



Civic Collaboration Final Proposal

UNC Morehead-Cain Scholars

Meet the Team

Morehead-Cain Scholarship:

A fully-funded scholarship program at UNC recognizing challenging emerging leaders to reach their potential and shape societies with themed summer experiences. This summer is Civic Collaboration, which places teams of scholars at the center of public, private, and governmental issues in some of North America's most vibrant cities.



William Cook



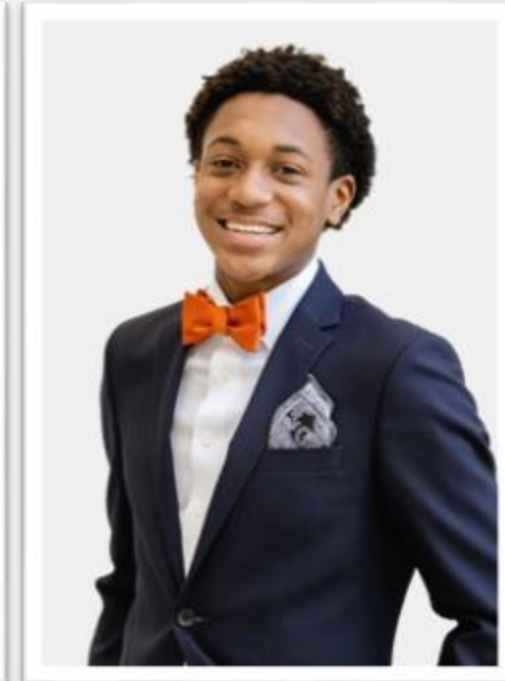
Lydia Owens



Virginia Ogburn



Hazel Wu



Josiah Young

Agenda

Understanding the Problem

Review of Research Process

Problem Statement

Research Question

Proposal/Solution

Design

Implementation

Evaluation

Summary

Ultimate Vision

Q&A



A photograph of a female doctor with dark curly hair, wearing a white lab coat over a blue patterned shirt, holding a tablet and pointing at the screen. She is looking down at the tablet. An elderly woman with short white hair and glasses, wearing a grey long-sleeved shirt, is leaning in and looking at the tablet. They are in a clinical setting with a white brick wall, a potted plant, and a desk with a laptop and papers. The text "Understanding the Problem" is overlaid in white serif font.

Understanding the Problem

Problem Statement

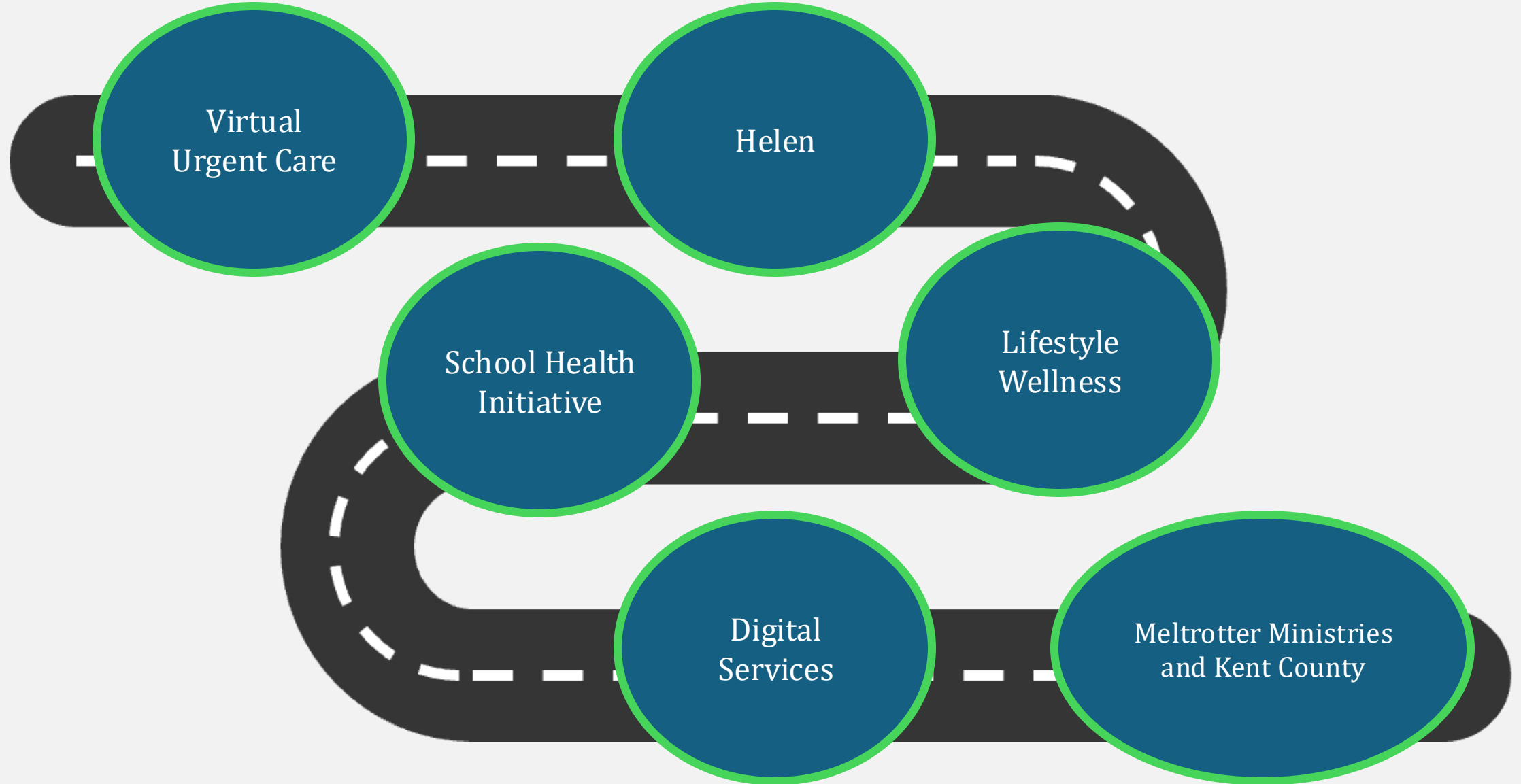
Marginalized communities face significant challenges in navigating a complex healthcare system that demands strong health literacy skills for achieving comprehensive care.

Without adequate application of relevant health information, these communities are at risk of poorer health outcomes, increased healthcare costs, and missed opportunities to prevent disease.

Research Question

How can Corewell Health leverage technology and collaborate with community partners to address barriers to healthcare access and literacy in marginalized communities?

Research Process: Defining Moments



Research Question

How can Corewell Health leverage technology and collaborate with community partners to address barriers to healthcare access and **literacy** in marginalized communities?

What is health literacy?

"The degree to which individuals have the capacity to obtain, process and understand [the] basic health information and services needed to make appropriate health decisions (Coughlin et. al, 2020)"

Why focus on health literacy over
healthcare access?

Why Health Literacy?

“Access to healthcare is *just one piece* of the puzzle”

Dr. Alejandro Quiroga, MD, MBA
President, Corewell Health - West Michigan



A photograph of three women standing in a room. The woman on the left is wearing blue scrubs and has a name tag. The woman in the middle is wearing a blue blazer over a grey top and also has a name tag. The woman on the right is wearing a dark top. In the background, there are several framed artworks on the wall and a sign that reads "PETER C. & EMAJEAN COOK FOUNDATION".

Why Health Literacy?

"The access to technology isn't the barrier, but it's the information that's the barrier...Health literacy isn't connected to formal education."

Lori Lynn, RN - Mel Trotter Ministries

So, What Improves Health Outcomes?

Utilization > Access

> [Expert Rev Pharmacoecon Outcomes Res.](#) 2006 Dec;6(6):653-60.
doi: 10.1586/14737167.6.6.653.

Access to and utilization of healthcare: the provider's role

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Abstract

Access to and utilization of healthcare are distinct, yet related, concepts that serve as a focus for health policy and quality improvement. This article identifies their similarities and differences, calling on previous research and reviews to elaborate on a current understanding of factors that influence both, with a particular focus on those related to the healthcare provider. Access describes an individual's ability to position oneself to receive healthcare services. Utilization presumes access and includes the formulation of a healthcare plan during a healthcare encounter and its subsequent implementation. We present a framework that envisions access and utilization as aspects of healthcare delivery that may be affected by the context within which services are delivered, the structure of the practice that delivers them and other processes leading to outcomes experienced by the healthcare consumer. Based on current trends, we anticipate that research and policy related to access and utilization over the next 5 years will be primarily driven by a focus on quality improvement. Providers are positioned to use their collective authority to exercise influence on access and quality at the individual, institutional and policy levels.

FULL TEXT LINKS



ACTIONS



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< Title & authors

Abstract

Similar articles

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Imagine...

Access

Utilization



Understanding a Healthcare System's Responsibilities

"Drivers" vs "Supporters"

Utilization

Access

How to be a Driver of Healthcare Utilization?

"Limited literacy is a barrier to accessing health information, proper medication use, and utilization of preventive services"
(U.S. Department of Health and Human Services).

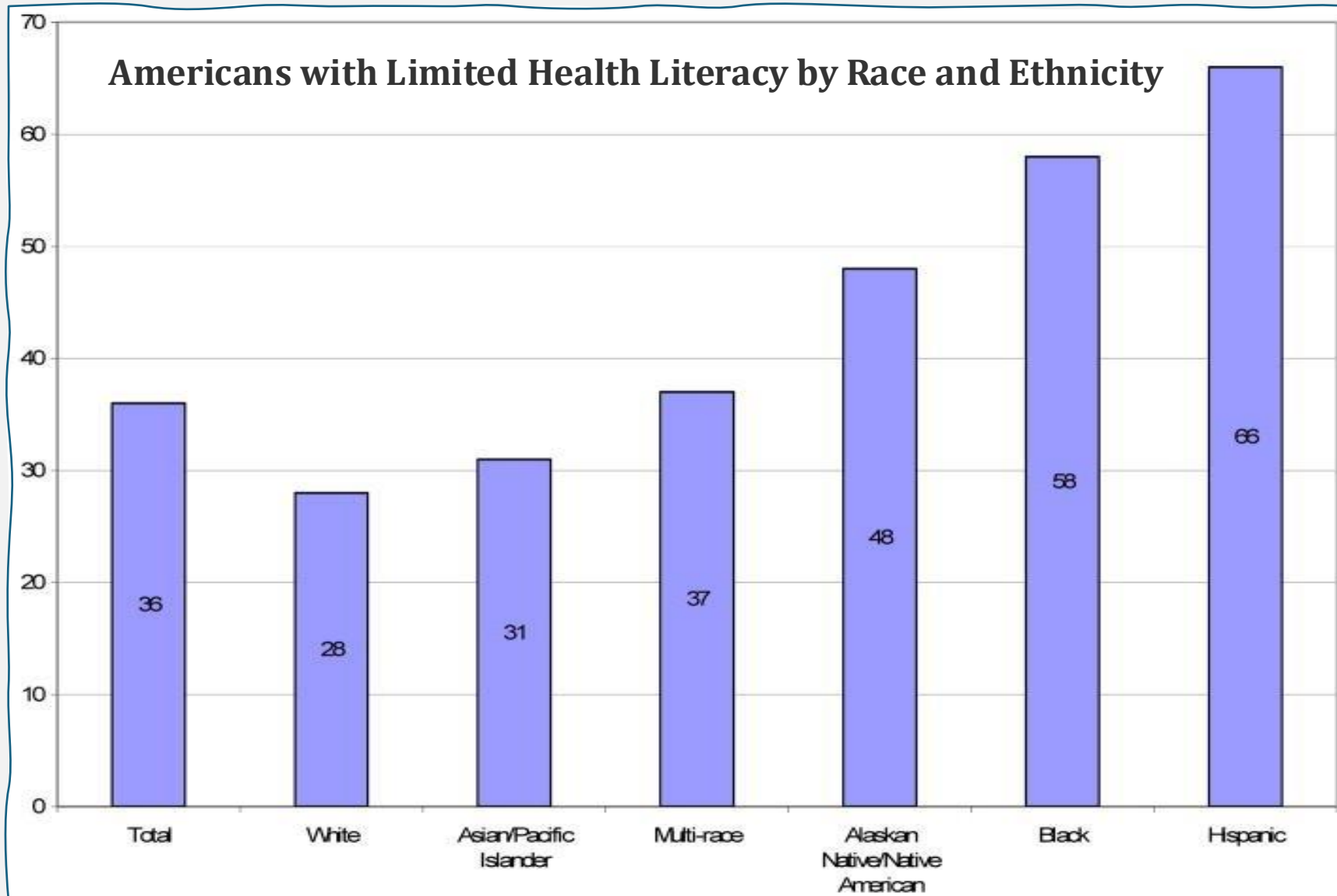
"Low health literacy [is associated with] higher medical costs, increased visits to the emergency room... and less use of preventative services" (Barczy, 2021).

Limited health literacy is the main
barrier to healthcare utilization

"Low health literacy is associated with decreased use of preventive services...and negatively impacts disease self-management and individual health behaviors" (Coughlin et al., 2020).

"Low health literacy: barrier to optimal care"
(Zenklusen et al., 2012).

Which Communities?



Nearly 40% of American adults—60 million people—have limited health literacy.

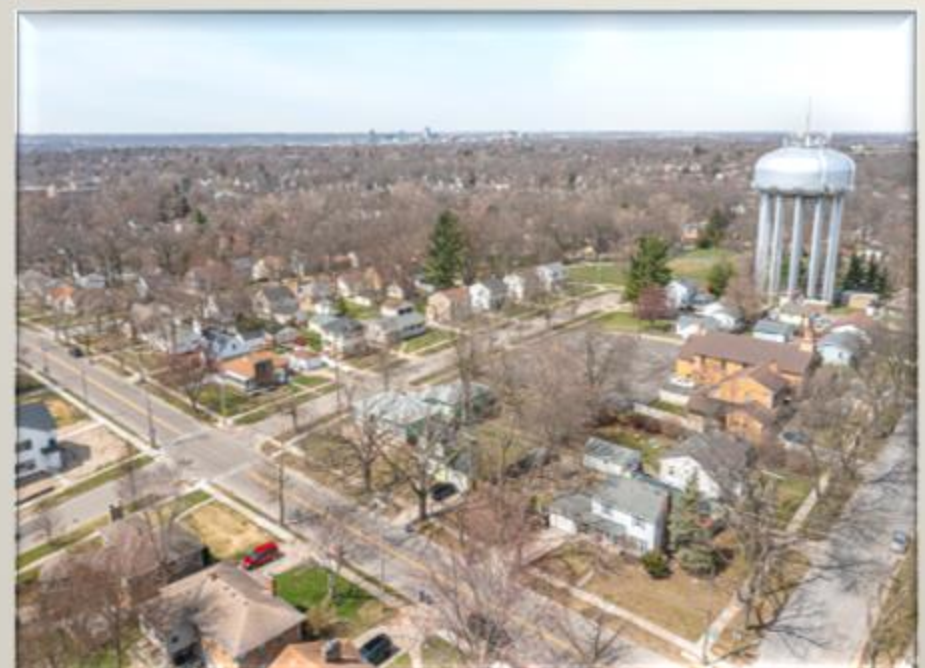
Of these, almost 32 million are nonwhite and/or Hispanic.

Our Communities of Focus



Grandville Corridor

Southeast Grand Rapids



Low health literacy is linked to:



**Increased visits to
emergency room**



**Increased
hospital stays**



**Less likely to
follow treatment**



**Higher
mortality rates**



**9 out of 10 Americans have
limited health literacy**

High Health Literacy...



Positively influences the ability to navigate the healthcare system effectively



Leads to better health decisions & more active involvement in discussions with health professionals



Increases prevention, health outcomes, and social capital development while lowering healthcare costs

Corewell's Opportunity

Organizational Health Literacy is the “degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.”



Value-Based Care

*"Exceptional, Affordable,
Equitable, and Simple Healthcare"*



Our Solution: The Corewell Academy



A photograph of two women in a workshop or meeting, looking at documents on a table. The woman on the left has dark hair in a ponytail and wears a black patterned top and a large black bag. The woman on the right has long braids, wears glasses, a green sleeveless top, and a blue bag. They are both pointing at a document. In the background, other people are working at tables. The text 'The Design' is overlaid in white serif font with a horizontal line below it.

The Design

Corewell Health Fair



MyChart (signup, navigation)



TytoCare (device giveaway, IT Support)



Nutrition/Wellness (classes and teaching of online resources)



Verbal Health Literacy

Potential Locations

Community Centers



Libraries



School Gyms



Parks



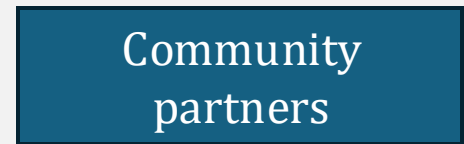
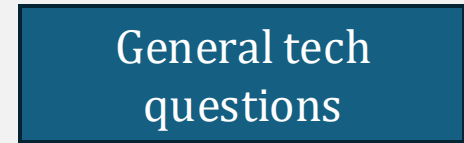
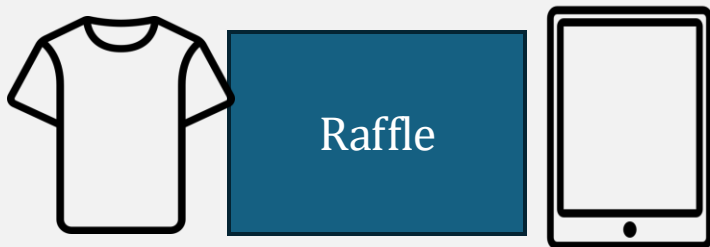
Churches



ENTRANCE

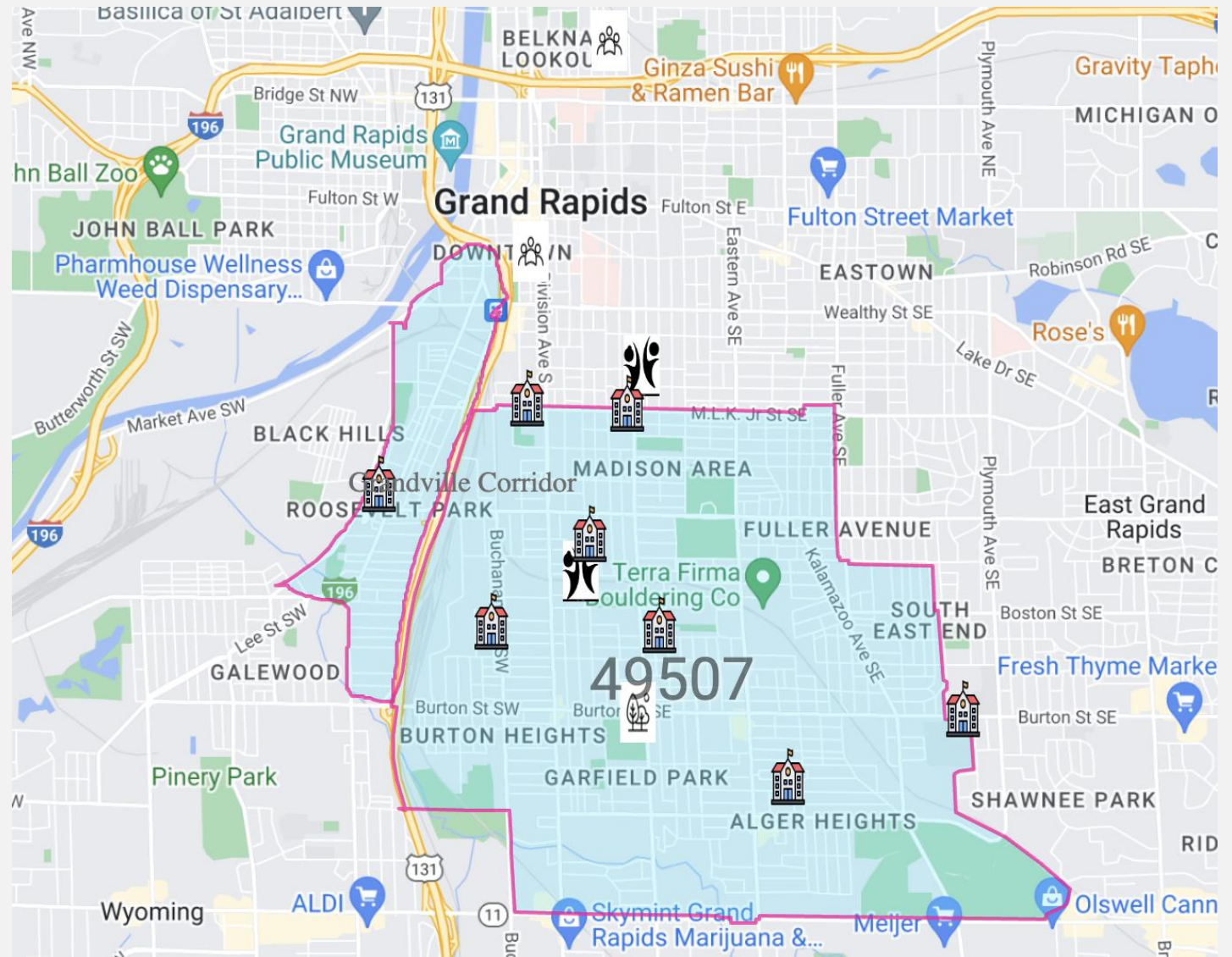


EXIT



Corewell Health Fair Map

LINK to Interactive [Map](#)



Estimated Costs

Venue

- School Gym Rental: \$500

Equipment & Supplies

- Tables (10 @ \$20 each): \$200
- Chairs (50 @ \$5 each): \$250
- Audio/Visual Equipment (rental): \$300
- Signage and Banners: \$150
- Medical Supplies (e.g., first aid kits, screening tools): \$400

Staffing

- **Event Coordinator (10 hours @ \$25/hour): \$250**
- **Volunteers (snacks and refreshments): \$100**

\$3,250
per event

Marketing & Promotion

- **Flyers and Posters: \$100**
- **Social Media Advertising: \$200**
- **Local Newspaper Ad: \$150**

Miscellaneous

- **Insurance: \$150**
- **Contingency (unexpected expenses): \$200**
- **Total Estimated Budget: \$3,250**
- **Water Bottles (100 @ \$1 each): \$100**
- **Snacks (e.g., fruit, granola bars): \$200**

Research Question

How can Corewell Health **leverage technology** and collaborate with community partners to address barriers to healthcare access and literacy in marginalized communities?

A photograph of a modern, brightly lit hallway with large windows and a polished floor. The hallway is empty, and the lighting is soft and even. A central text overlay is present, reading "But what about virtual technology?".

But what about virtual technology?

Corewell Virtual Health Tab



MyChart and Tytocare Instructional Health Videos and Information



Easy Keyword Search of Virtual Health Content



One Stop Sign-Up for Virtual Health Appointments



Virtual Connection to Corewell Community Health Workers

Online Seminar



MyChart and Tytocare Instructional Health Videos and Information



Nutrition Classes



Lifestyle Medicine Programming



Virtual Connection to Local Community Health Workers

Similar Programs



4-H Tech Changemakers

- Verizon in partnership with National 4-H created the 4-H Tech Changemakers program
- The program was designed to credential teen in rural communities to provide training on basic digital skills to adults
- Skills important to jobs, healthcare, education, and banking



National Digital Inclusion Alliance

- Ensures access to affordable broadband, devices, and digital skills for all Americans.
- Collaborates with local groups to provide digital resources and personalized assistance.
- Offers toolkits and training to improve digital equity in diverse communities through the Trailblazers Program

Research Question

How can Corewell Health leverage technology and **collaborate with community partners** to address barriers to healthcare access and literacy in marginalized communities?

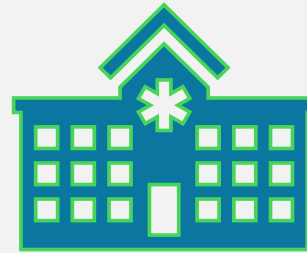
Initial Partnerships



Hispanic
Center of West
Michigan

West Michigan
Asian
American
Association

Kent County
Community
Health Dept



Treetops
Collective

Roosevelt
Park
Neighborhood
Association

Grand Rapids
African
American
Health
Institute

Promotional Strategies

Local Business Partnerships

Community Center Networks

Mainstream Media Reach

Cross-Event Promotion

Event Swag

Referral Rewards

Promotional Strategies

Invite Local Businesses

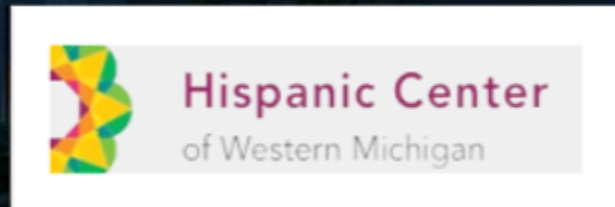


Corewell Health
Prize Pass



Promotional Strategies

Leverage Community Networks



Cross-Event Promotion



Promotional Strategies

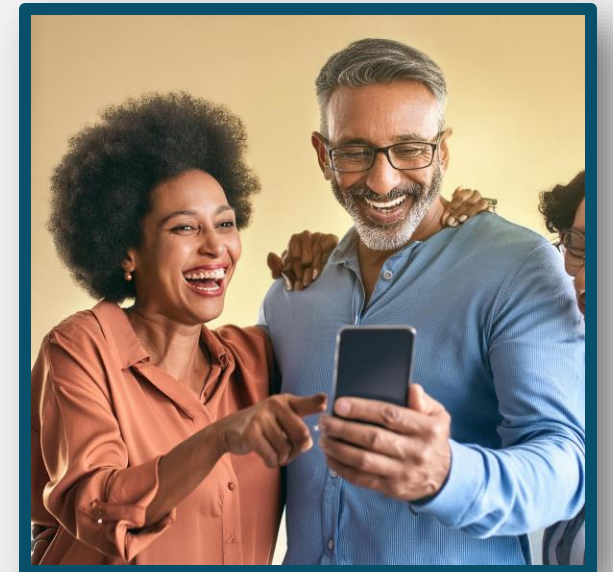
Event Swag



Media



Referral Benefits with local businesses



Evaluation

How do we measure the Corewell Academy's effectiveness?

- **Quality Improvement:** collecting data to measure for **consistency and fidelity**
 - Performance testing: baseline, benchmark testing
- **Stakeholder Engagement:** Regularly review metrics with stakeholders to ensure relevance and accuracy
 - Community-based Participatory Research: motivational interviews, focus groups, surveys, etc

Key Metrics

From Corewell:

Emergency Room (ER) Utilization Rate: Number of ER visits per 1,000 community members per month.

ER Revisit Rate: Percentage of patients who return to the ER within 90 days after discharge.

Hospital Length of Stay: Average length of hospital stay in days for community members.

Tytocare Utilization: Increase in the use of Tytocare from baseline, measured by the number of Tytocare sessions per month.

Virtual Appointment Frequency: Number of virtual health appointments per 1,000 community members per month.

From the Communities:

Likelihood of using virtual healthcare services

Amount of learned applicable information

Confidence in using featured technologies (e.g., MyChart, Tytocare)

Change in health literacy levels assessed through standardized health literacy surveys before and after the program.

Changes in specific health outcomes (e.g., control of chronic conditions like diabetes and hypertension) tracked over time.

Prioritizing and Adapting Metrics

Addressing the most critical metrics based on findings

+

Proactive support for frequent service users

+

Meeting the evolving needs of the community

=

Achieving better health outcomes

Our Vision

The Corewell Academy, consisting of community-oriented health fairs and online resources (e.g., virtual help tab, seminars), will increase health literacy among marginalized communities, ultimately leading to improved health outcomes.



Thank You!

Special Thanks To:

Dr. Beth Makowski, MD, Corewell Health

Jeff Koeze, Koeze Company

Professor Michael DeWilde, Grand Valley State University