



**Connect2 Community Network
Catalyst Fund
Overview and Application**

Release Date: November 19, 2020



What is the Connect2 Community Network Catalyst Fund?

Over the past 18 months, HealthierHere, together with more than 75 clinical and community partners, has co-designed the Connect2 Community Network in King County. The Connect2 Community Network is a community information exchange (CIE) that aims to strengthen care coordination in our region by connecting social service, community, tribal, physical and behavioral health organizations. It will improve access to, and coordination between, the many different services that people need to be healthy by building a shared, unified network of health, community, and social service providers. No matter what door someone enters, they will be easily connected to the care and services they need, more quickly and more effectively. No matter what technology platform social service organizations and clinical providers use, they will be able to make and track referrals to each other, connect to other care team members, and more effectively coordinate care. This will result in enhanced coordination and continuity of services that enables King County to be a healthier, more equitable community for all.

Based on community feedback, the Connect2 Community Network has prioritized the ability to send and receive referrals electronically, among other key functions. To make this available in our region, HealthierHere, along with Kaiser Permanente and Community Health Plan of Washington, is supporting the launch of a technology that enables its users to send “closed-loop referrals”. The Unite Us technology launched in King, Snohomish, and Pierce Counties in June 2020 as a closed loop referral platform. Currently there are more than 30 active clinical and community organizations on the platform in King County and more than 130 referrals have been sent and received to date.

To support organizations that are using the Unite Us technology or are interested in doing so, HealthierHere is launching the Connect2 Community Network Catalyst Fund.

The Connect2 Community Network Catalyst Fund will financially support clinical, behavioral health, tribal health providers, community-based organizations (CBOs) and social service agencies in King County that are using, or are interested in using, the Unite Us technology. HealthierHere is seeking applicants interested in working to achieve key milestones related to network use for which they will earn up to \$45,000 in funding to achieve these goals within a 12-month period. In this solicitation round, HealthierHere has budget to make awards to up to 55 qualifying organizations.

Who is Eligible?

This opportunity is open to a broad range of clinical, behavioral health, tribal health providers, community-based organizations (CBOs) and social service agencies in King County, including organizations that are not currently in contract with HealthierHere. Organizations must:

- Be willing to use the Unite Us technology within their organization (or within a program of their organization)
- Directly provide or offer navigation services related to physical health, behavioral health, tribal health, or services that help address social needs (e.g., food, housing, legal, employment, etc.)
- Serve a significant portion of Medicaid, low income and/or under- or un-insured people in King County
- Provide services to communities that are hard-to-reach or experience health disparities, including older adults, veterans, groups for whom English is not their first language, refugees, immigrants, LGBTQ+, homeless/unstably housed, and racial/ethnic groups being disproportionately impacted by COVID-19

What are the Payment Terms?

- Awardees shall enter a 12-month contract with HealthierHere and work to achieve the payment milestones described in Attachment 1.
- Awardees shall begin working towards milestones upon signing the Connect2 Community Network Catalyst Fund contract with HealthierHere.
- Upon signature, HealthierHere will broker an introduction to Unite Us; awardees will also need to enter into an agreement with Unite Us.
- Awardees must complete all the requirements for a milestone to receive funds associated with that milestone.
- Upon completing all requirements for a milestone, awardees shall attest to achieving the milestone. HealthierHere will validate that the awardee has met the requirements before distributing funds.
- HealthierHere reserves the right to schedule check-in calls during the funding period to confirm progress towards milestones is on track.

These and other payment terms will be detailed in an agreement between the awardee and HealthierHere. Please note that the Unite Us technology is free to federally qualified health centers, community-based organizations, and most community behavioral health agencies. Hospitals/health systems will have additional terms and conditions, including financial obligations to Unite Us for use of the Unite Us technology.

How Can Funds be Used?

Organizations are encouraged to use earned funds for activities related to using the Unite Us technology to send and receive electronic referrals, including:

- **Hardware:** to support the use of the Unite Us technology at the point of interface with patients (e.g., tablets for community health workers)
- **Broadband access:** to support timely access to the Unite Us technology at the point of interface with patients for initial start-up period

- **Staffing for CIE start-up and continuous engagement activities:** to support staff training and activities related to getting started with the Unite Us technology and promoting adoption within the recipient organization, for example:
 - Attending trainings from Unite Us, HealthierHere or other third parties
 - Delivering training to colleagues/peers within the organization
 - Tracking organizational use of the Unite Us technology; troubleshooting
 - Liaising with HealthierHere Connect2 Community Network team on challenges/opportunities
 - Participating in Connect2 Community Network meetings
- **Technology Integration:** to support the technological integration of the Unite Us technology into an organization's workflows and interoperability with current care management and referral tools (e.g. API development to allow for current care management tools to interface with the Unite Us technology)
 - *If you are seeking funding for technology integration, HealthierHere may engage you in discussions with other awardees using the same systems to ensure alignment and procurement of a cost-effective solution.*

Impermissible uses of funding include, but are not limited to:

- Marketing materials
- Video or audio production and media campaigns
- Real estate investments, developments and other capital projects
- Salary support for executive leadership not engaged in direct service provision
- Debt restructuring and bad debt
- Defense and prosecution of criminal and civil proceedings, and claims
- Donations and contributions
- Entertainment
- Alcoholic beverages
- Furniture
- Fines and penalties
- Fundraising and investment management costs
- Idle facilities and idle capacity
- Interest expense
- Lobbying
- Research, assessment and evaluation activities
- Costs related to preparing the response to the Connect2 Community Network Catalyst Fund application

What is the Application Timeline?

Applicants must complete the [online Application Form](#). The dates below are subject to change.

Application release date	November 19, 2020
Q&A Webinar (Register here .)	December 8, 2020 (3:00 pm Pacific time)
Applications due	January 8, 2021 (by 5:00 pm Pacific)
Awards announced	On or before January 29, 2021

*For organizations interested in learning about the Unite Us technology, we encourage you to attend an information session with Unite Us. Called the Unite Washington Community Strategy Session, the next one is scheduled for **December 15, 9:00-10:00 am**. Here is the link to [register](#).*

What is the Review Process?

HealthierHere staff will review applications and may request that applicants answer clarifying questions. Submission of an application does not guarantee funds will be awarded.

Decision-making criteria will include:

- Organizations that have demonstrated competency and experience in sending/receiving physical, behavioral, or social service referrals via phone, email, technology platform, or other mechanisms.
- Organizations that demonstrate readiness and capacity to engage with Unite Us.
- Strength of the application.
- Alignment of organization with HealthierHere's priorities of fostering whole-person care, addressing social determinants of health, and creating a more equitable and connected health and wellness system.
- Alignment of organization's services with known community needs/gaps in King County.

Additionally, HealthierHere gives special consideration to organizations led by Black, Indigenous and/or people of color. This is defined as having 51% or more of the organization's board members and staff leadership identify as being a member of the Black, Indigenous, and/or people of color community (BIPOC). The applicant can self-identify whether they consider their organization to fall under the category of being POC/BIPOC lead. HealthierHere will also prioritize organizations providing COVID-related services (e.g., directly providing or offering navigation services to address physical and mental health and social needs caused by or exacerbated by COVID).

Attachment 1 – Payment Milestones

Over the course of the Catalyst Fund contract, organizations will work to achieve the below milestones. HealthierHere will distribute payment for each milestone once the organization demonstrates proof of achieving the milestone. *(Note: Organizations are not required to move through all 3 milestone levels (e.g. Engage, Use, Optimize) during the contract period, but may elect to move through the 1st or 2nd levels only.)*

Milestone	Requirements	Amount	Deadline for Achieving Milestone
1. Engage	<ul style="list-style-type: none"> ▪ Submit a partner registration form to Unite Us ▪ At least two staff members attend a 1-hour Unite Us training ▪ Participate in an onboarding session with HealthierHere 	\$5,000	Within 1 month of contract execution
2. Use	<ul style="list-style-type: none"> ▪ Review and confirm on a quarterly basis that your organizational profile in the Unite Us platform is up-to-date and accurate ▪ Send and/or receive referrals on behalf of at least 20 clients/community members over a three-month period <i>(Note: this is not 20 clients per month, but 20 clients over a three-month period)</i> ▪ Meet at least once with the HealthierHere team to review progress and provide feedback on your experience using the Unite Us technology 	\$15,000	Within 6 months of contract execution
3. Optimize	<ul style="list-style-type: none"> ▪ Review and confirm on a quarterly basis that your organizational profile in the Unite Us platform is up-to-date and accurate ▪ Within one month of completing “Use” milestones, set and submit organization-specific performance goals and workflows in collaboration with HealthierHere ▪ Meet or exceed performance goals for at least three consecutive months ▪ Participate in at least three Network Partner and/or Unite Us workgroup meetings 	\$25,000	Within 12 months of contract execution