
Staten Island Social Care Network Meeting

Tuesday, July 1st, 2025

Welcome Remarks

Joseph Conte, Executive Director
Staten Island Social Care Network



Staten Island Social Care Network Board Acknowledgement



SCN Board of Managers

Brahim Ardolic, MD

Tim Hicks

Claudette Hill

Lawrence Kraemer

Thomas Reca

Debbie Salas-Lopez, MD

Meaghan Shachtell

SCN Governing Board

Adrienne Abbate

Tatiana Arguello

Diane Arneth

Liyan Bao

Heather Butts

Chris Dowling

Sara Gardner

Daniel Messina, PhD

Luke Nasta

Ericker Onaga

Rashida Reid

Marissa Santiago

Meagan Sills

Henry Thompson, DsC

Rev. Terry Troia

SMART Refrigerated Food Locker



Designed for NYHER 1115 Waiver

Access your meals 24/7—on your schedule, your way

- Simple, secure access
- Store up to a week's supply meals
- Get notified by text and email when your food is ready—complete with your personal access code
- Reliable on-site support for added peace of mind



Access your food at your convenience:

- NYCHA & Public Housing Units
- Food Pantries
- Community Centers



Scan

Grab

Go

Cooking Supplies including Refrigerator and Microwave Options



Designed to meet all requirements of NYHER 1115 Waiver
for Nutrition – Cooking Supplies

High Quality Cooking supplies

- Professionally sourced for lowest costs
- Simple drop-down menus to order one or multiple items
- Refrigerators and Microwaves are available as well



Delivery to Recipient in person

- Ensures receipt of ordered items
- Proof of delivery and signatures will be provided back to SCNs
- Deliveries will be made in pre-defined time windows
- Refrigerators - unboxed, put in place, and packaging taken away



Regional Performance & Network Updates

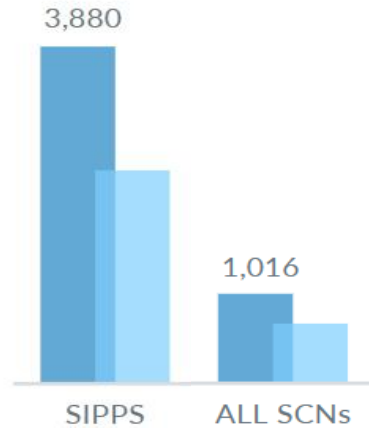
Ashley Restaino, Chief Program Officer
Staten Island Social Care Network





Staten Island vs. Statewide Performance

Number of Medicaid
Members screened per
100K Medicaid Members



Screen-to-access ratio	76%	30%
Assess-to-refer ratio	47%	40%
Refer-to-initiate ratio	82%	83%

Data Source: NY State Department of Health (DOH)

- Screen to assess ratio: % of members with a complete eligibility assessment / total members screened
- Assess to refer ratio: % of members referred to enhanced services / total members with a completed eligibility assessment
- Refer to initiate ratio: % of members with an enhanced service initiated within 7 days / total referrals sent

■ Current: 01/01/2025 to 06/20/2025

■ Prior Period: 01/01/2025 to 05/23/2025



Screening Outcomes to Date

Goal: Screen 75% of eligible Medicaid members
by 3/31/26

Total screening target: 132,832

7,782 unique members screened

588 off platform screenings completed*

Average weekly
screenings:
739

Weekly target
per live
navigators:
1,276

Weekly target to
meet 75% goal:
2,425



Referral Outcomes to Date

**6,651 total enhanced
referrals made**

**5,614 total enhanced
referrals initiated**

Referrals by Type			
Home Accessibility Modifications	12	Nutrition Counseling	2,241
Home Remediation & Equipment	150	Medically Tailored Meals	153
Asthma Education	54	Clinically Appropriate Meals	63
Asthma Remediation	53	Prescription Food Boxes/Vouchers	2,282
Rent & Temporary Housing	149	Pantry Stocking	117
Utility Assistance	198	Cooking Supplies	732
Housing Transition & Navigation	280	Transportation	154
Community Transitional Services	13		



Network Capacity

67 providers contracted

12 contracts pending

Contracts by Provider Type

Hospitals	2
CBO	32
FQHCs	4
Health Home	2
Medical Providers	12
Behavioral Health	6
For Profit	9

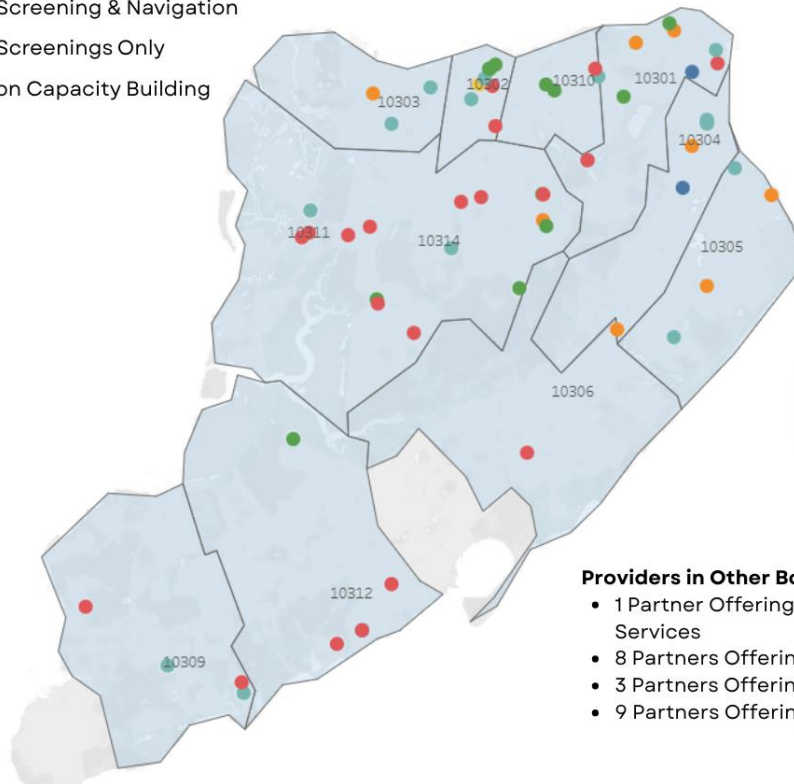
Contracts by Service Type

Screening Only	17
Screening & Navigation	20
Enhanced Services	12
All Services	16
Capacity Building/TA Only	2



Network Mapping by Services

- Partners Offering Screening, Navigation & Services
- Partners Offering Screening & Navigation
- Partners Offering Screenings Only
- Partners Working on Capacity Building
- NYCHA Housing



Providers in Other Boroughs/Counties:

- 1 Partner Offering Screening, Navigation & Services
- 8 Partners Offering Screening & Navigation
- 3 Partners Offering Screenings Only
- 9 Partners Offering Services Only

Questions?



Effective Strategies for Screening & Member Engagement



Richmond Primary Care Specialists

- *Happily a participating Provider Practice*
- *Voluntary participation with patient consent*
- *Benefits of participation in the program*



Social Care Network Screening: Frequently Asked Questions

1. Why should I answer these questions?

Answering these questions will help determine if you are eligible for additional free services like home delivered meals, utility assistance, transportation and more.

2. What steps do you take to determine if someone qualifies for free services?

- **Screening:** Social Care Networks help Medicaid Members identify social needs impacting their health, such as living situation, access to healthy food, access to transportation, employment, education, and personal safety
- **Navigation:** Social Care Networks help Medicaid Members find services in the community to meet their social needs. Navigation involves working with a Social Care Navigator to get connected to services and may take place in-person or over the phone
- **Social care services:** Depending on individual needs, there may be additional one-time or temporary services (up to 6 months) available for Medicaid Members who qualify, beyond Medicaid services and benefits available today

3. What are examples of free social care services?

Social Care Networks may offer one-time or temporary services to Medicaid Managed Care Members for a short period (1-2 weeks) or longer (up to 6 months) depending on Members clinical needs.

Temporary social care services help Medicaid Managed Care Members who qualify better manage and/or maintain their health. Examples include:

- **Food and nutrition assistance** such as home delivered meals, food prescription boxes, or cooking supplies
- **Housing support** such as housing navigation for someone who is unhoused, home safety modifications for those with a physical disability, or mold/pest removal for those with uncontrolled asthma
- **Transportation** to appointments like enrolling in supportive housing
- **Social care management**, or connections to social care services after the temporary service

4. Do I have to pay for Social Care Network services?

There is no cost for Medicaid Members to receive assistance determining any social needs impacting their overall health. There is also no cost for navigation or services.

Member Name: _____

Screening Date: _____

**Thank you for participating with the
Staten Island Social Care Network at
Richmond Primary Care!**

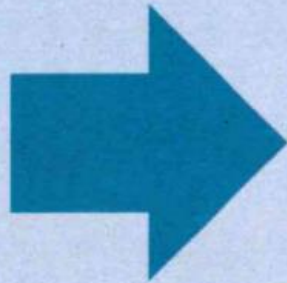
Please note: The Staten Island Social Care Network
will be reaching out to you in a few days. Please call
(917) 830-1140 if you have any questions.



Richmond Primary Care



**Scan the QR
code to
learn more
about the
program!**



NYS Medicaid 1115 Waiver:
Health Equity Reform

Social Care Network (SCN)

**Complete the Social Needs
Self-Screening**

**Join the Staten Island Social
Care Network**

**Join the Community Services
Directory**

Thank You!

From the team at Richmond Primary Care

Effective Strategies for Screening and Member Engagement

Hilton Garden Inn

Tuesday, July 1, 2025



About Us

Since 1991, Central Family Life Center (CFLC) has been committed to improving the well-being of Staten Island residents — including children, seniors, at-risk youth, and families — through vital services and community programs.

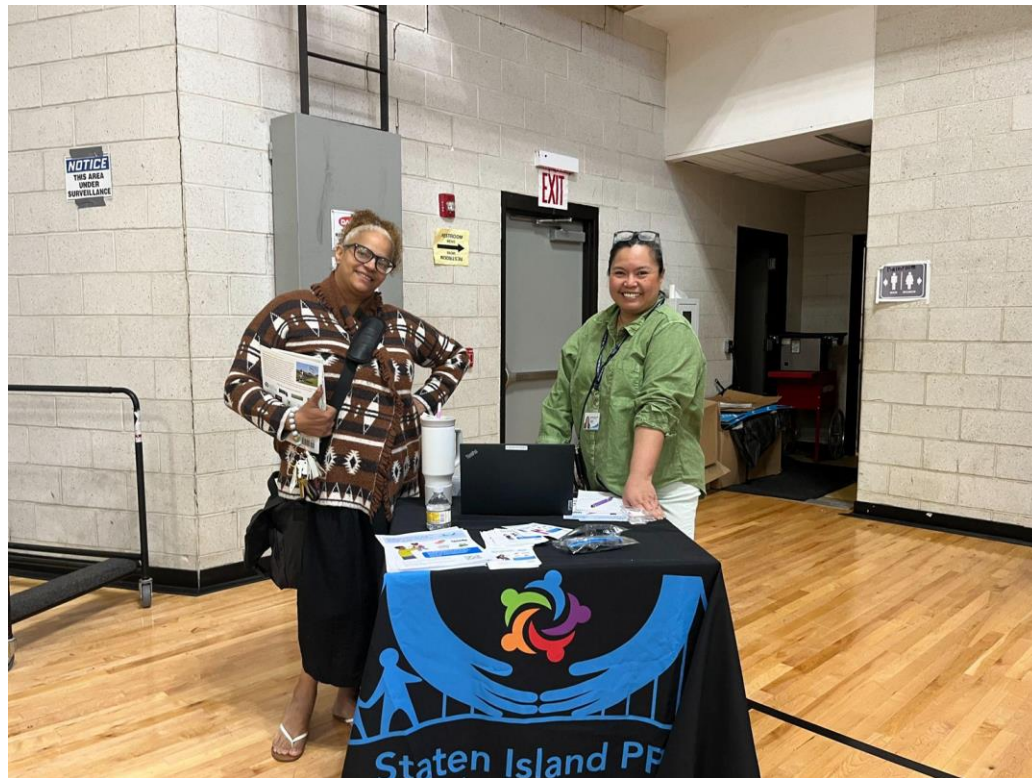
CFLC is proud to be part of the Staten Island Social Care Network in collaboration with the Staten Island Performing Provider System (SIPPS), working to connect Medicaid members to essential services that improve health outcomes.



Our Team



Our Team



Staffing & Training

CFLC hires individuals with strong ties to the communities we serve.

We value adaptability, cultural competency, a commitment to quality, a growth mindset, and excellent communication skills that shine across various settings.

Our team continues to find success by prioritize all SIPPS training opportunities and incorporating real-life role-playing to build staff confidence.

A weekly feedback loop during team meetings allows us to share successes and address challenges in real time.

Platform Use & Communication

The Network is dynamic, and platform features will continue to evolve based on collective feedback. We encourage ongoing learning to build proficiency with the platform.

Beyond email, we often use text messages or phone calls to create a more human touch in follow-ups. Platform notes are used extensively.

SIPPS staff are an invaluable resource for troubleshooting, clarifying guidance, and providing support.

Outreach & Marketing

As you develop or refine your outreach/marketing strategy, lean into your organization's unique strengths.

Ask program leaders or department heads for suggestions and fresh ideas.

Explore “in-house” or “in-reach” opportunities by engaging people already familiar with your organization.

Think about how your organization already interacts with the public.

Consider a “both/and” approach — combine multiple approaches to raise awareness about the Social Care Network.

Engagement & Overcoming Challenges

Telephonic outreach is a key strategy for screening and engagement.

Find an approach that fits your team and aligns with Network guidelines.

Challenges are part of the process — SCN is new, and some members are wary of scam or spam calls.

Lean into motivational interviewing skills. Confidence matters.

Stay focused on the goal: helping another person.

Additional ideas: Community events, virtual gatherings, office hours, social media, QR codes (print & digital).

Practical Tips that Help Our Team

Planning & time management:

- Use calendar planning and time blocking to stay organized
- Make use of available (and/or create) templates and scripts to save time
- Keep communication clear and concise
- Use timers or stopwatches to stay focused
- Say “no” to non-priority commitments
- Use technology that helps make work function easier

Practical Tips that Help Our Team

Resources: Ensure staff have the tools they need to get the job done effectively and efficiently

Deep work spaces: Reduce distractions and increase focus

Team huddles: Brief, focused, and action-oriented

Celebrate small wins: Momentum matters

Stay connected to purpose: Remember the “why” behind the work — it keeps motivation strong

Program Leadership Approach

Connect the dots between Network goals, organizational dynamics, and team needs.

Clarify goals, align with SIPPS guidance, and allow flexibility in how your team meets those goals.

Create space for experimentation and adaptation as needs evolve.

Encourage staff to lean into their unique strengths and celebrate teamwork.

Look for ways to be proactive, strategic, and solution-oriented.

Program Leadership Approach

Encourage early and honest communication from staff.

Respond quickly to remove barriers to:

- Network Alignment
- Work Efficiency
- Team Productivity
- Quality Engagement
- Program Success

Thank you!

Central Family Life Center SCN Team

alu@centralfamilylifecenter.org

msnorton@centralfamilylifecenter.org

tsheriff@centralfamilylifecenter.org

yramirez@centralfamilylifecenter.org



Effective Strategies for Screening and Member Engagement

Presented by Super Health

*Angela Xie-Patient Care Coordinator
info@superhealthpharmacy.com*



Super
Health
Pharmacy

STAFFING MODEL

- Staggered throughout the day/week
 - 2 people actively outreaching between our business hours of 9:30am-7:00pm
 - Morning shift/ afternoon shift
 - Dedicated Space for Screenings
 - 6 people trained at our pharmacy



Approach to training and use of the platform

→ **After going live**

- ◆ Newest members shadow our current team
 - Smooth transition/workflow

→ **Questions/Concerns**

- ◆ Work group chat
 - Answer specific questions



Communication strategies with members

- Our main form of communication is telephonic
 - Flows more as a conversation between the member as opposed to a rigid questionnaire.



Marketing Strategies

- We have displayed signage in the pharmacy at the front counter where patients pick up their medications.
- We have also sent out mass text messages to our patients:

Important Medicaid Information:

Dear [Patient's Name],

You may be eligible for a **FREE** program offered through Medicaid that can help with services like housing, food, transportation, and more! For more details and to see if you qualify, please fill out the form below and we will contact you shortly.

Take advantage of these free benefits today!

Best regards,
Super Health Pharmacy



Super
Health
Pharmacy

YOU MAY BE ELIGIBLE FOR FREE SERVICES!

Attention **Medicaid** Recipients:

Did you know you may qualify for a **FREE** program through Medicaid?

This program provides essential services at no cost, including:

- Housing Assistance
- Food & Nutrition Support
- Transportation Services
- And Much More!

How to Get Started:

Ask one of us in- store or scan here to fill out the form to determine if you're eligible.



We'll contact you ASAP to help you get started with your benefits.

Outreach to the community and specific strategies working with individual members and families

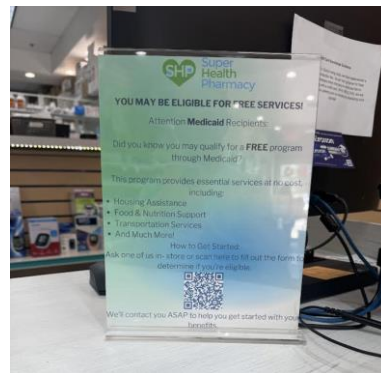
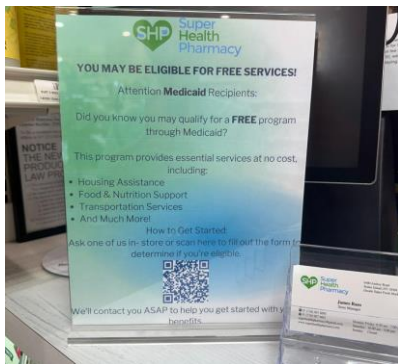
If the family has more than one member eligible we would:

- Make the client aware that more than one eligible client can have the screening done.
- Complete the survey with the eligible clients in that specific household.
- We also ask the client if they have anyone in need of resources that would be interested in the program whether its family or friends.



How do you share information with your community and how do you approach members about the program?

- Digital Outreach
 - Social Media- Instagram/Facebook posts
 - Mass Text messages
- In Person Communication
- Printed Media/Flyers Displayed at Counters
- Telephonic- as we engage with our own patients from the pharmacy that are MCD eligible we inform them of the program we have here at Super Health Pharmacy.



How is the program explained to lead to successful engagement?

- We begin by explaining **what the program is designed to help with** in plain, compassionate language
- We highlight how this program is **supportive, flexible, and designed with community in mind**:
 - ◆ No judgment, Services tailored to *you*, We stay with you throughout the process
- Instead of technical or programmatic terms, we frame it like a partnership:
 - ◆ “We are calling from Super Health Pharmacy on behalf of Medicaid about a program where you are eligible for free services such as..”
- If members feel heard, respected, and supported, they’re far more likely to participate and trust the process.

Engagement doesn’t start with a service list — it starts with listening.



How are challenges overcome?

→ Technical Challenges

- ◆ We reach out to the support team : SCN-navigation@northwell.edu

→ Language Barriers

- ◆ On our team, we have members that speak a variety of languages

→ New Clients

- ◆ We weekly run reports of new Medicaid patients at our pharmacy to contact.



QUESTIONS?



Career Pathways Training Program

A stronger more resilient healthcare workforce for New York



Department
of Health

Medicaid

1199SEIU
United Healthcare Workers East

Background



1115 Medicaid Waiver- Career Pathways Training Program (CPT)

The CPT program part of a larger initiative, funded by Centers for Medicare Services and NYS Department of Health.

Goal

Address health equity and health disparities

Emphasis

Health-related social needs

Geography

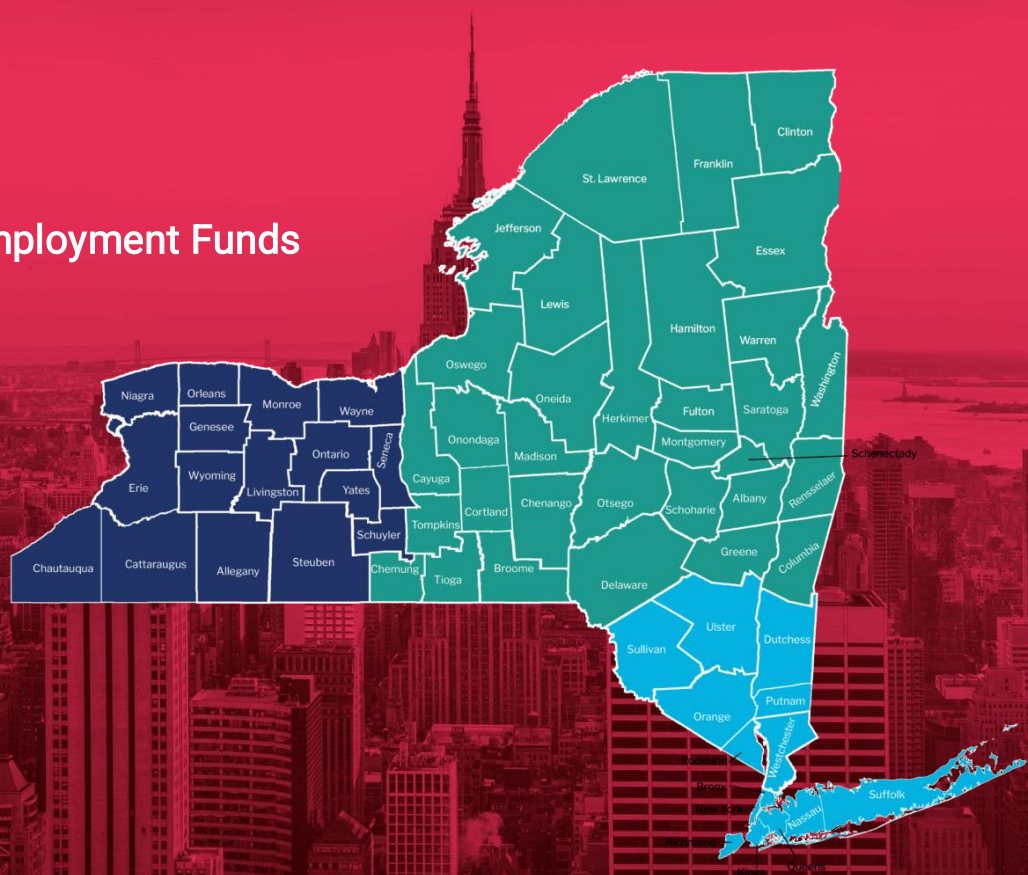
Three regions: Hudson Valley, New York City, and Long Island

WIO Regions

 **Region 1 | 1199SEIU Training and Employment Funds**
Hudson Valley, New York City, Long Island

 **Region 2 | Iroquois**
North Country, Capital Region, Central NY

 **Region 3 | FLPPS**
Finger Lakes, Southern Tier, Western NY



Career Pathway Training Program

Total Workforce
Funding Statewide

\$645.75 million

Downstate Amount

\$408 million

Important Details

- Targeted at 13 occupations with workforce shortages
- Three New York State Regions, including Downstate — also called Region 1 — which includes New York City, Long Island, and the Hudson Valley
- TEF is the Workforce Investment Organization (WIO) responsible for training workers in Region 1

CPT Target Occupations

AAS in Nursing

Certified Medical Assistant

Certified Pharmacy Technician

Community Health Worker

Credentialed Alcoholism and Substance Abuse
Counselor

Licensed Mental Health Counselor

Licensed Practical Nurse

Master of Social Work

Nurse Practitioner

Patient Care Coordinator

Physician Assistant

Respiratory Therapist

RN to Bachelor of Science in Nursing

Participant Outcomes



Outcomes are based on participants meeting the following critical milestones:

- **Completion of their program of study**
- **Attainment of licensure or credential**
- **Placement into a job**

Allowable Expenses and Payment



Allowable Expenses

- Instruction and tuition
- Administrative fees associated with the educational process
- Case management and career and academic counseling
- Books and materials
- Backfill

How are expenses covered?

- No direct reimbursements to students
- Tuition is paid to the educational provider*
- Backfill is paid to employers/providers

Other Important Criteria

- **Program Completion:** Participants must complete their program of study by the spring semester of 2027.
- **Service Payback:** Participants must commit to 3 years of Service Payback with a provider that has a client population that is at least 30 percent Medicaid-reliant or uninsured*.
- **Eligibility:** Available to 1199SEIU members and non-members.

*Most providers in Region 1 meet this criteria

What is a Provider Attestation form?

Program Provider Attestation Form

Providers may qualify individual facilities as a service commitment site for the Career Pathways Training (CPT) program either by attesting to serving a patient population that consists of at least 30% Medicaid and/or uninsured individuals or through one of New York State's approved Social Care Networks. **NOTE:** Medicaid Members include individuals enrolled in NYS Medicaid's fee-for-service, managed care, or dual-eligible enrolled individuals

Organization/Facility Name _____ Health System (if applicable) _____

Organization/Facility Address _____

Please select one of the following options to indicate how your organization qualifies:

1 ☐ My organization is an active Medicaid-enrolled provider with a patient population that was at least 30% Medicaid and/or uninsured members during one of the last three (3) years.
Qualifying Year (select one): ☐ 2022 ☐ 2023 ☐ 2024

# of Medicaid members	# of uninsured individuals	Total # of individuals served

% of Medicaid and/or uninsured individuals _____ Medicaid Provider Number _____

2 ☐ My organization is a Social Care Network lead entity

3 ☐ My organization is a not-for-profit Community-Based Organization that is contracted with an SCN and is providing HRSN screening, referrals, and/or services.

Affiliated Social Care Network (s) _____

4 ☐ My organization is a contracted not-for-profit provider partner of an SCN and is providing HRSN screening, referrals, and/or services (e.g. health or behavioral health provider).

Affiliated Social Care Network (s) _____

I certify that the information provided above is true and accurate to the best of my knowledge and understand that any false or misleading information may result in disqualification from the CPT program

[Click here to sign](#)

Signature of Organization Executive _____ Name _____ Date _____

Title _____ Email _____ Phone# _____

- This is a form for providers /employers to confirm eligibility and interest in **Hiring CPT Participants after program completion**
- Eligible employers are the Job placement and service commitment sites for CPT participants

Recruitment Strategies



Coordinated efforts to maximize reach

Recruitment Tracks

- **Broad-Based Recruitment:** Comprehensive marketing campaign across all target groups.
- **Cohort Programs:** Workers learning among peers.
- **Incumbent Healthcare Workers, Members:** Current healthcare employees and members seeking career advancement.
- **Community Members:** Unemployed and underemployed residents entering healthcare.

tefcpt.org



Building a well-qualified workforce.

Program Offerings

Financial Assistance: The program covers all tuition, training, books, materials, and administrative fees—ensuring participants can focus on their educational goals rather than the financial burden.

Program Resources and Support Services: The program offers individual case management, tutoring, test preparation, and career counseling.

Paid Release Time: To help accommodate our participants' busy schedule, current 1199SEU members may be eligible for up to two days a week of paid release time to attend classes.

Job Placement Assistance: Upon completion of the program, all participants will receive assistance in securing family-sustaining healthcare jobs.

Eligibility

To be eligible for this program, potential participants must:

• Enroll or expedite completion in one of the target healthcare programs (see Target Occupations).

• Complete their program by the first semester of 2027.

• Commit to a three-year service requirement, working for a healthcare provider in New York State that serves a patient population that is at least 30% Medicaid-reliant or uninsured.

• Additional criteria may apply.



Addressing shortages in New York's healthcare system.

Target Occupations

The CPT program offers clear pathways to an array of positions within the healthcare industry, including:

- Licensed Practical Nurse (LPN)
- Certified Pharmacy Tech (CPT)
- Credentialed Alcohol and Substance Abuse Counselor (CASAC)
- Registered Nurse (AAS, BSN, RN to BSN)
- Respiratory Therapist (RT)
- Nurse Practitioner (NP)
- Physician Assistant (PA)
- Master of Social Work (MSW)
- Licensed Mental Health Counselor (LMHC)
- Community Health Worker (CHW)
- Certified Medical Assistant (CMA)
- Patient Care Coordinator (PCC)



Learn more now

1199SEU Training and Employment Funds Career Pathways Training Program

The path to a stronger healthcare workforce begins here.



Meeting the moment.

The demand for healthcare professionals has never been greater. The Career Pathways Training (CPT) program was established to enable New Yorkers to further their education, advance their careers, and make a meaningful impact in their communities—all at no cost to them or their employers.

We're committed to ensuring that all participants, regardless of background or financial circumstances, have the tools, knowledge, and resources necessary to pursue fulfilling careers and have an immediate impact in the healthcare industry.

Program Overview

The CPT Program is offered by the Workforce Investment Organization, hosted by the 1199SEU Training & Employment Funds, in collaboration with the New York State Department of Health and the Centers for Medicare and Medicaid Services. Serving participants from New York City, Long Island, and the Hudson Valley, we plan to train and place workers into solid, family-sustaining healthcare jobs.



Explore benefits for employers and education institutions.

The 1199SEU Training and Employment Funds has a proven track record of working with educational institutions and healthcare organizations to identify, educate, and place the most highly trained healthcare workers in the industry. Now, as a trusted partner of New York State, we are overseeing a landmark investment in the next generation of healthcare professionals.

The CPT program is designed to level the playing field so that all passionate and talented New Yorkers have a chance to pursue a healthcare career. Whether students are pursuing their first certification or existing workers

are returning to school, our team of experts connects them with the necessary resources and ensures they are ready to succeed from the moment they complete this program.

The CPT program's financial support enables participants to overcome financial barriers and focus on what matters most: entering our healthcare workforce ready to make a difference for New Yorkers and our communities. Participants have access to tutoring, test preparation, and career counseling services so they can excel in their courses.

CPT is recruiting the next generation of healthcare professionals.

We are strengthening our state's healthcare system by filling roles with qualified workers who reflect our communities and understand their unique needs. CPT graduates will be ready to provide exceptional care in various healthcare settings, alleviating workforce shortages while providing family-sustaining employment to New Yorkers.

Because programs must be completed by June 30, 2027, ensuring that participants have adequate pre-enrollment education qualifications is crucial for their success. Our outreach and recruitment efforts are aimed at 1199SEU members, healthcare professionals, students, and others who fall into one of these four categories:

- Incumbent Nurses
- Candidates with a Bachelor's Degree
- Candidates with a High School Diploma and some college experience
- Candidates with a High School Diploma only

Every pathway in our program leads to a stronger healthcare workforce. Our recruitment process is designed to reach a diverse population of current and future healthcare professionals. We support every CPT participant as they complete their education and training in pursuit of a fulfilling healthcare career.

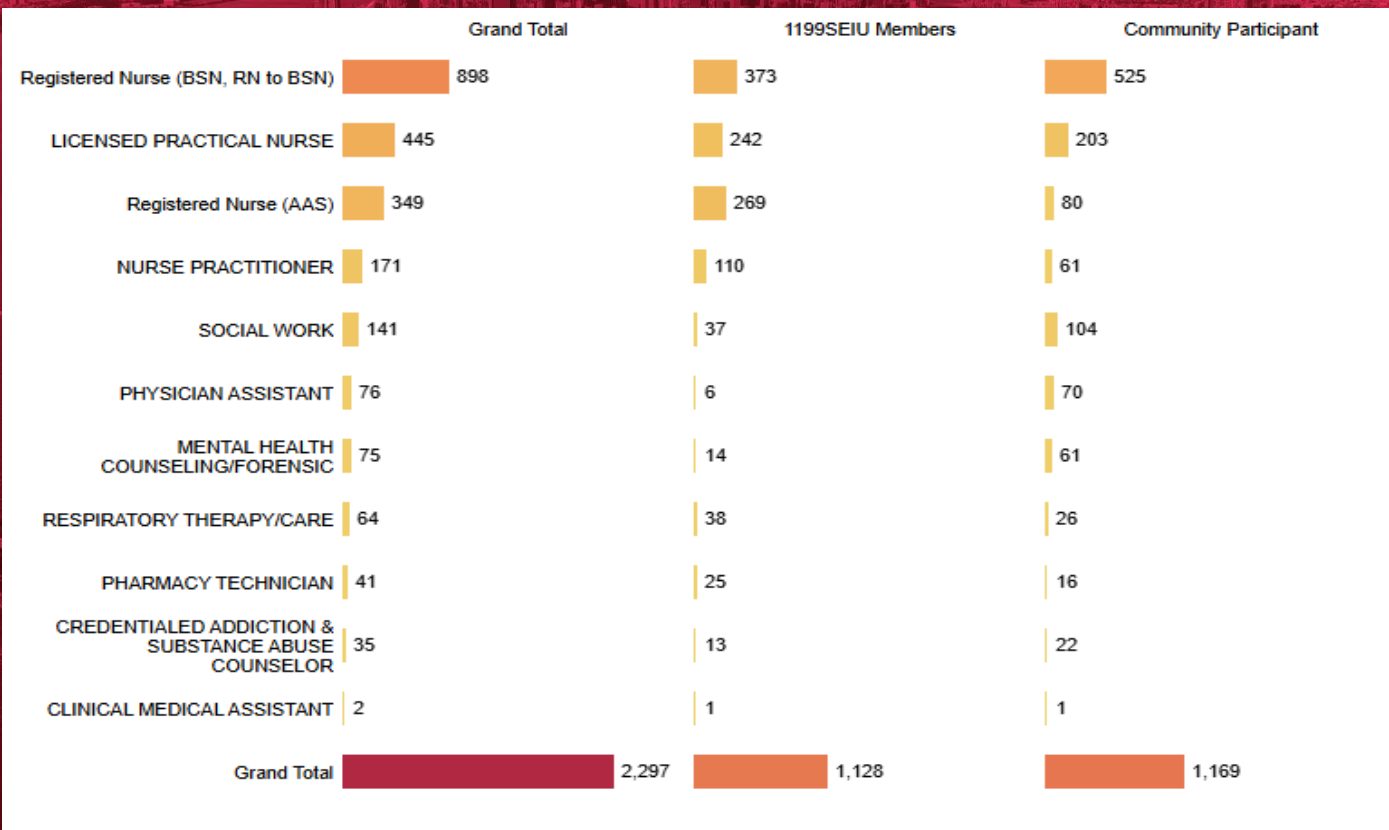


Marketing Metrics

The background of the slide is a photograph of a diverse group of graduates in black caps and gowns, celebrating with their caps raised. The image is overlaid with a semi-transparent pink/magenta filter. A white horizontal line is positioned just below the 'Marketing Metrics' header.

Visits to TEFCPT.org	264,000
Filled-Out Interest Form	43,139
Education and Training Institutions	125

CPT Participation by Occupational Program





QUESTIONS?

Support from Elected Officials



Questions?





Thank you!

Visit our website: statenilandpps.org

