

# Energized By the Force of Change: How Public Health Transformation Redefined Service Delivery

KY Department for Public Health, Division of Women's Health, KY Women's Cancer Screening Program (KWCSPP)

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## Public Health Transformation (PHT)

- 2019: Per 902 KAR 8:170, PHT launched, the result of the negative financial impact on the LHDs from: Affordable Care Act, Medicaid expansion and Kentucky's pension crisis
- Legislation allowed LHDs to:
  - Prioritize Foundational Public Health and core programs (WIC, HANDS, Harm Reduction/SUD)
  - Infuse health equity in all facets of priorities, utilizing REACH values

## KWCSPP's Response to PHT

- Historically, KWCSPP services were provided solely through the state's local health departments (LHDs)
- PHT allowed LHDs to work with KWCSPP to transition non-core services to other providers in the community
- Refined KWCSPP's service delivery model
  - Expanded clinical care to community-based providers
  - Transitioned from a program centric delivery model to a comprehensive primary care model
- Recruited community-based providers throughout the state
  - FQHCs, Rural Health Clinics, Free Clinics, etc.
- Continued to provide services without compromising access to care, while meeting federal requirements

## What Worked

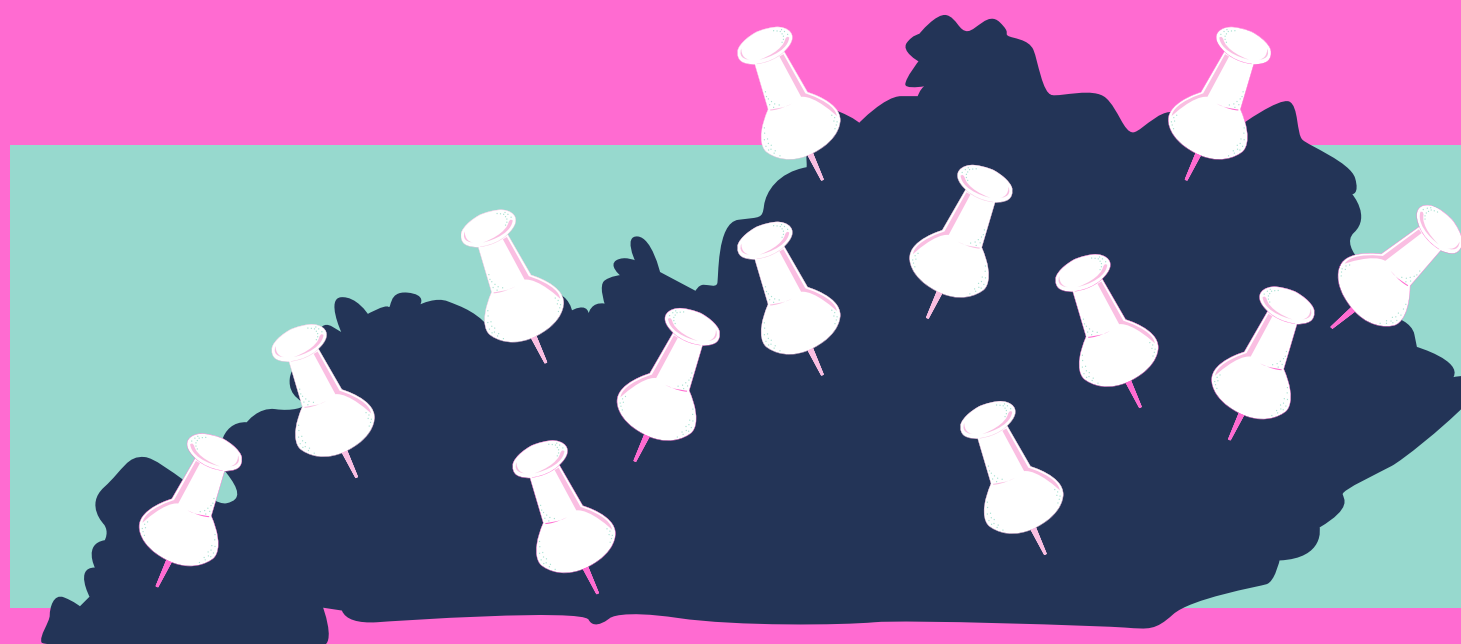
- Program Champions essential
  - Assisted with KWCSPP outreach and community-based provider recruitment
    - American Cancer Society, KY Cancer Program, KY CancerLink, KY Primary Care Association, Community Action of KY, UK's Human Development Institute
- Assisted LHDs in their decision-making with regard to KWCSPP services
- Assured a smooth transition for new KWCSPP community-based providers
  - Developed standardized messaging
    - Provider & Media Tool Kits
  - Developed virtual training videos
    - Data collection, covered services, billing & invoicing
  - Developed templates
    - Data collection and billing/invoicing processes
  - Conducted surveys
    - Ensured infrastructure was capable of meeting program's federal requirements
  - Leveraged Program Champion's technical assistance in provider recruitment efforts
    - Offered resources, knowledge and EMR expertise

## Challenges

- Multiple EMRs/Data Collection
  - Standardized data collection process challenging
    - Created data collection templates
- State's Procurement Process
  - Cumbersome, lengthy and requires monitoring
    - Dedicated staff to monitor contracts
- COVID-19
  - Provider recruitment efforts ceased due to the Division's staff re-assigned to the COVID-19 response
  - Preventive services decreased due to the fear of returning to clinics
    - Collaborating with Program Champions for a 'return to screening' campaign

## Successes

- Increased access to care, ensuring a more comprehensive medical home for women in the commonwealth
- Allowed LHDs to focus on foundational, core and local priorities, to foster *Healthier People... Healthier Communities*, and improve the health outcomes of all Kentuckians



Big Sandy | Bluegrass Community Health Care Center  
Caldwell Medical & Associates | Community Health Centers of W. KY  
Community Health Clinic of LaRue & Hardin | Dayspring Health  
HealthFirst Community Health Center | White House Clinics  
Hope Health | Juniper | PrimaryPlus | St Joseph Healthcare  
Sterling Health Care | UK Healthcare Comprehensive Breast Care Center  
UK Healthcare Gynecological Oncology & Midwifery Clinic