



Greater Health Now

ANNUAL REPORT



20
25

COLLABORATION | INNOVATION | ENGAGEMENT



WHO WE ARE



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 the efficiency of health care delivery, and empowering individuals and communities through our values of collaboration, innovation, and engagement.



Our 2025 Focus Areas

SUSTAINABILITY & INNOVATION

Provides network operational, administrative, and infrastructure support to meet & exceed community-based care coordination standards.

SOCIAL CARE NETWORK

Organizes and supports a network of community-based organizations into a comprehensive social care network.

SERVICE/CENTER OF EXCELLENCE

Cultivate a diverse network with the foresight to ensure 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 that deploy a community-based workforce to work with priority populations and the most vulnerable in our communities.

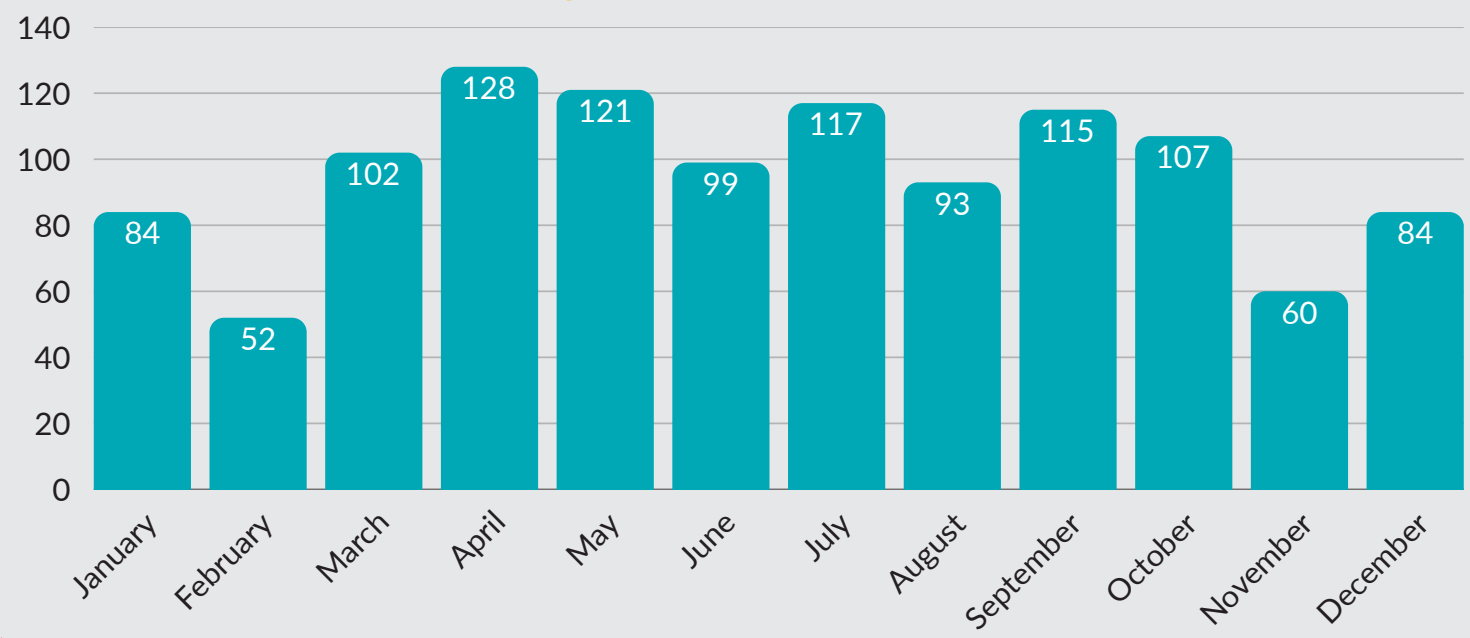
Greater Health Now approaches Community-Based Care Coordination in the following ways:

- 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

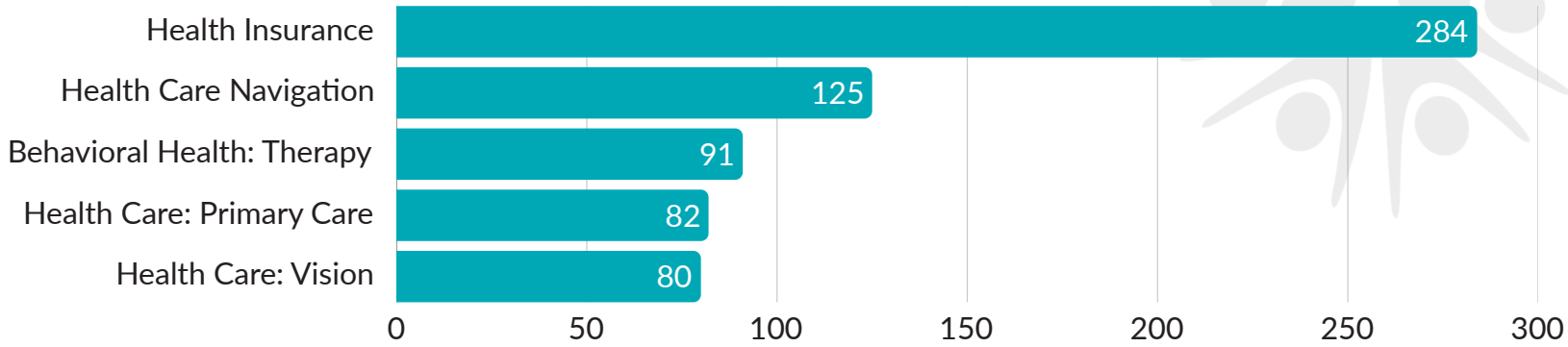
Accountable Communities of Health have a specific role to serve as Community Care Hubs for Community-Based Care Coordination and delivery of Health-Related Social Needs services. In 2025, Greater Health Now refined the Community Care Hub as well as a Client Management System to screen and assign individuals to the right partners for services.

From January to December 2025, there were 1162 referrals placed for services.

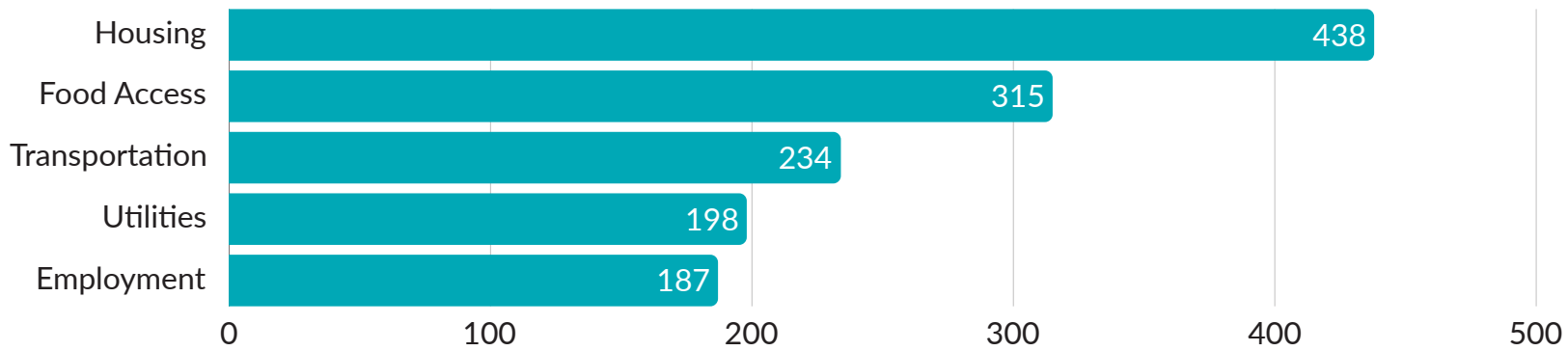
Greater Health Now Referrals by Month for 2025



Top 5 Health Barriers Identified 2025



Top 5 Social Barriers Identified 2025



COMMUNITY-BASED CARE COORDINATION



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-Based Worker (CBW): A Community-Based 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 a community health worker, Promotora de Salud, community-based social worker, community-based nongovernmental non-profit staff, or other trusted community-based professional (e.g., doula, nurse, emergency medical technician, peer specialist, recovery and resource coach).

WORKFORCE

Welcome to Scrubs Camp!



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.
- In 2025, Greater Health Now partnered with Central Washington Area Health Education Center to hold our first Scrubs Camp at Yakima Valley College. This collaborative community initiative worked to address the workforce shortage by exposing students to a variety of healthcare career opportunities and career pathways.

WORKFORCE

Regional Partnerships and Workforce Distribution

In 2025, Greater Health Now collaborated with 16 partner organizations to reach all nine of our counties. We are grateful for all our partners and will continue to expand throughout our region. Greater Health Now invested in over 90 community-based workers to help improve the health and social needs of our region. These partners participate in our community-based care coordination efforts, mobile integrated healthcare program, or enhanced primary care program.





WORKFORCE



Training and Team Development

Greater Health Now is supporting workforce development in our region by enhancing skills, promoting a positive workplace culture, and providing tools to retain talent. We offer a robust lineup of training and leadership development opportunities designed to strengthen communication, leadership, and team dynamics across healthcare and social services.

Classes provided:

- Mental Health First Aid (New)
- Power of Habit (New)
- Civil Treatment for Leaders
- Crucial Conversations
- Crucial Influence
- Leadership Coaching

In 2025, we had over 250 attendees participate in these classes, mostly representing our community partners. Greater Health Now continues to expand these offerings in 2026.



Training and Resiliency Support Program

Resiliency Support is designed to support and assist Community-Based Workers in providing complex care to better address potential trauma lived and vicarious, incorporate tools and techniques that allow them to provide better care, and strengthen their skills and professional development. Resiliency Support is modeled after the practice of Clinical Supervision for licensed professionals. Clinical Supervision is recognized as a complex exchange between supervisor and supervisee, with supervisory between models/theories developed to provide a frame for it.



WORKFORCE

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.

In 2025, Greater Health Now hosted 10 Learning Collaboratives with over **550 participants**:

- Pathways in Behavioral Health: Efforts to Increase the Workforce
- Supporting Your Workforce Through Change and Uncertainty
- The Growing Role of the Community Health Worker
- Preparing to Bill for Health Related Social Needs
- Bridging the Healthcare Workforce Gap
- A Community-Minded Approach to Child Care Access
- An Introduction to Mobile Integrated Healthcare
- The Washington Health Benefit Exchange
- Addressing Health Related Social Needs through Community Engagement
- Perinatal Care and Maternal Support





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

GHN remains deeply committed to strengthening reentry support across the region. We are focused on deepening relationships with MCOs, carceral facility partners, and community-based reentry organizations. By strengthening referral pathways and enhancing care coordination, GHN aims to ensure individuals returning to the community receive seamless, person-centered support that fosters stability and well-being.

Washington Health Benefits Exchange (WAHBE)

WAHBE is a public-private partnership established by the Washington State Legislature in 2011. Community Care Hubs are regional conveners with infrastructure and relationships that align perfectly with WAHBE's mission of improving how Washington residents access health and dental coverage. The top health need identified from Hub referrals was health insurance. Cumulative enrollments (September – December): 1939 Over 3,000 individuals engaged through tabling events and social media messaging. From November through December, our team was able to increase the navigator network from 33 navigators to 43 navigators.



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 enabling payers to enter advanced funding agreements with primary care clinics, further enhancing the clinic's ability to provide high-quality patient care. Clinics strengthened whole-person and integrated care practices, resulting in five clinics achieving or maintaining Level 3 recognition.

Greater Health Now supported six primary care clinics participating in Washington's Primary Care Practice Recognition program:

1. Yakima Neighborhood Health Services
2. Pomeroy Medical Clinic
3. Columbia County Health System
4. Kadlec Clinics
5. Providence Medical Group
6. Community Health of Central Washington





COLLECTIVE IMPACT



Mobile Integrated Healthcare (MIH)

Since 2022, GHN has funded and championed MIH programs region-wide, acknowledging their role in driving cost savings and better health outcomes. 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. MIH leverages paramedics and community health workers to deliver care outside traditional settings, preventing unnecessary emergency department transports.

2025 Contracted Partners

- City of Clarkston Fire Department
- City of Walla Walla Fire and Ambulance Department
- Garfield County Fire District #1
- Kittitas County Fire Protection District 6



COLLECTIVE IMPACT



Mobile Integrated Healthcare Symposium

The Mobile Integrated Health Symposium took place on Friday, October 10th, at the Red Lion in Pasco.

The October 2025 MIH Symposium marked a significant milestone, with active participation from Washington State Medicaid Managed Care Organizations and the **National association Mobile Integrated Healthcare Providers**, who engaged directly with MIH programs to learn about operational models, patient populations served, and MIH's role in reducing unnecessary emergency department utilization and improving care continuity.

Total registered: 106

Other attendees included community-based organizations (Kittitas County Health Network, Hope Source, and Blue Mountain Heart to Heart), non-partnered Fire Departments (Richland, Pasco), and a variety of other stakeholders (Better Health Together, Washington State Department of Health, and Molina)



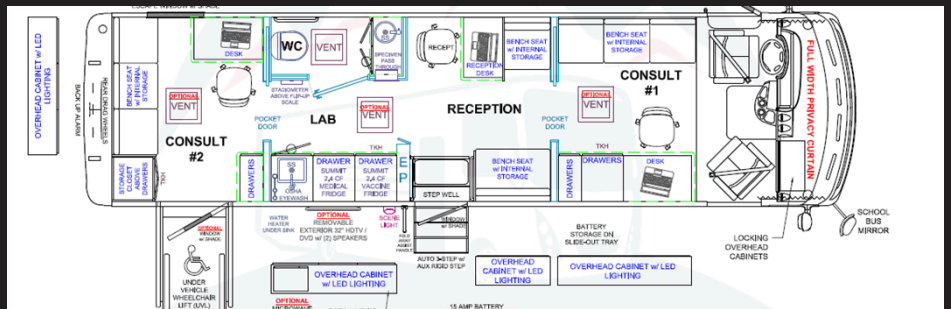


COLLECTIVE IMPACT



Mobile Community Care Hub

In 2025, Greater Health Now advanced planning and development for the Mobile Community Care Hub. This included refining the service model, coordinating with partners, engaging stakeholders, and preparing procurement for 2026. GHN also completed test purchases of equipment, including iPads and related accessories, to assess technology needs and ensure operational readiness ahead of launch. The Community Care Hub is designed as a welcoming community space where families can receive maternal health education, insurance navigation support, and warm handoffs to local providers, doulas, midwives, behavioral health services, and father-inclusive programming. With intentional design focused on conversation and connection rather than clinical care, the unit helps families navigate next steps, build trust, and access the support they need.



SUSTAINABILITY



Connect2Everyone Grant 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.

2025 Grant Awardees

- Boys & Girls Clubs of the Greater Columbia Basin | [Kittitas County](#)
- Community Health Association of Spokane, dba CHAS Health | [Asotin County](#)
- Community Action Center | [Whitman County](#)
- The Campbell Farm | [Yakima County](#)
- Heartlinks | [Benton & Franklin Counties](#)
- Senior Life Resources Northwest | [Yakima, Benton, & Franklin](#)
- Student Health Options dba The Health Center | [Walla Walla](#)
- United Way of Benton & Franklin Counties | [Benton & Franklin](#)
- Walla Walla Senior Center | [Columbia County & Walla Walla](#)
- Walla Walla Valley Disability Network | [Walla Walla](#)
- Yakima Free Clinic | [Yakima County](#)
- Yakima Neighborhood Health Services | [Yakima County](#)



SUSTAINABILITY



Greater Health Now Sponsorship Program

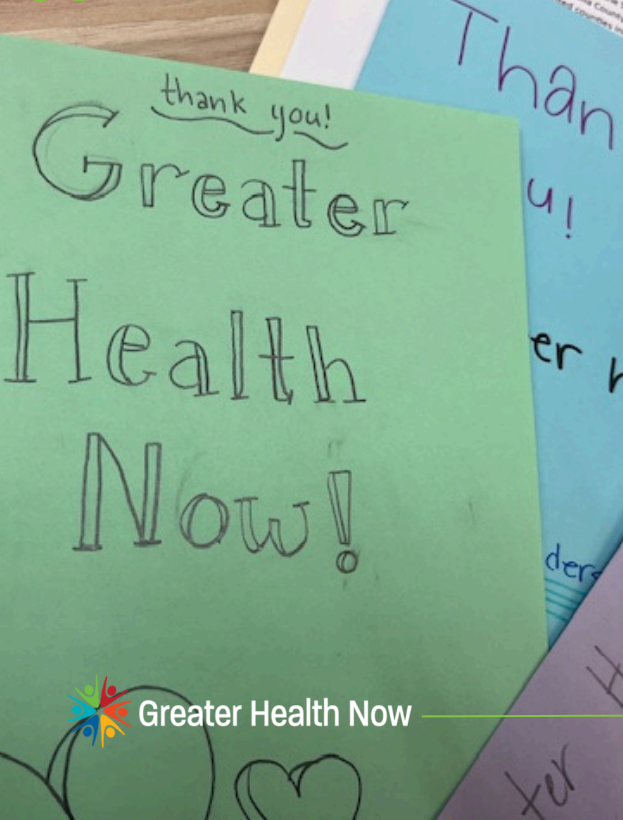
Providing financial assistance to organizations hosting events that align with Greater Health Now’s project areas and mission to advance the health of the population by decreasing health disparities, improving the efficiency of health care delivery, and empowering individuals and communities through collaboration, innovation, and engagement. In 2025, Greater Health Now sponsored 25 organizations in all nine of our counties.

2025 Sponsorship Awardees

- Clarkston Epic | [Asotin](#)
- Valley Community Center | [Asotin](#)
- Carmichael | [Benton/Franklin](#)
- Southridge | [Benton/Franklin](#)
- Boys & Girls Clubs | [Benton/Franklin](#)
- Key Connection | [Benton/Franklin](#)
- Carmichael | [Benton/Franklin](#)
- Tri-City Regional Chamber of Commerce | [Benton/Franklin](#)
- Richland High School | [Benton/Franklin](#)
- Tri-Cities Community Health | [Benton Franklin](#)
- Heartlinks/Senior Life Resources | [Benton/Franklin](#)
- Lutheran Community Services NW | [Benton/Franklin](#)
- Tri-Cities Immigrant Coalition | [Benton/Franklin](#)

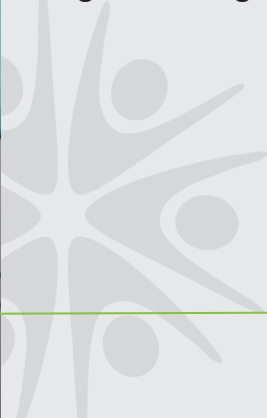


SUSTAINABILITY



2025 Sponsorship Awardees

- Pomeroy Partners | [Garfield](#)
- Quality Behavioral Health | [Garfield](#)
- Kittitas Valley Healthcare | [Kittitas](#)
- Walla Walla County Health Department | [Walla Walla](#)
- Hope Street | [Walla Walla](#)
- The STAR Project | [Walla Walla](#)
- Power House Theater | [Walla Walla](#)
- Council on Aging | [Whitman](#)
- Palouse Alliance | [Whitman](#)
- Mending Wings | [Yakama Nation](#)
- Yakama Nation Village of Hope | [Yakama Nation](#)
- Dungeon Boxing Club | [Yakima](#)





COMMUNITY LEADERSHIP



Greater Health Now Industry Highlights



Greater Health Now launched a podcast in 2025 called Care & Consequence: Perspectives on a Social Care Network. The podcast co-hosted by GHN's CEO, Sharon Brown, and COO, Becky Betts, is a fresh and compelling audio series that explores different facets of the social care network, dissecting what is and is not working in our current care systems.



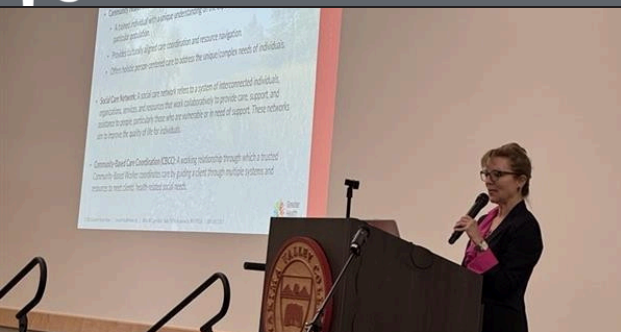
CEO Sharon Brown was featured on Capgemini's podcast, where she shared about Greater Health Now. She talked about her career in politics and encouraged leaders to have an open mind and to be receptive to different viewpoints.



Greater Health Now's innovative MIH work was mentioned in a report from the State Auditor's Office, Reducing Nonemergency Use of Emergency Systems, that was presented at GHN's annual Mobile Integrated Healthcare Symposium.



COMMUNITY LEADERSHIP





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

Sharon R. Brown

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

2025 has been a challenging year for our region and for the people who work every day to support the health and well-being of our communities. The demands on our workforce continue to grow, and many have felt the weight of burnout, compassion fatigue, and moral injury.

Even so, this year brought an important step forward. I'm proud to share that Greater Health Now launched our Training and Resiliency Support Program (TRSP), a major investment in the community-based workers who serve on the front lines of care. Through monthly individual and peer-group support sessions led by licensed providers, TRSP offers ongoing, meaningful support that goes far beyond traditional employee assistance models. It gives our workforce the space, tools, and guidance they need to stay grounded, grow professionally, and continue providing exceptional care.

Early feedback has been overwhelmingly positive, with participants mentioning greater satisfaction and significantly lower turnover than national averages. Most importantly, workers feel valued and supported in the essential work they do.

In a year filled with challenges, TRSP stands out as a powerful reminder of what we can achieve when we prioritize the well-being of the people who care for our communities.

Thank you for your continued trust and partnership.



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