



Umbrella Hub Organization Demonstration Panel

Marshall University, Hawai'i Primary Care Association, and
Health Promotion Council



Marshall University

Deborah Koester, Director, Division of Community Health



Marshall University

About Marshall University

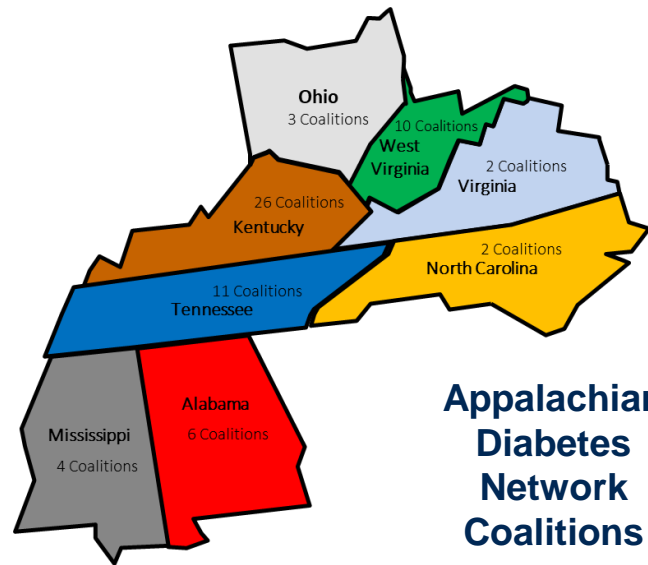
Marshall University is an academic institution based in Huntington, West Virginia. Marshall University actively contributes to the quality of life of the region through applied research, economic development, health care and population health advancements, and cultural enrichment.

Appalachian Diabetes Control and Translation Project

Prior to the UHA Demonstration, Marshall University's Division of Community Health led the Appalachian Diabetes Control and Translation Project (ADCTP), supported and funded by CDC and the Appalachian Regional Commission (ARC) to reduce diabetes prevalence in the Appalachian region.

Appalachian Diabetes Network Coalitions

Marshall University coordinates communications, technical assistance, best practices, and success stories among the Appalachian Diabetes Network Coalitions (64 coalitions across 8 states).





Marshall UHA Project Team

The team contributed to the development and operationalization of the Marshall University UHA.

Deborah Koester

Director, Div. of Community Health

Kevin Simpson

Technology Specialist, Div. of Community Health

Regina Knox

Rural Health Coordinator, Div. of Community Health

Heather Oliver

Enrollment Coordinator, Marshall Health

Shelia Plogger

Program Coordinator, Div. of Community Health

Tim Allman

Director of Patient Accounting, Marshall Health

Mary Glenn Rice

Grants Program Manager, Div. of Community Health

Judy Watters

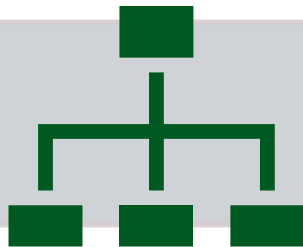
Department Administrator, School of Medicine



Marshall University's UHA



Marshall University's role with the ADCTP, long-standing relationship with the participating coalitions, and mission alignment to reduce diabetes prevalence, enhanced their participation in the Umbrella Hub Demonstration Project.



Marshall University has contracted with two subsidiary organizations from the Appalachian Diabetes Network, Lawrence County Health Department in Lawrence, Kentucky, and Healthier Communities Coalition of Southwest Virginia.



Marshall University is a Medicare Diabetes Prevention Program supplier in Kentucky and has submitted an application in Virginia. The University maintains consistent communications with local Medicaid managed care organizations to encourage partnership with the UHA.



Marshall University's experience with the MDPP supplier application submission is unique, as it is the first UHA with subsidiary locations in different states and different Medicare Administrative Contractor (MAC) jurisdictions.

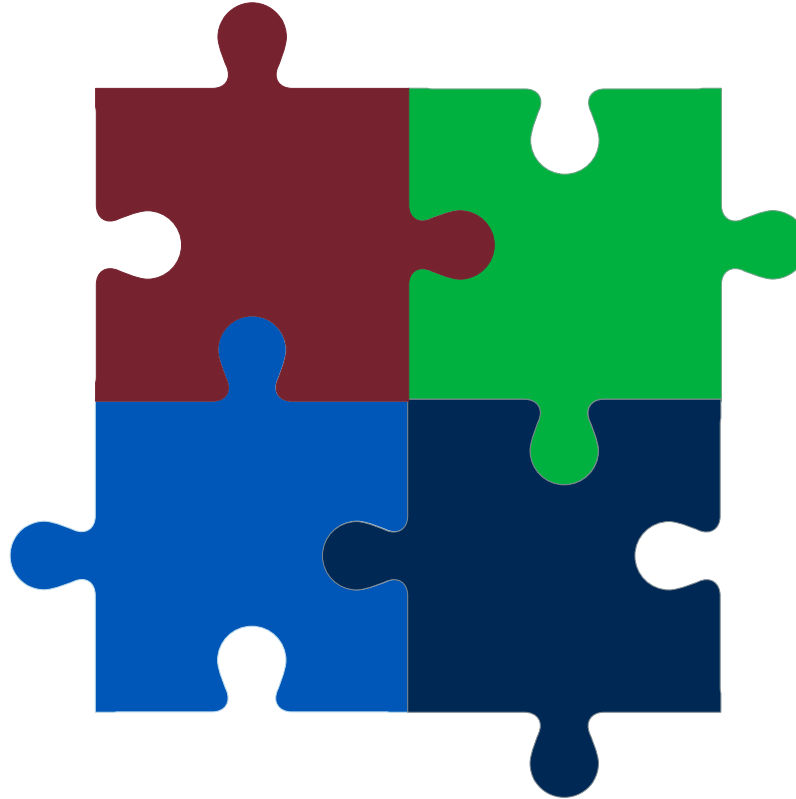
Marshall University: Partnerships

State Partners

Marshall University has cultivated strong relationships with state officials, including the West Virginia Department of Health and Human Resource's Bureau for Public Health Division of Health Promotion and Chronic Disease.

Organizational Partners

Marshall University contracted with Welld Health to serve as its billing and data submission platform and with Marshall Health to distribute funds once received.



Early Education & Communication

Marshall University learned the importance of identifying partners and beginning interdepartmental collaboration early in the UHA operationalization process.

Project Planning & Growth

Marshall University also found that project plan creation and adaptation was necessary to achieve operationalization of the novel UHA model.



Hawai'i Primary Care Association

Cristina Vocalan, Chief Strategy Officer



HPCA

HAWAI'I PRIMARY CARE ASSOCIATION

Hawai'i Primary Care Association

Hawai'i Primary Care Association (HPCA) is a non-profit corporation providing technical assistance, advocacy, outreach, education, and support to 15 federally qualified health centers (FQHCs).



Over the last 30 years, HPCA has improved healthcare quality and access for over 158,000 residents of Hawai'i.



HPCA's work supports FQHCs through training, technical assistance, policy and program implementation, and administrative assistance.



HPCA's involvement with the National DPP lifestyle change program began in 2015 with the goal to prevent obesity, type 2 diabetes, heart disease, and strokes.



HPCA has expanded its work to support FQHCs in adapting to COVID-19, addressing participants' unmet health-related needs, and in preparing to participate in the UHA.



HPCA UHA Project Team

The team contributed to the development and operationalization of the HPCA UHA.

Robert Hirokawa

Chief Executive Officer

Tricia Siarot

Chief Financial Officer

Kathy Suzuki-Kitagawa

Chief Operating Officer

Cristina Vocalan

Chief Strategy Officer

Jermy Domingo

Program Manager, Health Equity & Research

Navya Karkada

Program Manager, Pop. & Health Systems Improvement

Marichie Barbasa

Programs Coordinator for Training & Technical Assistance

Daphne Henion

Contracts Manager

Bryan Juan

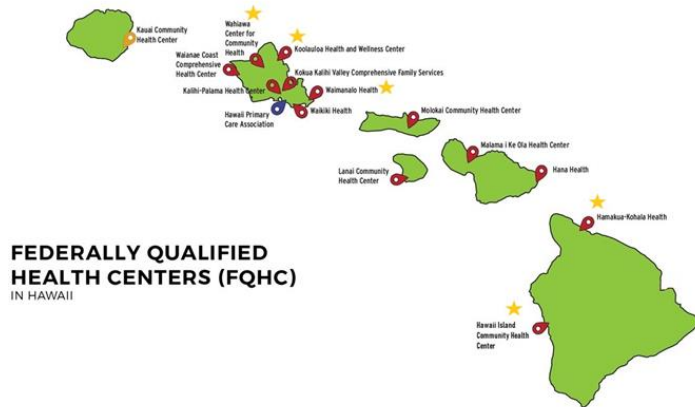
Former Program Manager

Ron Shimabuku

Former Director of Programs

HPCA's UHA

Primary Care Associations, like HPCA, are well positioned to serve as UHOs due to their established relationships with local primary care organizations, the state Department of Health, state Medicaid agency, and other local health leaders.



Five Subsidiary Organizations

HPCA has five FQHC subsidiary organizations in their UHA: Wahiawā Center for Community Health, Ko'olauloa HC, Waimānalo HC, Hawai'i Island CHC, and Hāmākua-Kohala Health

Approved Medicare Supplier

As of May 2022, HPCA is approved to submit Medicare fee-for-service claims on behalf of their subsidiary organizations

Ongoing Medicaid Efforts

HPCA engages the state Medicaid agency and local managed care organizations (MCO) to advocate for sustainable National DPP reimbursement options for Medicaid beneficiaries

Continuous Engagement & Evaluation

HPCA maintains communications with state and local partners (see [HPCA UHA website](#)) and continues to evaluate opportunities for UHA growth, FQHC needs, and strategies for health outcome improvement





HPCA, FQHCs, and Hawai'i Public Health Infrastructure

HPCA and partners develop pathways to achieve health equity and improve health outcomes.

FQHCs provide primary care and may provide preventive services to address social determinants of health (SDOH).

FQHCs in Hawai'i are currently providing:

- One-on-one support from community health workers & health professionals
- Safe environments to obtain services
- Access to nutrition supports
- Food preparation demonstrations
- Consultations with registered dietitians
- Transportation services to attend classes
- Referrals to other services (e.g., mental health)
- Local, culturally competent exercise activities

HPCA assists subsidiary organizations in their efforts by:

- Convening FQHCs to collaborate & share best practices
- Assisting with National DPP challenges
- Maintaining DPRP recognition through UHA data aggregation
- Supporting DPRP data collection & submission
- Supporting claims submission & reimbursement distribution



Health Promotion Council

Gina Trignani, Director and Eric Bumbaca, Program Manager
Training and Capacity Building





Health Promotion Council

Health Promotion Council (HPC) is a non-profit organization with over 40 years of experience dedicated to promoting health and preventing chronic disease among vulnerable populations through outreach, advocacy, and policy and systems change.

01

HPC works in **chronic disease prevention and management and youth and family advocacy** focusing on children's health, obesity, diabetes, cancer, cardiovascular disease, nicotine and substance misuse, violence prevention, and family/social resources.

03

HPC's work **reaches over 20,000 individuals** across Pennsylvania, including those underserved by the healthcare system, low-income individuals, and racial and ethnic minority populations.

02

HPC's five departments include: Nutrition and Active Living; Training and Capacity Building, Advocacy Institute, Tobacco Prevention and Control, and Family Services.

04

HPC's success as an organization is built on its **relationships with partner organizations** in Pennsylvania and Delaware.



HPC UHA Project Team

The team contributed to the development and operationalization of the HPC UHA.

Ayana Bradshaw

Executive Director

Pamela Clarke

Senior Director of Quality & Operations

Gina Trignani

Director for Training & Capacity Building

Joani Schmeling

Program Manager

Eric Bumbaca

UHO Program Manager

Amadi Essoka-Lasenberry

Program Coordinator

Zachary Hershman

Program Coordinator

Aayushi Adettiwar

AmeriCorp VISTA

Hannah Bernstein

Outreach and Recruitment Intern

Ananth Panchamukhi

Former AmeriCorps VISTA

Kimberly Labno

Former Asst. Director for Training & Capacity Building

HPC's UHA



HPC joined the Demonstration to help address PA's high prevalence of obesity, particularly among African American/Black and Hispanic/Latino populations.



HPC's UHA has 3 subsidiaries: Montgomery County Office of Senior Services, Visiting Nurses Assoc. of Greater Phila., and Willey Pharmacy (2 more contracts pending)



HPC is an approved MDPP supplier and is actively submitting and receiving Medicare claims on behalf of subsidiary organizations.



HPC is a delivery organization and is organizing initiatives to identify eligible National DPP participants throughout PA.



HPC is now partnering with the Delaware Division of Public Health. Preliminary steps to participate as a UHO in Delaware have started.

HPC and Payer Partnerships



Budget Estimates

HPC developed budget estimates to determine what program volumes were needed to sustain UHA operations.

Cost Calculations

Estimates included: # of cohorts, participants, subsidiaries, payer mix, and MDPP milestones needed to offset costs (i.e., operating technology platforms, managing DPRP data, staffing, etc.).



Payer Partnerships

After completing fiscal projections, HPC began the process of creating pathways to achieve sustainable reimbursement from payers, starting with reimbursement for MDPP.



MDPP Application

HPC dedicated time to understand and overcome challenges to achieve MDPP supplier status.

MDPP Supplier

HPC became the first UHO in the Demonstration to successfully receive MDPP supplier status on August 13, 2021.



Medicaid Provider

HPC is currently in contracting negotiations with one PA MCO and continues efforts to partner with additional MCOs across the state.



Questions From the Audience

