



Greater Health Now

ANNUAL REPORT

20
24

COLLABORATION | INNOVATION | ENGAGEMENT



The name Greater Health Now demonstrates our focus and drive on creating greater health in our region. When it comes to population health, we know it is important to strive for change now. To do this, we work with partners from all over the state to create meaningful solutions that bridge the gap between healthcare providers, community-based organizations, and the needs of the people they serve.

Greater Health Now serves Asotin, Benton, Columbia, Franklin, Garfield, Kittitas, Walla Walla, Whitman, Yakima Counties, and the Yakama Nation. We are an independent nonprofit organization committed to building vibrant and healthy communities. We partner with individuals and organizations to foster meaningful community-led collaboration leading to equitable well-being, fewer people suffering and struggling and more people thriving.

Greater Health Now **VISION**

Greater Health Now is a vibrant, healthy community in which all individuals regardless of their circumstances, have the ability to achieve their highest potential.

Greater Health Now **MISSION**

Advance the health of our population by decreasing health disparities, improving efficiency of health care delivery, and empowering individuals and communities through our values of collaboration, innovation, and engagement.



Our 2024 Focus Areas

COMMUNITY-BASED CARE COORDINATION

Essential for integrating health and social services, with Accountable Community of Health Hubs acting as a key connection between the two sectors.

WORKFORCE

Dedicated to addressing the healthcare workforce shortage by tracking trends, supporting innovative projects, and promoting collaboration across sectors.

COLLECTIVE IMPACT

Prioritizing, engaging with and empowering communities to address issues and improve overall health and well-being.

SUSTAINABILITY

Innovation is essential for the growth, survival, and success of Greater Health Now and all projects and programs are being evaluated with a focus on sustainability.



COMMUNITY-BASED CARE COORDINATION



Community-Based Care Coordination is a hands-on approach to addressing local Health-Related Social Needs. It engages community members, leaders, community-based organizations, and health care systems who have a vested interest in the health and well-being of their community. Community-Based Care Coordination is often accomplished through relationship building within a network of community-based organizations who deploy a community-based workforce to work with priority populations and the most vulnerable in our communities.

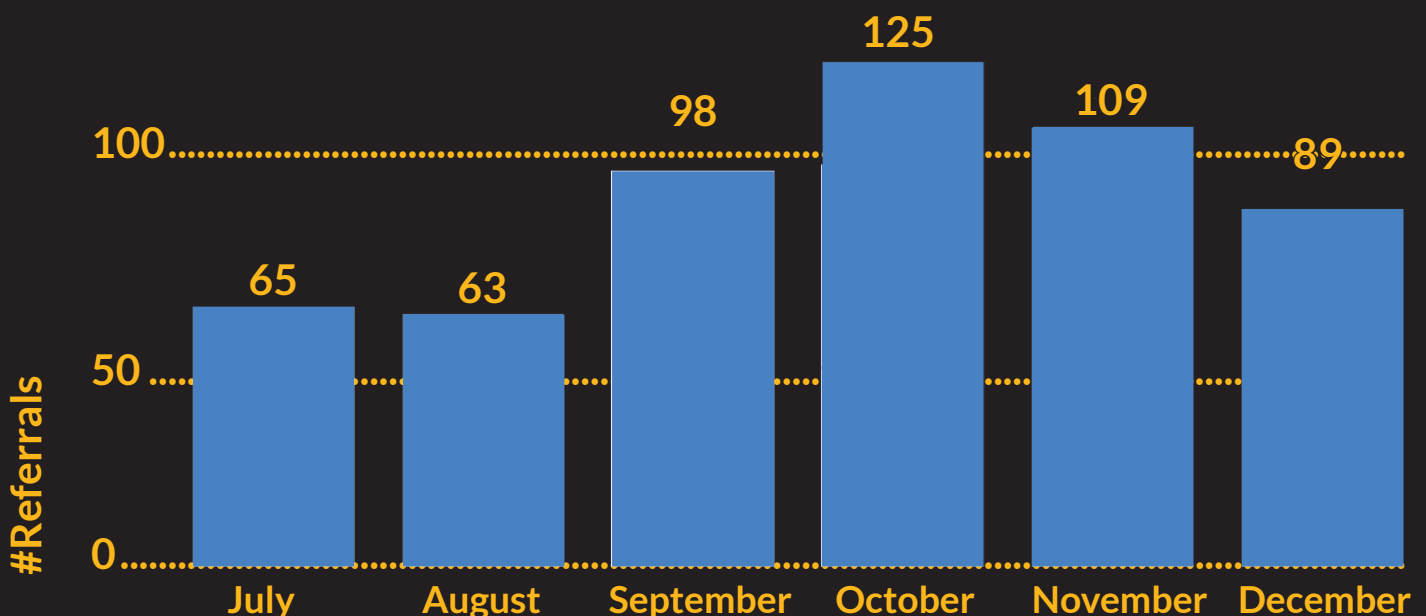
Greater Health Now approaches Community-Based Care Coordination in the following ways:

- Being a neutral convener
- Building trusted relationships with regional partners
- Stewarding regional funding
- Capacity building for community-based organizations
- Expanding the community-based workforce
- Referral coordination & management
- Training, technical assistance, and quality improvement support

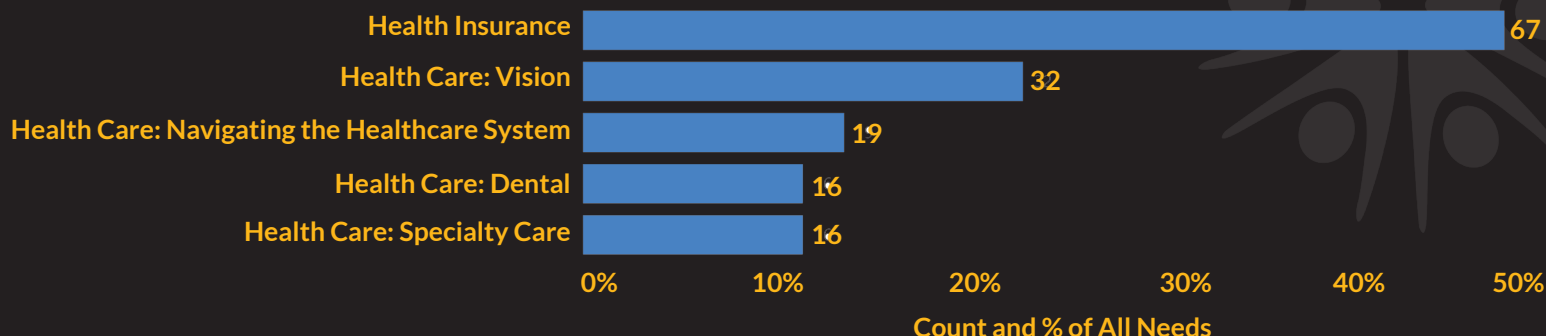
Accountable Communities of Health have a specific role to serve as Community Care Hubs for Community-Based Care Coordination and delivery of Health-Related Social Needs services. In 2024, Greater Health Now implemented the Community Care Hub as well as a Client Management System to screen and assign individuals to the right partners for services.

From July to December 2024 there were 565 referrals placed for services.

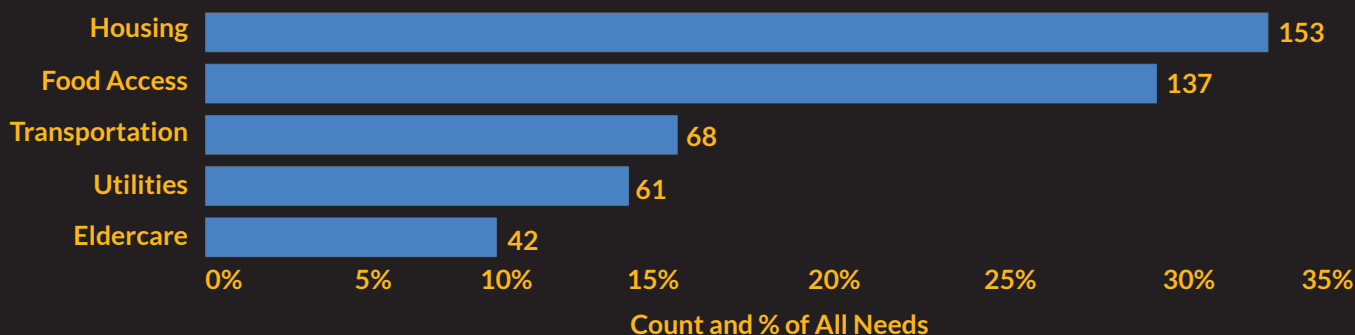
Greater Health Now Referrals by Month - 7/1/24 - 12/31/24



Top 5 Health Barriers Identified - 7/1/24 - 12/31/24



Top 5 Social Barriers Identified - 7/1/24 - 12/31/24



Defining Our Work

Social Care Network (SCN): A social care network refers to a system of interconnected resources that work collaboratively to provide care, support, and assistance.

Community Care Hub (CCH): A Community-focused entity that organizes and supports a network of Community-Based Organizations (CBOs) to address Health-Related Social Needs (HRSNs.)

Community Engagement Specialist (CES): The Community Engagement Specialist is a liaison between Greater Health Now operations and communities within assigned regions. They support existing contractual relationships and foster new connections to leverage Greater Health Now initiatives and support community needs. Previously known as a “Hub Liaison”, this role is critical to gather data, assess needed services, and partner for support.

Community-Based Care Worker (CBW): A Community-Based Care Worker is a trained (and licensed when required by law) individual who has a unique understanding of the experience, language, and culture of a particular population, and provides cultural appropriate care coordination and resource navigation support to members of their community. Individuals in this role may be a community-based professional such as community health worker; Promotora de Salud; community-based social worker; community-based nongovernmental nonprofit staff or other trusted community-based professional (e.g. doula, nurse, emergency medical technician, peer specialist, recovery and resource coach).





Greater Health Now’s Community-Based Workforce Development efforts include the following:

- Amplifying the voices of community-based workers by creating spaces to address their needs and concerns.
- Building workforce confidence through training and education designed to improve skills for managing referrals from the social care network.
- Supporting capacity building and sustainability across the workforce.
- Coordinating and delivering relevant and impactful training programs for community-based workers.



Regional Partnerships and Workforce Distribution

In 2024, collaboration took place with nine partner organizations across the Greater Health Now Region to expand and train their workforce. We now have community-based workers (CBW) in the following areas:

Partner Organization	Counties Served	CBW's
Benton Franklin Health District	Benton, Franklin	3
Southeast Washington Alliance for Health	Garfield, Columbia, Asotin	4
Community Health of Central Washington	Yakima	1
Kittitas County Health Network	Kittitas	4
Blue Mountain Heart 2 Heart	Walla Walla	1
Yakima Neighborhood Health Services	Yakima	1
Garfield Fire District 1	Garfield	1
Kittitas County Fire Protection District 6	Kittitas	1
FISH Community Food Bank	Kittitas	1



Training and Team Development

Beginning in March 2024, Greater Health Now offered training and team development classes as part of our workforce development initiatives to support our partners and community in creating healthy work cultures that promote retention.

Classes provided:

- First Break All the Rules
- Civil Treatment for Leaders
- Crucial Conversations
- Crucial Influence
- Leadership Coaching

In total, 222 attendees participated in these classes, mostly representing our community partners. Greater Health Now plans to expand these offerings in 2025.



Learning Collaboratives

Our learning collaboratives offer a regional education opportunity for community leaders to learn about services and programs in our represented communities and gain new knowledge on specific health and social services topics and initiatives.

In 2024, Greater Health Now hosted nine Learning Collaboratives with over 450 participants:

- Foundational Community Supports Overview
- Foundational Community Supports – Employment Overview
- Foundational Community Supports – Supportive Housing
- Workforce Development Data and Initiatives
- Approaching Alzheimer's
- Cross-Sector Communication: Contractual Partnerships Between Healthcare and Community-Based Organizations
- Supporting Justice Involved Individuals: Re-Entry and Beyond
- Drug Trends and Triumphs
- Addressing Employment as a Health-Related Social Need



COLLECTIVE IMPACT



Through **COLLABORATION** and **PARTNERSHIP**

At Greater Health Now, our goal is to support our partners and be an active part in important community initiatives, regardless of who is leading the work.

Re-Entry: Greater Health Now provides ongoing representation at state and regional convenings for re-entry work under a Medicaid waiver and are available to participating and interested facilities to help move the work forward and bring partners together.

Substance Use Disorder Outreach: In 2024, Greater Health Now was awarded funding from the United Healthcare fund to prioritize substance use disorder outreach in rural communities by distributing materials in the form of outreach care kits/bags. Key partners were identified to maximize efforts in distributing the care kits. These outreach materials helped engage potential clients to refer them to appropriate care, gain rapport, and educate them on methods of harm reduction.

Maternal Care: Greater Health Now hired a project manager in November, 2024 to design and oversee the build of a maternal mobile care unit, deepening partnerships with current Greater Health Now programs and building new connections to improve access to maternal care in our region. With limited access to services, areas of the Greater Health Now region are referred to as a “desert” for maternity-care, and we are actively partnering to address maternal and infant mortality.



COLLECTIVE IMPACT



Enhanced Primary Care

Enhanced Primary Care is designed to improve healthcare delivery and population health by partnering with primary care clinics to enhance patient care. This program is intended to provide transparency into the capabilities of individual primary care providers by establishing a standard recognition process. This enables payers to enter advanced funding agreements with primary care clinics, further enhancing the clinic’s ability to provide high quality patient care.

Organizations receive a performance level of one to three after evaluation, three being the highest score. Through partnership, a quality improvement plan is developed to achieve goals. Each organization that participated in this effort saw an improvement in 2024.

The participating clinics include community health centers, for-profit and nonprofit systems, and independent organizations which serve diverse communities from Yakima and Ellensburg, WA.



Promotoras de Salud Expansion Program

In 2024, seven Promotoras de Salud (Community-Based Workers) were hired within four Greater Health Now contracted community-based organizations:

- Kittitas County Health Network
- Center for Latino Leadership
- Walla Walla Immigrant Rights Coalition
- Grace Clinic

In 2024, six critical health initiatives were conducted for the Hispanic community:

1. Youth Mental Health First Aid
2. Healthy Nutrition to Prevent Diabetes
3. High Blood Pressure: A Silent Killer
4. Talking about Parkinson's Disease
5. Financial Education
6. "Juntos por tu Salud"

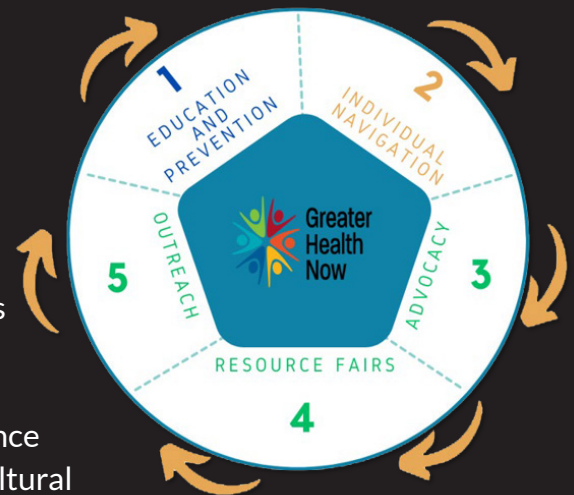
The Department of Health selected two Community Care Hubs as subcontractors, Action Health Partners in North Central Washington and Greater Health Now in the South-Central Washington.

Promotoras Expansion Program

The Five Pillars Framework was created to support health promotoras in Washington's rural Latinx community, especially for vineyard, agricultural and immigrant workers

- Education and prevention
- Individual navigation
- Advocacy
- Resource fairs
- Outreach

Through these five pillars, individuals and communities are empowered to direct their healthcare needs, strengthen and build resilience and connect high risk agricultural workers to services that establish primary care addressing health disparities head on.





COLLECTIVE IMPACT



Mobile Integrated Health Symposium

The Mobile Integrated Health Symposium took place Friday, October 25th at Columbia Basin College's Gjerde Center.

The goal of the symposium was to bring in-person educational opportunities and training as well as provide a space for shared learning, networking, and our current partners showcasing their work. This event included a dynamic schedule including a recognition dinner the night before, a case study competition, breakout sessions, a keynote speaker, and a stories of success roundtable. Overall feedback from the event was highly positive with attendees highlighting the quality of presenters, usefulness of educational materials shared through breakout sessions, and impact of the shared stories.

- Attendance: Total registered (71)
- Greater Health Now Staff (9)
- Community Paramedicine Partners (7)
- Other (31)

Other attendees included community-based organizations, non-partnered fire departments, and a variety of other stakeholders.



COLLECTIVE IMPACT



Mobile Integrated Health (MIH)

The primary goal of the Mobile Integrated Health program is to collaborate and work with fire departments to reduce non-emergent 911 calls and lower the rates of non-emergency ER visits by meeting clients' unmet needs.

In 2024, Greater Health Now captured feedback to assess individual needs and gain a deeper understanding of the work being done in each of the contracted fire departments.

2024 Contracted Partners

- Benton County Fire Protection District #4
- City of Clarkston Fire Department
- City of Walla Walla Fire and Ambulance Department
- Columbia County Fire District 3
- Garfield County Fire District #1
- Kittitas County Fire Protection District 6
- Upper Kittitas Medic One





Connect2Everyone Grant Program

Connect2Everyone is a community investment program. The goal of this program is to connect with our local community-based organizations to support and advance population health, including access to care, nutrition, social connection, and workforce development.

2024 Grant Awardees

Community Health Assoc. of Spokane (CHAS Health) | **Asotin County**

La Casa Hogar | **Yakima County**

The Campbell Farm | **Yakima County**

Career Path Services | **Benton & Franklin Counties**

Boys & Girls Clubs of the Greater Columbia Basin | **Kittitas County**

Walla Walla Senior Center | **Columbia County**

The Memorial Foundation
(on behalf of MultiCare Yakima Memorial Hospital)
Yakima & Kittitas Counties



Greater Health Now Sponsorship Program

The Greater Health Now sponsorship program provides financial assistance to organizations hosting events that align with Greater Health Now's project areas and mission.

2024 Sponsorship Awardees

Southridge High School | **Benton County**

Heartlinks | **Benton County**

Key Connection/ESD 123 | **Benton County**

Tri-City Regional Chamber of Commerce | **Benton & Franklin Counties**

Valley Community Center | **Asotin County**

La Casa Hogar | **Yakima County**

EPIC | **Asotin & Garfield Counties**

Dayton School District 2 | **Columbia County**

Walla Walla Spanish | **Walla Walla County**

Mending Wings | **Yakama County**

Blue Mountain Action Council | **Walla Walla, Columbia
& Garfield Counties**

Lutheran Community Services NW | **Benton & Franklin Counties**



SUSTAINABILITY

Greater Health Now Advisory Council

In October 2024, the Greater Health Now Advisory Council was formed. This is a coalition of community voices and organizations that, drawing on their knowledge and expertise, provides guidance to advance the health of our population.

Meetings will be held on a quarterly basis.




COMMUNITY LEADERSHIP





A Letter from Greater Health Now's
Chief Executive Officer,

Sharon R. Brown

Our **EXPERTISE** lies in our **EXPERIENCE.**

2024 has been a year of incredible success for Greater Health Now.

Our work being done in novel, strategic, and innovative ways is gaining attention locally and across our great nation. While this work comes with obstacles, I am incredibly honored to be leading a team that accomplished so much in just a year. One of our biggest wins this year was the Connect2Everyone grant program. This grant money was awarded out to address what local organizations needed most: increases in staffing, nutritious food access, and pediatric care. Through our application and selection process we were able to fund different programs across our region that address the most crucial needs in each community.

Greater Health Now has worked hard to reach out to our colleagues across the state to problem solve, strategize, and develop state wide solutions that recognize regional differences. We are always making a concerted effort to reach every one of the nine counties we are charged to serve. We have built a team with a can-do attitude and determination to serve those most vulnerable among us.

We would not be able to make such great strides in addressing the disparities that exist without the support we have received from our Board of Directors. We are truly grateful for your trust, time, and commitment to help us on this journey. I am incredibly proud of all the hard work our team has done in 2024, and I look forward to continuing this meaningful work in 2025.



OUR BOARD OF DIRECTORS



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