

The Everyday Pledge: Meeting patient needs outside of emergency care

The Everyday Pledge is a pilot intervention aimed at reducing the moderately high rates of avoidable emergency department visits among patients whose needs could be better supported by primary care providers in Camden.

The Everyday Pledge Model

Using real-time data from hospital emergency departments, the Camden Coalition identifies patients with conditions that are likely mitigable with primary care and who have visited the emergency department five to seven times within a period of six months. Our staff immediately asks their primary care providers to schedule follow-up appointments with them, and engage with them about the health and social drivers behind their emergency department visits, either before or at the appointments. Providers who have taken the Everyday Pledge are awarded by the Camden Coalition with financial incentives when their patients attend appointments within 14 days of their emergency department visits. Patients with acute medical needs are given urgent priority appointments. At the appointments, providers have access to the social service search tool, My Resource Pal, to help connect patients to community resources that can address their concerns.

Program Goals

The goals of the Everyday Pledge are to build understanding of the patient-specific needs that drive the overuse of emergency departments, and to ensure that the underlying needs of these patients are being accounted for in their treatment plans.

The Everyday Pledge builds upon insights from our SeekED pilot, which focused on patients who visited the emergency department more than 50 times in six months. Through SeekED, we learned that patients with extremely high emergency department utilization rates are often already connected to primary care, but that those with medical complexity do not consistently engage with primary and specialty care. They also have high rates of behavioral health diagnoses, substance use, and housing instability. In comparison, the factors driving patients with moderately high utilization are often gaps in social services, and in many cases, patients lack access to their primary providers or do not have strong relationships with them. We launched the Everyday Pledge pilot to connect patients with moderately high utilization to primary care providers who can offer them education and support.

Who we serve

- Medicaid beneficiaries living in Camden city who receive primary care at one of the practices participating in the Camden Coalition Accountable Care Organization (ACO).
- Patients living outside of Camden city who are insured by UnitedHealthcare Medicaid and receive primary care at one of the practices participating in the Camden Coalition ACO.



Partnering Agencies

The Camden Coalition is closely collaborating with several hospitals to implement the Everyday Pledge: Cooper University Health Care, Lourdes Health System, Virtua Health, and Jefferson Health's three New Jersey hospitals. Our partnering primary care providers include: CAMcare, Cooper Family Medicine, Cooper Internal Medicine, Cooper Pediatrics, Fairview Village Family, Kyle W. Will Family Health Center, Osborn Family Health Center, Project H.O.P.E., and Reliance Medical Group.

Questions?

Contact Dayna Fondell at 856-365-9510, extension 2085 or dfondell@camdenhealth.org.

About the Camden Coalition of Healthcare Providers

The Camden Coalition of Healthcare Providers is a citywide coalition of over 25 hospitals, primary care providers, and community organizations working together to deliver better care to vulnerable citizens in Camden, NJ. Founded by Dr. Jeffrey Brenner in 2002, the Coalition knits together a fragmented healthcare system for patients with complex needs and repeated, ineffective and expensive hospitalizations, using smart data and multi-disciplinary team care. We believe if we can deliver better care at lower cost here in Camden, it can be done for everyone, everywhere in America.