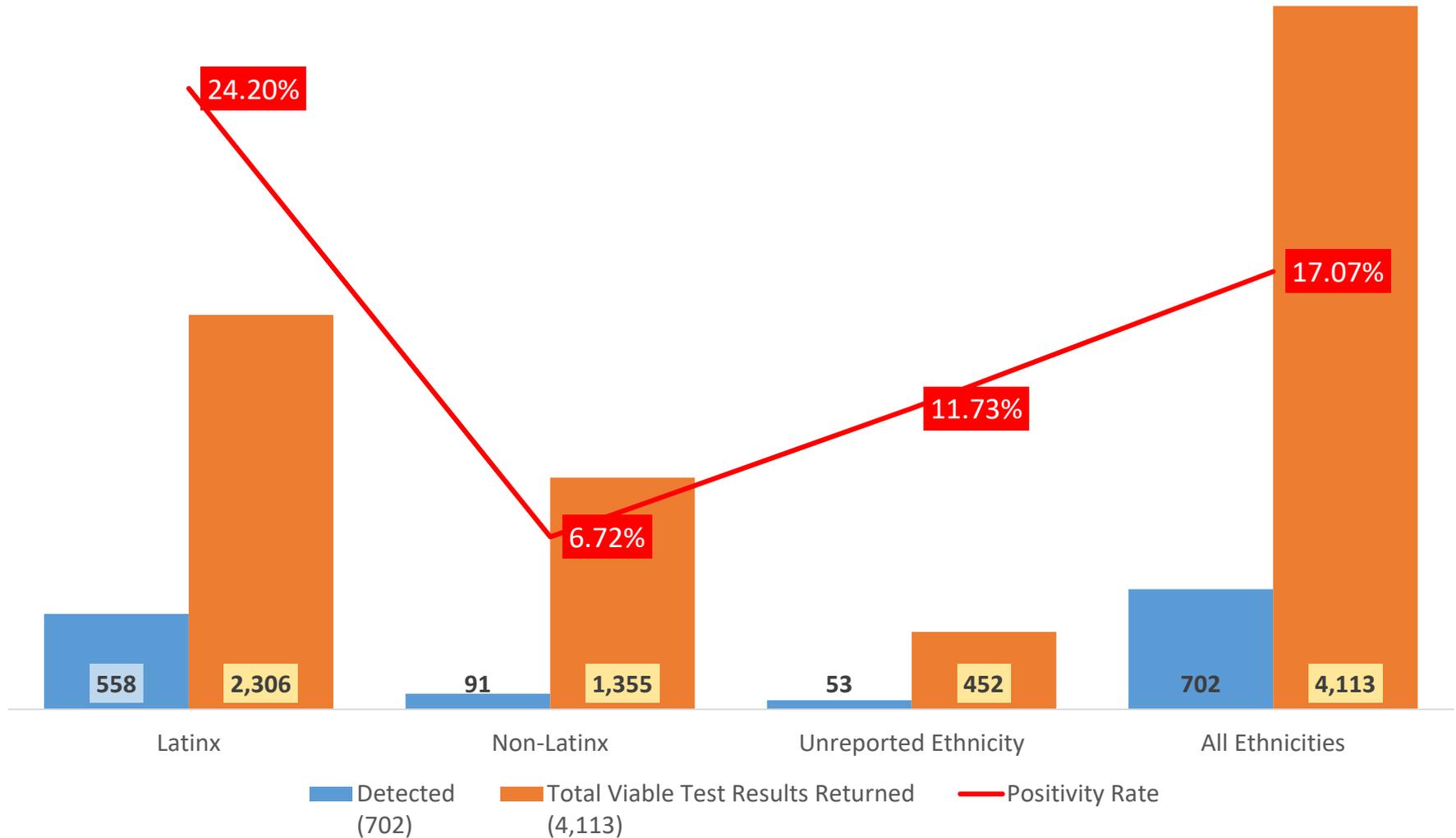
# Coronavirus Testing by the Numbers: Positivity Rate by CommUnityCare Patient Status



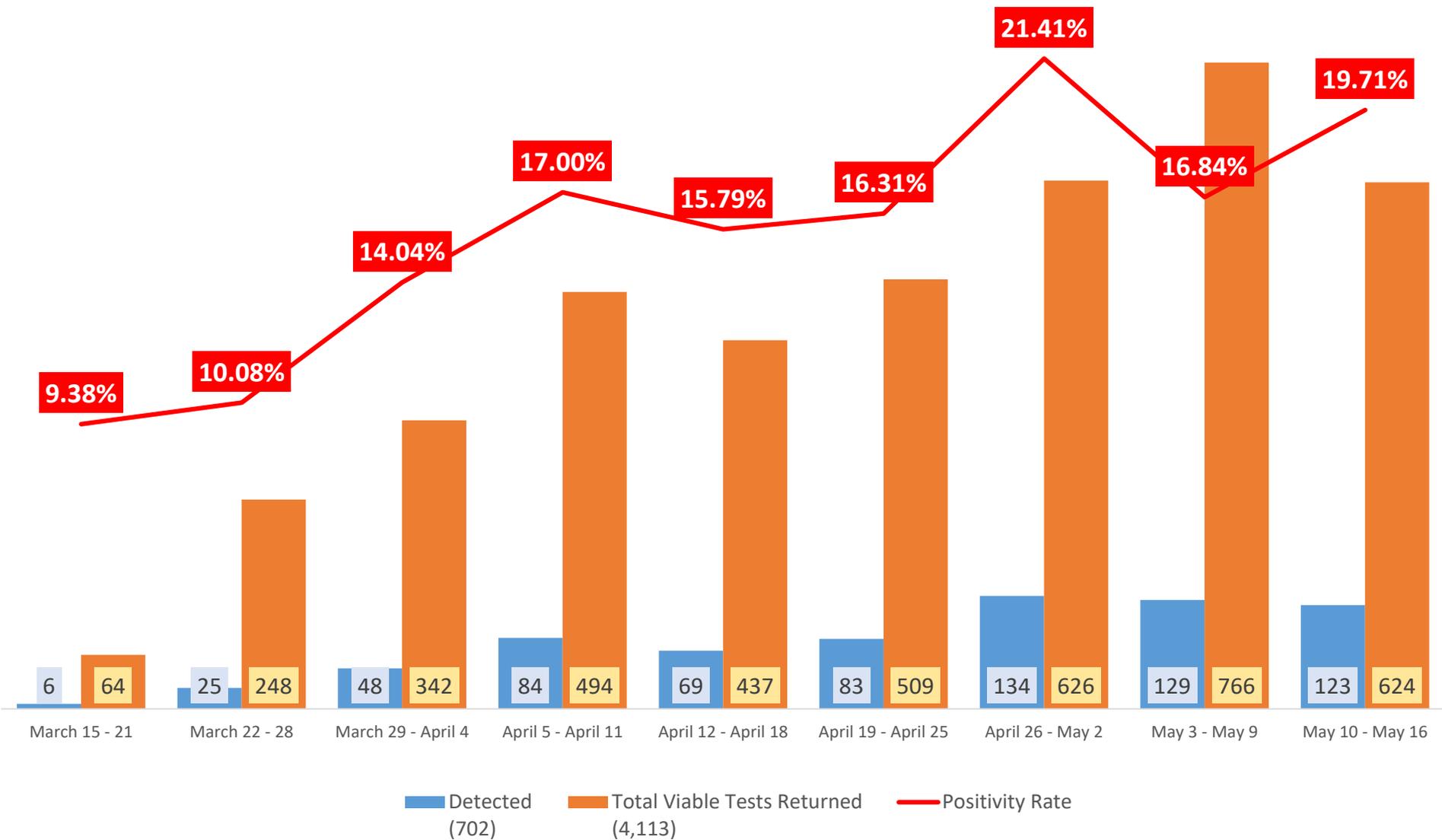
# Coronavirus Testing by the Numbers: Positivity Rate by Race



# Coronavirus Testing by the Numbers: Positivity Rate by Ethnicity

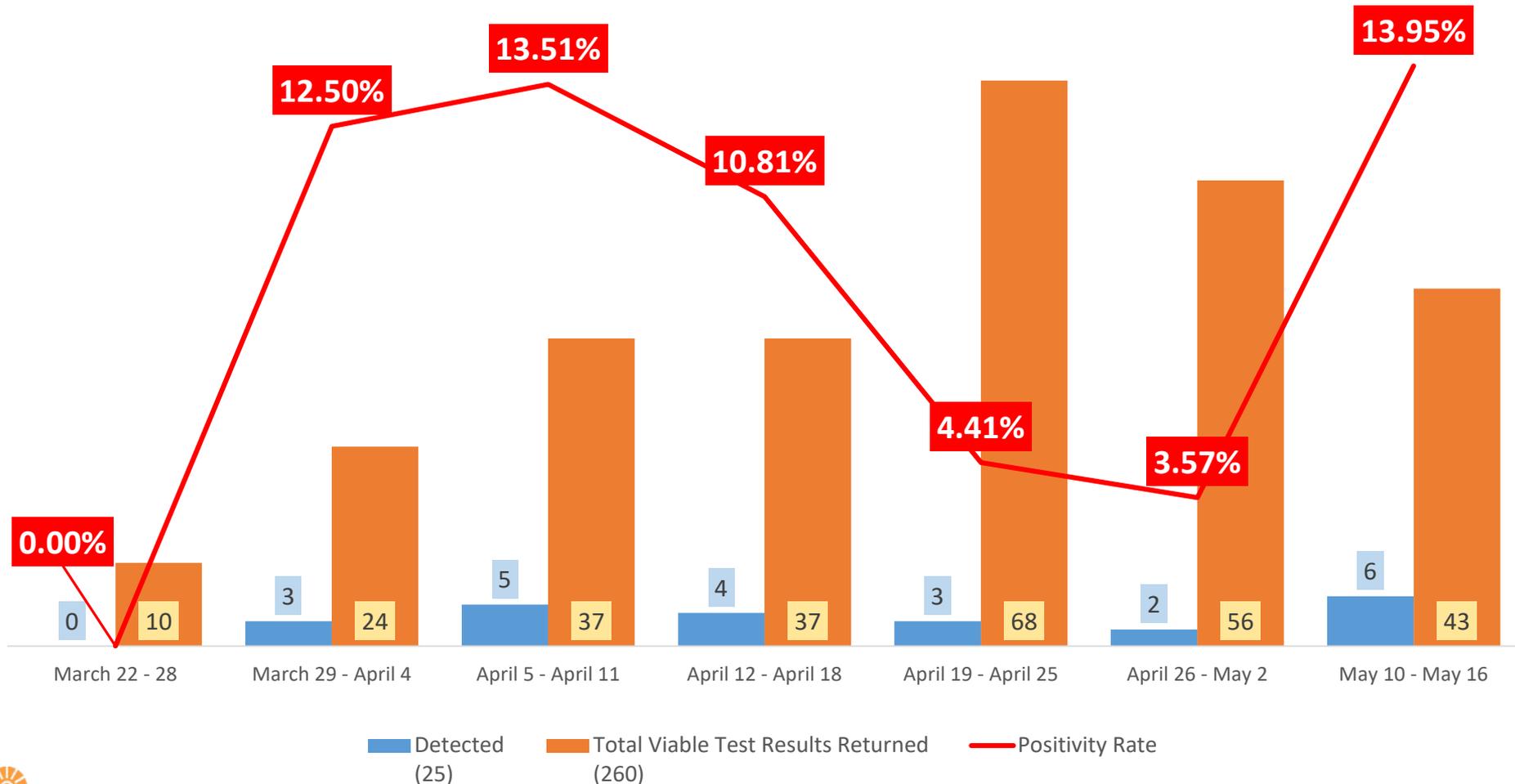


# Coronavirus Testing by the Numbers: Positivity Rate by Week

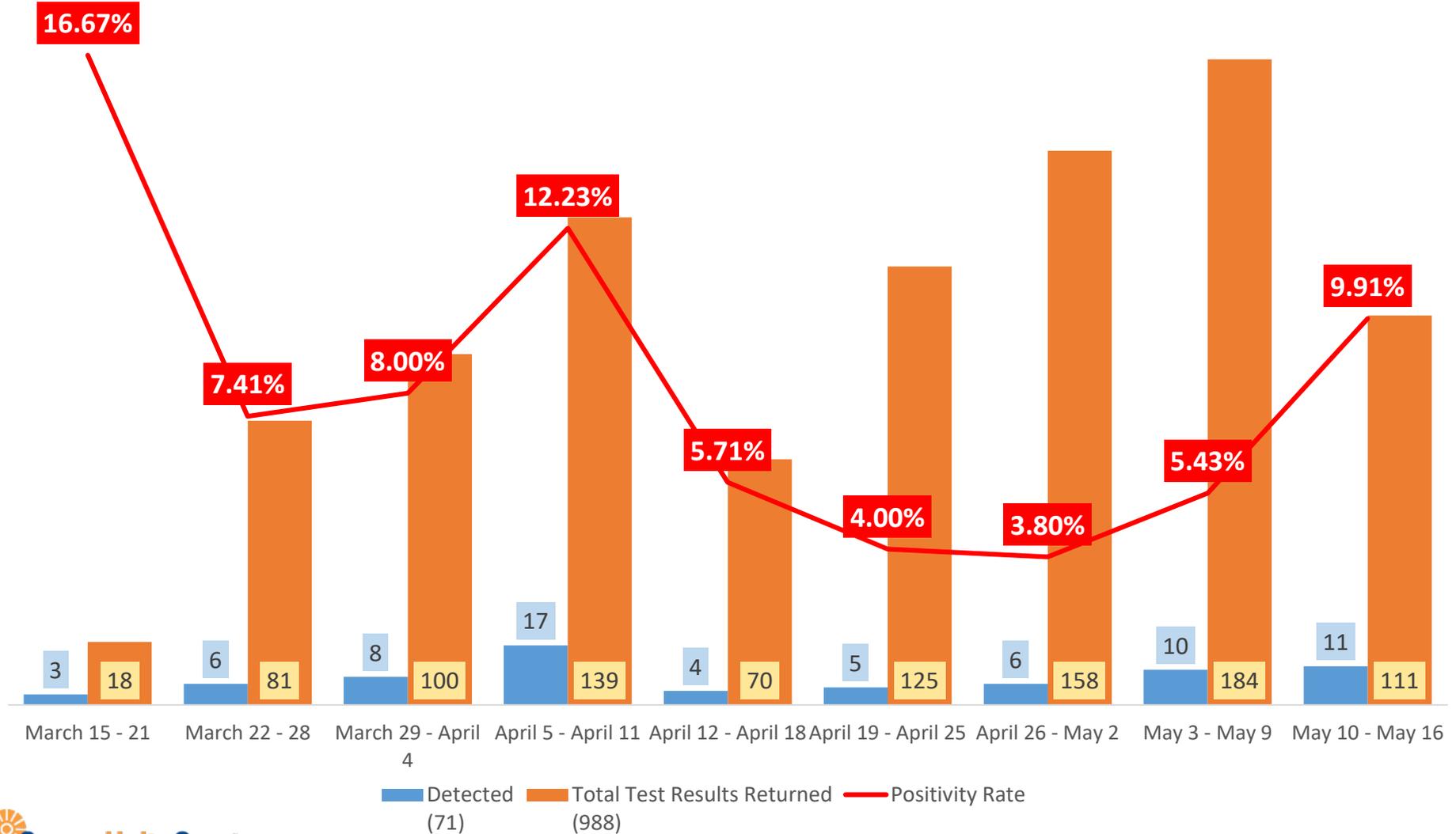


# Coronavirus Testing by the Numbers: Positivity Rate by Week for African Americans

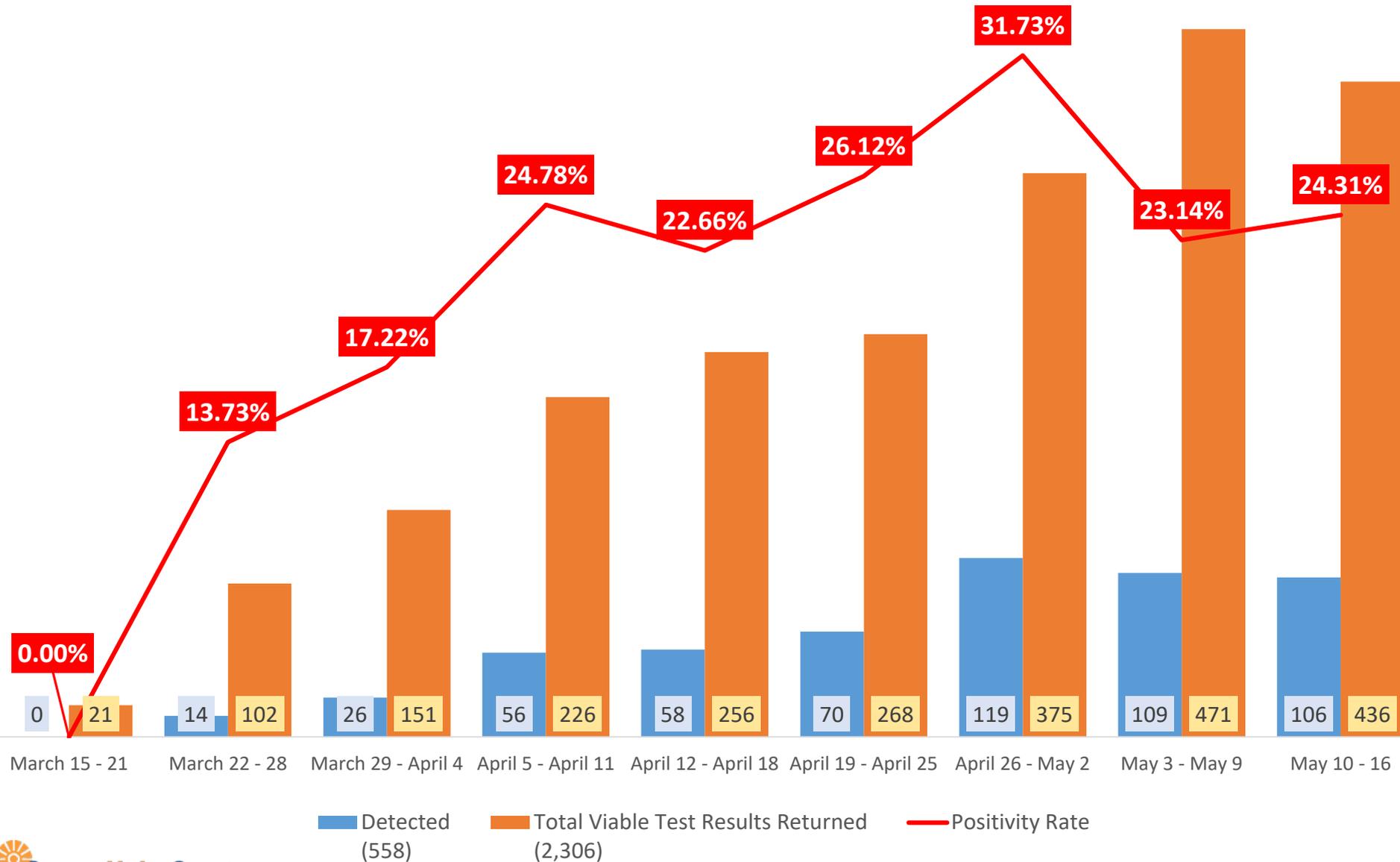
% Positivity Rate for African Americans (All Ethnicities) by Week



# Coronavirus Testing by the Numbers: Positivity Rate by Week for White Only

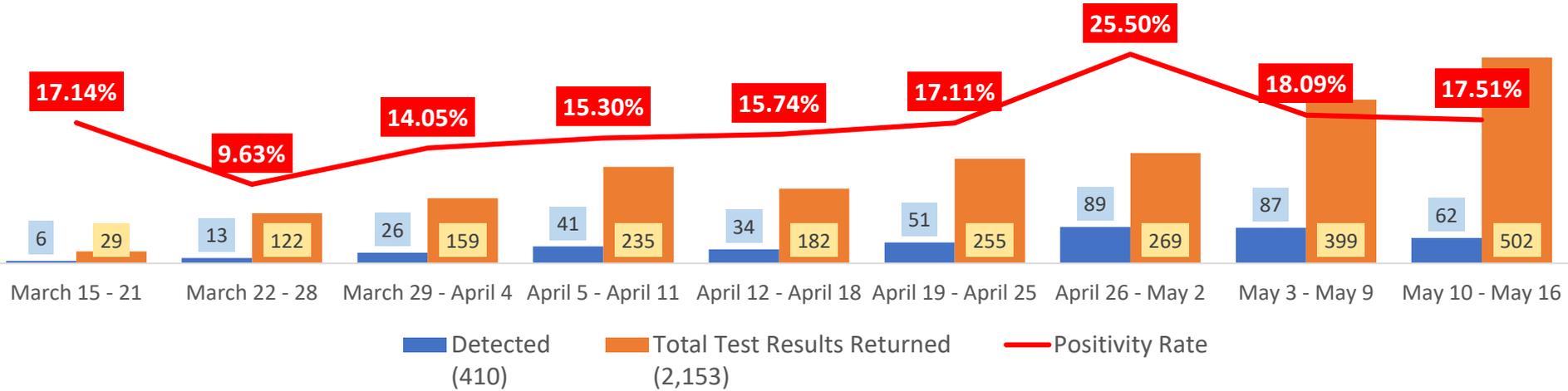


# Coronavirus Testing by the Numbers: Positivity Rate by Week for Latinx

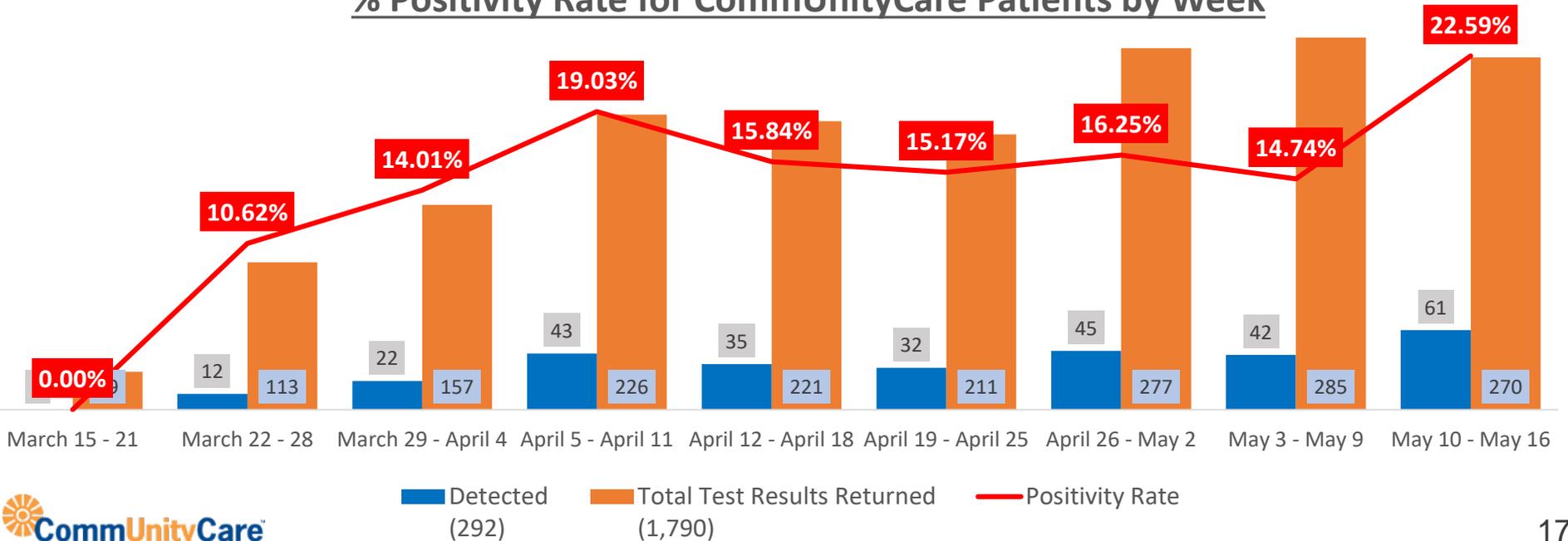


# Coronavirus Testing by the Numbers: Positivity Rate by Week by Patient Status

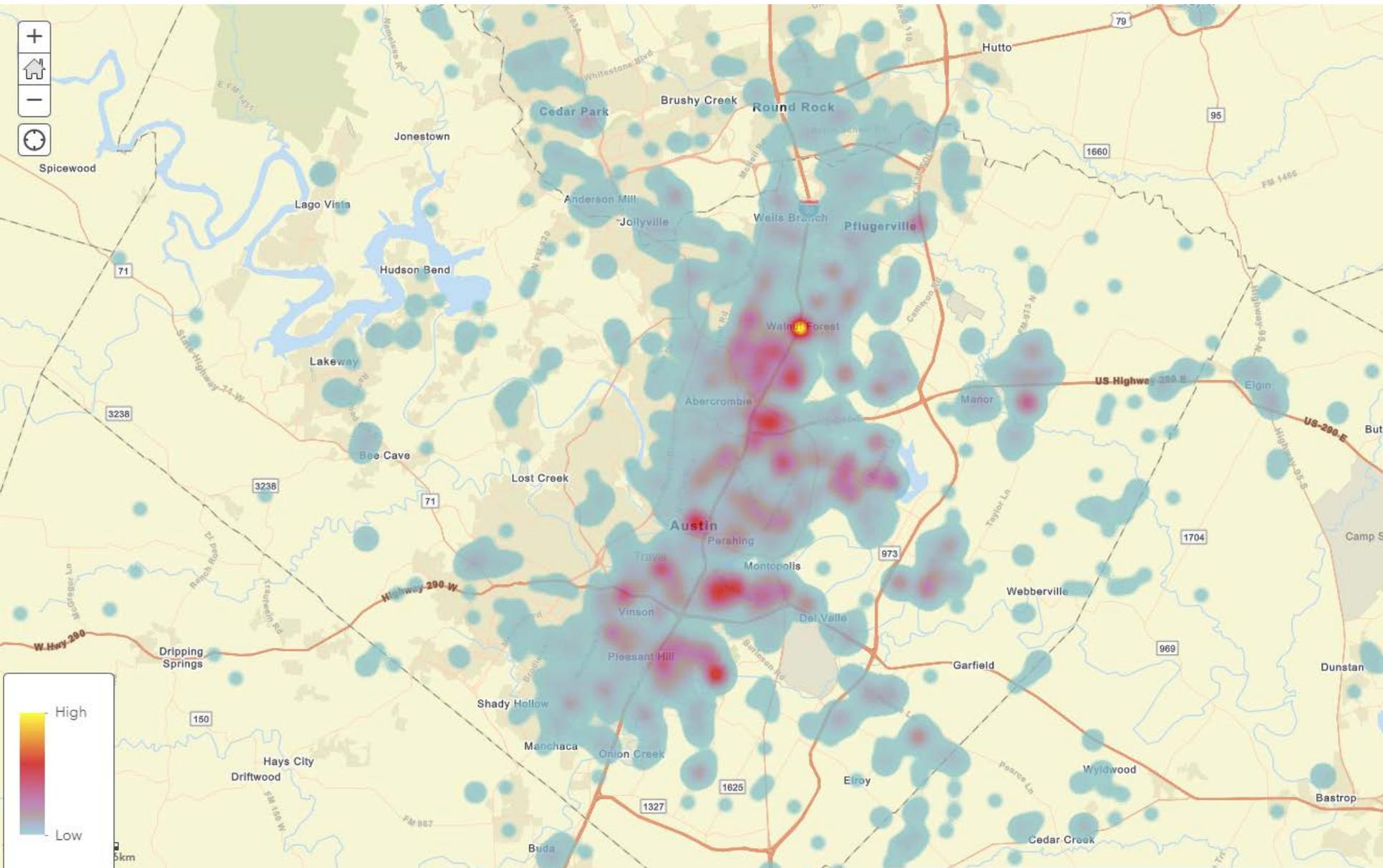
## % Positivity Rate for Non-CommUnityCare Patients by Week



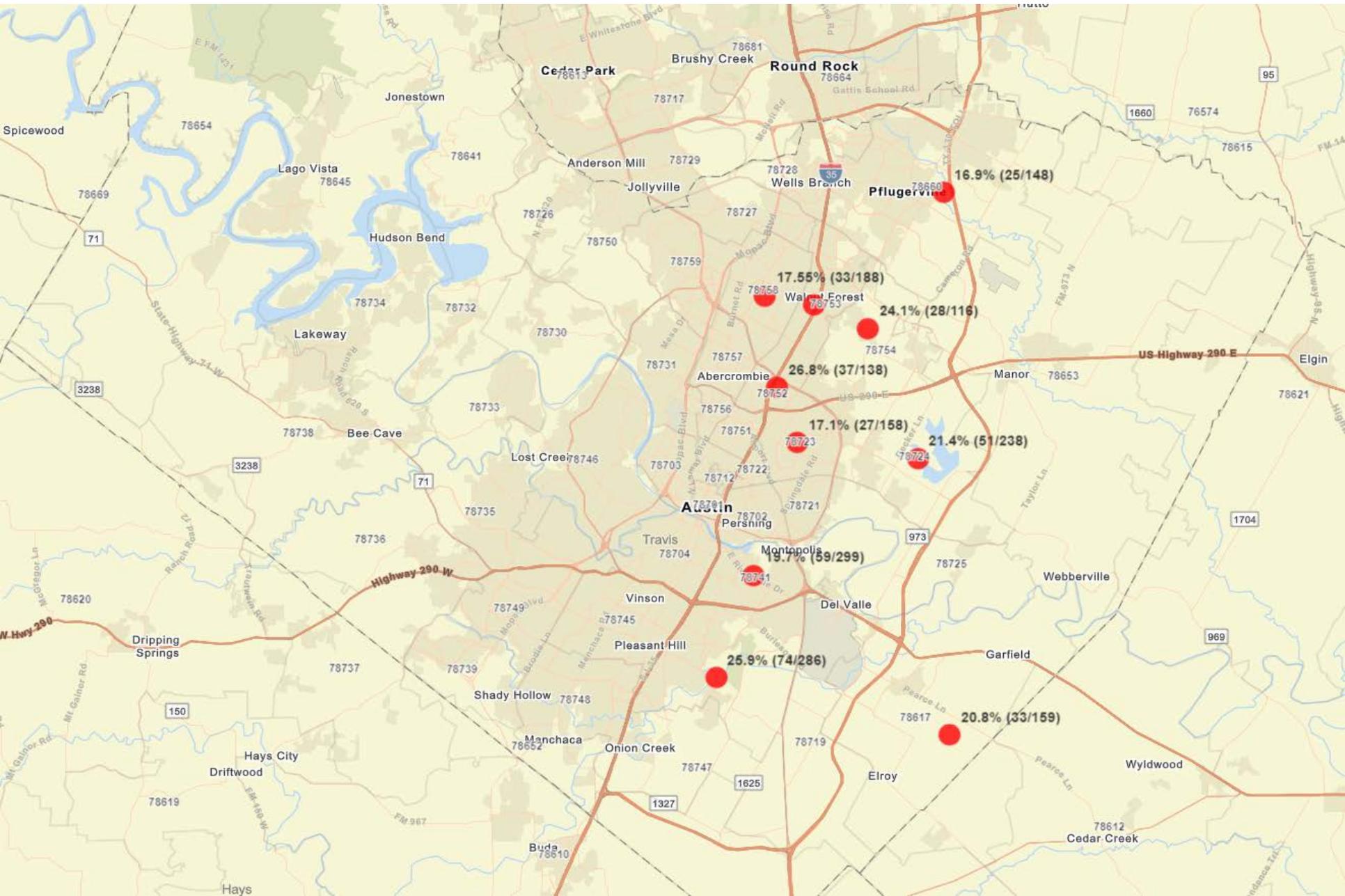
## % Positivity Rate for CommUnityCare Patients by Week



# All Tests To Date

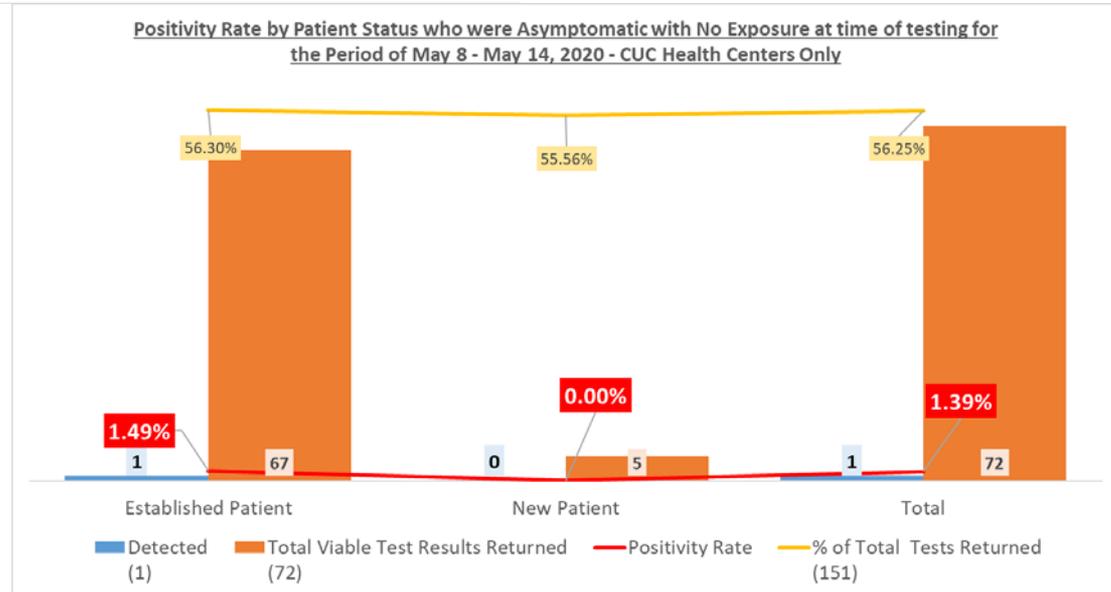
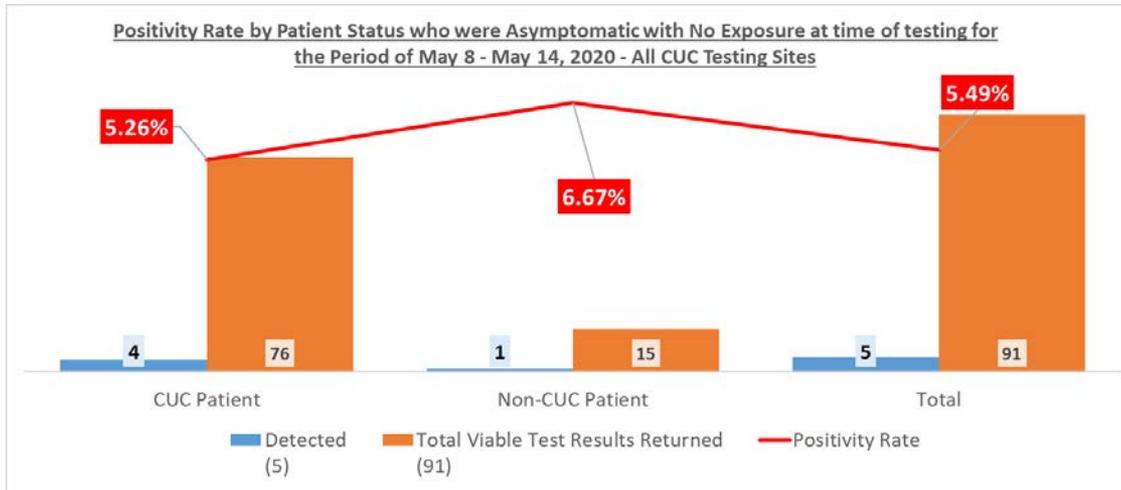


# Top 10 Zip Codes – By Positivity



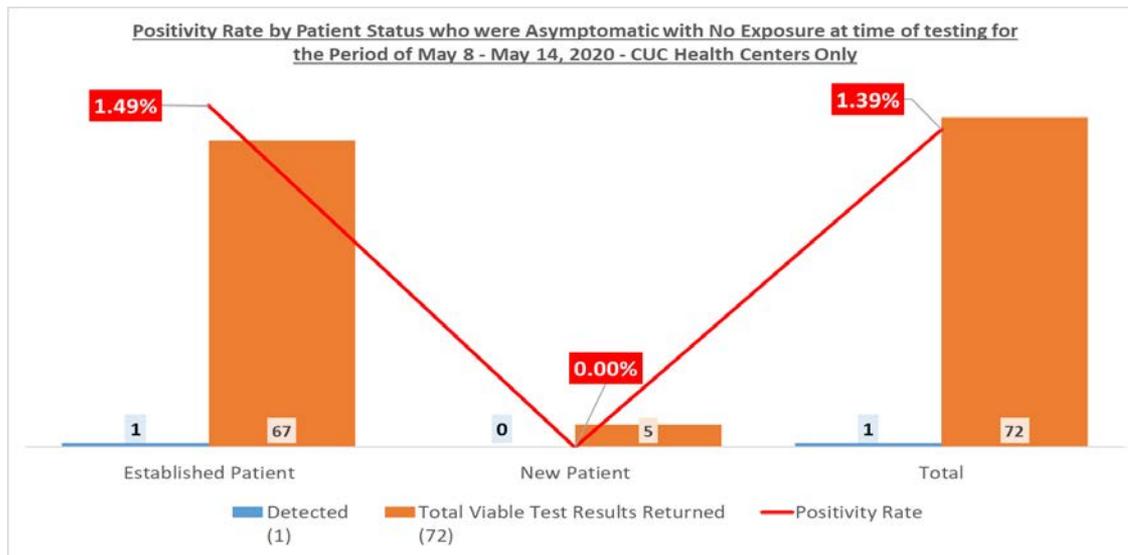
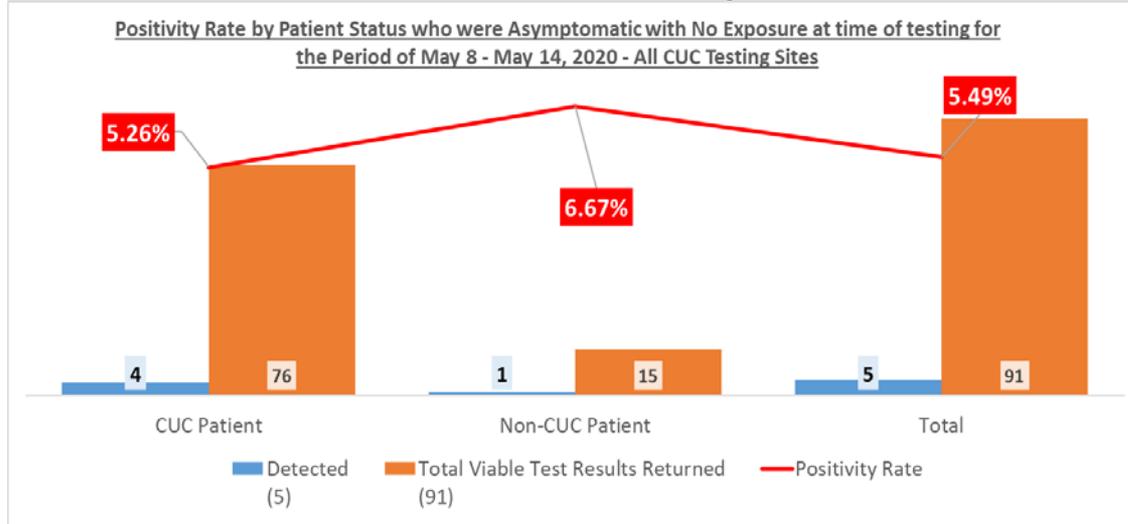
# Expanding Our Testing Capacity: Testing Asymptomatic CommUnityCare Patients

- ❖ Through a partnership with Centene and Quest Diagnostics CommUnityCare added 1,000 more tests per week as of May 11.

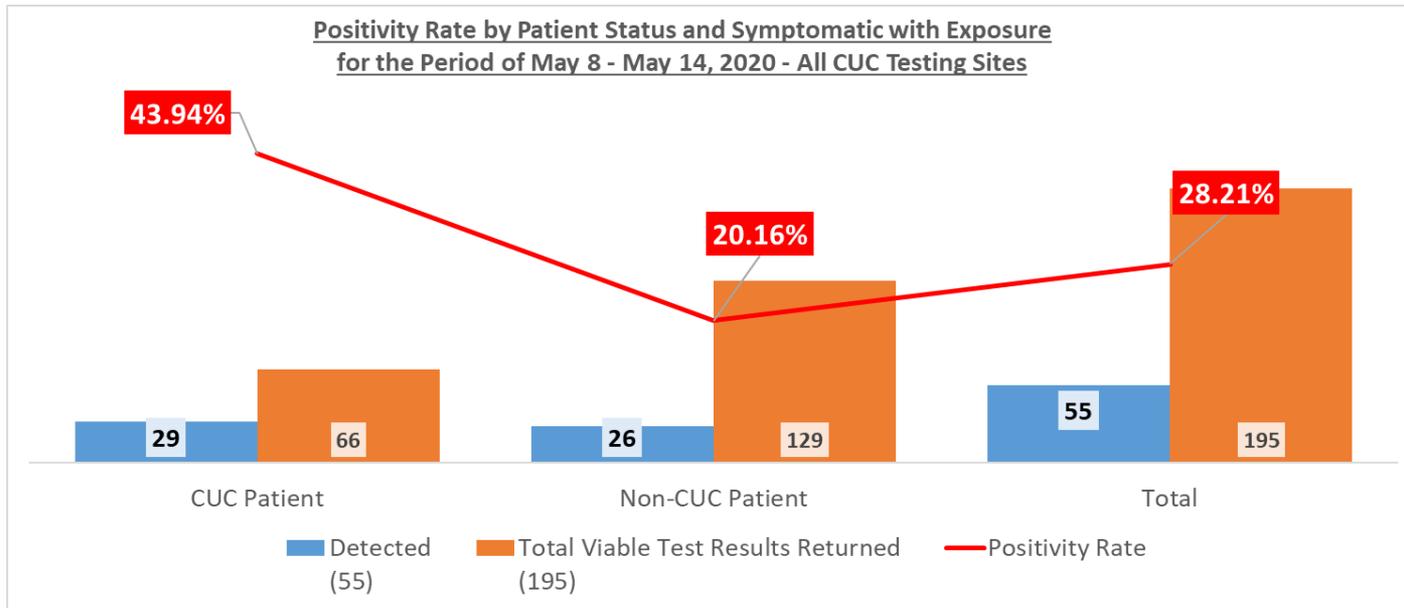
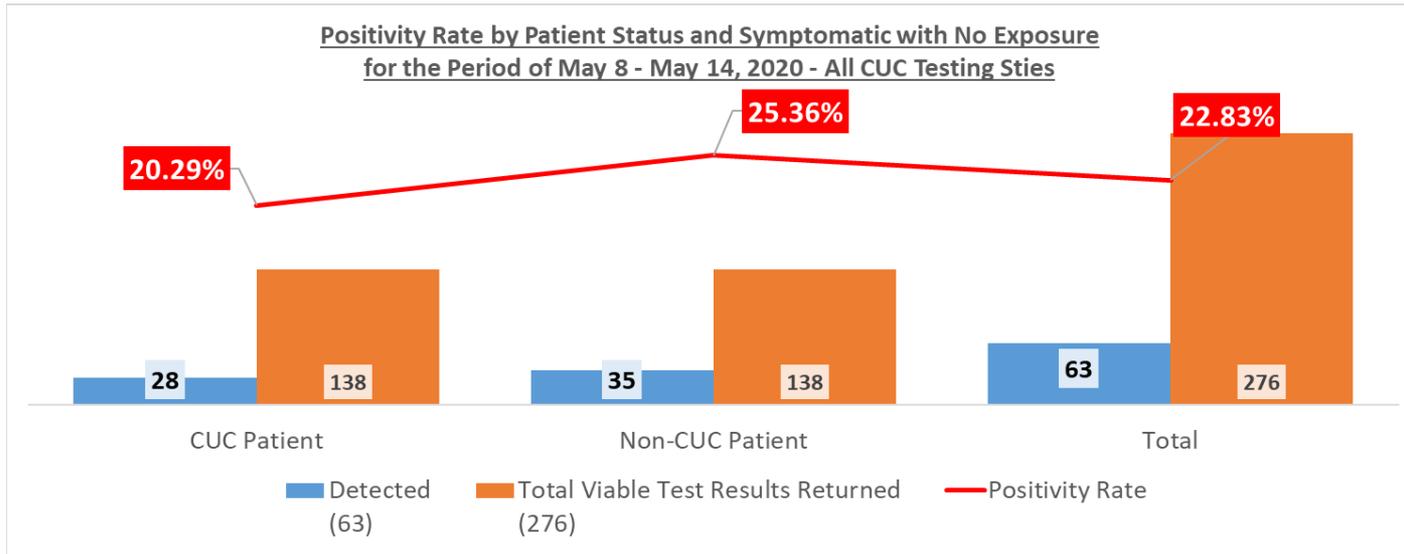


# Expanding Our Testing Capacity: Testing Asymptomatic CommUnityCare Patients

- ❖ Through a partnership with Centene and Quest Diagnostics CommUnityCare added 1,000 more tests per week as of May 11.



# Testing Symptomatic Patients and Community Members



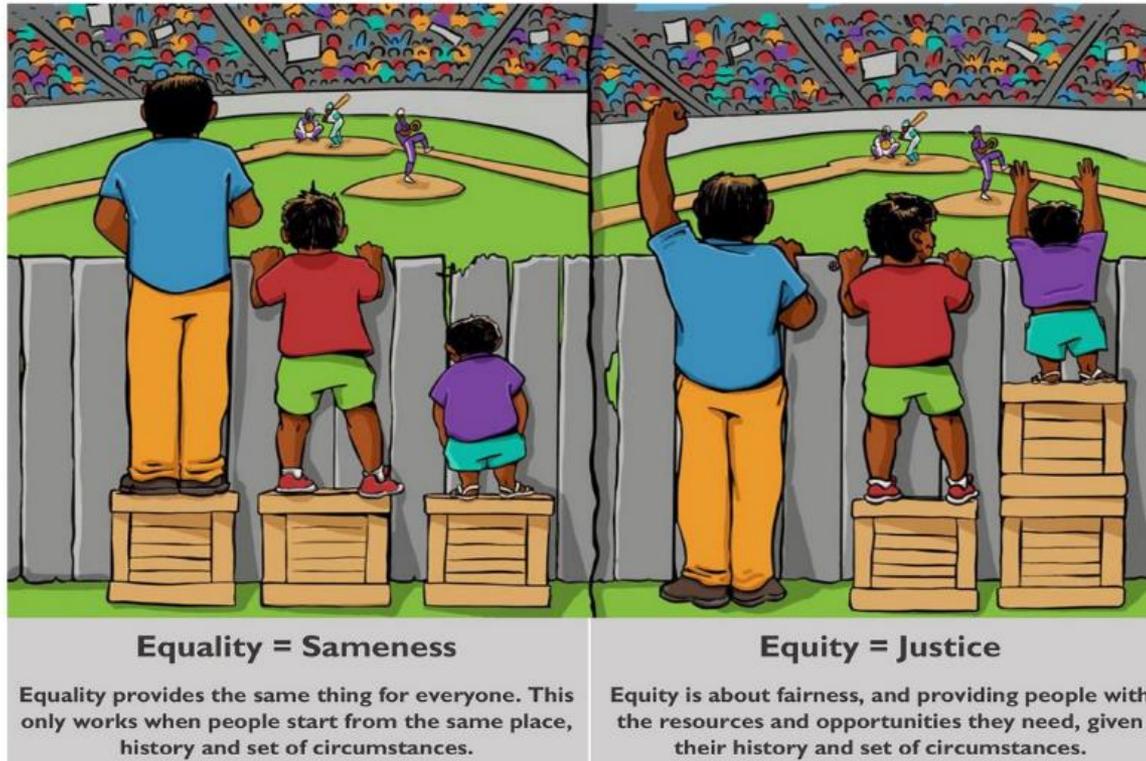
# Questions?

## **CommUnityCare Mission:**

To strengthen the health and well-being of the communities we serve.

## **CommUnityCare Vision:**

Striving to achieve health equity for all by: (1) being the health care home of choice; (2) being a teaching center of excellence; and, (3) providing the right care, at the right time, at the right place.





# Communications and Outreach

Media Phase 1 (April – May); Phase 2 (May 20 – Aug. 1)

## Radio:

- Formats: Produced spots, DJ reads, recorded interviews in English/Spanish
- Target audience: Residents <200% FPL; African Americans, Latinos, Spanish speakers; unemployed
- 7 recorded spots: Symptoms, protection (facemasks), COVID-19 hotline and testing, telemedicine, pharmacy
- Spots ran 469 times, reaching 65.5% of target audience minimum 5 times a week

## Earned Media:

- Press releases
- 10+ press releases in English/Spanish





# Communications and Outreach

## Social Media (Facebook, Instagram, Twitter):

- Target audience: ZIP codes with highest concentration of low-income and positivity rates
- 20 infographics
- 10+ videos
- English and Spanish
- 1.3 million impressions through April

## Community Engagement and Grassroots Outreach

- Advisory Committees
- Texting, phone calls and direct mail

## Phase 2: Heavy focus on Latinx community, low-wage workers

- Coordinating with Austin Public Health on media buy

# Communications: Direct Mail

IMPORTANT COVID-19 INFORMATION | INFORMACIÓN IMPORTANTE ACERCA DEL CORONAVIRUS

## WEAR IT WELL.

Face masks can help prevent the spread of COVID-19. You can make your own face mask from items like scarves, bandanas or t-shirts.

**YOUR MASK SHOULD**

- Fit snugly and securely
- Have multiple layers of fabric
- Allow you to breathe easily
- Be washable or disposable

## ÚSELA BIEN.

Las mascarillas pueden evitar la transmisión del Coronavirus (COVID-19). Usted puede hacer su propia mascarilla con objetos como bufandas, bandanas o camisetas.

**SU MASCARILLA DEBE**

- Ajustarse y quedar segura
- Incluir varias capas de tela
- Permitirle respirar fácilmente
- Ser lavable o desechable



CENTRAL HEALTH 

## THREE WAYS TO PROTECT YOURSELF AGAINST COVID-19

### TRES MANERAS DE PROTEGERSE CONTRA EL CORONAVIRUS

 **STAY HOME**  
unless it's an essential trip

**QUÉDESE EN CASA**  
a menos que sea por un viaje indispensable

 **WEAR A FACE MASK**  
if you must leave home

**USE UNA MASCARILLA**  
si debe salir de su hogar

 **STAY SIX FEET AWAY**  
from other people

**MANTÉNGASE A SEIS PIES DE DISTANCIA**  
de otras personas

CALL THE COVID-19 HOTLINE:  
512-978-8775

FOR HEALTH INFO IN YOUR AREA,  
TEXT "HEALTH" TO 47177.

LLAME A LA LÍNEA DIRECTA DEL COVID-19:  
512-978-8775

PARA MÁS INFORMACIÓN SOBRE SALUD EN SU ÁREA,  
TEXTÉE "SALUD" AL 47177.

# MAP and MAP BASIC Applications and Enrollment

16,000 MAP and MAP BASIC members had their coverage extended for 90 days

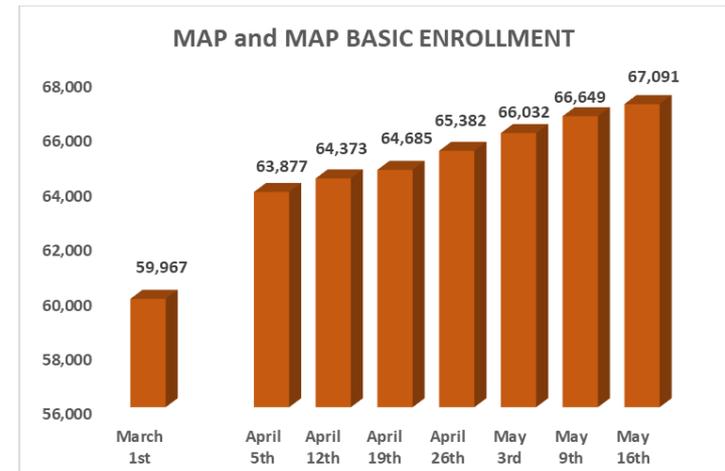
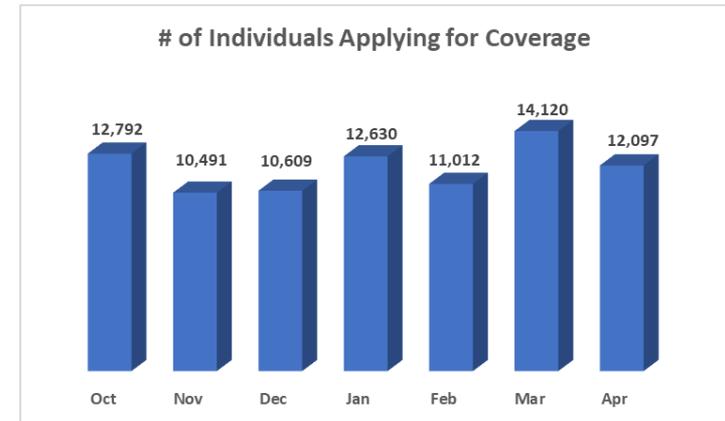
- Members whose coverage expired or will expire on or after March 15th thru May 31st

## Applications

- March 23rd- Eligibility offices closed, applications submitted by phone and mail
- End of April- Launched an online application Apply4MAP.net or InscribaseaMAP.net

Enrollment: 67,091 as of May 17, 2020

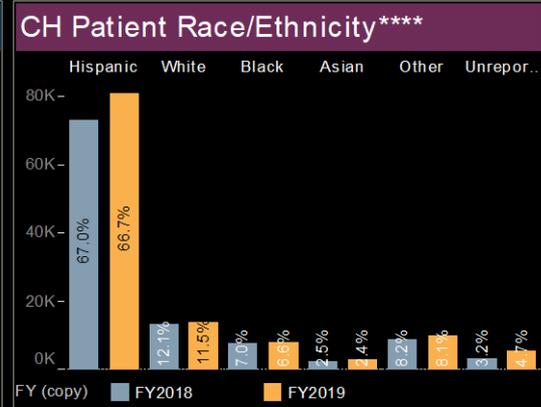
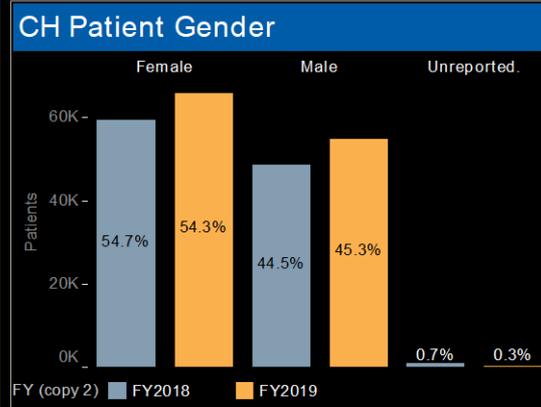
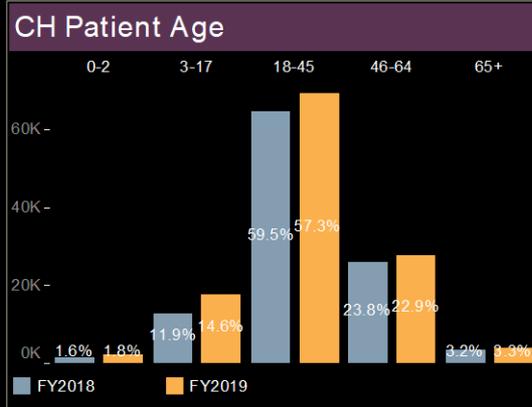
- MAP: 28,967
  - MAP Homeless: 4,849
- MAP BASIC: 38,124



# Central Health (CH) Medical Access and Sliding Fee Scale Programs\*

## Member Demographic Characteristics FY18, FY19

FY18 - 108,926; FY19 - 121,171\*\*



Labels along the vertical axes indicate the number of members, which is reflected by the height of the bars on the charts. The percentages in each bar indicates the percentage they represent of the total within the FY.

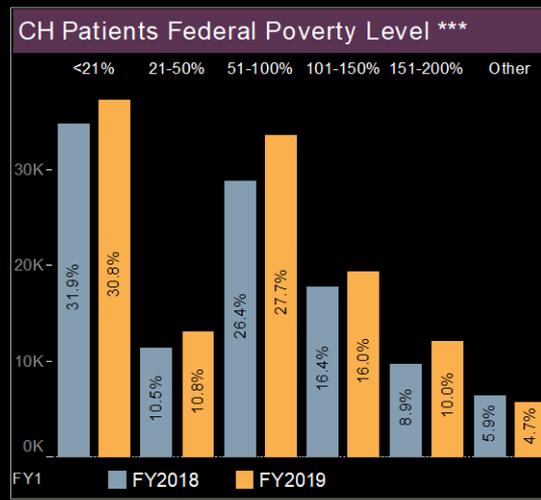
Data Source: VeritySource (Eligibility Database).

\* This includes members who have been enrolled in the Medical Assistance Program (MAP), MAP BASIC administered by the CH or Sliding Fee Scale (SFS) programs reimbursed by the CH. Members seen exclusively through the Seton Charity Care (SCC) program are not included.

\*\* Members were deduplicated using a Community ID (CID). CID Identifications are unique, site agnostic member identifiers. They are assigned to all members included in the eligibility database who are eligible for MAP or Sliding Fee Scale services regardless of whether or not they present in a clinical setting.

\*\*\*\* A total of 11,244 members were identified as homeless in FY2018 and 11,507 in FY2019.

\*\*\*\* Race and Ethnicity are not captured separately in our Eligibility enrollment application tool. Percentages of White, Black, Asian, Other reflect enrollees belonging to that race group who did not identify as Hispanic.



### CH Patients Top Languages

Language	FY2019 (%)	FY2018 (%)
Spanish	52.26%	51.80%
English	43.27%	44.16%
Other	3.60%	3.13%
Arabic	0.28%	0.29%
Vietnamese	0.20%	0.22%
Burmese	0.14%	0.15%
Nepali	0.13%	0.14%
Mandarin	0.07%	0.08%
SignLanguage	0.04%	0.04%



CENTRAL HEALTH



CENTRALHEALTH.NET



@CentralHealthTX