



WITH PURPOSE. WITH PROMISE.

# Morehead-Cain Scholars' Final Proposals

Koeze Business Ethics Initiative

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**JULY 14, 2023**

# Who We Are



Gowri  
Abhinanda



Jazlyn  
Dunn



Sashank  
Ganapathiraju



Rotimi  
Kukoyi



Martha  
Plaehn



- Incoming 2<sup>nd</sup>-year undergraduate students at the University of North Carolina at Chapel Hill
- Morehead-Cain Scholars in the Class of 2026
- Health Consulting Interns at Corewell via Koeze Business Ethics Initiative
  - Civic Collaboration Summer Project

## Methods of Observation

- Shadowed at the ED, clinics, homeless shelters, and public service organizations
- Interviewed:
  - Physicians
  - Nurses
  - Community Health Workers (CHWs)
  - Social Workers
  - First Responders
  - Leaders of public service organizations

## Main Points of Focus

- Social Determinants of Health (SDOH)
  - Impact on low-income families
- Community Health Worker (CHW) underutilization
- Lack of diversity in healthcare professions
- Health literacy

# Our Solutions



**Valuing Community  
Health Workers**



**K-12 Pathway  
Programs**



**Addressing Health  
Literacy Issues**



**Supporting the Unhoused  
in Receiving Care**

# Valuing Community Health Workers (CHWs)



# Education about CHWs

Enhancing awareness about the integration  
and use of community health workers

# The Problem

- Lack of awareness about CHWs in primary care
- Majority of referrals are going to Social Workers, who have higher licensure

# Overview

**Patient-Targeted  
Infographic**

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**Physician-Targeted  
Infographic**

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**CHW Spotlight  
Video**

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# Targeting Patients

- Visual explanation of care coordination for patients in value-based contracts
- Distributed to office managers → Population RNs and/or Teamlets



# Targeting Physicians

- Empowering physicians in value-based clinics to refer to CHWs
- Optimizing referrals by top of licensure
- Distributed to office managers

## Who's Who in Referrals?

### Social Workers & Community Health Workers (CHWs)

#### Social Workers Referral 98



Masters in  
Social Work



Address mental  
& behavioral  
health



Help patients  
develop coping  
strategies

#### CHWs Referral 1016



CHW certification +  
training



Support patients in  
navigating & connecting  
to community resources



Serves as a liaison  
between the patient &  
the provider

Both roles help patients navigate social systems, but they have different licensures and focuses!

# CHW Spotlight



# Next Steps

**Share  
Infographics**

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**Post Video**

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**Track Impact**

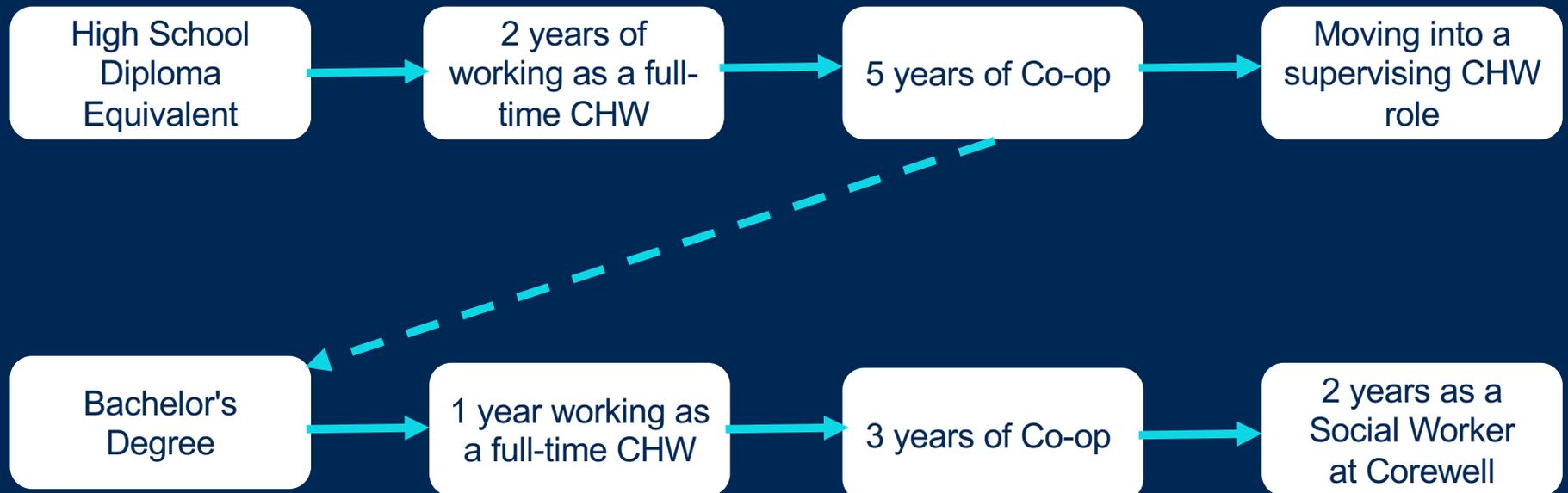
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# CHW Scholarship Program

This program supports community health workers in achieving higher education

# Overview



# Co-op Calendar for Undergrad

5-year  
undergrad  
program

<b>Year 1: Full-time Employment</b>			
<b>Year 2: Full-time Employment</b>			
	<b>Fall</b>	<b>Spring</b>	<b>Summer</b>
<b>Year 3</b>	Full-time employment	15 credits	Full-time employment
<b>Year 4</b>	15 credits	Full-time employment	15 credits
<b>Year 5</b>	Full-time employment	15 credits	Full-time employment
<b>Year 6</b>	15 credits	Full-time employment	15 credits
<b>Year 7</b>	Full-time employment	15 credits	15 credits

\*Based on 16-week semester calendar

**Total Credit hours: 120 hours**

**Total Full-time employment semesters: 7 (equivalent to >2 years of work)**

# Co-op Calendar for MSW

<b>Year 1: Full-time Employment as CHW</b>			
<b>University Co-op</b>	<b>Fall</b>	<b>Spring</b>	<b>Summer</b>
<b>Year 2</b>	Full-time employment	15 credits	Full-time employment
<b>Year 3</b>	15 credits	Full-time employment	15 credits
<b>Year 4</b>	Full-time employment	15 credits	Full-time employment
<b>Year 5: Full-time Employment as MSW</b>			
<b>Year 6: Full-time Employment as MSW</b>			

\*Based on a 45-60 credit hour estimate of MSW degrees

# Scholarship Budget

We propose that Corewell contribute \$10,000 a year towards educational costs for each participant

With a starting cohort class of 10, this would amount to \$100,000 per year and \$360,000 for each cohort to finish their degrees

# Why Should Corewell Fund this Program?



According to UPenn Researchers, CHWs garner about \$2.47 for every dollar invested annually



The Master's degree pipeline provides a rotation of new MSWs to fill the 3 dozen empty spots



Funding higher education access demonstrates support for CHWs, improving job satisfaction and retention rates



CHWs in this rotation will commit to working at least four years total at Corewell Health West

# Next Steps

**Get Funding  
Approved**

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**Partner with  
GVSU**

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**Recruit  
Participants**

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# Questions?

# K-12 Pathway Programs



# High School Research & Mentorship Pipeline Program:

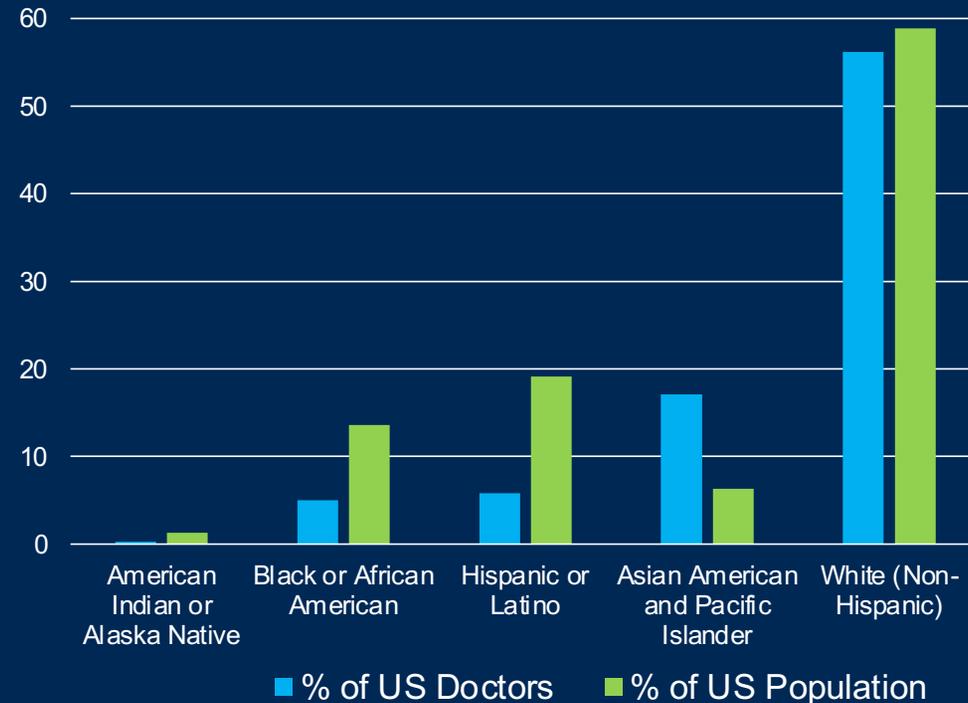
Promoting Diversity in Medicine

# Percentage of Physicians that are Black Males in the US

2.7% in 1940 → 2.6% in 2018

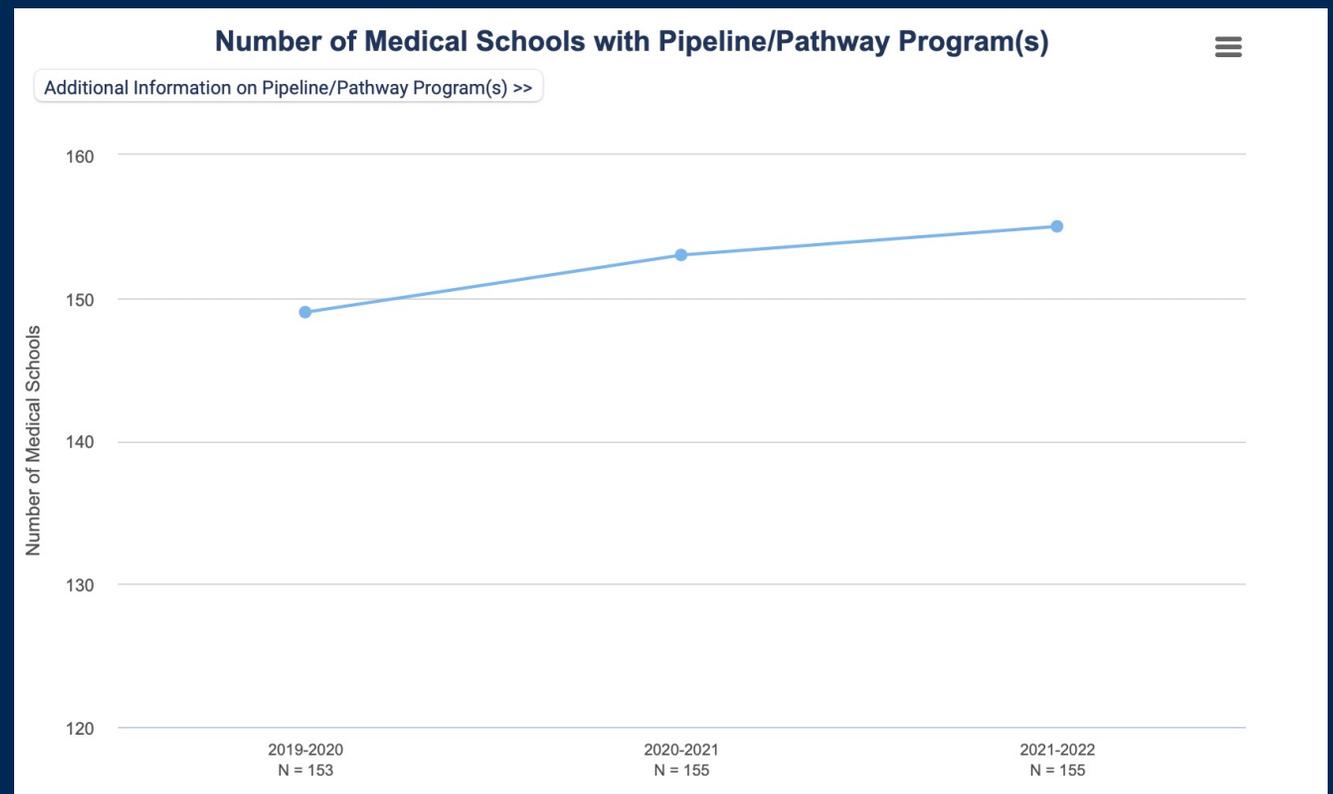
# Barriers for Underrepresented Groups in Medicine

- Socioeconomic barriers
- Lack of mentorship and networks
- Sense of isolation and lack of representation



# Pipeline Programs for Underrepresented Students

- Cornell, UCLA, Columbia, UPenn, and many more medical schools



-Association of American Medical Colleges

# Sample Schedule

## JUNE 2024

MON	TUES	WED	THURS	FRI
<p>4</p> <p>9 a.m. - Lab work</p>	<p>5</p> <p>9 a.m. - Lab work</p> <p>11 a.m. - Panel of Medical Students</p>	<p>6</p> <p>9 a.m. - Lab work</p> <p>11 a.m. - Shadowing</p>	<p>7</p> <p>9 a.m. - Lab work</p> <p>11 a.m. - Weekly Check-In with Program Director</p>	<p>8</p> <p>9 a.m. - Lab work</p>
<p>9</p> <p>9 a.m. - Lab work</p>	<p>10</p> <p>9 a.m. - Lab work</p> <p>11 a.m. - Workshop on Resume Building</p>	<p>11</p> <p>9 a.m. - Lab work</p> <p>11 a.m. - Shadowing</p>	<p>12</p> <p>9 a.m. - Lab work</p> <p>11 a.m. - Weekly Check-In with Program Director</p>	<p>13</p> <p>9 a.m. - Lab work</p>

# Next Steps

**Identify Program Directors**

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**Find Labs for Students**

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**Secure Stipend Funding**

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# Middle School Outreach Program

Increase visibility of healthcare  
professions to underserved middle  
schoolers

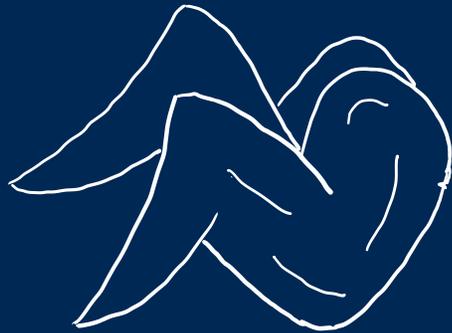
# Overview

## We plan to...

1. Partner with a school or already existing summer program
2. Offer interactive experiential health care education via special guests
3. Bring in diverse group of guests to inspire children from underrepresented communities

# Hands-On Curriculum Overview

## Session 1



Chicken Wing Dissection

## Sessions 2-4



Health Professional Visit

## Session 5



Field Trip to the Hospital

# Sustainability

**Once the program starts, it will have the infrastructure to continue and grow.**

- 
- Interested partners can continue to provide the students, staff, and location to facilitate
    - Boys and Girls Club (three locations in Grand Rapids)
    - STEM Greenhouse
    - S.W.A.G.
    - New City Kids

# Roll-Out Timeline



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**2023**

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**2024**

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**2025**

# Corewell's Contribution

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**\$464.01**

Price per 15-student cohort

# Budget Breakdown

## Chicken Wing Dissection

- 15 Chicken Wings: \$12.98
- Wax Paper Sheets: \$5.99
- Disposable Dissection Trays: \$20.08
- 15 Pairs of Scissors: \$11.98
- Kids Disposable Gloves: \$12.98

## Snacks and Meals

- Snacks for Sessions 1-4: \$50
- Lunch at the Children's Hospital: \$300
- Miscellaneous Extra Cost: \$50

# Qualifying for Corewell's Community Criteria

- 
- ✓ Responds to the needs of special populations, like the poor and needy
  - ✓ Subsidizes unprofitable services and programs that are important to the community
  - ✓ Meets public health needs
  - ✓ Involves education or research that improves the community's overall health

# Why Does This Matter to Corewell?

# Corewell's Vision: “Improve health, instill humanity, and *inspire hope*”

Investing in youth outreach:

- Makes health care careers seem more *accessible*
- *Empowers* youth to comment on how the healthcare system doesn't serve them
- *Establish connections* with NOFs to tackle medical distrust

# Next Steps

**Recruit  
Volunteers**

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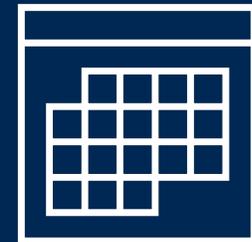
**Secure Funding**

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**Finalize  
Program Dates**

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# Questions?

# Addressing Health Literacy Issues



# Indication-Based Prescribing

Increasing medication adherence and  
patient-physician communication

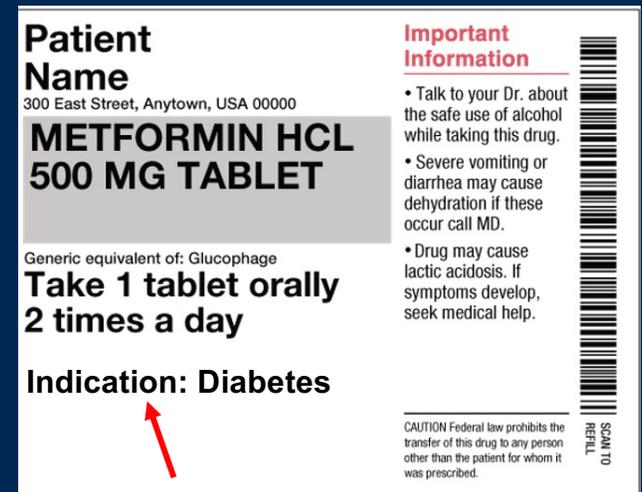
# The Problem

- Prescription labels are not in layman terms
- For low-income patients, difficult to choose which meds are safe to cut
- Patients with 15-20 prescriptions can get confused with their specific purpose



# When Patients Understand Why Medications Are Prescribed...

- Improved health outcomes (Schiff, 2016)
- Higher HCAHPS patient satisfaction scores
- Increased communication between physician, nursing, pharmacy, and insurance



**Patient Name**  
300 East Street, Anytown, USA 00000

**METFORMIN HCL  
500 MG TABLET**

Generic equivalent of: Glucophage  
**Take 1 tablet orally  
2 times a day**

**Indication: Diabetes**

**Important Information**

- Talk to your Dr. about the safe use of alcohol while taking this drug.
- Severe vomiting or diarrhea may cause dehydration if these occur call MD.
- Drug may cause lactic acidosis. If symptoms develop, seek medical help.

CAUTION Federal law prohibits the transfer of this drug to any person other than the patient for whom it was prescribed.

SCAN TO REFILL

# Indication Overview

## WHERE DOES IT DISPLAY (CONTINUED)

- On the MAR once staff “Show All Details”
- **MAR reports**
- **Order details**
- **In the med grid on AVS**

**Orders**

Active Signed Held Home Meds Manage Labs Order History

View by: Therapeutic Class

**Gastrointestinal Agents**

pantoprazole (PROTONIX) EC tablet 20 mg 20 mg, Oral, Daily, First dose on Wed 5/11/22 at 0900 Modify Discontinue

Do not crush.

**Indications: Heartburn**

Tuesday May 10, 2022

1000 1100

**pantoprazole (PROTONIX)**

Product Instructions:  
Do not crush.  
Ordered Admin Dose: 1 tablet (1 x 20 mg)

**Product Order Report**

**pantoprazole (PROTONIX) EC tablet 20 mg [385025853]** Order Details

Ordered Dose: 20 mg Route: Oral Frequency: Daily

Admin Dose: 20 mg

Scheduled Start: Date/Time: 05/11/22 0900 End Date/Time: -- First Dose: As Scheduled

Admin Instructions: Do not crush. Indications of Use: **Heartburn**

Note to Pharmacy: OP SIG: Take 1 tablet by mouth daily Indications: **Heartburn**

Order Status: Active

Close

**After Visit Summary** Selected to print

**Your Medications**

**You might also be taking other medications not listed. If you have questions about talk to the person who prescribed them or your primary care provider.**

Take these medications at their scheduled times

	Morning	Noon
<b>pantoprazole 20 MG tablet</b> Take 1 tablet by mouth daily Indications: <b>Heartburn</b> Commonly known as: PROTONIX For: Heartburn		

# Current EPIC Indications Selection Process

Note to Pharmacy: [+ Add Note to Pharmacy](#)

Taking:

∨ [Additional Order Details](#) 

 Next Required  Accept  Cancel



Note to Pharmacy: [+ Add Note to Pharmacy](#)

Indications:

<input type="checkbox"/> Acute Lymphocytic Leukemia	<input type="checkbox"/> Granulomatosis with Polyangiitis	<input type="checkbox"/> Psoriatic Arthritis
<input type="checkbox"/> Acute Promyelocytic Leukemia	<input type="checkbox"/> Large Granular Lymphocytic Leukemia	<input type="checkbox"/> Pulmonary Sarcoidosis
<input type="checkbox"/> Adult Still's Disease	<input type="checkbox"/> Microscopic Polyangiitis	<input type="checkbox"/> Rheumatoid Arthritis
<input type="checkbox"/> Atopic Dermatitis	<input type="checkbox"/> Morphea	<input type="checkbox"/> Scleritis

 Next Required  Accept  Cancel

# Proposed Solution

**Remove  
Additional Click**

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**Phase-in Pilot  
Initiative**

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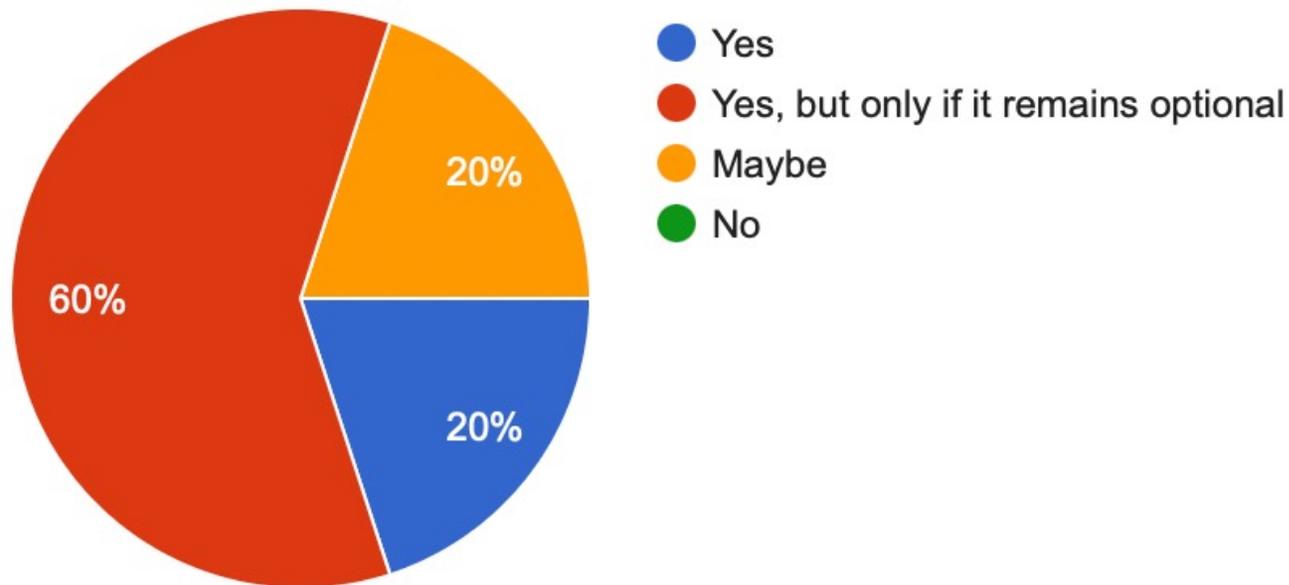
**Pharmacy  
Engagement**

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# Support for Expanding Indications

Would you support the expansion of indication-based prescribing, given that it would require physicians to click an extra button?



# Next Steps

**Submit Ticket  
to Modify EMR  
Functionality**

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**Inform  
Healthcare  
Providers**

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**Pilot  
Pharmacy  
Initiative**

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***Epic***



** meijer<sup>®</sup>  
pharmacy**

# Questions?

# Supporting the Unhoused in Receiving Care



# Streamline Lifeline

Addressing the communication breakdown  
between physicians and the unhoused

# Problem: Patient-Physician Communication

**11% of Kent  
County residents  
do not have access  
to household  
Internet or data**

(American Community Survey)

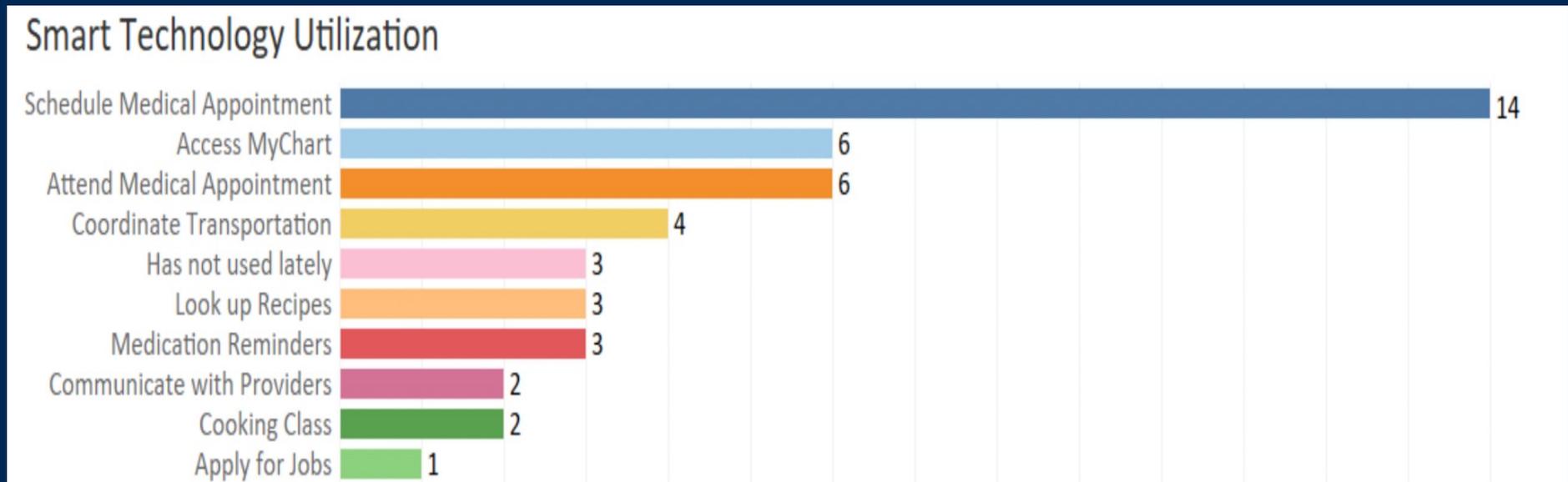
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Lack of cell phones access means

- Barrier to receiving appointment reminders
  - Unhoused missing follow-ups
- Barrier to communicate with physicians via MyChart
  - Unhoused missing quality healthcare

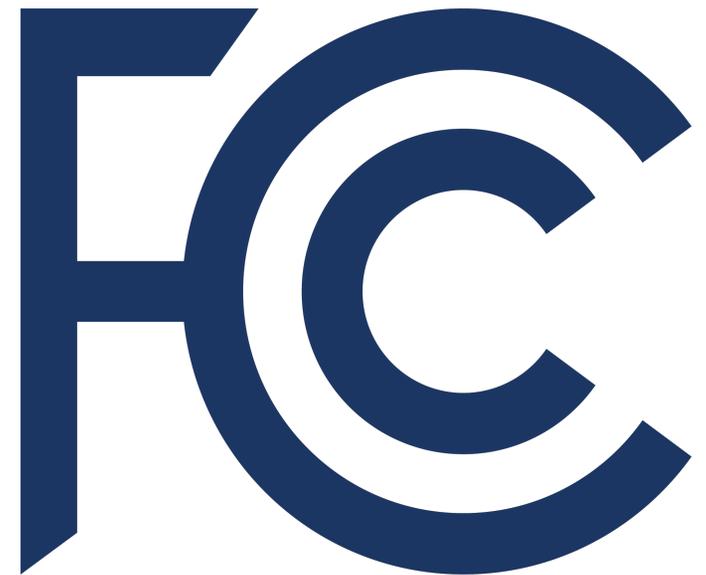
# Addressing the Communication Breakdown

- Connecting the unhoused to the Lifeline federal program



# What is Lifeline?

- Federal program – discounts on broadband Internet or cellular data plans
- Qualifications include
  - Income below 135% of poverty rate, or
  - SNAP
  - Medicaid
  - Federal Public Housing Assistance
  - Etc.



# Our Vision



**NEED A PHONE?  
GET IT FOR  
FREE!**



**SIGN UP BELOW TO  
LEARN MORE!**

**YOU MAY BE ELIGIBLE FOR A PHONE IF YOU HAVE A HOUSEHOLD INCOME AT OR BELOW 135%  
OF THE FEDERAL POVERTY GUIDELINES, ARE UNHOUSED OR USE SNAP, MEDICAID,  
FEDERAL PUBLIC HOUSING ASSISTANCE, TANF, AND MORE.**

**WE WILL HAVE MONTHLY EVENTS TO SHARE MORE INFORMATION**

# Why Should Corewell Care?

**Quality Care for All**



**Re-establish Trust**



# Next Steps

**Establish  
Registration  
Hubs**

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**Identify CHW  
Program  
Directors**

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**Education  
About  
Initiative**

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# Packaging Change

Redirect ED high-utilizers to primary care (PCP) to  
incentivize PCP attendance

# The Problem



Butterworth ED

Redirect Inflow



FP Residency Clinic

# So We Propose...

A post-PCP visit care package including “prescription for health” and bus vouchers



- Produce Prescription Program at Fulton St Market
- Bus voucher



- Exchange prescription for food coupon



- Buy food from market

# The Model: Produce Prescription Program



**20 PATIENTS**



**20 DOLLARS**



**24 WEEKS**

# Packaging Change



Our hope is that as word spreads, this will prove to be a strong enough incentive to continually show up to primary care to:

- Prioritize preventative healthcare
- Reduce ED overflow
- Address root pain points for the unhoused

# Next Steps

**Identify Program Directors**

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**Secure Funding**

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**Finding a PCP**

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# Questions?

# Our Sincere Thanks To...

## Our Hosts

Dr. Beth Makowski, DO, Corewell Health

Dr. Tricia Baird, MD, Corewell Health

Professor Michael DeWilde, GVSU + KBEI

Mr. Jeff Koeze, KBEI + Morehead-Cain '82

# And Our Host Organizations



WITH PURPOSE. WITH PROMISE.



GRAND VALLEY  
STATE UNIVERSITY

# Thank you!