



Community-Based Care Management

Empowering Patients and Bridging the Gap to Reduce High Cost Utilization

Through our Community-Based Care Management (CBCM) program, Maxim Healthcare Services, Inc. helps reduce avoidable healthcare utilization by addressing psychosocial factors and medical complexities. We empower patients at high risk for avoidable utilization by engaging them in their own care and providing comprehensive community-based care services in the home using Community Health Workers (CHWs).

The Real Problem

A small percentage of patients drive the majority of healthcare costs.¹ Patients with numerous psychological factors and social determinants have reduced engagement, adherence to medical directions, and access to care. Many patients are also medically complex as a result of numerous medical comorbidities and poor functional status, which drives increased high cost utilization such as hospital admissions, readmissions, or emergency department use. Avoidable high cost utilization is a symptom of patients with medical complexity who have unmanaged psychosocial challenges.



Community Health Workers - the Readmission Solution

HOW COMMUNITY HEALTH WORKERS CAN HELP:	
Build trust.	
Engage patients in healthy lifestyle choices.	
Reinforce culturally appropriate health education and warning signs.	
Coordinate care to complement other providers.	
Establish primary care provider relationship.	
Assist with acquiring medical supplies.	
Offer psychosocial support.	
Connect patient with community resources to remove barriers.	
Provide transportation to appointments and pharmacy.	

Maxim’s integrated care team complements rather than replaces existing home health and other post-acute care services. We create a partnership with hospitals, primary care, and specialty care teams to ensure patient engagement and continuity of care. We build a relationship with the patient and develop a custom care plan that addresses patient-specific factors in the four areas that drive utilization.

The program’s strength is, in large part, the efforts of our CHWs. These front line professionals are public health workers who are trusted members of the community they serve. They provide essential services, including: fostering patient engagement; reinforcing culturally appropriate health education; coordinating care; providing psychosocial support; and empowering communities through advocacy, capacity building, and barrier mitigation.

Service Offerings

These services are rendered through Maxim Transition Assist (MTA) and Maxim Community Assist (MCA). MTA is initiated when a high-risk patient is referred to Maxim. A Maxim RN then administers an in-home assessment to determine where the patient’s vulnerabilities are in these four areas. A care plan is then developed based on this assessment and executed for a defined time period by the CHWs. At the end of this time period, a Health Status Update is

conducted to determine whether the patient’s underlying issues have been addressed or if the patient should be recommended for MCA, which provides ongoing CHW services with quarterly Health Status Updates until the patient is no longer suffering from the obstacles that put them at high risk for high cost utilization.

¹ National Governors Association, “Using Data to Better Serve the Most Complex Patients” (Sept. 2015).