

# EQUITABLE HEALTH SYSTEMS FUNDING OPPORTUNITY

## Building Organizational Capacity in Eastern North Carolina

Because the health care system is undergoing a sweeping shift driven by rising costs, poor outcomes, and federal reform, it is moving away from traditional reimbursement methods built on individual payments for each medical service to a concept called value-based care. Value-based care is meant to encourage population health improvement and keep people out of the hospital. During the implementation of value-based care over the next several years, we want to ensure that populations traditionally suffering the worst health outcomes, especially people with low-incomes and people of color, are directly engaged in reform efforts and have an equitable opportunity to enjoy improved health and well-being.

The largest experiment implementing value-based care in North Carolina that most impacts low-income communities is the remaking of the state's Medicaid program. Medicaid is a joint state and federal program that pays for the care of approximately 2 million North Carolinians, or about 20 percent of the state's population. Most Medicaid recipients are children, pregnant women, seniors, and people with disabilities. Value-based care and Medicaid reform hold the promise to provide better care at lower costs. But a change of this size and scale also can reproduce or exacerbate the deficiencies and disparities of the current structure.

The North Carolina Department of Health and Human Services is also conducting a program called the Healthy Opportunities pilots where Medicaid will engage with human service organizations to help address social needs for beneficiaries such as housing, transportation, food insecurity, and interpersonal violence in three regions of the state.

Medicaid has now identified the sites for the Healthy Opportunities pilot and work is underway in those regions. The two locations in eastern North Carolina overlap with communities engaged in the Healthy Places NC initiative. McDowell County, in the west, is part of the third pilot site. The Trust is interested in promoting equity by ensuring that organizations most connected to marginalized communities have the capacity to inform this work and that Medicaid beneficiaries have a voice in these changes.

### **Goal**

Leverage payment reforms and value-based care implementation to narrow systemic racial and ethnic inequities in health outcomes.

Work with health systems to improve health outcomes for Medicaid and uninsured populations by encouraging greater community voice and shared decision making to address social drivers of health and well-being.

### **Strategy**

Build community, network, organizational, and individual capacity so that historically marginalized populations, particularly Black, Immigrant, Indigenous, and other leaders of color can drive community and improvement efforts.

### **Timeframe**

Call-by date: **September 20, 2022**

Application deadline: **October 13, 2022**

## **Geographic Focus**

Eastern North Carolina

## **Opportunity Details**

The Trust aims to ensure that a strong infrastructure exists to engage consumers, understand the shifts to managed care and pilots new approaches to addressing social drivers of poor health. The Trust is interested in hearing from technical assistance partners to support the capacity of grassroots organizations and networks working on health improvement efforts in Eastern North Carolina, especially organizations based in Healthy Places NC counties or regions or groups participating in the Healthy Opportunities pilots in Medicaid. Technical assistance partners must have existing relationships and an on-the-ground presence in Eastern North Carolina to be considered for funding. The purpose of this funding is to assist grassroots nonprofits and networks develop sustainable organizations adept at skills such as action planning, communications, and data literacy to advance systems and policy change efforts that improve equitable health outcomes in identified regions. These efforts should also provide opportunities for grassroots organizations to lend community voice to initiatives, task forces, and advisory councils at the regional, state, and federal levels as appropriate. The goal is to improve local systems, especially for systemically marginalized people and communities of color, and to create ongoing feedback loops between policymakers and local health improvement efforts. Technical assistance groups should have deep connections in rural regions, experience working with marginalized populations, and knowledge about organizational capacity building. Applicants should also have an understanding of federal and state policies and systems impacting local and regional health improvement initiatives, experiences of marginalized communities, and share information among stakeholders as the state

### **Contact**

To schedule a conversation about this opportunity, please contact Grants Administrator Alison Duncan for an initial consultation at [alison@kbr.org](mailto:alison@kbr.org) or 336-397-5521.