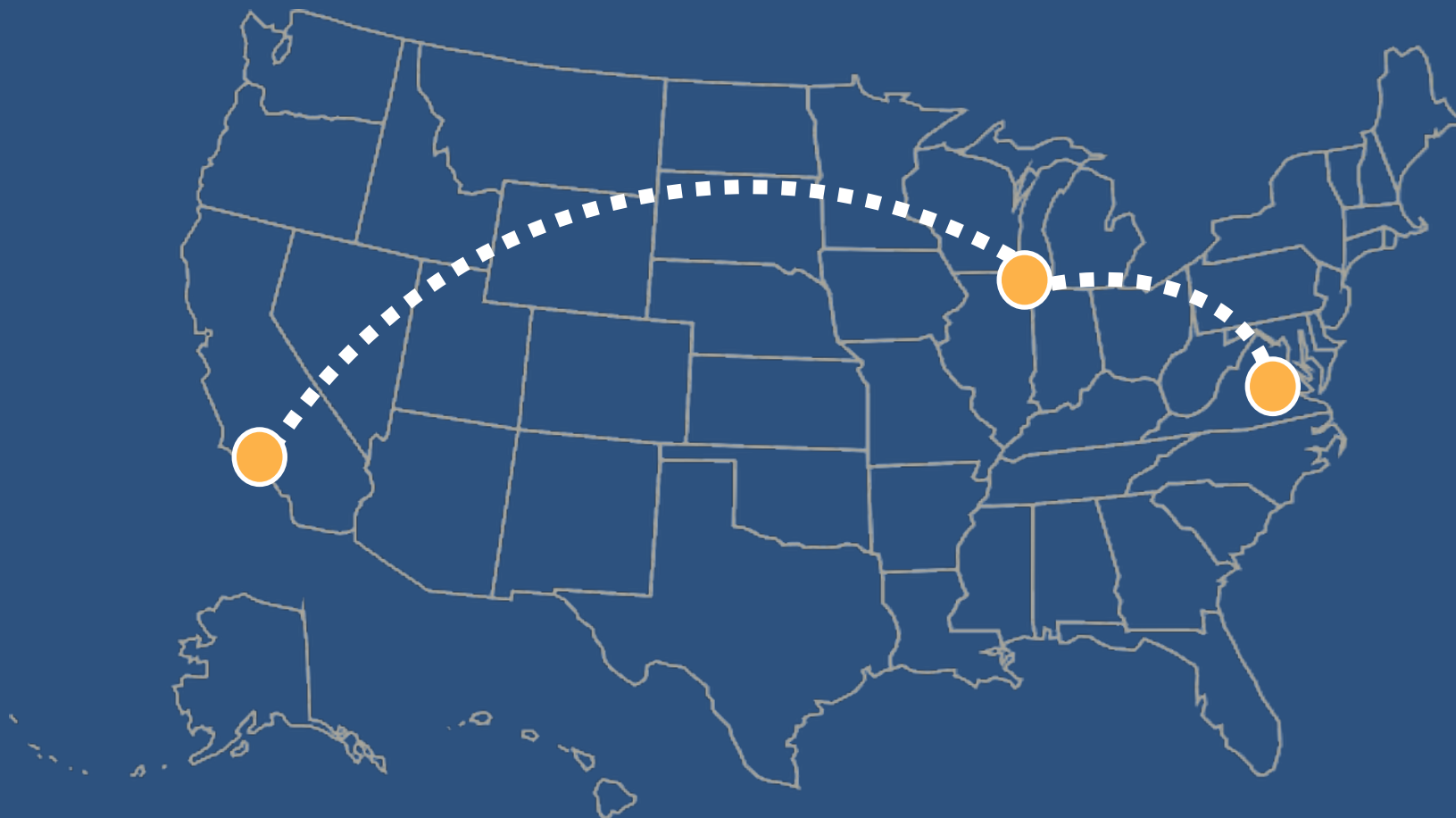




# National Environmental Leadership Award *in Asthma Management*

Winning Strategies From Coast to Coast:  
How EPA's 2017 Asthma Award Winners Are Addressing Asthma Disparities





# Welcome to the Webinar

## Winning Strategies From Coast to Coast: How EPA's 2017 Asthma Award Winners Are Addressing Asthma Disparities

### Moderator

- **Tracey Mitchell**, U.S. Environmental Protection Agency

### Presenters

- **Bridget Burke**, Health Care Service Corporation
- **Kathleen Bowden**, Children's Hospital of Richmond at VCU
- **Amelia Fay-Berquist**, Esperanza Community Housing Corporation

**Wednesday, May 16, 2017**

Webinar 2:00 p.m. – 3:00 p.m. EDT

Live Online Q&A 3:00 p.m. – 3:30 p.m. EDT on [AsthmaCommunityNetwork.org](http://AsthmaCommunityNetwork.org)

**Operator Assisted Toll-Free Dial-In Number: 800-374-0278**

**Conference ID: 12398563**



## Question & Answer Session on AsthmaCommunityNetwork.org Discussion Forum

Immediately after the webinar, join us in the [AsthmaCommunityNetwork.org](https://AsthmaCommunityNetwork.org)  
**Discussion Forum** for a live online Q&A Session:  
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# Agenda

1. EPA's National Environmental Leadership Award in Asthma Management
2. Hear From Speakers
  - **Kathleen Bowden**, Children's Hospital of Richmond at VCU
  - **Bridget Burke**, Health Care Service Corporation
  - **Amelia Fay-Berquist**, Esperanza Community Housing Corporation
3. Q&A Session in [AsthmaCommunityNetwork.org](https://AsthmaCommunityNetwork.org) Discussion Forum



# Learning Objectives

- Hear strategies from the 2017 National Environmental Leadership Award in Asthma Management winners on how to build a successful integrated asthma care system tailored to a specific population.
- Learn new approaches to addressing asthma triggers, improving health outcomes in disparate populations and helping increase patient access to health services.
- Learn best practices for establishing scalable, high-performing community partnerships that address gaps in care.
- Understand how to effectively track and utilize program data as a tool for strategic planning, program evaluation and funding



# Polling Question 1

**What type of organization do you represent?**

1. Government agency
2. Health care provider
3. Health plan
4. Community-based program
5. Other



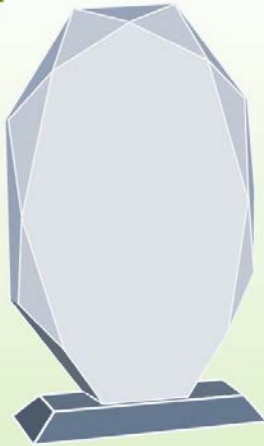
## Polling Question 2

**What strategies does your program currently use to address asthma disparities?**

1. Home visit programs to address indoor triggers
2. Building partnerships with other community programs to expand care services
3. Tracking data to identify opportunities for closing gaps in care
4. Other



# About the Award



**NATIONAL  
ENVIRONMENTAL  
LEADERSHIP AWARD  
IN ASTHMA  
MANAGEMENT**

1. It is the Nation's highest honor for exceptional asthma management programs.
2. The goal of the Awards program is to showcase best practices in asthma care and management.
3. To be eligible, applicants must use the National Institutes of Health (NIH) *Expert Panel Report 3 (EPR-3): Guidelines for the Diagnosis and Management of Asthma*.
4. Join the Hall of Fame: Apply in 2018!  
[www.asthmacommunitynetwork.org/awards](http://www.asthmacommunitynetwork.org/awards)





# Award Winners Hall of Fame



L.A. Cares About Asthma™



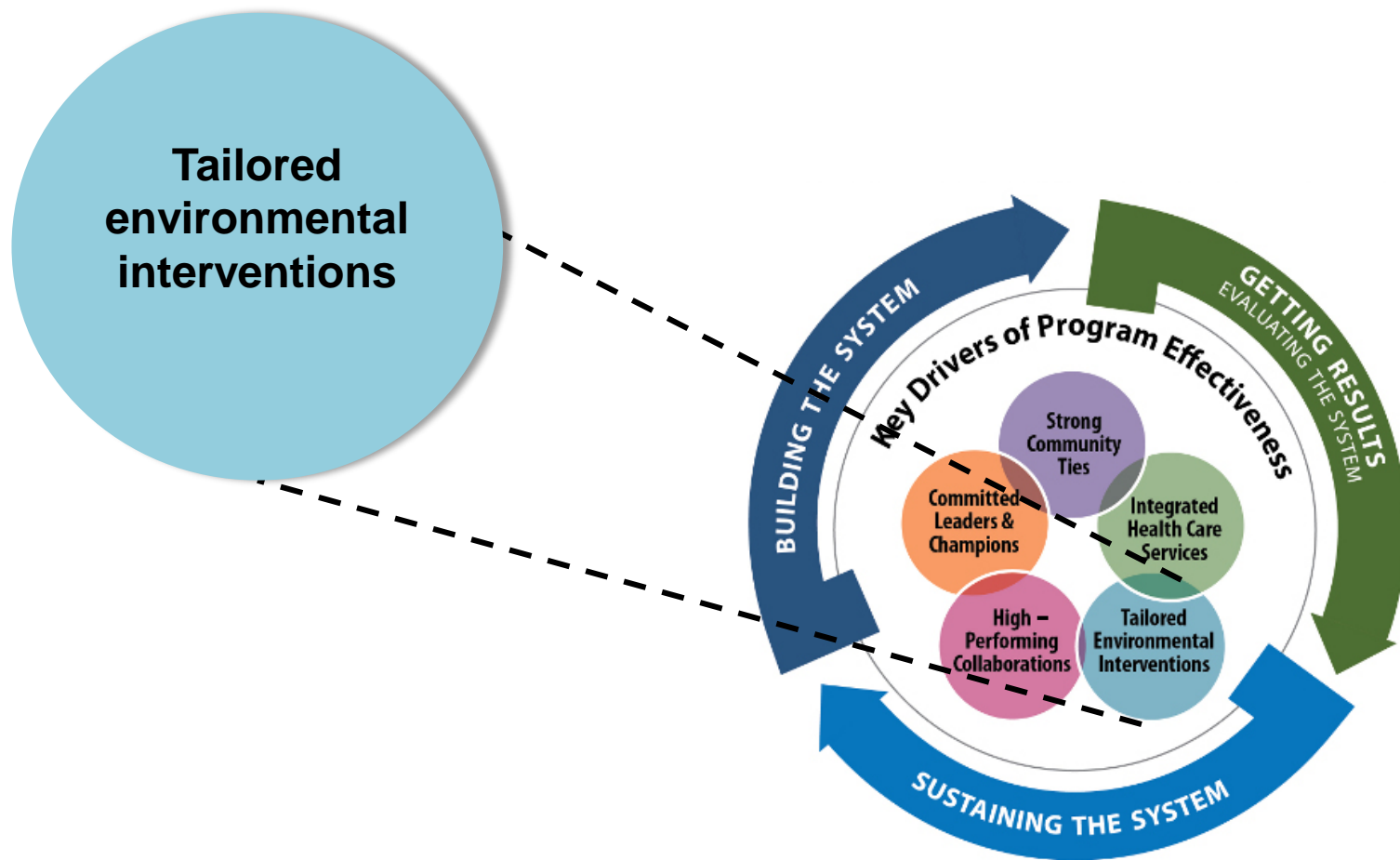


# The System for Delivering High-Quality Asthma Care



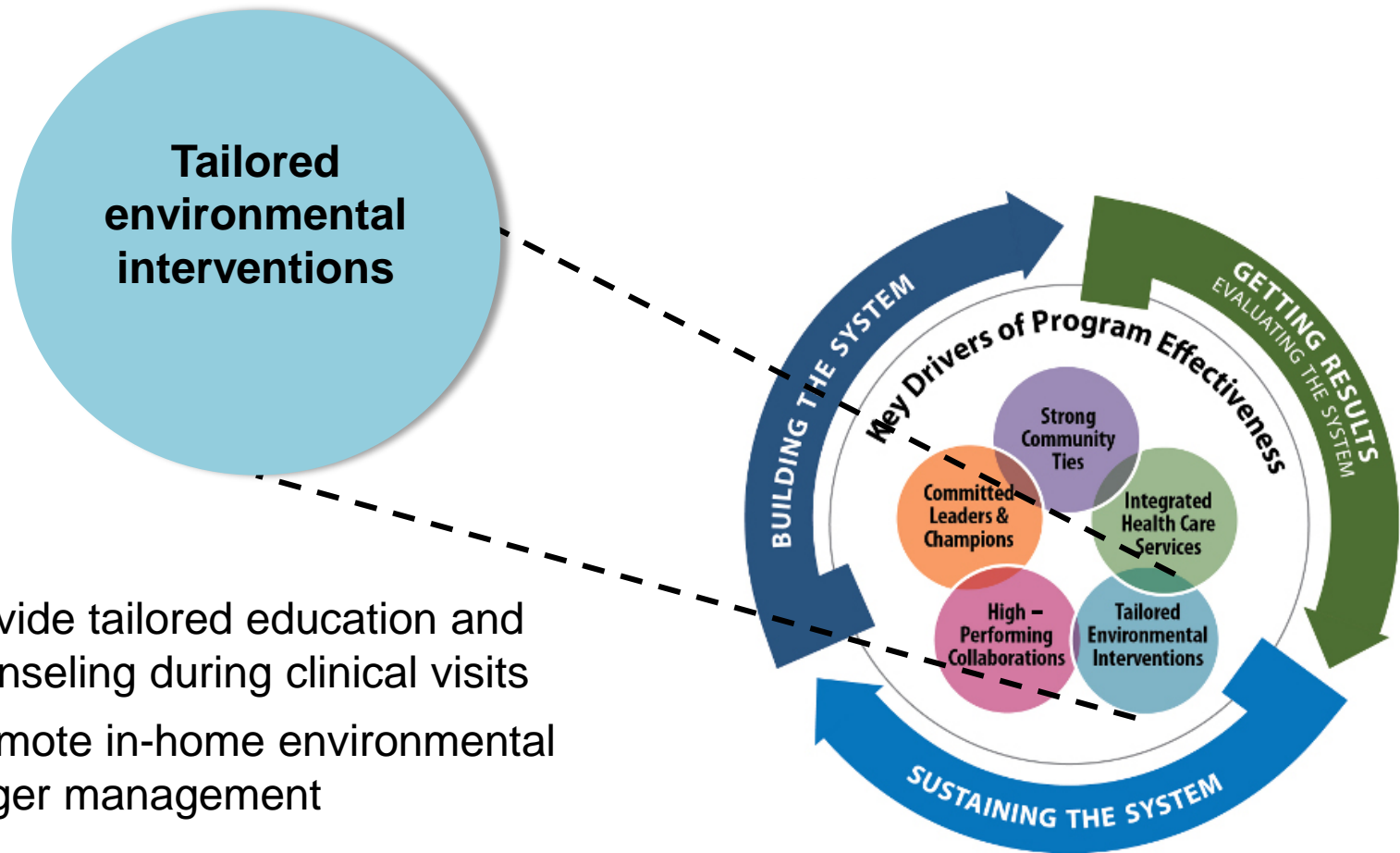


# Sustaining the System



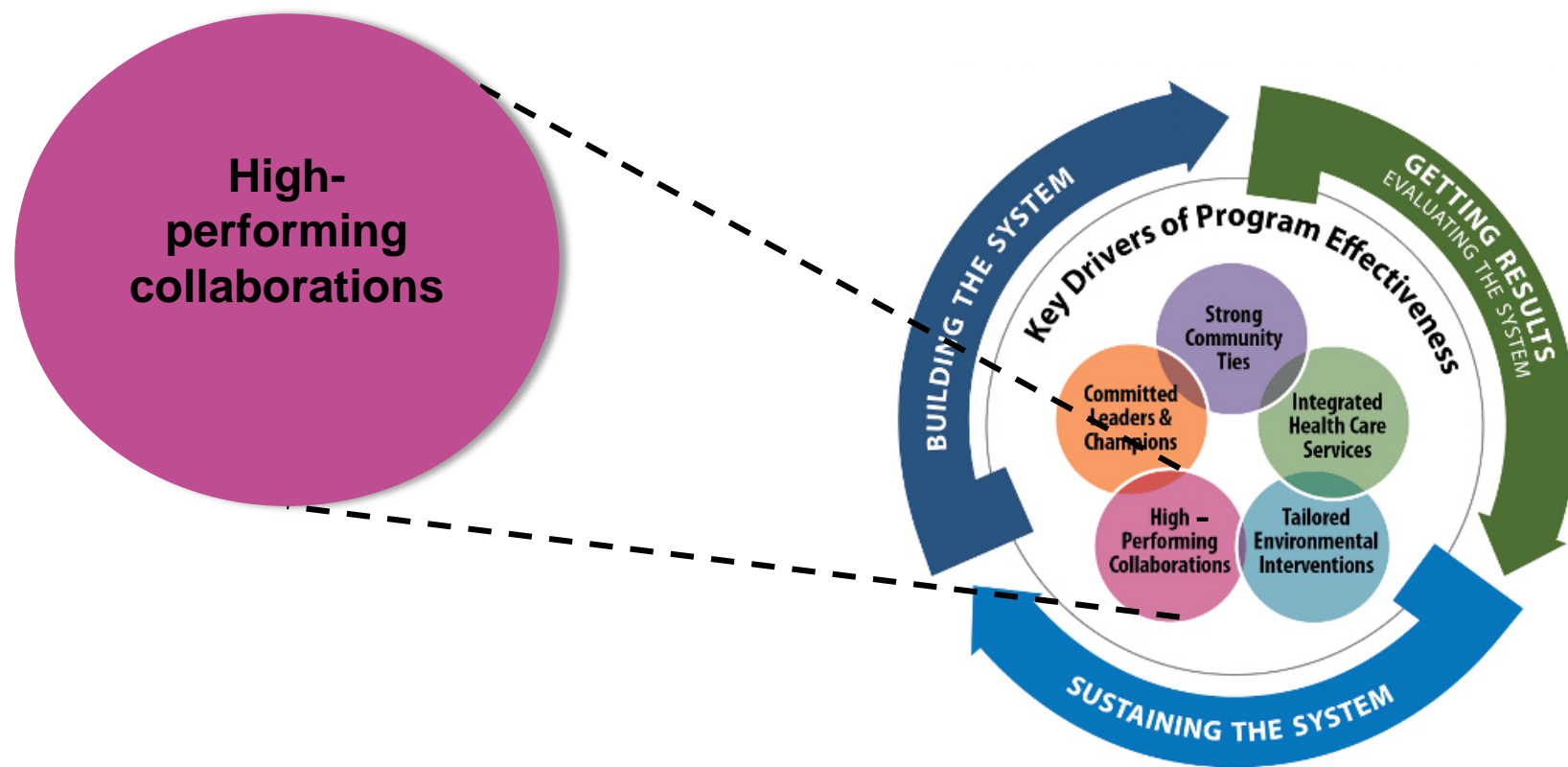


# Sustaining the System



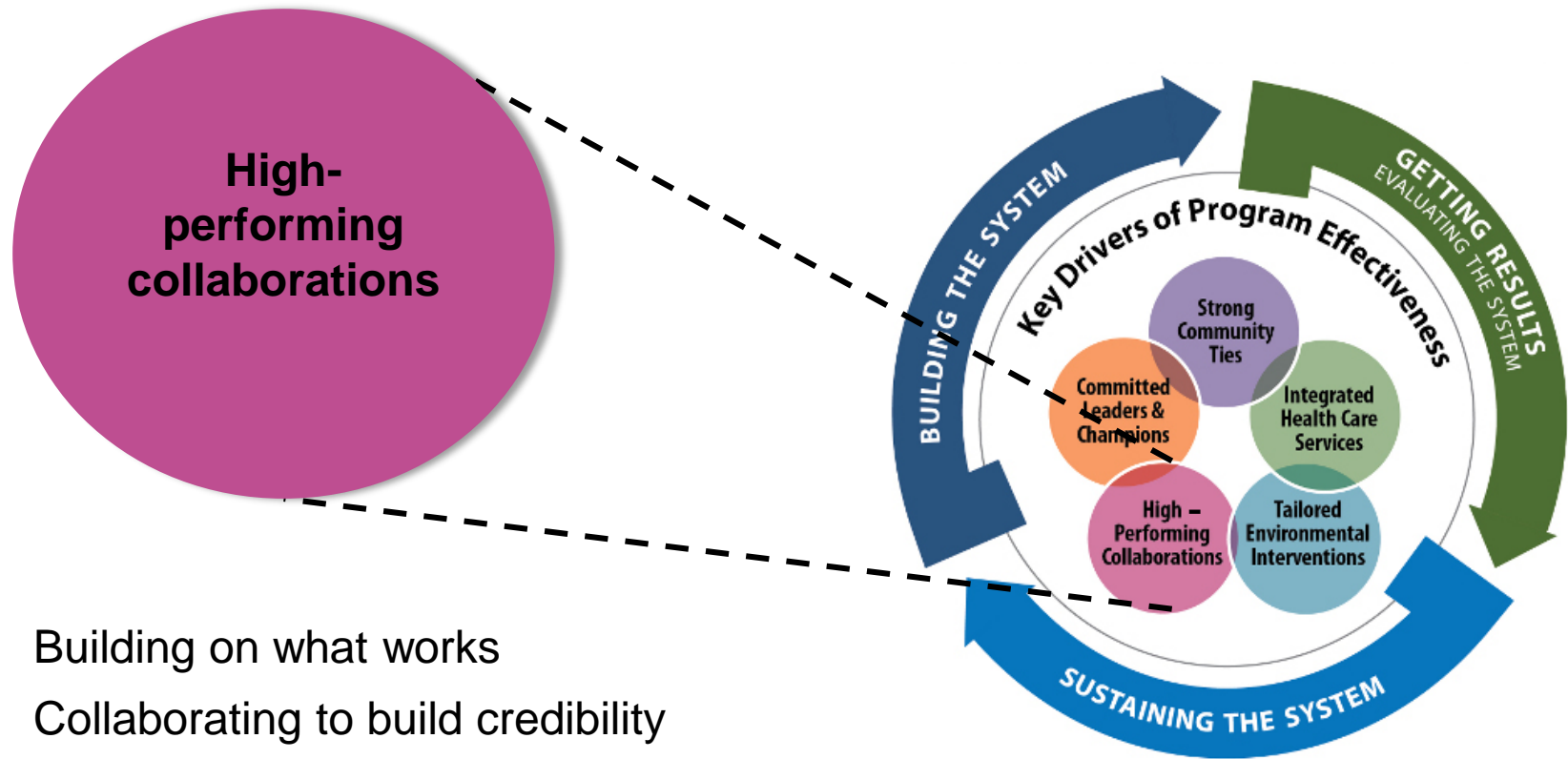


# Sustaining the System

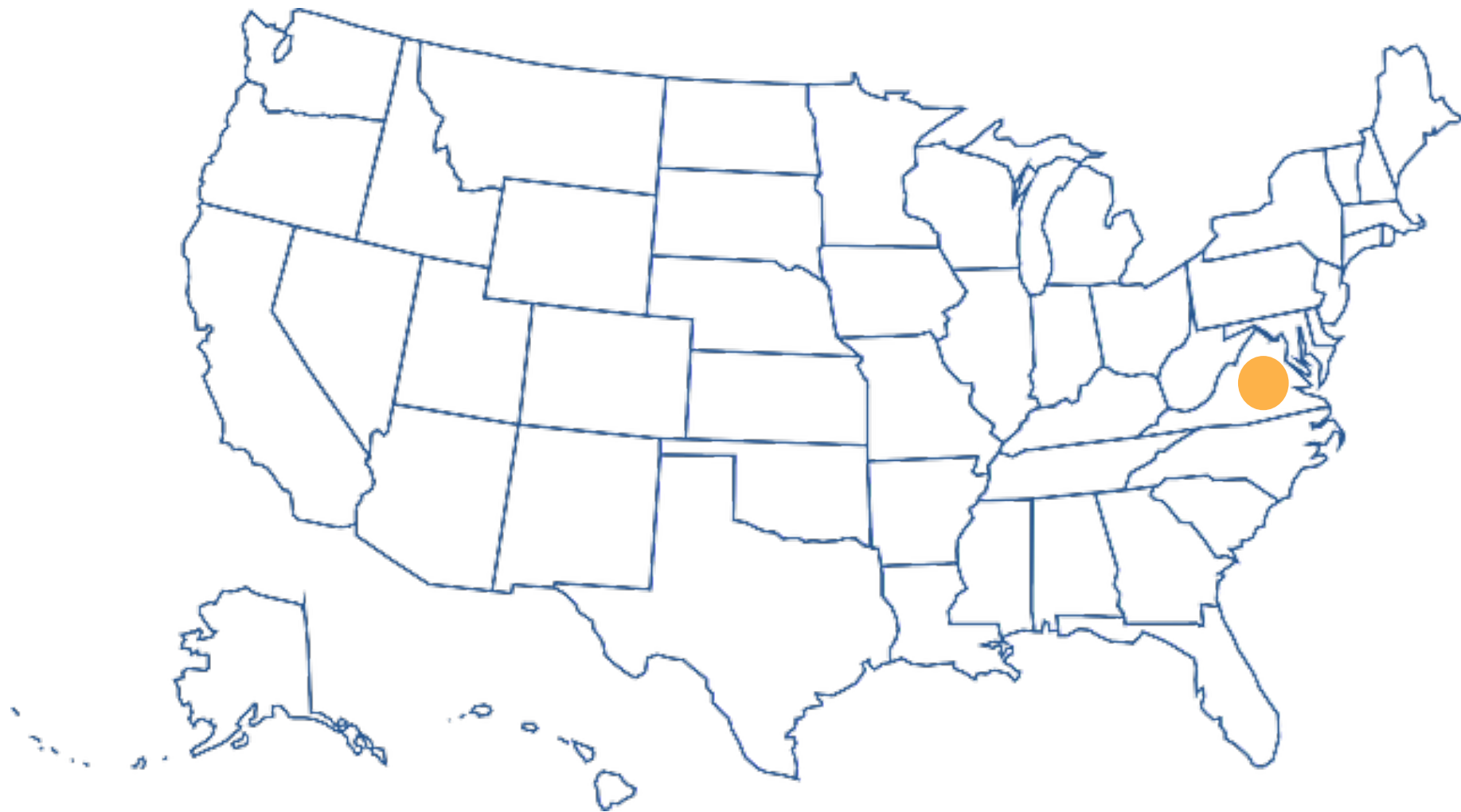




# Sustaining the System







# UCAN (You Can Control Asthma Now) Program

**Division of Pediatric Pulmonology at  
Children's Hospital of Richmond at VCU**

**Kathleen Bowden**

Asthma Social Worker







## UCAN

Richmond has been named the #1 most challenging place to live with asthma for 3 of the last 5 years.

In 2015 the Children's Hospital of Richmond (CHOR) Foundation provided funding to implement a program to address outcome disparities of low-income children with asthma who live in the Richmond, VA, area.





# Goal and Population

To improve health outcomes for low-income Richmond-area children with asthma

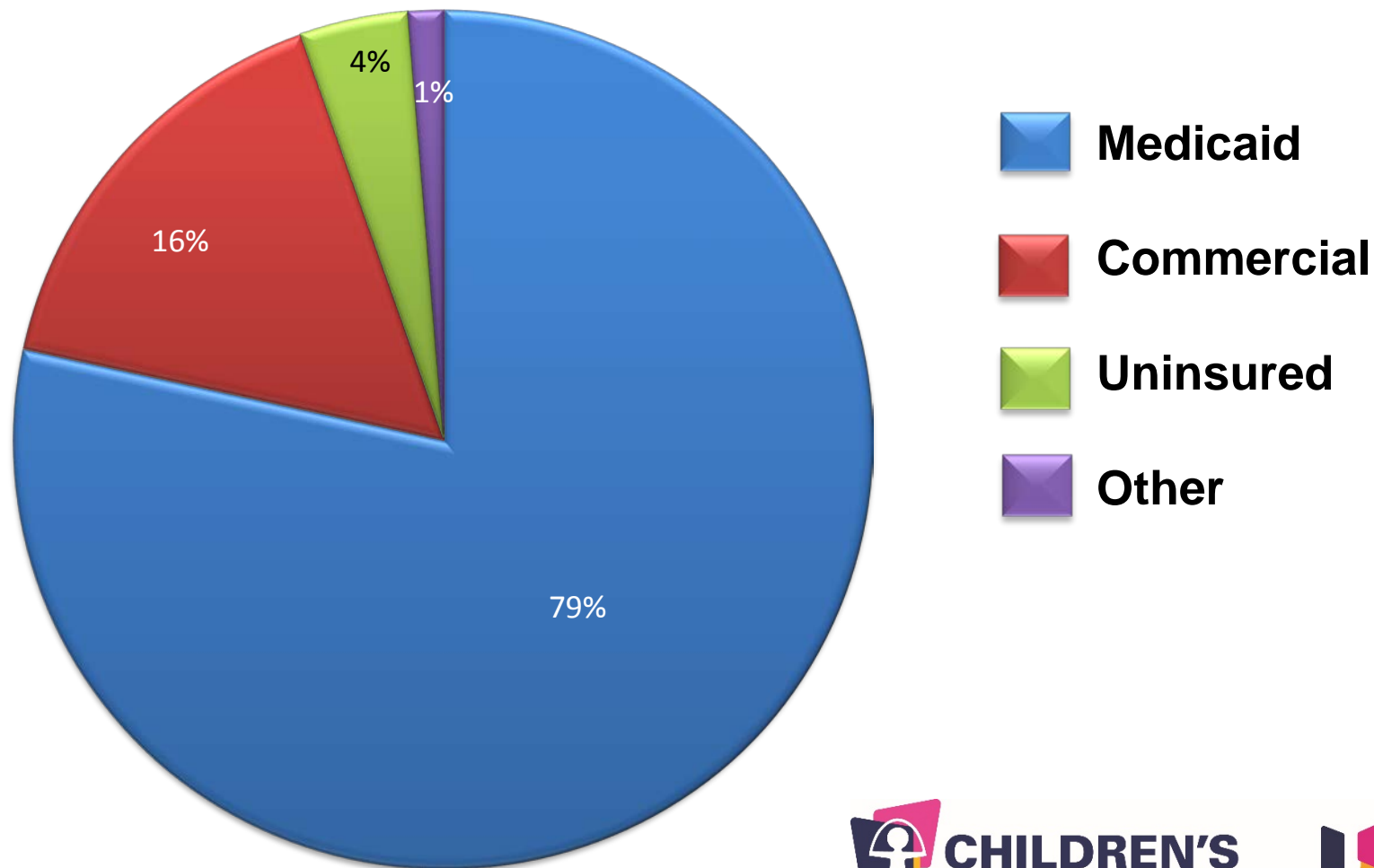
- Children hospitalized at CHOR of Virginia Commonwealth University (VCU) for asthma exacerbations
- Children with 2 or more emergency department (ED) visits to VCU for asthma in the previous 12 months
- Children with asthma referred from the community or their primary care doctor who have limited income and resources





# Goal and Population

## Insurance Coverage





# What We Do



Medical  
treatment

Education  
and  
disease self-  
management

Family psycho-  
social -  
environmental  
support





# Specific Services

- **Patient-centered, culturally sensitive, relationship-based medical care**
  - Consistent providers
  - Frequent, regular follow-up
  - 24-hour phone access
  - Educational support to promote disease self-management
- **Case management to ensure coordination of needed care**
  - Scheduling
  - Transportation
  - Asthma assessment of other family members
- **Screening and follow-up of social needs**
  - Mental health
  - Food and housing needs
  - Advocacy and legal assistance
- **Home visits**
  - Environmental assessment and interventions



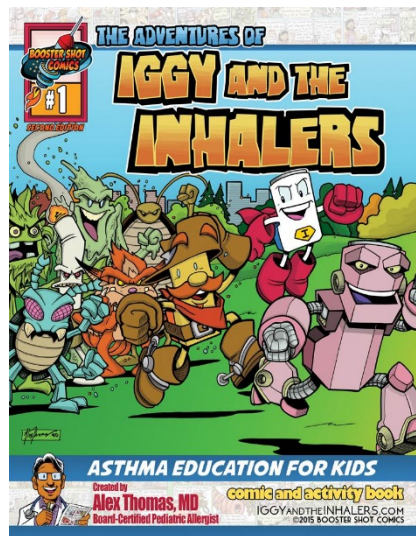
# Educational Handouts







# Educational Support and Community Outreach





# Outreach and Engagement

**Questions we attempt to answer for our patients**

*Why should they follow up with us?*

*What value do we offer our patients in addition to excellent asthma care?*







# UCAN Team

- Pulmonologist
- Asthma nurse/NP
- Asthma social worker
- Respiratory therapist
- Clinic RN/LPN





## Community Partners

- Medical-legal partnership
- Richmond City Health District Lead Safe and Healthy Homes Initiative
- Family Lifeline: asthma home-visiting program
- School nurses
- Primary care office case managers





## Range of Estimated Financial Impact

	Utilization	Cost
Hospitalization	↓ 50–75%	↓ 39–74%
Observation visits	↓ 81–88%	↓ 71–75%
ED visits	↓ 0–40%	↓ 34–43%
Asthma clinic visits	↓ 17%–↑92%	↓ 46%–↑31%
<b>Total</b>		↓ 48–66%
		<b>\$152,598 – \$1,475,955</b>





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# Health Care Service Corporation

**Bridget Burke**

Director, Public Affairs

Investments and Reporting



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## Health Care Service Corporation

- Largest customer-owned health insurer in the United States, operating through five Blue Cross and Blue Shield® Plans
- Nearly 15 million members, 21,000 employees and 60 offices
- Social responsibility portfolio
  - Local-level and company-wide community efforts
  - Volunteerism and civic participation
  - Diversity and inclusion efforts
  - Sustainable practices
  - Employee wellness program



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# Healthy Kids, Healthy Families®

- Key areas of focus
  - Food security
  - Physical activity
  - Preventing and managing disease
  - Supporting safe environments
- Since 2011
  - More than \$47 million donated to approximately 300 partners
  - More than 21 million health and wellness services provided
  - In 2016 alone, more than 2.5 million children impacted



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## *Enhancing Care for Children With Asthma* **Partnership With the American Lung Association of the Upper Midwest**

1. Partner with primary care clinics on a 12-month asthma quality improvement initiative
2. Execute home-based education and trigger modification component
3. Build capacity through community health initiatives



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# Clinic-Based Quality Improvement (Q1) Initiative

- Ensure guidelines-based care and comprehensive asthma self-management
- American Lung Association of the Upper Midwest-led nationwide program implemented in more than 120 primary care clinics in IL, MT, NM, OK, and TX
- Proven to work in a variety of clinic settings, including school-based clinics



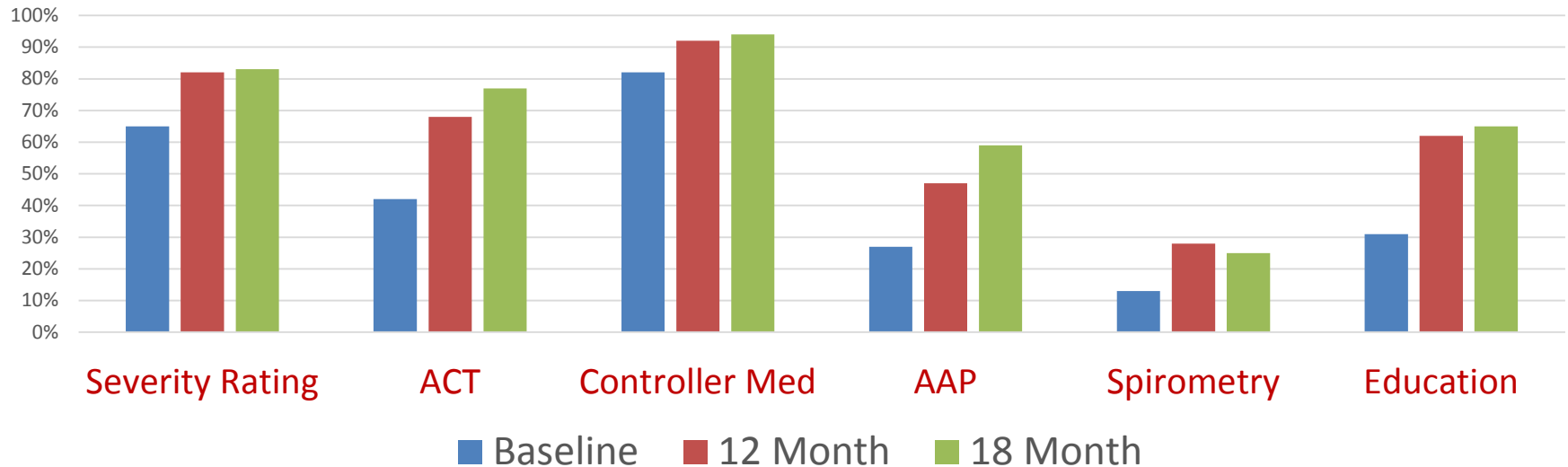
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# QI Initiative = Sustained Changes in Care

## Improvement in Documentation of Quality Indicators

Baseline: 12 – 18 Months Post-Intervention  
Aggregate 23 Primary Care Clinics



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# Improved Quality Reduces Hospitalizations and Emergency Department Visits

	All age categories	$\leq 18$	$> 18$
Hospitalizations	↓ 56%	↓ 59%	↓ 52%
ED Visits	↓ 55%	↓ 54%	↓ 56%



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# Improved Quality = Cost Savings

Plan paid amount and out-of-pocket savings for hospitalizations/emergency department visits

**minus**

intervention cost

**equals**

return on investment

\$1 : \$2.40



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# Environmental Improvements for Children's Asthma

The program interacts with the child with asthma and their parents or guardians a minimum of three times.

1. A phone call to schedule a home visit.
2. The initial visit includes basic asthma education and a home environmental assessment.
3. A follow-up visit to deliver the allergen-reducing and remediation products.



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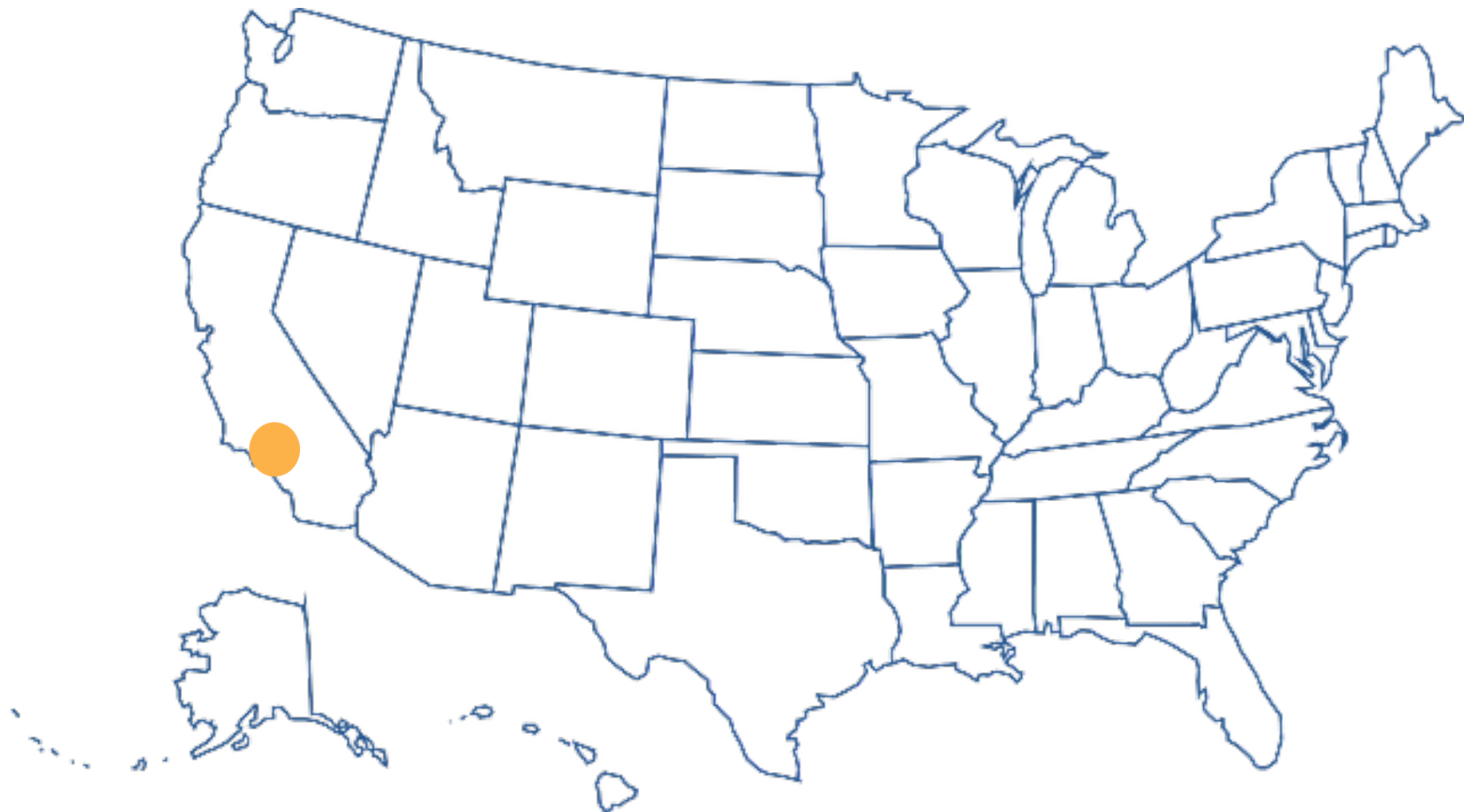


## Partnership & Program Highlights

- 120 health clinics engaged
- 2,000 community education and outreach activities occurred
- 190,000 health care and school professionals and parents of children with asthma involved
- 140 children and their parents received home assessments, remediation, and in-home asthma education
- 505,000 people impacted overall



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# Esperanza Community Housing Corporation

**Amelia Fay-Berquist**

Healthy Breathing Program Manager







# Healthy Breathing Program Overview



Healthy Breathing Team, 2013-2016 (left to right): Maria Bejarano, Consuelo Pernia, Ashley Kissinger, Toby Rodriguez

Healthy Homes  
Program and  
the birth of the  
Healthy  
Breathing  
Program



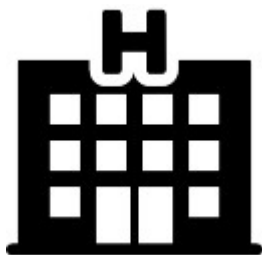


# Healthy Breathing Pilot Project, 2013–2016

1. Goals
2. Community Health Promoters, trained as both generalists and as asthma-specific care providers
3. Support delivery through a popular education framework and community health promoter model
  - a. Asthma management education
  - b. Environmental assessment
  - c. Materials and equipment to both assist in greater control of asthma and interrupt indoor triggers
  - d. Resource referrals
4. Results: DRAMATIC!



# Results!



76% of enrollees did not return to the ED after receiving a home visit from the HB team



160% improvement in Asthma Control Test (ACT) scores



65% improvement in missed school days per 6 months



At baseline: 93% of families administering Rx incorrectly  
At 6-month follow-up: 84% administering Rx correctly



97% of families switched to lung-friendly cleaning products and integrated pest management methods



99% of families made lung-friendly changes to their home





# Healthy Breathing Program, 2017–2019

1. Program evolution
2. Strategic outreach and building partnerships across South Los Angeles
3. Growing our data capacities and building a culture of data around Healthy Breathing



Healthy Breathing Team, 2017–present (left to right): Consuelo Pernia, Destinee DeWalt, Maria Bejarano, Amelia Fay-Berquist, Ashley Lewis





## Polling Question 3

**After participating in this webinar, what would you like to hear more about in future webinars?**

1. Gaining buy-in from stakeholders
2. Building my program workforce
3. Establishing collaborative partnerships
4. Tracking data to identify key program results
5. Making the business case for my program





# Thank You to Our Winners



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**Esperanza**  
COMMUNITY HOUSING



**CHILDREN'S**  
HOSPITAL OF RICHMOND AT **VCU**



Post your questions now on  
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