




A Common Language of Care



Building strong CHW
And Health Provider
Partnerships



Develop a Deep
understanding of
your own values,
biases, interests
and priorities

Stereotypes of Medical Professionals

- Always in a hurry
- Only interested in the clinical
- Look at people as a series of symptoms
- Never spend enough time with patients
- Don't care about social determinants
- Bedside manner is declining
- Don't understand what equity really means

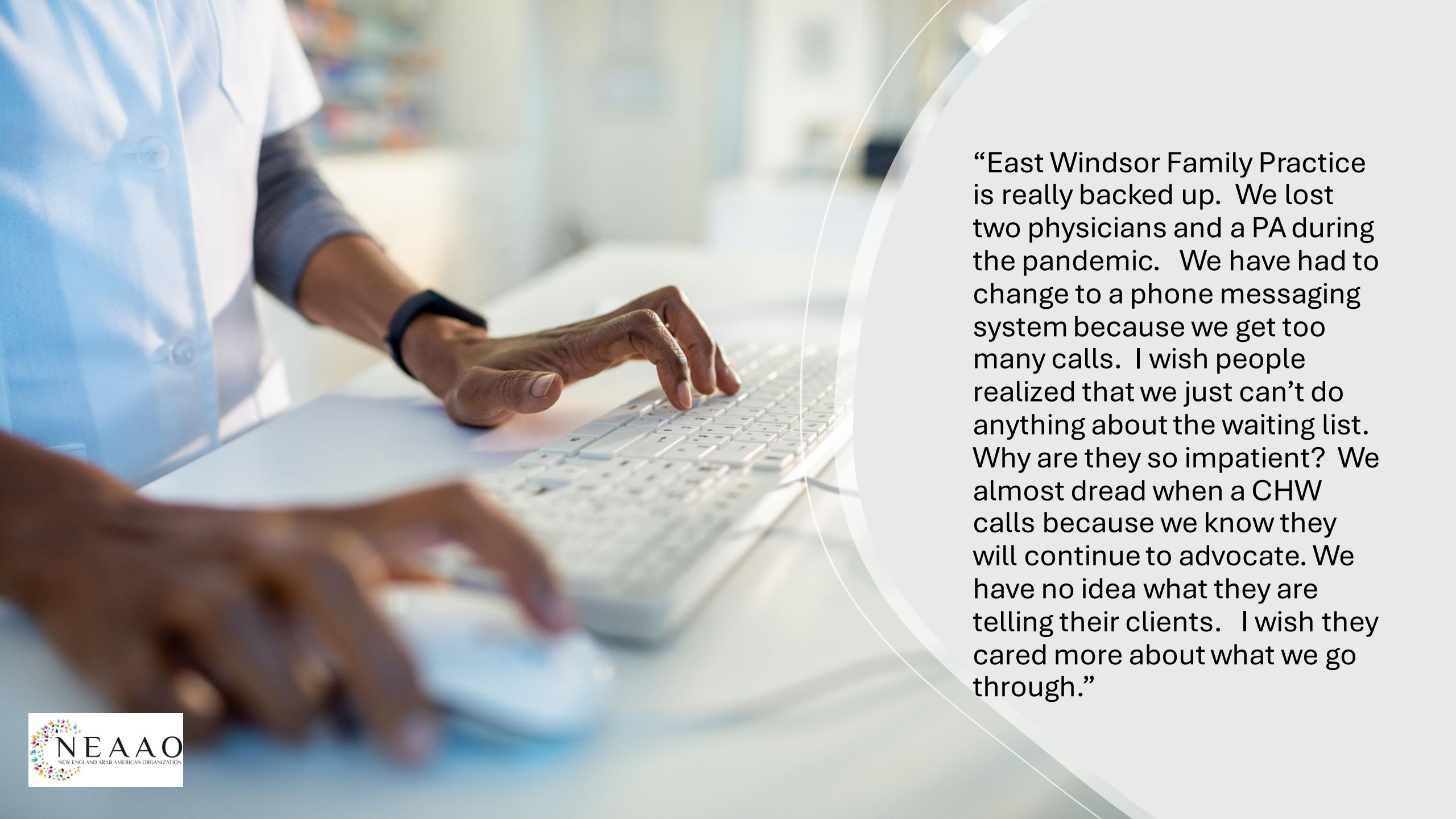
Stereotypes of CHWs

- Expect too much
- Don't understand the pressures of working in a medical environment
- Think their patients are more important than others
- Think we can bend the rules
- Think we have 24/7 interpretation




CHW Khadija is trying to get a first-time appointment with a PCP for a woman newly settled in the community.

English is not her first language, and she feels self-conscious. She believes there will be no appointments available. In her experience, front-end staff like to be gatekeepers. If only she could speak with the physician directly she knows she could get an appointment. She wishes health providers cared more about the community.

A person wearing a white lab coat is shown from the chest down, sitting at a desk and typing on a white laptop keyboard. The background is a blurred clinical or office environment. A large, semi-transparent white circle is overlaid on the right side of the image, containing a quote.

“East Windsor Family Practice is really backed up. We lost two physicians and a PA during the pandemic. We have had to change to a phone messaging system because we get too many calls. I wish people realized that we just can’t do anything about the waiting list. Why are they so impatient? We almost dread when a CHW calls because we know they will continue to advocate. We have no idea what they are telling their clients. I wish they cared more about what we go through.”



**Know what
matters to
one another.
Develop a
shared vision.**

VISION

Northern Light Home Care & Hospice will be a leader in providing clinically excellent, **compassionate** home health, hospice, and **community-based care** to those we serve.



OUR BRAND

- **Getting better every day.** We're committed to raising quality through innovation, teamwork, and efficiency.
- **Easier access.** We're committed to making health and **care accessible** and straightforward.
- **Guiding the way.** We're committed to guiding families and individuals through the care experience.
- **Seeing the Individual.** We're committed to delivering care **focused on the needs of each person.**



With a focus on quality, safety, value, and experience, Baystate is not only a keystone of our region – we are also a national leader in healthcare.

Baystate Health is the largest healthcare organization in western Massachusetts. The care we provide plays an essential role in health of the people in our communities. Our impact is felt from the patient bedside to the classroom to the workplace and beyond.

Communication

A first message to Cathy Bean at Northern Light Home Care and Hospice

Good afternoon, Cathy,

New England Arab American Organization (NEAAO) has been working with Chan at DHHS on some Covid-19 vaccination projects and she referred us to you.

NEAAO is assessing vaccination needs in the business community, especially large organizations that have staff from immigrant and refugee communities. IDEXX has reached out to us to see if we can arrange on-site pop-up clinics for two shifts the week of June 7:

6:30 - 7:30 am

2:30 - 3:30 pm

These do not have to be on the same day. IDEXX has 15-20 people for each shift, and requests both J & J and Pfizer so employees' children ages 12 and up can be vaccinated at the same time (before school and after school).

Would Northern Light be able to accommodate this request for NEAAO and IDEXX? We will have staff there to help with communication and also incentives. IDEXX would like to promote this through their in-house newsletter, so we can work with you on last minute vaccine counts if additional employees sign on.

This is a very effective way to reach some of our more resistant Mainers, especially those who worry about missing work to get vaccinations elsewhere. Zoe Sahloul, our executive director, and I are available to meet with you to share more details and ideas.

Thank you, Cathy. We have had some wonderful conversations with Melissa Skahan about reaching some of our more vulnerable populations. And of course, we have accompanied Northern Light/Mercy at the EXPO as cultural brokers for two months now! We are well aware that you are going above and beyond to help us achieve vaccine equity!

Thank you,

Melinda Thomas
Project Manager
New England Arab American Organization
www.neaao.org
(cell) 413-262-6043





Bean, Catherine

RE: Pop-up clinic at IDEXX

To: melinda.thomas@neaa.org, Cc: Zoe Sahloul, Howard, Leigh Ann

Inbox - meli...omas@neaa.org May 27, 2021, 4:18 PM

[Details](#)

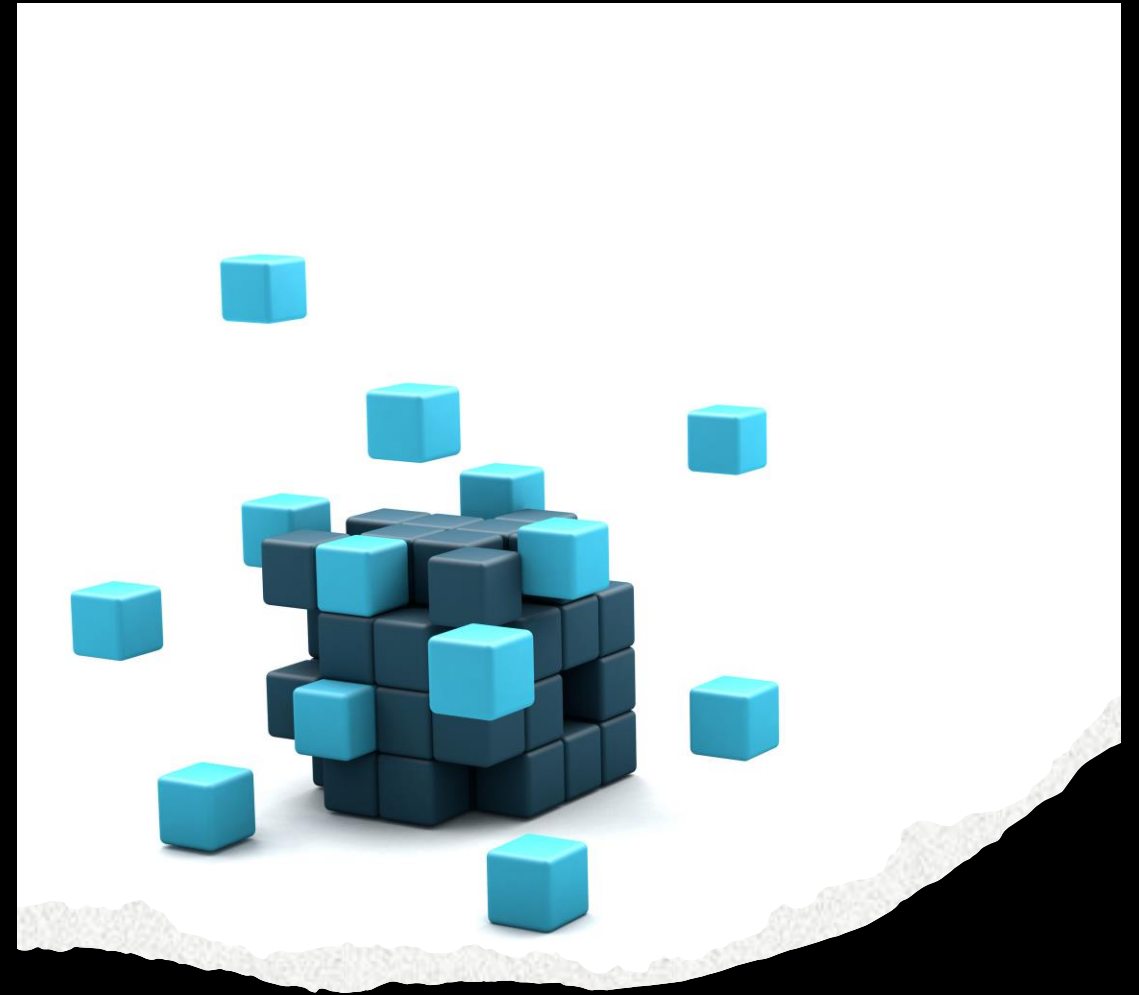


We would love to participate in this. Are there days/times that work best?





Agree together
what a good
outcome is.





Agreement #1

“We know that numbers are important. We want to get as many shots into arms as we can during this pandemic. But it’s not always about numbers. It’s about availability. If you want to really promote equity, you have to be willing to show up. We are here for you—that is the message.”

Amelia Arnold, Community Pharmacy





Partnership between
NEAAO, MECAP and
Community Pharmacy

New Gloucester, 2022

COMMUNITY
PHARMACIES



MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) is entered into by *New England Arab American Organization (NEAAO)*, a 501c3 non-profit community based organization, and *Community Pharmacy*, a private full-service pharmacy. This MOU takes effect beginning 9/6/22.

Purpose

The purpose of this MOU is to define a collaboration whereby *Community Pharmacy* will provide Covid-19 vaccines to community members, both insured and uninsured, at clinics hosted by **NEAAO** and other community-based organizations. The goal of this program is to ensure access to vaccine for community members experiencing inequities in health care and Covid-19 response. Other vaccines will be provided as available to those with insurance coverage.

Roles and Responsibilities

NEAAO agrees to

- Schedule and confirm clinic dates and times with Community Pharmacy before promotion of clinic to community
- Reimburse Community Pharmacy at a rate of \$150 per hour for one pharmacist, with an additional \$75 per hour for additional pharmacists.
- NEAAO will pay Community Pharmacy up to and not exceeding a total of \$5,000 for the duration of this MOU.
- Review invoices submitted by Community Pharmacy and make payment according to timelines and payment information outlined in the invoice
- Maintain open channels of communication to clarify any requirements on the part of either partner.

Community Pharmacy agrees to

- Track hours and staffing for each clinic
- Submit to NEAAO total number of vaccinations given per clinic within 48 hours
- Submit invoice for payment within one week of clinic

Agreement #2

It's not just about building the relationship, but sustaining it.

NEAAO agreed to pay Community Pharmacy out of grant funds for staff costs at \$150 per hour for one pharmacist, and an additional \$75 for additional pharmacists.

This only increased the strength of our partnership.



Partner Perks

“I can’t believe they are giving our vaccination team free bottles of wine at this vaccine clinic. Good ones, too! I’m more a fan of fine whiskey, but wine is good. Yes, very good.”

Joe, Pharmacist from Community Pharmacy, at a NEAAO clinic at NAPPI Distributors, Gorham, December 2022



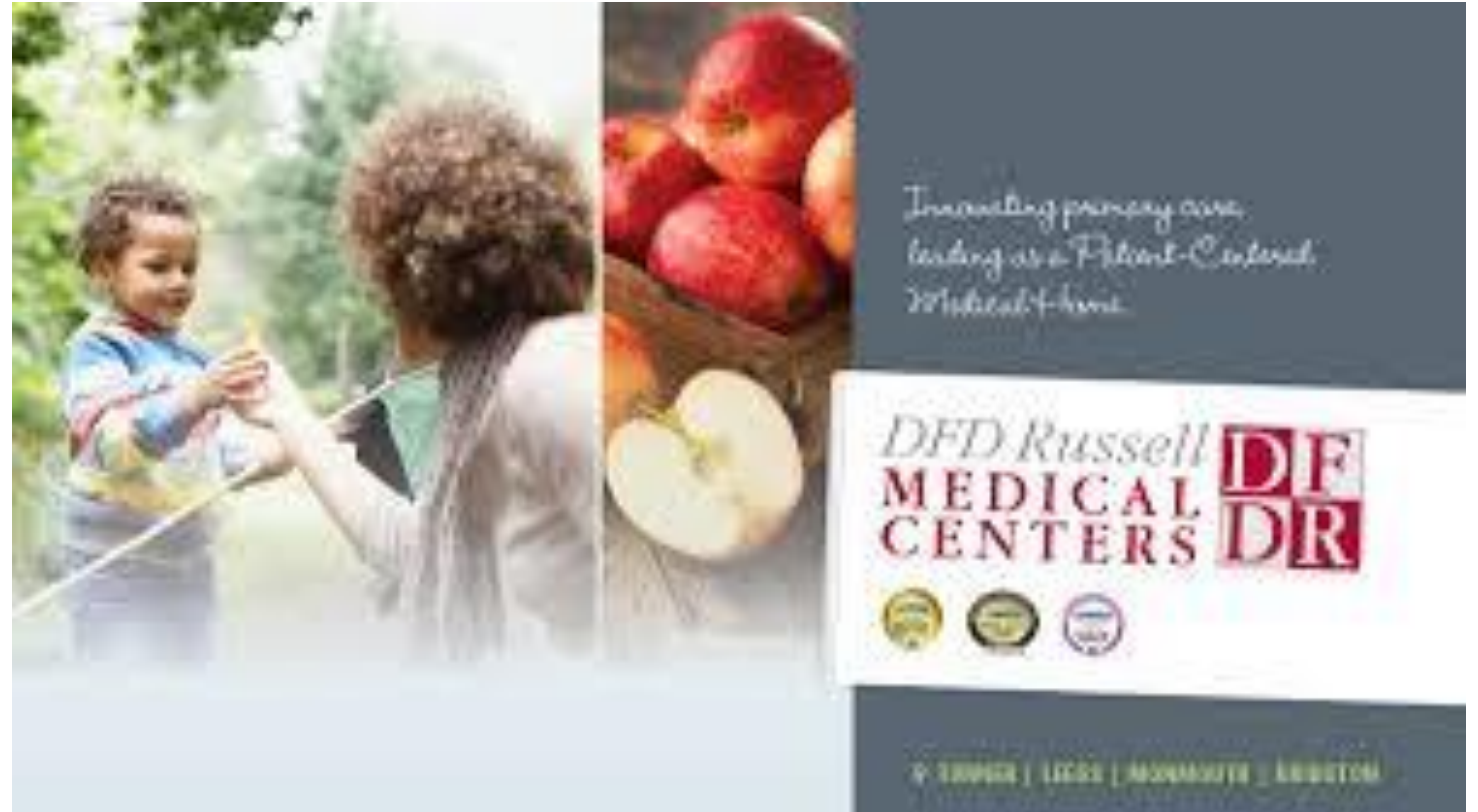
A friend of yours is a friend of mine.

- New Partnerships between CHWs and Medical Providers lead to other beneficial relationships.
- Explore possibilities that can benefit everyone.



NEAAO and DFD Russell Medical Center: Building a Strong Relationship in Rural Maine

- DFD Russell is an FQHC with several facilities.
- Automated answering service with long wait times. Good at returning messages.
- Waiting list is several months.
- New patient must present with health issue to get appointment. No “annual check-up” patients accepted for 6 months.



*Innovating primary care, leading as a Patient-Centered Medical **Home**.*

Agreement #3: Our methodologies sync.

PHN—Public Health Nurses

Methodologies:

PHN: Manage all aspects of the clinic.

ECBOs: Manage “front end” and need PHN to provide ONLY shots in arms.





Take-Aways

- Explore your own values and biases
- Identify shared outcomes
- Agree on methods, partner roles
- Investigate ways to sustain the partnership
- Advocate for partner as well as your community members
- Share your success—mention your partners in posts and reports





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