

From: [Gretchen Kinder](#)
To: [solicitation.questions](#)
Cc: [John Grant](#); [Chris Dunkin](#)
Subject: AHCA RFI 014-21/22
Date: Friday, June 3, 2022 11:09:16 AM
Attachments: [FINAL_findhelp_Florida RFI Response - Google Docs.pdf](#)

Dear Cody-

Thank you for inviting interested parties to respond to AHCA RFI #014-21/22 regarding best practices in Medicaid managed care programs.

Attached please find an RFI response from Aunt Bertha, a Public Benefit Corporation doing business as findhelp. In this response, we detail the role social determinants of health networks and referral platforms like ours can play in helping AHCA achieve many of its quality goals.

Findhelp pioneered the development of social care assessment, referral, and tracking systems and remains the Best-in-KLAS solution in the market. We have more than 450 customers across the country, including four of AHCA's current Medicaid managed care vendors, two Florida school districts, and several health and hospital systems.

We would be happy to meet with members of the AHCA team to answer questions you may have about how Medicaid managed care organizations are leveraging platforms like ours to efficiently and securely address health-related social needs.

I have copied my colleagues Chris Dunkin and John Grant on this email so they can see this has been sent to you. Any of us could arrange a follow-up with our team or answer any questions that come out of your review of this document.

Yours with gratitude,

-g-

Gretchen Kinder, MSW MPH (she/her/hers)

Government Business Development

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Dignity and Ease: Best practices for connecting Medicaid enrollees to SDoH resources

June 3, 2022

Re-Procurement of the Statewide Medicaid Managed Care Program
Request for Information (RFI) 014-21/22

Prepared by:
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Executive Summary

Aunt Bertha, doing business as findhelp, welcomes the opportunity to respond to RFI #014-21/22 Re-Procurement of the Statewide Medicaid Managed Care Program released on May 6 by the State of Florida Agency for Health Care Administration (AHCA).

Findhelp is writing to offer AHCA data on the role social care referral platforms can play in improving both the quality and efficiency of care for Medicaid enrollees by facilitating assessments, referrals, and delivery of services related to social determinants of health (SDoH).

Who is findhelp?

Findhelp is America's leading social care network, featuring more than 560,000 human-verified service programs that provide help to millions of people across the country, including Florida. More than 450 of the largest health plans, hospital systems, government agencies, educational institutions, and cause organizations trust findhelp's network to address social determinants of health (SDoH). Our configurable closed loop referral (CLR) platform enables customers across industries to bring social care to their patients, members, students, constituents, and communities.

Today, our client base is largely Government and Healthcare/Health Plan organizations. We also serve organizations in Education, Housing, Corrections, Workforce, United Way/211s, Foundations, Nonprofits, and others. Customers include:

- *Government:* Brevard and Orange County (Florida) Public Schools, DC Department of Health, Contra Costa Health Services, City of Dallas, Washington County, PA.
- *Healthcare:* AdventHealth, Baptist Medical Center, BayCare Health System, Lee Health, Memorial Healthcare System, St. Jude's Children's Research Hospital, Stanford Healthcare, Johns Hopkins Medicine.
- *Health Plans:* Anthem, Molina Healthcare, Centene, Cigna, AmeriHealth Caritas, Optum, LA Care, Aetna, UnitedHealthcare, Humana, Vivida.
- *Education:* University of California Health, Indiana University, Ivy Tech Community College, Morehouse College, Meharry Medical College.
- *United Way/211s:* United Way of Greater Austin/Model Community, West Virginia 211, Inland Empire Health Plan & 211.
- *Other:* AARP, Eli Lilly, Bristol Myers Squibb, Tyson, Centurion Health, Idaho Health Data Exchange, American Heart Association, Savers, American Academy of Family Physicians, American Red Cross, American Association of Service Coordinators, Heartland for Children, Kids Central, Inc..



What is findhelp's area of expertise?

For nearly 12 years, findhelp has been the nation's leading provider of CLR systems and SDoH network solutions. Our expertise is evident in our:

- **High customer acquisition and retention rate:** The quality and ease of our solution is why (a) we have a 97% customer renewal rate and (b) we continue to add an average of 80 new customers per year in the healthcare space, representing an annual growth rate of nearly 50%.
- **Recognition as the Best-in-KLAS SDoH network in both 2021 and 2022:** KLAS Research started evaluating SDoH network platforms in 2021, citing it as an emerging field essential to organizations seeking to take on more value-based reimbursement risk. For each of the last two years, findhelp has taken the top performing spot. In the 2022 report, findhelp earned a score of 89.4 out of 100, surpassing all other SDoH vendors in every domain of the Best-in-KLAS assessment: culture, loyalty, operations, product, relationship and value.
- **Regular requests to testify on social care privacy issues:** AHCA knows that consumer privacy in healthcare is highly regulated, through HIPAA, HITECH, Social Security Act, Part 2 Regulations, and complementary state standards. However, these rights are not clearly extended to the delivery of services related to SDoH. The lack of privacy guardrails is leading many other vendors to use a “one-time consent” model, which typically restricts a user’s ability to control data sharing, making their data accessible to anyone accessing the platform at any time, forever. As the industry becomes more mature, state and federal regulators, elected officials, and thought leaders are recognizing the dangers associated with the “one-time consent” model and are turning to findhelp’s leadership to offer testimony and guidance on strategies for ensuring user privacy and dignity in CLR platforms. This has included:
 - *March 31, 2022:* findhelp Founder and CEO Erine Gray provided testimony to the Rhode Island House State Government and Elections Committee on H 7994, relative to the closed-loop referral system.
 - *March 10, 2022:* findhelp Chief Operations Officer Jaffer Traish offered testimony to the Office of the National Coordinator (ONC) Health Information Technology Advisory Committee (HITAC).
 - *February 3, 2022:* Erine Gray provided written testimony to the Connecticut Committee on General Law on SB6, pertaining to the inclusion of language establishing data privacy protections for use of closed-loop referral management systems.





- *January 27, 2022:* Erine Gray provided testimony before the New Hampshire Senate Health and Human Services Committee on SB 423, relative to the closed-loop referral system.
- *June 16, 2021:* Erine Gray provided invited testimony for the House Rules Committee of the U.S. Congress as part of a hearing on hunger and food insecurity.

We also have deep knowledge of Florida’s health and social care environment through our nearly 20 clients in the state. These clients include nearly half of the Medicaid managed care plans already serving AHCA enrollees.

These factors—our high rates of customer satisfaction, our status as Best-in-KLAS in our industry, leadership in the field of consumer privacy, and knowledge of Florida’s Medicaid environment—offer us unique insights that we believe may help AHCA as you plan to reprocure your statewide Medicaid managed care contracts (SMMC).

We hope you find our suggestions useful as you prepare for this important procurement. Please do not hesitate to reach out if you have any questions about our suggestions.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Dunkin", written over a horizontal line.

Chris Dunkin, Director, Government Markets
cdunkin@findhelp.com
512-750-9490

Enclosure



Respondent Contact Information

Aunt Bertha, a Public Benefit Corporation doing business as findhelp

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Suggested Best Practices in Medicaid Managed Care

Integrating HIPAA-compliant closed loop referral platforms in Florida's SMMC

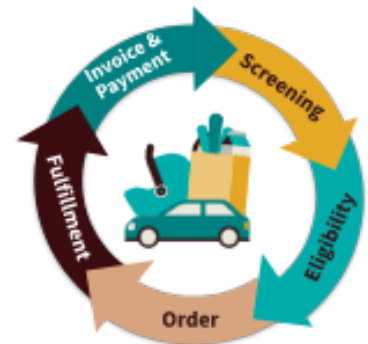
More than 400 of the largest health plans, hospital systems, government municipalities, educational institutions, and cause organizations trust findhelp's social care referral platform and human-verified network of community-based organizations (CBOs) to address SDoH. Our configurable platform enables customers across industries to:

1. Assess the needs of the people they serve.
2. Connect people to free or reduced-cost goods and services through CBOs and direct service organizations and businesses.
3. Track the referral to ensure individuals are getting access to resources.
4. Report on these activities to demonstrate the impact of the social care platform on organizational goals.

Furthermore, findhelp is fully interoperable, which means users can simply integrate the referral tool and suite of analytics into their existing care management and electronic health record systems. There is no new software to buy, install, and learn; this makes it easy and low-cost for health plans, medical practices, and even CBOs to begin using findhelp.

Delivering needed goods and services to your enrollees

In May 2020, we introduced a new service to our suite of social care supports: Marketplace. Our Marketplace technology allows providers, navigators, and other users of findhelp to order social goods and services for direct delivery — right through our platform — to people seeking assistance. Through Marketplace, navigators can send groceries (i.e., through our partnership with the Florida-based GA Foods) or diapers, set up rides to healthcare appointments (i.e., through our partnership with Uber Health), and much more. Marketplace also supports eligibility screening, authorization, and payment for orders under 1115 Medicaid Waivers or other CBO contractual relationships. This functionality makes it possible for





Medicaid managed care plans to meet their enrollees' immediate social care needs without delay.

Ensuring HIPAA-compliant social care

The social care referral industry is not covered by HIPAA. However, when social care is integrated as part of a Medicaid managed care program, it is vital that social care platforms and data be fully HIPAA-compliant, meaning the data captured in the system is securely stored and only accessible on a need-to-know basis. This is in contrast to the one-time consent model used on some platforms, which typically makes a seeker's data accessible to anyone accessing the platform at any time forever. This does not honor the spirit of HIPAA and creates unnecessary risks that may discourage users from seeking help through the platform.

Findhelp's platform is HITRUST certified and fully HIPAA-compliant. Our system includes per-referral and per-assessment consent. This encourages engagement and removes factors including shame, which become barriers to getting help. Our deep commitment to privacy—reflected in policies and workflows—is also a differentiator from other vendors.

Inviting your SMMC vendors to integrate an interoperable, secure, social care referral platform like findhelp as part of their care management program is an easy way to help your enrollees connect to a diverse range of goods and services that address the social determinants of health. Ensuring your vendors are capturing and integrating the vast array of social care data into their assessment of quality (i.e., reducing ER readmissions, improving maternal and child outcomes, reducing health disparities, improving consumer satisfaction) will help demonstrate the value of integrating social care requirements into your SMMC contracts.

The scope of social care needs in Florida

Today, findhelp is used by 19 Florida businesses, including nearly half of your Medicaid managed care vendors who today serve 1.4M enrollees. In the last year, there were nearly 7,500 social care assessments completed and stored through our platform, 91% of which resulted in the identification of at least one social care need. These assessed needs are complemented by the nearly four million searches Florida users have conducted on our platform in the last year, seeking information on social care programs by zip code and program type (*Figure 1*). Through our platform, these Floridians were referred to services like Mercy Medical Angels, Kindred at Home, and myriad community action agencies. These searches have taken place in communities across the state, and have been supported by findhelp customers, who we call navigators, and by Floridians themselves, who we call seekers.



① Most Common Search Terms | 365 Days

TERM	DOMAIN	SEARCHES
help pay for housing	housing	153,055
food pantry	food	99,502
help find housing	housing	97,494
help pay for food	food	90,139
food pantry, food delivery, emergency food, nutrition educ...	food	87,535
help pay for utilities	housing	81,498
government food benefits	food	63,603
emergency food	food	58,615
food delivery	food	50,760
financial assistance	money	47,716
housing vouchers	housing	44,477
transportation	transit	31,611
temporary shelter	housing	31,257
help pay for internet or phone	housing	23,780
transportation for healthcare	transit	22,256

Figure 1: Over the last year, findhelp's platform has been used to conduct nearly four million searches for social care, like help paying for food and housing.

The value of improving goal-aligned care coordination

At its core, findhelp's SDoH network and CLR platform is a tool for improving coordination of social care for individuals enrolled in health care programs, like Medicare and Medicaid. This doesn't mean that government health coverage programs need to get into the business of delivering social care. However, they can assess social care needs and help facilitate



connections between their enrollees and the thousands of community programs, like [Virginia's HEARR \(Health Equity and Access in Rural Regions\) coalition in rural southwestern Virginia](#), that are doing the work of safely and reliably driving people to medical appointments, delivering healthy foods, providing culturally competent support for new parents, and serving people with comorbid conditions like diabetes and bipolar disorder. By simply assessing, referring, and tracking meaningful connections to human-verified CBOs, Medicaid managed care vendors can move the needle on key healthcare quality goals including:

1. Improving birth outcomes for mothers and infants through and beyond 12-month postpartum coverage period

One example is Superior HealthPlan in Texas, a Centene plan that serves 1.7 million Texans, including Medicaid, Medicare Advantage, and dual plan enrollees. Their Smart Start for Your Baby® value-add program leverages findhelp technology to determine a member's eligibility for the program, following the member's completion of healthy pregnancy and new baby classes, manage referrals for value-add incentives, and procures and delivers the incentive to the member's home. Through the findhelp platform, Superior HealthPlan is billed for the actual cost of the incentive items delivered through findhelp. As a result of their partnership with findhelp, **Superior reduced administrative time spent managing the program from 25 hours per week to under one hour per week. In addition, they saw a 550% increase in the number of referrals they received through the findhelp platform and a 500% increase in the closed loop rate**, giving them assurances that their enrollees were having their social care needs met.

2. Maximizing home and community-based placement and services through proactive aging-in-place strategies

According to the [U.S. Department of Housing and Urban Development](#), more than 89 percent of Americans over the age of 50 want to remain in their homes for as long as possible. Doing so protects social connections with friends and family, allowing adults to stay engaged in their communities longer, all of which help reduce depression while increasing cognition, and physical function. Our customer, Geisinger Health Plan, is helping make this happen for their members using the findhelp platform to collaborate with the non-profit Neighborworks Northeastern Pennsylvania (NWNEPA). NWNEPA supports positive health outcomes for homeowners aged 60 and older, by making it possible for them to safely stay in their homes through simple home modifications like installation of grab bars, air conditioning units, and wheelchair ramps. A member of Geisinger's Community Health Associate team assesses members' needs and refers them to NWNEPA when indicated. NWNEPA staff are then dispatched to conduct a home modification assessment and an occupational therapist is



deployed to identify which recommended modifications are most needed. Following these steps, a crew is dispatched to make the recommended repairs. Through the findhelp platform, the Geisinger team is informed as the work progresses through completion. This gives them essential data needed to begin assessing the impact of the home modifications on the members' health, as well as overall program costs.

Program data shows that the typical cost of the home modifications to help a senior age in place is \$10,000, less than the average cost of three months in an average nursing home.¹

3. Aligning quality metrics and outcomes with the Florida State Health Improvement Plan

One area where AHCA could strengthen alignment with Florida's State Health Improvement Plan (SHIP) is by introducing SDoH and health equity elements that parallel the SHIP goals HE1, HE2, and HE3 to your goals and measurement plan. You could do this by requiring your SMMC vendors to integrate a platform like findhelp into their case or care management systems. **For example, our platform offers customers a comprehensive data set that makes it possible to analyze:**

- **The types of SDoH resources people are searching for** (e.g., food pantries, affordable housing).
- **The types of SDoH resources people are connecting with**, along with areas of unmet needs.
- **Geographic areas with unmet social care needs** as defined by the social vulnerability index.
- **Opportunities for improved collaboration** among platform users.

This data can be trended over time to show improvements resulting from the quality interventions implemented by your Medicaid managed care vendors. Most findhelp data can be filtered by geographic and demographic characteristics, so users can target improvement interventions to maximize equity.

4. Utilizing value-based payment designs to simultaneously increase quality and reduce costs

Social care referrals are integrated into the 1115 waiver plans in use by many state Medicaid agencies, including MassHealth's accountable care organization (ACO) model and related Community Partners (CP) and Flexible Services (FS) programs. An independent assessment of MassHealth's ACO program published in May 2021² reveals that one of the benefits of the ACO Model, which uses value-based contracts to engage medical practices in whole person care, is the formation of benefit partnerships

¹ <https://resolvemagazine.org/2021/04/22/helping-older-adults-age-in-place/>

² Rob Huston et al. May 2021. [The MassHealth Accountable Care Organization Program: Uncovering opportunities to drive success,](https://www.bluecrossmafoundation.org/sites/g/files/cspwhs2101/files/2021-05/ACO_Qual-Assess_FullReport_Final_0.pdf)

https://www.bluecrossmafoundation.org/sites/g/files/cspwhs2101/files/2021-05/ACO_Qual-Assess_FullReport_Final_0.pdf



among ACOs, community-based mental health and long term service agencies, and community-based organizations serving their members' social care needs. The authors write, **“By creating financial incentives to better address patients’ (health related social needs) HSRNs in order to improve quality and reduce total cost of care, the ACO program fostered an environment where ACOs are working with (CBOs) to...improve members’ health in a way that was not incentivized in the fee-for service model.”**

Findhelp’s ACO customers in Massachusetts use our platform to:

- Screen patients for eligibility in the FS program.
- Assess patients’ social care needs.
- Manage all social care referrals, whether they are part of Flexible Services or not.
- Securely share information about the patient and the referral between the CBOs and the ACO
- Record and share detailed referral outcomes (e.g., how many and types of meals provided)
- Monitor service utilization across multiple Flexible Service programs using real-time reporting dashboards.
- Manage reporting for fundraising, invoicing, and payment purposes.
- Support data management for contractual reporting and compliance purposes.

Today, findhelp is the social care platform used by nine of the 16 ACOs operating in Massachusetts.

5. Increasing timely access to providers and services

Services like findhelp’s Marketplace make it possible for care and case managers to order and ship social care goods (e.g., healthy groceries) and services (e.g., Uber Health transportation) directly to enrollees. **This expedites their access to resources they need to maintain good health at home because they don’t have to wait for their next home care or case management visit to run shopping errands or receive deliveries.** For HCBS-qualified enrollees who live in more rural areas, home delivery through a service like Marketplace has the potential to expand their access to critical home care supports by reducing the amount of PCA and home care time needed to run community errands. We have heard from some rural recipients that their 60-minute weekly PCA allocation is entirely used getting to and from the grocery store each week. This leaves no time for assistance with other critical activities of daily living like laundry and house cleaning.



The value of empowering social care on consumer satisfaction and efficiency

Consider innovative delivery methods, including care bundling, that empower recipients in making more informed health care decisions: Social care referral platforms, like the one offered by findhelp, can be configured to engage your consumers as active participants in their social care referral process—with consumer functionality ranging from simply monitoring their social care referrals to conducting social needs self-assessments and proactively referring themselves to community services.

Engaging consumers in positively influencing their healthcare experience is a term known as “value co-creation.” Research shows that this experience is correlated with improvements in overall satisfaction.³ While the current CAHPS (consumer assessment of healthcare providers and systems) survey doesn’t include direct questions about social care referrals and case management, making it possible for your enrollees to collaborate in the creation of their social care referral experience, using platforms like the one pioneered by findhelp, may have a positive influence on their overall ratings. This is likely to **impact your goal of wanting to improve recipients’ experience with the SMMC program.**

Wrap-up

Given the clear relationship between social care needs and health, Medicaid managed care organizations have long been charged with integrating care for SDoH into their service plans. Comprehensive software platforms like findhelp are helping Medicaid managed care organizations and their affiliates make a difference in the SDoH space by improving the efficiency of the assessment, referral, and reporting processes used to deliver social care to vulnerable individuals. We recommend that AHCA require or support demonstration projects that use platforms like findhelp to integrate the delivery of social care into quality initiatives aligned with your goals. We stand ready to work with you and your Medicaid managed care vendors to help make this happen.

³ Moretta Tartaglione, A., Cavacece, Y., Cassia, F. and Russo, G. (2018), "The excellence of patient-centered healthcare: Investigating the links between empowerment, co-creation and satisfaction", [The TOM Journal](https://doi.org/10.1108/TQM-11-2017-0138), Vol. 30 No. 2, pp. 153-167. <https://doi.org/10.1108/TQM-11-2017-0138>