

Partnership
to Align Social Care

A National Learning
& Action Network



Partnership to Align Social Care Webinar

The Sustainability Roadmap: Financial Modeling and Business Acumen for Community Care Hubs

January 27, 2026 | 12:00 – 1:00 p.m. ET

Partnership to Align Social Care

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A cross-sector collaborative co-designing solutions to advance **Community Care Hubs (CCH)** as a preferred organized delivery system to **enable sustainable and aligned social and health care ecosystems** providing holistic, person-centered care to promote whole-person health.

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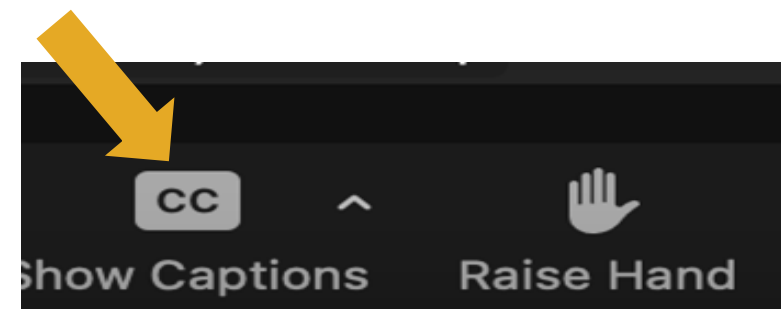
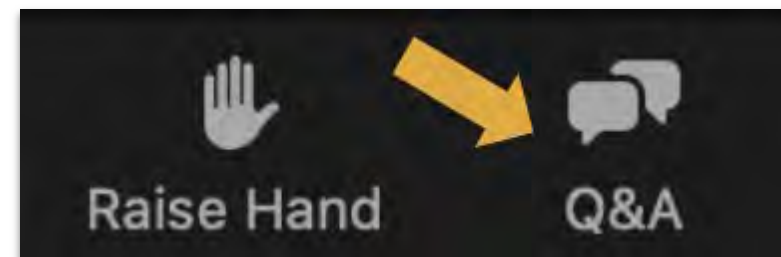
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Administrative Notes

- This webinar is being recorded. The recording and slides will be shared with all registrants
- Please use the Q&A tab at the bottom of your screen and we'll try address as many questions as possible at the end of the panel discussion
- Closed captions are provided for this session, can also click "Show Captions" to display automated captions



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Executive Director, CATCH



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WEBINAR EVENT

**The Sustainability
Roadmap:** Financial Modeling
and Business Acumen for
Community Care Hubs

27 JANUARY 2026
12 PM - 1 PM ET

**Hear from CCH leaders about how to assess your market
and build your business!**

Background and Resources

- NEW CCH Financial Toolkit – *Achieving Financial Stability*
 - Module 1: A Financial Guide to Community Care Hubs
 - Module 2: Guide to Evaluating Revenue Opportunities for Community Care Hubs
 - Module 3: Healthcare Market Assessments for Community Care Hubs



What is a Community Care Hub?

Module 1: *A Financial Guide to CCHs*

- Series of questions to be analyzed by a set of community stakeholders considering embarking on the creation of a CCH or the leaders of an existing CCH

1. Should we start a CCH?

- Does a CCH exist in your region?
- Is there a market opportunity for a CCH?
- Are there adequate scale and revenue opportunities to support a CCH?



Module 1: *A Financial Guide to CCHs*

2. How do you create and use a **financial model** to evaluate the sustainability of a CCH?

- What is financial modeling?
- When should you create a financial model?
- What information is required to create a model?

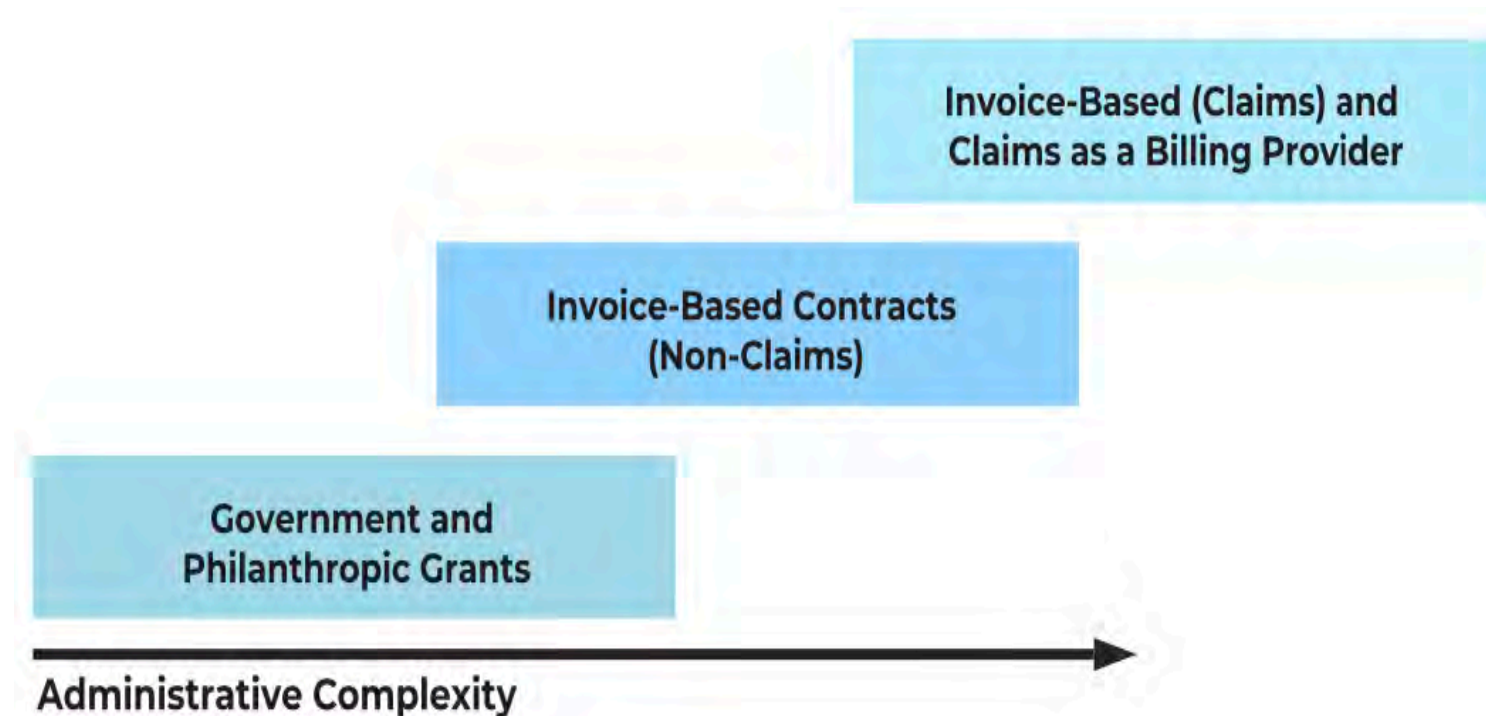
3. How can you finance **start-up costs**?

- Grants
- Reserves/working capital
- Loans/line of credit

4. How can you manage **expenses**?

- Stage development
- Leverage existing staff
- Carefully choose what to build vs. buy

Three revenue types:



Module 2: *Guide to Evaluating Revenue Opportunities for CCHs*

	Government and Philanthropic Grants	Invoice-Based Contracts (Non-Claims)	Claims-Based Revenue through Invoice-Based Contracts or as a Billing Provider
Example Services	CCH planning activities, capacity building activities, community engagement, and service delivery pilots.	Evidence-based or informed services that will be most appealing to healthcare organization partners	Services that can be delivered under general or direct supervision of another provider; preventive healthcare services (e.g., Diabetes Prevention Program) that are billed directly by the CCH
Infrastructure	<p>Benefits: builds capacity; expands programming; supports network building and community engagement</p> <p>Risks: requires administrative capabilities; increased administrative burden</p>	<p>Benefits: technological capabilities and organizational knowledge required to activate this revenue type is more similar to Revenue Type 1 than Revenue Types 3</p> <p>Risks: requires more specialized and HIPAA secure technologies for case management and community-based care coordination.</p>	<p>Benefits: sets a CCH up to capitalize on all possible revenue types.</p> <p>Risks: requires a higher level of financial reconciliation that is specialized to healthcare, leading to either investment in RCM technology or outsourcing RCM to a third party to submit claims to payers directly</p>
Compliance	<p>Benefits: does not require rigorous healthcare compliance measures</p> <p>Risks: increased monitoring and evaluation standards; Necessitates transparent finance systems</p>	<p>Benefits: HIPAA Compliance shows commitment of organizations to healthcare standards</p> <p>Risks: requires a CCH to learn about and implement healthcare security and privacy measures, which is time-and-resource intensive; would require a BAA to be in place</p>	Same as Invoice-based (Non-Claims) Contracts
Financial	<p>Benefits: promotes diversified revenue streams; enhances budget flexibility;</p> <p>Risks: chasing misaligned funds; requirement to match funding; difficult to predict and sustain</p>	<p>Benefits: less complicated for both the healthcare organization and CCH to execute than Revenue Type 3</p> <p>Risks: operates outside of a health plan's claims infrastructure and therefore will not count towards their Medical Loss Ratio</p>	<p>Benefits: established healthcare benefits with associated reimbursement rates make it easier to predict the volume of services that must be rendered to achieve a break-even point.</p> <p>Risks: standing up systems to manage revenue cycle and reconcile the services rendered against the accounts received is costly and unfamiliar at first to a community-based organization like a CCH</p>

- Brief is designed for new and established CCHs. It makes the case for:
 - Engaging in routine market assessments;
 - Helps a CCH determine how much to invest in a market assessment; and
 - Points to ways the market assessment can provide additional value to CCH members and inform the CCH business strategy.
- *This brief is not a how-to guide for performing a market assessment. There are existing market assessment tools available – brief summarizes two toolkits for the purpose of guiding CCHs to the right instrument for them.*

Overview



- Formally established in 2023
- Founding partners



- Financial Sustainability Progress to Date
 - Will complete USAgings Center of Excellence grant in 2026
 - Received and applying for additional grant funding
 - In the process of establishing contracts that will generate claims-based revenue

Healthcare Market Analysis



- The analysis synthesized data and reports related to:
 - Five major hospital systems, their affiliations and partners, and demographic profiles of customers
 - Community Health Needs Assessments and Community Health Improvement Plans
 - Federally Qualified Health Clinics and other older adult medical groups
 - Two-county Medicare enrollment
 - Interviews with CBOs and healthcare staff

Healthcare Market Analysis



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- Gaps identified
 - Data exists but is underutilized
 - Limited sustainable funding
 - Low awareness of benefits
 - Community Health Worker (CHW) collaboration and readiness is low
 - Limited integrated services to address needs

Healthcare Market Analysis



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- Strategic Recommendations
 - Target high-need zip codes
 - Align AAA referrals with reimbursable services from hospitals, health plans, and Medicare
 - Expand CHW capacity through structured training and billing pathways

What We Wished We Knew Before We Started



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- Partners can be risk-averse, which can impact the path to sustainability
 - How much we needed an attorney
 - The path to sustainability through claims-based billing can be challenging, but doable
 - Your timeline is not their timeline
 - Volume is key
 - Revenue models are based on circumstances



Putting Care at the Center 2026

Sustaining progress, building our future
OAKLAND, CA • OCT 14-16

camdenhealth.org/annual-conference



Camden
Coalition



The National Center
for Complex Health & Social Needs
An initiative of the Camden Coalition



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Questions?

Thank You!!

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