

Report to the Community 2022

Strengthening our community connections



Jackson Care Connect™

Part of the CareOregon Family

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Strengthening our community connections

A message from Jennifer Lind, Jackson Care Connect CEO

This year we celebrate 10 years as a coordinated care organization. We are so proud of the work we have accomplished with all of you—our valued partners—to help improve the health of our community.

Jackson Care Connect now covers more than 62,000 Oregon Health Plan members in Jackson County, or about 1 in 4 residents.

To get our members the high-quality health care they need, we rely on our strong provider and community networks. Over the past ten years, the deep relationships we have built with you have helped redefine what it means to partner in improving health.

In 2022, we worked with you on many projects, including:

- Improving our community's crisis response network
- Getting families off to a healthy start for a new school year
- Distributing air purifiers to high-risk members, to help them manage during smoky days
- Supporting new housing in our community for those in need

Through all of our work, we rely on guidance from our volunteer board of directors. These local health care leaders help set our strategy and make funding decisions.

We also depend on the wisdom of our Community Advisory Council and Clinical Advisory Panel. They provide real-world experience from our members and advise on our community giving priorities.

Thank you all for your partnership and for your commitment to our community. Together, we will keep working to improve the health, well-being and equity for all in Jackson County.



Jennifer Lind
Jackson Care Connect CEO

[Watch full video ▶](#)

By the Numbers

*as of December 2022



\$2.2 million

Amount invested in
community-based
organizations in 2022



62,379

Number of members
served, including
1 in 2 kids under 5
in Jackson County



779

Providers in our network,
including 139
behavioral health specialists

Mission, Vision and Values



Our Mission

Jackson Care Connect empowers people and systems to improve the health of our community



Our Vision

Health, well-being and equity for all people of Jackson County

Our Values

Stewardship and Generosity • Collaboration and Courage
Innovation and Results • Respect and Diversity • Integrity and Openness



Community works to improve crisis response system

In Jackson County, stakeholders including health care providers, community-based organizations, city and county leaders, and advocates have formed a Crisis Response Network (CRN) to evaluate the needs of the community and inform the design of an improved system. JCC helps facilitate this work and provides administrative support. In 2022, the CRN's Community Engagement Committee conducted listening sessions with people who have lived experience with crisis response. The input from those sessions helped identify key priorities for improving and expanding crisis services.





ColumbiaCare expands supportive housing offerings

As part of their ongoing commitment to provide supportive, independent housing to people with mental illness, ColumbiaCare Services opened a new facility in December 2022. Rogue Ridge Apartments includes 28 units of affordable housing to Jackson County residents in need, based on referrals from community partners. The property will be staffed with a resident manager and daily support staff, and residents can access services including skills training, peer support and community navigation. Jackson Care Connect designated support to serve members living at the property.



\$336k

committed to support members
at Rogue Ridge



Outreach efforts resume and expand to new areas

Over the past few years, in-person outreach efforts were severely limited due to COVID restrictions. In 2022, outreach started to open back up, as people were ready to gather. For JCC, outreach efforts are always about meeting members where they are. To better serve rural areas, where support services can be harder to come by, the Community Engagement Team added new outreach events, including a regular presence at the monthly food pantry at St. Martin's Episcopal Church in Shady Cove.

“An increasing number of our neighbors are houseless, underemployed, without internet or even phones, lacking transportation and facing situations of personal despair and financial strain. JCC’s presence at St Martin’s monthly food pantry has brought a whole new level of support to our rural communities.” – Rev. Laura Sheridan-Campbell, St. Martin’s Episcopal Church, Shady Cove.





Healthy Start Block Party connects families to healthy resources

Getting kids ready for a new school year can be a daunting process. There's a lot to take care of in a short amount of time. Knowing many local families have struggled with COVID, financial pressures, remote learning and more over the past few years, Jackson Care Connect partnered with the Medford School District (MSD), and together we designed a new event to help. The Healthy Start Block Party included health screenings, haircuts, school supplies, community resources and tasty food from local food trucks.

Continued ►

Healthy Start Block Party ... (continued)

Long before the gates opened on that warm August afternoon, kids and parents formed a line around the outside of Medford’s Jackson Elementary. JCC and MSD had hoped for an attendance of about 500 people. It was clear those expectations would be quickly exceeded.



1200+
Attendees

“We were thrilled with the number of families who attended our first-ever back-to-school Block Party.”

– Natalie Hurd, Medford School District’s Communications and Community Engagement Director

“We were thrilled with the number of families who attended our first-ever back-to-school Block Party. It was very evident there was a need,” says Natalie Hurd, Medford School District’s Communications and Community Engagement Director.

Families from all over the valley came to the block party. Community partners including social service organizations, health care providers and youth groups joined in. They offered resources, connected with parents and offered giveaways like free school supplies.

Healthy Start Block Party ... (continued)

“It was a great opportunity to meet children and families who may benefit from YMCA programs including preschool, child care, youth sports, swim lessons and membership. I have been to many outreach events for the YMCA over the years and this was by far the best event I have been part of,” says Jeni Beck, Fitness Director from the Rogue Valley Family YMCA, who staffed one of the booths.

JCC and MSD plan to host the second Healthy Start Block Party in 2023.

“We know students cannot adequately learn if their basic needs aren’t met. This event is critical to setting our students up for success,” says Hurd. ■



Air purifiers help members manage smoky weather

For anyone living in southern Oregon, dealing with smoky skies in the summer has become a part of life. For people with certain health conditions, however, breathing in smoke-filled air can be especially harmful, and it can put them at a greater risk of illness. To help mitigate those health risks, Jackson Care Connect distributed air purifiers to hundreds of members in 2022, with the help of our provider network.

Continued ►

Air purifiers help members ... (continued)

The funding for the devices came from Oregon Senate Bill 762, which passed in 2021. This wide-ranging bill addressed a number of wildfire issues, including air quality, and it enabled the Oregon Health Authority (OHA) to provide air purifiers to people at high risk. OHA selected high-risk areas of the state for this project. It also identified members who qualified for the purifiers, based on multiple risk factors and health conditions.



With the parameters in place, Jackson Care Connect was tapped to get the devices to members. We quickly enlisted the help of partners including La Clinica, Providence, Rogue Community Health and Asante Physician Partners. With OHA lists in hand, clinics contacted qualifying members to schedule a device pickup. This also provided an opportunity for clinics to check in with members, and to address any other concerns they may have about their chronic conditions or health concerns.



600
purifiers distributed to
Jackson County OHP members

“We were the first area in the state to receive devices because Mercy Flights quickly responded to our request to borrow storage space in one of their airplane hangars. Their collaboration on this months-long effort was invaluable to its success.”

– Meg Wills, JCC’s Population Health Portfolio Manager

Air purifiers help members ... (continued)

Mercy Flights provided a huge amount of help with logistics, storage and distribution of the devices. Their Mobile Integrated Healthcare team delivered devices to some members with complex needs, including people transitioning from hospital stays and residents at adult foster homes. One member they worked with said, “You have no idea how much this will help with my COPD and hopefully will continue to keep me out of the hospital.”

JCC also offered opportunities for qualifying members to come pick up devices. Rogue Food Unites and Family Nurturing Center both generously offered hosting space for those efforts. ■



Behavioral health team leads community work on housing, substance use treatment

In our close-knit community, effective partnerships are essential, as we work together to identify health issues, leverage limited resources and take action to improve the health of our community. Over the past few years, JCC has worked closely with our provider, community and member partners to take on the complex challenges of housing, rising opioid use and creating a trauma-informed crisis response. Our behavioral team has been deeply involved in this work to facilitate collaborative conversations and identify action for funding new projects.

Continued ►

Behavioral health team leads community work ... (continued)

“Jackson Care Connect has been a valuable and instrumental partner in having some of the more difficult community conversations that have happened within the last couple of years,” says Stacy Brubaker, Jackson County HHS Director/ Public Health Administrator.

In 2022, we were involved in several community projects:

Recovery Strategies Summit – Opioid Overdose and Harm Reduction: JCC served in a facilitating and presenting role for this virtual summit that gathered about 100 professionals from many sectors, including public health, community-based organizations, hospitals, law enforcement and health care providers. Participants discussed strategies for immediate interventions for reducing overdose and death in the Rogue Valley. Those conversations fed an Action Plan the team is using to track next steps, which includes increasing the peer workforce, increasing public knowledge about available resources and improving referrals systems and inter-agency communication. We look forward to our next annual summit in 2023, to continue building our regional strategy to reduce overdose and death in our community.

Housing and Homelessness Summit for Jackson County: The OHA provided a grant for this forum to address the crisis of housing and homelessness in our region. About 200 participants attended, including representatives from health care and social service providers, city and county government, veterans’ services, education and elected officials. The summit included input from people with lived experience with housing insecurity and related needs. This grant-funded stakeholder discussion allowed for the region to submit an OHA grant for a new facility for 30 permanent supported housing beds.

Jackson County Resource Network (JCRN): JCC partners with AllCare Health to facilitate the Jackson County Recovery Network (or the local Behavioral Health Resource Network). Eighteen organizations received funding for the JCRN awarded under Ballot Measure 110, which designated funds to increase access



Behavioral health team leads community work ... (continued)

to harm reduction and recovery services. Together the JCRN participants form a network of coordinated substance use treatment care that is accessible and supports our community.

Crisis Response Network: We support community-led conversations, and Brubaker says JCC's support helps move key projects forward. "Great examples of these efforts are the Crisis Response Network, as it relates to the creation of a mobile crisis response that is most appropriate for our community, leading to additional partnerships and better outcomes," she says. In the mobile crisis intervention pilot project with Jackson County Mental Health and Mercy Flights, community paramedics work with the mental health crisis team to respond to crises as an alternative to law enforcement. The pilot launched in September, and it is closely connected to the ongoing work the CRN is doing on a comprehensive continuum of crisis response. ■



“Systems change is slow, and it happens one step at a time. It is always easier to make changes when there are others that walk alongside you to make those changes. JCC has been that for many spaces over the past few years.”

– Stacy Brubaker, Jackson County HHS
Director/Public Health Administrator



Health equity assessment gathers internal perspectives

Since our formation 10 years ago, Jackson Care Connect has prioritized a commitment to improving equitable access to health care for our members and community. As we continue building on this work, JCC leaders knew it was important to take stock internally. In 2022, we conducted an equity assessment of our staff, board and committees.

Continued ►

Health equity assessment gathers internal perspectives (continued)

“In order to realize our vision of health, well-being and equity for all people of Jackson County, it was critical that we take this important step of assessing where we are as an organization on our path towards equity, diversity and inclusion transformation,” says Sam Watson, JCC’s Community Health Manager.

The assessment was carefully designed to measure participants’ beliefs about their own cultural responsiveness, along with their thoughts on how JCC is incorporating inclusive practices with staff, members and external partners. The survey also included questions on demographics including race, age, sexual orientation and gender identity. Participants were encouraged to share their own lived experiences, along with any cross-cultural experiences that add value to their work. All individual responses were kept confidential.

John Curtis participated in the survey as a Community Advisory Council member. He says, “I am a member of a community that is often marginalized by health



95%
of respondents say
it is important to talk
about differences

“Guess work with health care is not good. Making decisions based on factual information gained from surveys is a better way to make good ones. My community and health care systems share a common goal: they both want us to be as healthy as we can be.”

– John Curtis, Community
Advisory Council member

Health equity assessment gathers internal perspectives (continued)

care systems. The experiences of people with disabilities in these systems are too often not listened to because they are literally unheard. So opportunities for me and others to share our experience by way of surveys are important. Otherwise, health care systems must guess how to better serve my community.”

Sam says the results of the assessment were insightful and helpful. She notes “it was illuminating to hear from our staff, board and committee members about their own lived experiences.” She says many of those experiences reflect what JCC hears from members, especially those who identify with minority populations and the barriers they may face in accessing health care.

The survey also helped identify ways in which we can grow as an organization. “Working toward health equity is never finished work,” Sam says. “Our leadership team is examining the results of this survey, and these insights will help inform system level strategies and change, in service to our staff and ultimately the communities we serve.” ■

Closing message

Message from Lori Paris, Board of Directors President

It is truly an honor to serve as President of the Jackson Care Connect board. Our board is made up of local health leaders, Jackson Care Connect members and CareOregon executive leaders.

We set JCC's strategies to support our members' health and well-being, and to address our community's most pressing needs.

- Housing is one example. We're working with city, county and provider partners on innovative new housing strategies and projects, and we're excited to share more with you as those develop in 2023.
- We're also always working to continuously improve the quality of our network providers and services, and we'll continue to make investments to support our providers as they serve our members.
- We help facilitate conversations on crucial topics affecting our community, like substance use.

In all our work, member voices and experiences are at the very center. They guide our discussions and decisions.

Our Community Advisory Council (CAC) also plays a key role. In 2022, we allocated \$220,000 to Community Health Improvement Plan (CHIP) grants. We entrusted our CAC to advise on those funding decisions, and they made grants to 12 local organizations that are directly serving our community and addressing CHIP priorities – parenting support, behavioral health, housing and health equity. Those projects are underway now, and we look forward to sharing the ways they are helping make our community healthier and stronger.

Centering member voices helps us be good fiscal stewards and ensure we direct funds to where they will provide the greatest benefit. It also helps us improve equitable access to health care. We will keep striving to address disparities and removing barriers wherever we can.

Thank you for your partnership in supporting Jackson Care Connect's work. We are proud to be a part of this wonderful community.



Lori Paris
Board of Directors President

[Watch full video ►](#)

Our Board of Directors

Laura Bridges

Chief of Social Work Services
La Clinica Health Care

Stacy Brubaker

Director
Jackson County Health & Human Services

John Curtis

JCC Community Advisory Council

Jason Elzy

Executive Director
Housing Authority of Jackson County

Matt Hough, MD

Primary Care Physician
Southern Oregon Pediatrics

Eric Hunter

CEO
CareOregon

Brenda Johnson

CEO
La Clinica Health Care

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Asante Health System

Nora Liebowitz

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