



# Forum on Rural Population Health

May 19-21, 2025  
Seaside, Oregon  
[ohsu.edu/orhforum](https://ohsu.edu/orhforum)



## Advancing health equity in rural communities through the Community-Integrated Network of Oregon (CINO)

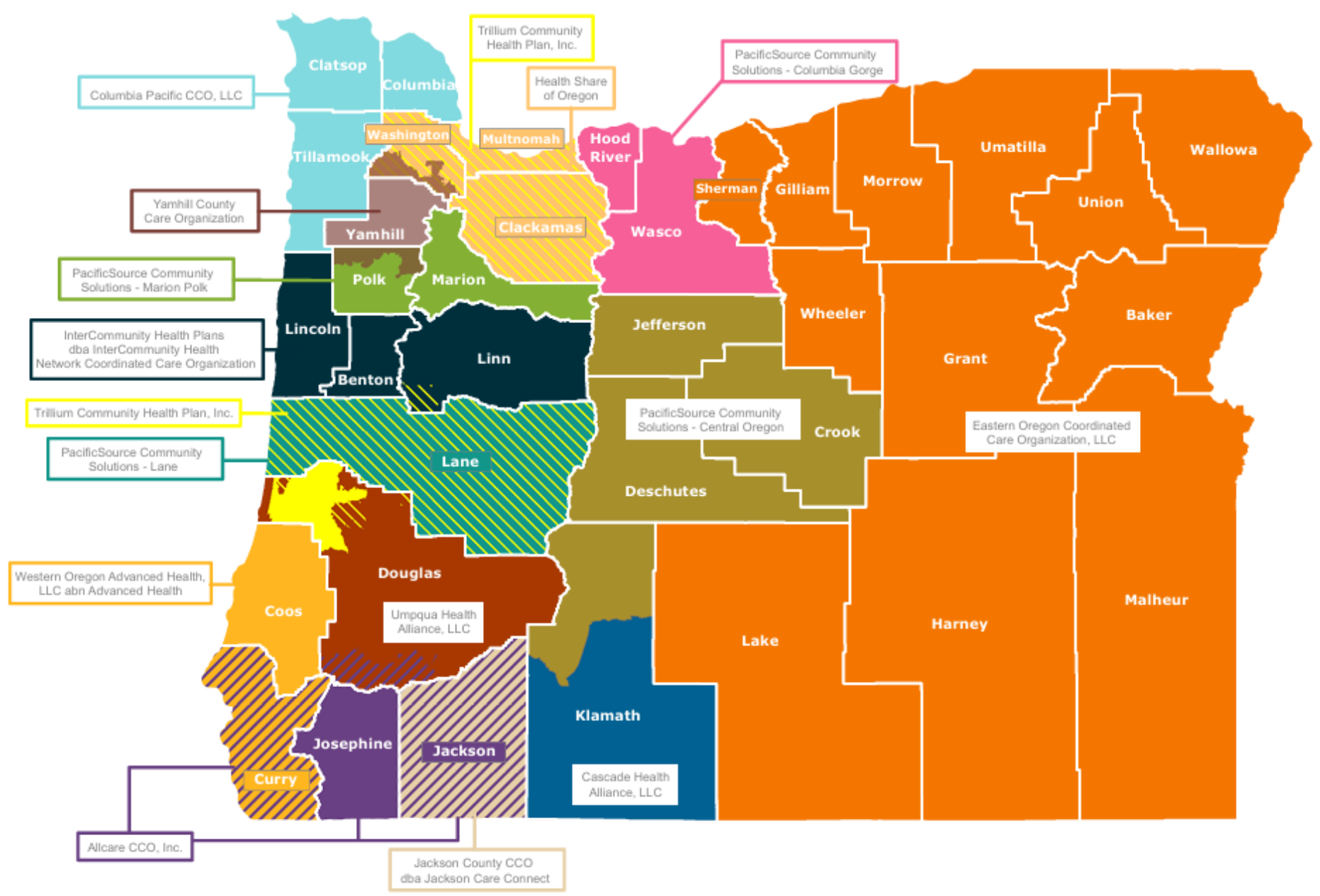
Lavinia Goto, Oregon Wellness Network  
Hailey Hernandez, Comagine Health

**Genentech**  
*A Member of the Roche Group*



# Who is in the room?

Coordinated Care Organization 2.0 Service Areas





0 response submitted

## What type of organization do you represent?

Scan the QR or use link  
to join



<https://forms.office.com/r/86BnNYtqd6>

Copy link

Academic institution

Area Agencies on Aging

Clinic - Rural Health Clinic (RHC)

Clinic - FQHC

Clinic - Other clinic type

Coordinated Care Organization

For-profit company

Government - federal

Treemap

Bar



1 of 1





# Learning Objectives (3)

- 1. Describe the value of a state-wide network in advancing health equity and addressing social drivers of health in rural communities**
- 2. Understand the process for making referrals to OWN and the ADRC to access broader social resources and chronic disease self-management education programs**
- 3. Walk away with specific steps they can take to join both CINO and the OWN Community Care Hub**





# CINO 101: What is the model?

# Comagine Health

Comagine Health is a national, nonprofit, health care consulting firm.

We work collaboratively with patients, providers, payers and other stakeholders to reimagine, redesign and implement sustainable improvements in the health care system.

## Key functions:

- Co-network lead entity
- Partner convening and technical assistance
- Infrastructure and Consultant Management
- Data Management and Quality Improvement

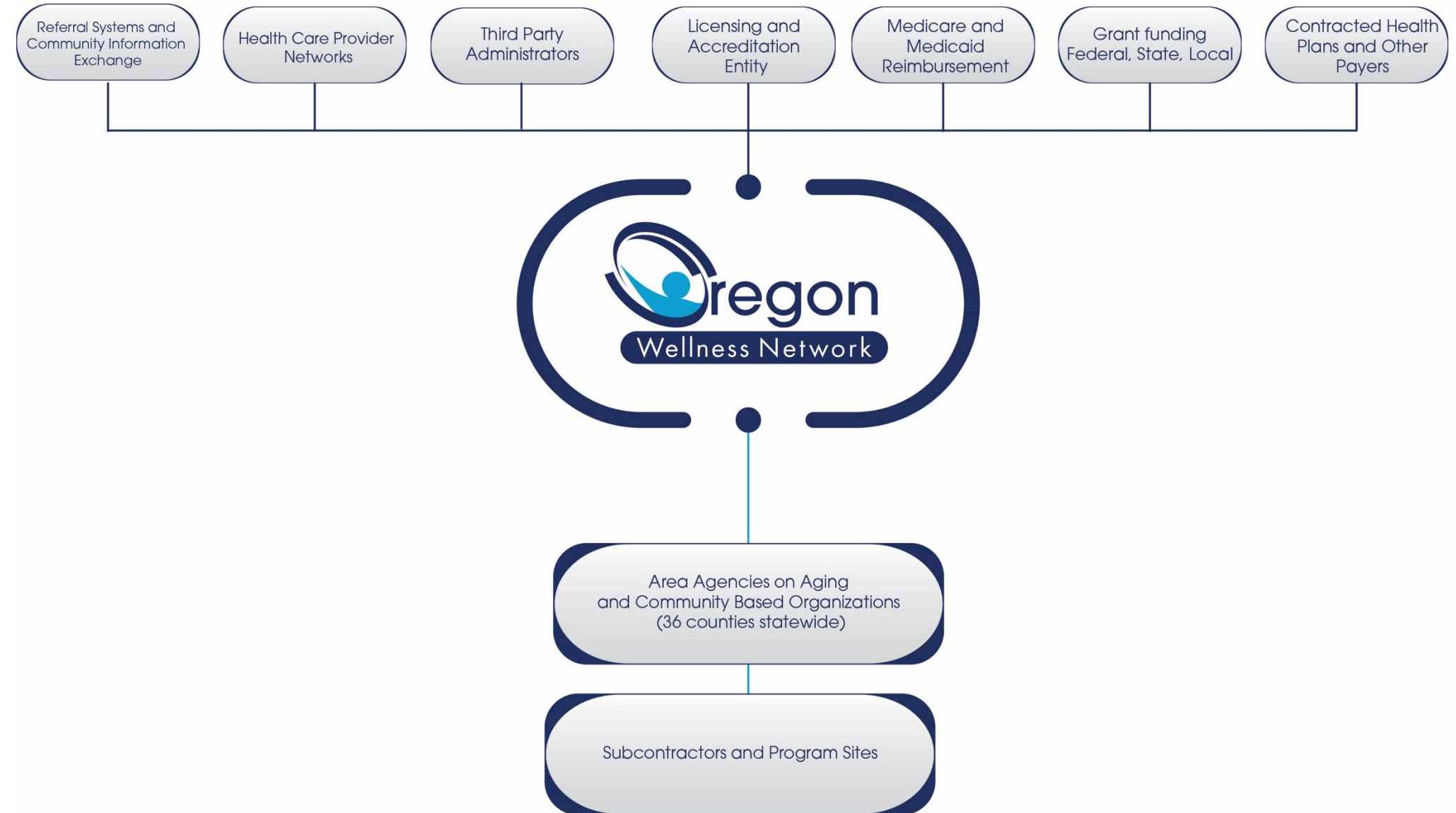


# Oregon Wellness Network

A Community Care Hub for the 16 Area Agencies on Aging (AAA) and other community organizations in Oregon.

## Key functions:

- Co-network lead entity in CINO
- Program Delivery of E-B Health Promotion & Health-Related services, e.g. National Diabetes Prevention Program & Fall Prevention Programs
- Closed-loop Referral Infrastructure
- Contracting, Billing & Reimbursement



# Community Integrated Network of Oregon

## Three Things You Need to Know

### Key Partners

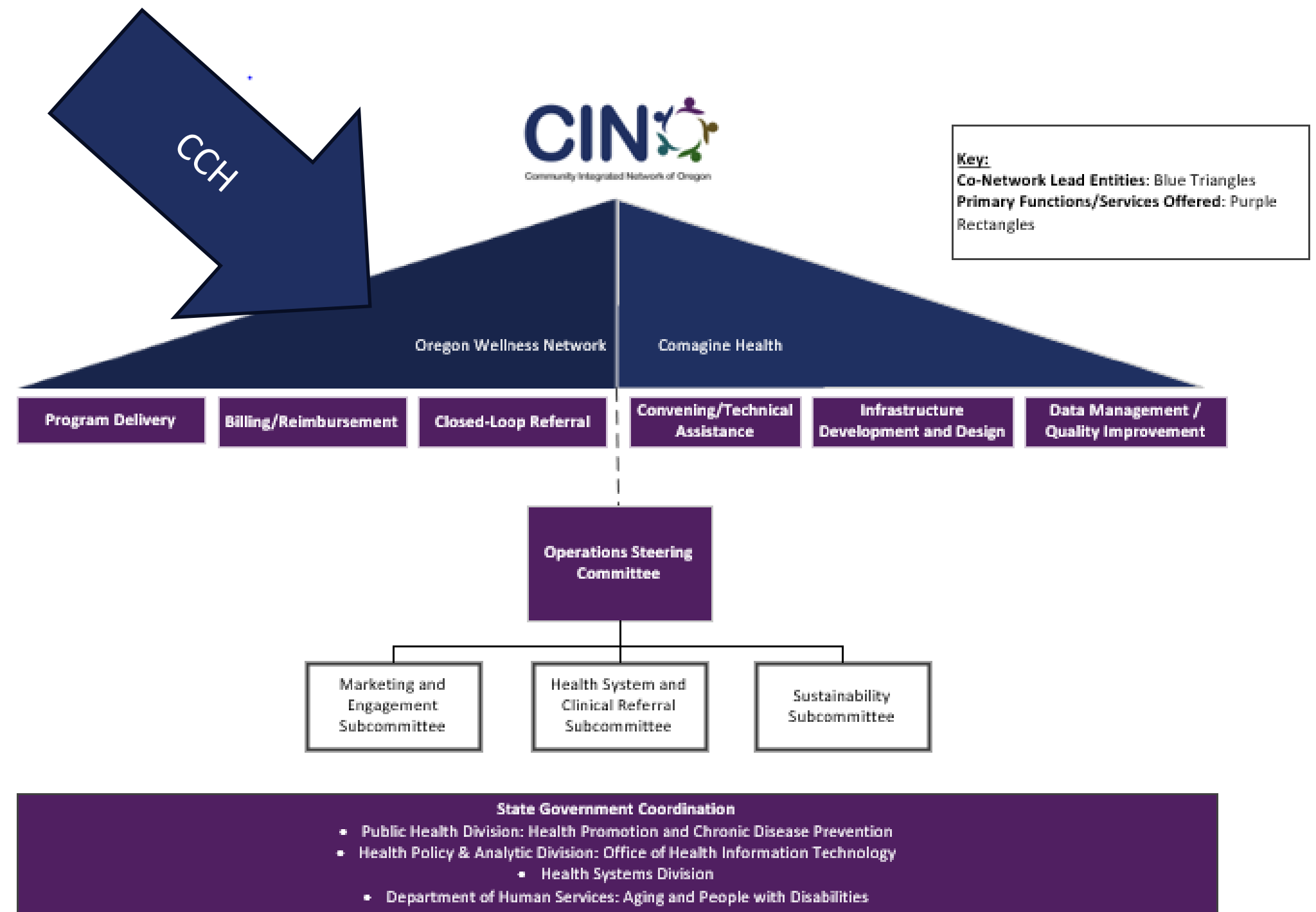
- Comagine Health
- CINO Network partners
- Oregon Health Authority
- Oregon Wellness Network

### Primary Funding Streams

- CDC Grants
- Foundational funding from ACL
- Medicaid and Medicare Claims
- State Funding

### Evidence-based programs

- National DPP
- Diabetes Self-Management Education
- Falls Prevention Programs





# Community Integrated Network of Oregon

- 3-year grant (2021-2024) from the Administration for Community Living for integrating networks to deliver and sustain evidence-based Chronic Disease Self-Management Education (CDSME) programs.
- Co-network lead entities Comagine Health and Oregon Wellness Network
- Convene & Partner with key stakeholders, e.g. medical providers, CBOs, Oregon Health Authority, etc.
- Establish a billing structure and contracts with payers, e.g. CCOs



# Community Care Hub

## Bridging the Gap & Making Social Care Happen

### What is a Community Care Hub (CCH)?

- A CCH is a community-centered entity that organizes and supports a network of CBOs providing services to address health-related social needs.
- A CCH centralizes administrative functions and operational infrastructure, including, but not limited to, contracting with healthcare organizations, payment operations, management of referrals, service delivery fidelity and compliance, technology, information security, data collection, and reporting.
- A CCH has trusted relationships with and understands the capacities of local community-based and healthcare organizations and fosters cross-sector collaborations that practice community governance with authentic local voices.



Community Integrated Network of Oregon

# CINO has successfully:



**A. Raised Awareness about E-B Chronic Disease Self-Management and support programs**



**B. Informed policies to support sustainability of these programs in Oregon, both rural & urban areas**



**C. Integrated with the Community Information Exchange (CIE) to improve referrals and access to social services**

# Case Study Activity

Your organization has been approached by the Oregon Health Authority to address the challenge of **closed-loop referrals** and **claims billing** between a health care clinic and community-based organization (CBO) in the state. Read the scenario below and decide the best course of action to solve this challenge.

*“A health plan wants to purchase services from a CBO, but the services in question are not considered health-related. To meet the needs of the patient population, the clinic decides to pursue a path that would allow them to:*

**1.** *Easily refer the patient to the CBO to support resource linkage*

**OR**

**2.** *Simplify the claims billing process, so the CBO can bill by encounter when a patient receives care in the community setting.”*

*In your groups, choose a path. Then, discuss the challenges and solutions. Choose one-person to report out on your decision.*

Path 1: Closed-loop referrals

Path 2: Claims billing





# Active CINO Initiatives

## Federally-qualified Health Center Self-Management Program Pilot

This pilot aims to document pathways and test the effectiveness of OCHIN EPIC or Connect Oregon to improve closed-loop referrals to OWN for the National Diabetes Prevention Program, Diabetes Self-management Education and Support (DSMES), and diabetes support programs.

The North Star is that by improving closed-loop referrals to OWN, primary care can better meet patient needs for lifestyle change and self-management education Programs.

Collaborative efforts by:

- FQHCs
- Comagine Health
- Oregon Wellness Network
- Oregon Primary Care Association
- Oregon Health Authority





# Questions



# Join CINO!

## Qualifications

- *Any organization or individual that aligns with CINO's purpose, mission, vision, and goals*
- *Currently engaged in or dedicated to the prevention or management of chronic disease*

## Contact

Lavinia Goto and Hailey Hernandez

## CINO Website

<https://comagine.org/program/cino>

## Email

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# Thank you to the 2025 Forum partners!

Forum on Rural  
Population Health

