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2024 UnitedHealthcare Health Plan of Nevada Medicaid Community Investment Request Form

UnitedHealthcare Health Plan of Nevada Medicaid (UHC) is committed to supporting organizations who make an impact on the health and well-being of our community and our members. The goal of our community investment partnerships is to improve health outcomes in our community and to help people live healthier lives. Programs and sponsorships that focus on increasing access to care, maternal and child health, health equity, behavioral health and substance use disorders, support for the justice involved, housing supports, and other social drivers of health will be given priority.

Name of Organization: Northern Nevada Public Health, Sexual Health Program		Legal Name, if different:	
Mailing Address: 1001 E. Ninth St., Building B, Reno, NV 89512			
Phone: 775-328-6147		Employer Identification (EIN): 88-6000138	
Name of President, CEO, or Executive Director: Chad Kingsley, District Health Officer Phone: 775-328-2416 E-mail: ckingsley@nnph.org			
Name of Contact for this form: Jen Howell Phone: 775-328-6147 E-mail: jhowell@nnph.org			
Website: Nnph.org	Facebook: northernnevadapublichealth	Twitter: Nnph_org	Instagram: Nnph_org
Type of organization: (501(c)(3), educational institution, municipality, or Nevada Medicaid provider) Government – Health District			
Organization Annual Budget: \$ 8,297,246.14 STD Program (disease investigation and clinical services) \$1,131,617. 76			
Amount requested for this community investment: \$15,000.00			

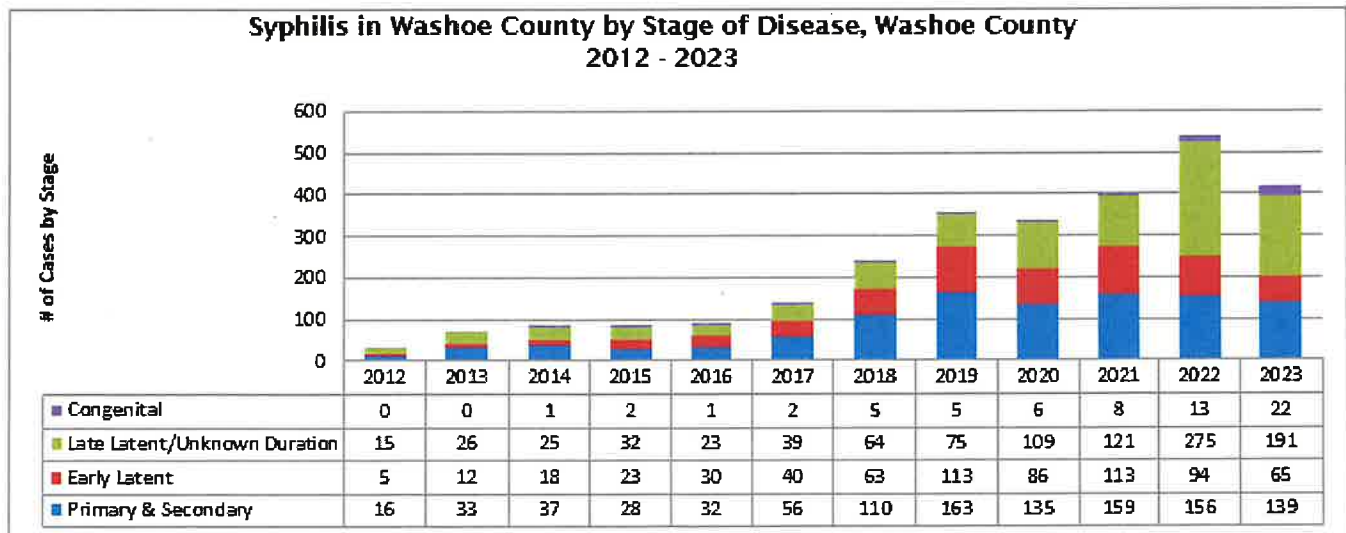
1. Please tell us about your organization:

Northern Nevada Public Health (NNPH), formerly the Washoe County Health District, is the health authority serving Reno, Sparks, and Washoe County. The Health District is divided into six divisions, with Community & Clinical Health Services housing the mandated Sexual Health Investigations and Outreach program. This program consists of sexually transmitted infection (STIs) and HIV disease investigation, contact tracing and linkage to care services based on client acuity.

The Sexual Health Investigations and Outreach program receives positive STI test result reports and conducts disease investigation to ensure appropriate treatment and follow-up services. In addition, contact tracing occurs to notify and test sexual and needle-sharing partners of a positive case. The goal of contact tracing is to stop the spread of the infection. This program has received notification of federal funding cuts of 25% for the STI grant, which supports disease investigation and contact tracing.

2. Please provide a brief overview of the program this funding would support, including any pertinent timelines and dates, as well as data points supporting the need for the program.

Reported syphilis cases have been increasing in Washoe County since 2013. Although most cases have been reported among men who have sex with men, yet cases have also been reported among women. Washoe County started experiencing reports of congenital syphilis in 2014, as infectious syphilis cases were rapidly increasing since 2013. The largest annual increase occurred from 2022 – 2023, with an increase of 69.2%, from 13 to 22 congenital syphilis cases reported.



The Centers for Disease Control and Prevention (CDC) consider each congenital syphilis case to be a sentinel event, a failure of the healthcare system. In an effort to better address the factors associated with congenital syphilis cases, the maternal cases are interviewed, and medical records reviewed to determine missed opportunities that could have prevented the vertical transmission. A statewide review board is provided with an overview of the case details and looks for trends to address through policy change. Trends identified in Nevada, including Washoe County, are: lack of prenatal care; unsheltered or transient housing situation;

polysubstance use; and, lack of a healthcare home with touch points with emergency departments for pregnancy care and other health services.

This funding will support engagement with community healthcare providers, clients, and those who may become pregnant. Flyers discussing the importance of testing for syphilis during pregnancy will be distributed to emergency departments. In addition, advertising will convey the same messaging and will be targeted by reproductive age. Gift cards will be used as an incentive for the maternal cases of congenital cases, to complete a maternal interview. To promote treatment adherence and completion, gift cards will also be used at the conclusion of each treatment for pregnant people and people of childbearing capacity with positive syphilis test results. Late latent/duration unknown cases will have three (3) treatments, with earlier staged syphilis cases completing one (1) treatment. Incentives such as food and other incentives will be used to encourage providers to receive education on the importance of testing and treatment.

3. Please explain how this program will support UHC Medicaid priorities: increasing access to care, maternal and child health, health equity, behavioral health and substance use disorders, support for the justice involved, housing supports and other social drivers of health:

- **Increasing Access to Care**
 - Provide access to testing and treatment services through NNPH's Sexual Health Clinic
 - Educate providers on the importance of syphilis testing and treatment during pregnancy and for people of childbearing capacity
 - Encouraging treatment adherence and completion of cases and their partners
- **Maternal and Child Health**
 - Promoting mandated testing of pregnant people and offering testing to people of childbearing capacity at touchpoints within the healthcare system
 - Promoting healthier pregnancy outcomes with syphilis testing and appropriate treatment
 - Promote healthier outcomes for infants
- **Health Equity, Behavioral health and substance use, Support for justice involved**
 - Provide syphilis testing and treatment and information at points of contact among people who are pregnant or people of childbearing capacity who are unhoused, experiencing unstable housing, experiencing substance use, including in the community, in the jail setting, regardless of substance use
 - Provide active referrals for housing, substance use treatment, and other services as appropriate to promote healthier outcomes
 - Provide transportation for testing and treatment, if unable to provide in the community

4. What specific population(s) will this program serve?

This program will serve people of childbearing capacity, including those that are pregnant, who test positive for syphilis. People who may become pregnant will also be served through advertisements that promote testing during pregnancy. Community healthcare providers will also be served through this program, through education to promote testing and treatment at touch points within the healthcare system.

5. What results do you hope to achieve in the first 6 months of this project and by the end of the project? What reporting will you provide to show outcomes and success?

During the first six months of the project, the program will:

- Conduct syphilis testing and treatment of pregnant people, along with their partners, and people of childbearing capacity
- Develop advertisements to promote testing and treatment among pregnant people
- Coordinate and deliver education presentations among community healthcare providers at touch points within the healthcare system that have been identified through congenital syphilis/maternal case reviews

By the end of the project, the project will have disseminated advertising to social media, streaming, public transportation, and billboard placements. Treatments and interviews will continue throughout the duration of the project. The program will report on the measures listed in question six below, at the time periods prescribed by UHC.

6. Please list key project activities and deliverables below:

Key Activity	Deliverable	Timing
Provide testing/treatment education flyers to emergency departments	# of flyers distributed # of sites where flyers were provided	Throughout project
Conduct interviews with maternal cases tied to congenital cases	# of maternal cases # of maternal interviews completed	Throughout project
Provide treatment for pregnant cases and non-pregnant cases among people of childbearing capacity	# of pregnant cases # of cases among people of childbearing capacity # of treatments provided	Throughout project
Provide treatment for partners of pregnant cases	# of partners identified # of partners treated	Throughout project
Provide educational presentations to community healthcare providers	# presentations provided # providers attending presentations	Throughout project
Advertise benefits of testing and treatment during pregnancy	# ad placements # impressions/engagements	Throughout project

7. How will you promote the program and partnership to ensure members of the community and UHC Medicaid members are being served?

The program will be promoted in multiple ways. Educational materials will be provided to touch points identified through case reviews, including area emergency departments, that serve community members and UHC Medicaid members. Through positive case reports to NNPH, the program staff will conduct investigations to identify appropriate testing and treatment, identify partners to the case, and conduct interviews. Educational materials will also be provided to UHC for dissemination.

8. Please provide a budget for requested funds:

Expense	Amount	Explanation
Printing	\$1,000	Provide flyers indicating the importance of syphilis testing during pregnancy, distributed to emergency departments. Print educational materials for providers.
Incentives for Maternal Interviews	\$1,250	25 maternal cases x \$50 gift card = \$1,250 as an incentive to complete maternal interview with program staff
Incentives for Provider Education	\$1,000	Offering food and other incentives for providers to engage in Academic Detailing presentations.
Incentives for Pregnant Cases and Non-pregnant cases among people of childbearing capacity	25 cases x 3 treatment doses x \$25 per treatment = \$1,875	Incentives as gift cards to encourage treatment completion of pregnant and non-pregnant people of childbearing capacity
Incentives for Partners of Pregnant Cases to Complete Treatment	25 cases x 3 treatment doses x \$25 per treatment = \$1,875	Gift card incentives to encourage treatment completion to reduce reinfection of pregnant partners
Advertising	\$8,000	Social media, streaming, and print (billboard, bus placement) advertisements to promote testing among people of childbearing capacity
Total	\$15,000.00	

CEO/President/Executive Director Signature:

X Chad Kingsley

Community investment recipients will work collaboratively with UnitedHealthcare Health Plan of Nevada Medicaid to promote the proposed program.

Review Process: Submissions will be reviewed initially for organizational fit and financial viability. Submissions that meet organizational objectives will be brought before the Leadership Team for discussion and consideration. Submitters will be notified if request is approved. UnitedHealthcare Health Plan of Nevada Medicaid will contact to submitter of this request for additional information, if needed.

Upon approval of this community investment request, you will be required to provide an invoice, W9 and 501(c)(3) letter, if applicable