

YAMHILL COMMUNITY CARE ORGANIZATION: COMMUNITY PREVENTION AND WELLNESS FUND



The Yamhill Community Care Organization (CCO) in Oregon is a full-risk, community-based Medicaid plan that can receive and disburse incentive payments for health care outcome performance that exceeded established targets. Yamhill CCO has always planned to reinvest a portion of the incentive payments back into population health improvement to drive innovation and improve health outcomes.



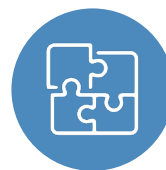
SOURCES

The \$1.7 million fund was initially resourced through tax dollars (including marijuana tax dollars), businesses, and health care plans. Marijuana tax dollars have been diverted and are no longer a funding source, and Yamhill CCO continues to explore development partnerships to secure additional and unique funds.



USES

Investments focus on evidence-based school intervention and prevention programs, family supports, and wellness promotion.



STRUCTURE

Shared decision-making is used, with a representative committee deciding how funds are used based on community feedback data and research-based program recommendations.



ACCELERATOR

The partnership/relationship structure was already in place before the fund started, so this allowed them to move quickly once they decided to implement a fund. Yamhill CCO also credits having a supportive political and social context as a key driver.



SPEED BUMP

Organizations need to be able to contribute human resources and capital resources to keep the fund going, but there are often other competing priorities for staff time and organizational budget. Everyday business can pull time and resources away from the fund.



NEXT STOP

The pandemic and racial justice movement have pulled the veil back on structural problems and root causes of health inequity. This may be an opportunity for wellness funds to leverage the current environment to encourage investment in prevention.