



From Barriers to Better Outcomes: The Value of Community Health Workers

February 12, 2026

Webinar Logistics

- **Send us your questions.** Use the “Q&A” feature at the bottom of the screen to send speakers your questions throughout today’s presentation.
- **Today’s forum is being recorded.** A copy of the slides and recording will be shared with PQA members within a week.
- **Give us your feedback.** A quick survey will launch at the end of today’s webinar.

Presenters



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PQA SDOH Resource Guide

- 3 editions
- Most recent details 40 SDOH projects
- Grouped by setting
- Common theme: collaborative community partnerships

Medication use quality associated
with SDOH barriers



The PQA Social Determinants of Health Resource Guide Companion

 Partnerships



Resource Guide Companion

- 15 interviews
- Groups employing a partnership to tackle SDOH barriers
- 10 **key** characteristics
- Many other skills to consider
- All groups, partnerships, SDOH barriers, and available resources will be different

| Strategic approaches | Supporting attributes |
|----------------------|-----------------------|
| ID key SDOH barrier | Mission alignment |
| Skilled team | Adaptability |
| On-site engagement | Project champion |
| Partner with a CBO | Communication |
| Define success | Humanity |

Where to start

- Find your champion, your skilled team
- Consider the pharmacist in your team design
- Identify your barrier using local health data
- Focus on your community needs
- Start with the end

The Importance of Partnership

- Having a partner will strengthen your project
- Consider a partner that has established trust in the community
- Consider financial stability of your project with your partner





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Why Do We Need CHWs?



Community Health Worker (CHW) | Definition



- According to the American Public Health Association (APHA), community health workers are a frontline public health worker who is a trusted member of and or has an unusually close understanding of the community served.
- This relationship enables the CHW to serve as a liaison/link/intermediary between health and social services, and community to facilitate access to services and improve the quality and cultural competence of service delivery

Patient Challenges | Top 5

- Top 5 challenges patients face in being consistent with health management
- **Cost and Access Barriers**
 - Medication costs, lack of insurance or underinsurance, transportation difficulties, and limited healthy food or safe places to exercise
- **Health Literacy and Understanding**
 - Confusion about diagnoses, not fully understanding instructions, medical jargon, unclear treatment plans
- **Competing Life Priorities**
 - Work schedules, childcare or caregiving responsibilities, housing instability, and mental health issues

Patient Challenges | Top 5 Cont'd

- **Trust and Relationship Gaps**

- Previous negative experiences with providers, feeling dismissed or not listened to, cultural or language barriers, and fear or stigma around being sick (chronic illness, mental health, or LGBTQIA care)

- **Emotional and Behavioral Factors**

- Depression, anxiety, or burnout, low motivation or hopelessness, fear of side effects, difficulty changing long standing habits



The Reality

- Consistency in health management is less about “non-compliance” and more about whether patients have:
- **Access** to what they need
- **Understanding** of what to do
- **Support** to carry it out
- **Trust** in the system
- **Capacity** to make changes

When any of those are missing, adherence struggles follow.

How Collaborative Partnerships Work

- Let's refer to those 5 barriers and identify what collaborative relations can look like
- **Cost and Access Barriers**
 - **Pharmacies** identify lower-cost medications, offer discount programs, generic options, and payment assistance
 - **CHWs**: help patients navigate insurance, connect to financial resources, arrange transportation and access community supports
 - **Patients**: gain practical solutions that make medications and care affordable
- **Health Literacy and Understanding**
 - **Pharmacies** provide clear education about medications, how to take them, what to expect and how to manage side effects
 - **CHWs** reinforce information in plain language, ensuring patients truly understand
 - **Patients**: have multiple trusted sources to ask questions and get clarification

How Collaborative Partnerships Work | Cont'd

- **Competing Life Priorities**
 - **Pharmacies**: offer refill reminders, medication synchronization, and delivery options
 - **CHWs** help patients problem solve around work schedules, care giving duties, food insecurity, and housing challenges
 - **Patients** receive practical support that fits health management
- **Trust and Relationship Gaps**
 - **CHWs** build trusting, culturally responsive relationships within the community
 - **Pharmacies** provide consistent, assessable points of care patients can rely on
 - **Patients** feel heard, respected, and supported rather than judged

How Collaborative Partnerships Work | Final

- **Emotional and Behavioral Factors**
 - **CHWs** provide encouragement, coaching, and emotional support
 - **Pharmacies** notice refill gaps and can gently check in with patients
 - **Patients** receive non-judgmental reminders and reinforcement



The Core Message

- When Pharmacies, CHWs, and Patients work as a team:
 - Education is clearer
 - Costs are addressed
 - Barriers are problem solved
 - Trust is strengthened
 - Support is continuous

Collaboration between these partners empower patients with the knowledge, resources, and support needed to stay consistent with their health management



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Thank you for your participation!
If you have any questions, please email me kim.jay@sinai.org

Questions and Answers

Please submit your questions using the Q&A feature
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2026 PQA Annual Meeting Registration is Open





Medication Use Quality: A PQA Live CE Event

Tuesday, May 12, 2026

8:00 a.m.-12:00 p.m. ET

Baltimore, Maryland

Pharmacists earn 4.0 CE



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