



Opportunity

Chicanos Por La Causa, Inc. (CPLC) has identified an opportunity to transform the structural gaps in health care access: economically unstable families are often lost in the system of service providers and referrals, resulting in a cycle of dependence upon community services while few needs are fully met. This new, innovative approach to healthcare will address a wide variety of the social determinants of health through a partnership with United Healthcare Community & State (UHC).

Background

Over the course of its 46 years of experience in community development, CPLC and its partners have built a collective understanding that access to healthcare is rarely a family's only need. Low-income families are often faced with impossible decisions like whether to forgo medical treatment to pay for rent, or forgo rent to pay for food. As the lives of family members are deeply interconnected, so are their needs. Unfortunately, families are often faced with the prospect of having to connect with a different service provider to meet every need, which can be a major barrier when transportation and time may already be scarce. A family may be provided with numerous referrals and never make their first appointment.

In 2015, UHC approached CPLC to brainstorm solutions to the barriers between families and well-being and generated a breakthrough idea—to create a central hub—or “Community Connect Center”—with a single point-of-entry that addresses not only health, but also financial stability to help clients move along a continuum from dependence to self-sufficiency.

Strategies

CPLC has developed two strategies that work in tandem to create the desired outcomes of impacting healthcare costs and improving healthcare comprehensive services.

Center Based - CPLC is in a unique position in that our services already include housing, financial literacy, workforce development, youth services, behavioral health, parent education, immigration services, health insurance enrollment, and others. Out of a new, 30,000 square foot facility, CPLC has united a variety of health and social services to form a one-stop-shop for consumers to meet a variety of needs. Additional partners currently include Risas Dental Group; St. Joseph the Worker, to provide workforce development services for vulnerable populations; St. Mary's Food Bank, providing diabetic food boxes; WIC; the Medical Transportation Brokerage of Arizona; and Dress for Success, providing professional clothing and supportive services for unemployed women. CPLC is also working with one of Arizona's largest integrated health groups to provide primary care out of the facility. With the proposed project, CPLC will directly link clients to a range of services from a variety of providers and track their progress as they move through these services.

Housing Initiative- In partnership with UHC a strategy to meet the housing needs of its members has been developed through a \$20 million investment for the development of multi-family apartments. As part of the self-sustaining wrap-around service model formerly mentioned, this initiative will act as a "housing vaccine" for clients who have identified housing insecurities. By integrating health and housing, CPLC is working to address a variety of the social determinants



of health in a model that targets specific CPLC owned and operated multi-family housing complexes. Residents complete a single intake assessment and are directly linked with the services (primary/behavioral health, dental care, food boxes, housing, workforce development, education, immigration legal services, housing counseling, and others) they need. CPLC tracks clients as they move through these services on their way to financial self-sufficiency.

As the project is implemented, CPLC and UHC will closely monitor and evaluate which social determinants of health have the greatest impact on health and wellness and focus resources towards that area. This project is expected to reduce costs to the community as families become financially stable and reduce dependence on community-funded services while increasing their ability to contribute to their own healthcare costs. Findings from the first two years of implementation will inform potential expansion to new markets.

CPLC and UHC are working to reduce systemic gaps in health care access and outcomes with a collaborative effort that strategically leverages existing infrastructure—CPLC’s facilities and UHC’s technological capabilities—to address financial stability as a key determinant in health outcomes. True wellness cannot be achieved when other critical needs are still unmet. By addressing poverty as it relates to health and wellness, CPLC and UHC are building stronger, healthier, more sustainable communities.