

HOW FAITH-BASED
ORGANIZATIONS FILLED THE
HEALTHCARE DISPARITIES GAP
DURING COVID-19
by Rev. Dr. Terris A. King, ScD

LEARNING OBJECTIVES

- Understand Impact of COVID-19 on African American Communities
- Understand why Faith-based Organizations are effective in delivering healthcare services in their communities
- Understand Faith-Based Models
- Introduction of Scalable Global Model

COVID-19's impact on the Black Community

- COVID-19 impacted the black community more than any other community in America
- Black communities historically lack trust in government and healthcare institutions. Distrust grew during COVID-19 across communities of color.
- The vaccine hesitancy further revealed the distrust of the healthcare at alarming rates among African Americans. In the city of Baltimore something unique happened.

COVID-19's Impact on Minority Serving Nursing Homes

- Nursing homes with high percent of minorities were disproportionately affected by COVID-19 deaths*
- Racial and ethnic disparities in nursing homes continues to be in the spotlight during the pandemic
 - As of October 25, 2020, high minority nursing homes reported 7.5 COVID-19 Deaths as compared to 2.6 deaths for nursing homes that had no racial/ethnic minorities
 - High minority nursing homes had 61% more COVID-19 deaths as compared to nursing homes with no minorities.

Something had to be done...

- Because of this challenge an effort was born to address the lack of access to healthcare through a trusted conduit that may prove to be key to unlocking the door to a scalable, global model that reduces healthcare cost, improves clinical quality and a reduction in health inequities in all settings.

Can Faith-based organizations effectively close healthcare gaps?

- Faith-based organizations are already a major part of underserved communities and can be integrated with hospital systems.
- Faith-based organizations are experienced in offering community services and would make ideal wellness center offering immunization, health education and cancer screenings.
- Black churches have historically been a place of trust and can be a conduit to improved care in NHs (CMS) and Home Health sectors by promoting transparency and aiding Federal and State oversight.

Through partnerships with local pastors, business leaders, hospitals and other healthcare delivery organizations, faith-based organizations have proven results in making a difference in the communities they served.

The Memphis Model

- Lowered readmissions
- Saved the hospital \$5M annually
- Mission Alignment between Methodist Hospital and Memphis 450 Churches

The North Carolina Way Model

Churches provided transportation for their congregates and removed the transportation barrier in their community
Modified Memphis Model

The Baltimore COVID-19 Model

- Flu Vaccinations up 13% over previous years
- Addressed Equity and Access Issues with 75 Pop-ups & 300 churches
- Model Now used in 20 States

Keep Knocking at the same closed door and expect to come in. The door will not open.

The Lukan Model is progress born out of pain...

Customer: NH,
Hospitals,
Clinics, Payors,
Government

Metrics:
Improved Clinical
Quality, reduce
disparities,
increase
wellness, reduce
cost of care

Lukan Model

Services: data
accuracy, reports
findings, Trains
networks of faith-
based orgs

Partners with
Faith-based Orgs



Questions

