Standardized, scalable and effective community health worker programs to improve population health

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HIRING THE RIGHT PEOPLE

- Recruitment strategies
- Behavioral screening
- Case-based interviews
STANDARDIZED WORK PRACTICES

Manuals for CHWs, managers and program directors
TRAINING & CERTIFICATION
Based on core competencies for each role

CHW
Manager
Director
Certification
Documentation, reporting and data infrastructure
Three randomized clinical trials

- **COST**: ↓ 65%
- **ACCESS**: ↑ 12%
- **QUALITY**: ↑ 16%
PATIENT CARE

$2:1
Return on Investment

~10,000
Patients in Philadelphia
DISSEMINATION
DISCUSSION POINTS

- Individual certification vs. program accreditation
- The role of science
- Career ladder