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# Oregon Universally Offered Home Visiting (UoHV) Initiative: Family Connects Oregon

House Early Childhood Committee  
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The logo for the Oregon Health Authority. The word "Oregon" is in a smaller, orange, serif font. The word "Health" is in a large, dark blue, serif font. The word "Authority" is in a smaller, orange, serif font, positioned below "Health".

Oregon  
Health  
Authority

# Oregon Universally offered Home Visiting Initiative

## What is it?

An initiative to strengthen families by offering a voluntary home visit by a nurse shortly after the birth of every child.

## Why?

The birth of a child is a big change for **any** family, and most families welcome and need support of some kind, whether that is an answer to a question about breastfeeding or getting connected to a local community resource.

Connecting all families in need to preventative services is the route to community level change, and a cost-effective investment in long-term population health outcomes.

# Goals of the Universally offered Home Visiting Initiative

- ✓ **Create and strengthen community level systems of care** for families of newborns
- ✓ **Offer support** to all new parents in Oregon (regardless of risk and insurance status)
- ✓ **Increase access** to community services and supports
- ✓ **Promote collaboration and coordination** across Oregon's early childhood and home visiting systems
- ✓ **Improve health outcomes** for families across the life-course

# 2019 Legislative Session: SB 526 & POP 401 (Governor's Budget)

SB 526 and Policy Option Package (POP) 401 were passed in the 2019 Legislative Session, establishing the Universally offered Home Visiting (UoHV) program and providing funding for OHA's budget.

## SB 526

- **Goal:** To help families give their children a healthier start in life.
- Consists of 2 mandated components:
  - ✓ Directs OHA to design and implement a voluntary universal statewide home visiting program for families with newborns up to six months of age
  - ✓ It requires commercial health benefit plans to offer this service to their members.
- Oregon will be the first state to offer a universally offered home visiting program for all newborns and their families, including families with adopted or foster newborns BY 2026.

## POP 401

- OHA budget includes \$7.6 million (\$4.69 million GF) for the 19-21 biennium to design and begin implementation of a universally offered newborn home visiting service, specifically:
  - ✓ state level infrastructure to implement and maintain the initiative
  - ✓ evaluation, data and technical assistance support
  - ✓ local implementation and Medicaid services
- OHA will begin offering the service to Oregon Health Plan members in 18 early adopter counties in July 2020; commercial plans will roll on in January 2021 due to their rate

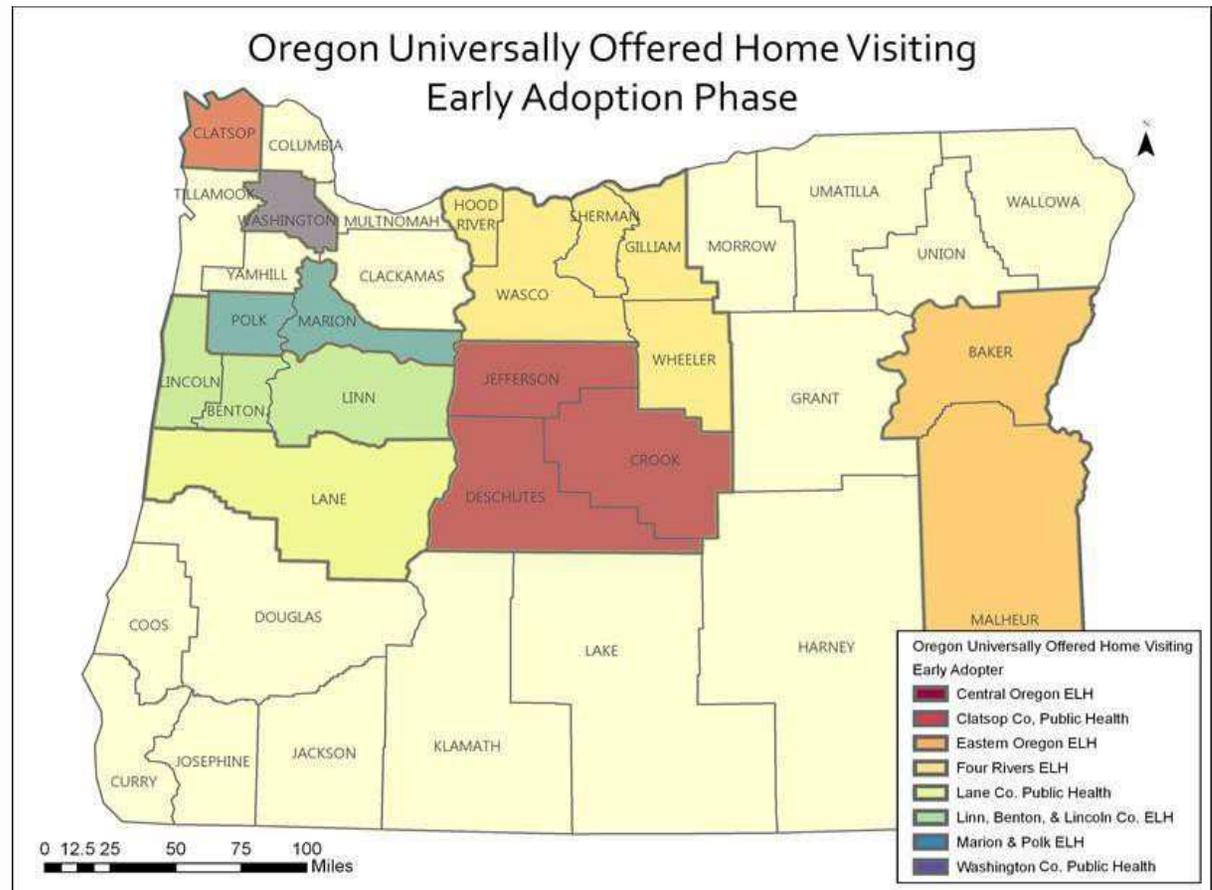
# UoHV Phased Rollout



# UoHV Initiative Early Adopter Cohort Communities

The Early Adopter Cohort Communities are led by the following agencies:

- ✓ Clatsop County Public Health
- ✓ Early Learning Hub Linn, Benton, & Lincoln Counties at Linn-Benton College
- ✓ Early Learning Hub of Central Oregon (High Desert ESD)
- ✓ Eastern Oregon Early Learning Hub
- ✓ Four Rivers Early Learning and Parenting Hub
- ✓ Lane County Public Health
- ✓ Marion and Polk Early Learning Hub, Inc.
- ✓ Washington County Public Health Division



# Early Adopter Launch Timelines

## May 2021

- Marion County
- Benton County
- Linn County
- Lincoln County

## June 2021

- Washington County

## July 2021

- Central Oregon (Deschutes, Crook, Jefferson counties)

## October 2021 to February 2022

- Eastern Oregon (Malheur and Baker counties)
- Four Rivers (Hood River, Wasco, Sherman, Gilliam, Wheeler)
- Clatsop County

# Building State level Infrastructure

- Hired initial state level personnel
  - Nurse Consultant, Health Systems Integration Specialist, Evaluation and Data Analyst, Medical Director, Administrative Support
- Oregon Administrative Rules
  - Finalized and effective September 2020
- Contracted with Family Connects International
  - Model fidelity assurance, training and technical support
- Steering Committee –established to provide input to the project
- Program Evaluation -- contracted with Portland State University

# Health Plans and Data Integration

- Commercial Health Benefit Plans
  - Developed a services bundle model, working on identifying a coding and reimbursement options.
- Medicaid
  - Working with OHA Health Systems Division to integrate this benefit into the CCO benefit package
- Data
  - Working on developing data integration and interoperability pathways to increase efficiencies.

# Program Monitoring and Evaluation

- Evaluate for model fidelity
- Evaluate for compliance with SB 526/OARs
- Evaluation program implementation and improvements
- Evaluate the consumer experience
  - The Overall Experience
    - What worked
    - What are the barriers
  - Community Services
    - What is available, what is missing
    - Were services racially and culturally specific to meet consumer needs
    - Were the services utilized (why, why not)
  - Refusal of home visiting services
    - Reasons for refusal
    - Opportunities for improvement

# Questions?

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