

How Accreditation Elevates Community Health Worker Programs and People



July 2026

From a previously recorded webinar

Before We Get Started



Message
Laura
Wood for
any *tech*
issues



Use the
chat box for
questions
and to
introduce
yourself



Explore
resources
we'll share
in the chat
box



Recording
and slides
will be
shared later
this week

Agenda for Today

Welcome and Introductions

How Accreditation Strengthens Jefferson Health's Community Health Worker Program

Getting Started with URAC Community Health Worker Program Accreditation



Today's Presenters



De'Anna Hardin
Business Development Executive
URAC



Christine James, PhD, LSW
Assistant Vice President
Jefferson Health



Shawn Griffin, MD, FAAFP
President & CEO
URAC

Opening Poll

What type of organization do you work for?

- Hospital/Health System
- FQHC/Health Department/Community Health Center
- Pharmacy
- Case Management/Disease Management
- Health Care Consulting
- Something Not Listed

Is your organization currently accredited by URAC?

- Yes
- No
- Not sure
- Not applicable



We have **over 35 years of experience** as
an accreditor

We believe in growth through **education**
and **quality improvement**

We understand that **excellence looks**
different in every organization

We accredit organizations in the US and
internationally across telehealth, AI,
pharmacies and health systems



Modern Healthcare

**2025 BEST IN
BUSINESS**



ACCREDITED



CERTIFIED

URAC's Approach

Accreditation is all we do with quality as the focus

Our rigorous, meaningful standard reflect what quality looks like in health care for today and the future



Education: Helps teams build the knowledge to sustain improvements for the long haul



Flexibility: Recognizes strengths and needs of each organization



Trust: Builds long-term relationships to support ongoing excellence

OFFICE OF COMMUNITY HEALTH + IMPACT

Jefferson CHW Program

Christine James, PhD, LSW
Assistant Vice President
Community Health





Thomas Jefferson University

200+

Graduate and undergraduate programs

77,000+

Alumni

17

NCAA Division II teams

8,300+

Students (full/part time)

Over
\$200 million

In applied, basic, clinical and scholarly research

1,000+

Patents for new drugs, software innovations, medical devices and diagnostic tools

Data is FY24 - updated January 2025



Jefferson Health

4,350

Employed physicians

33

Hospital campuses

13,600+

Nurses (full/part time)

700+

Sites of care

4

Magnet® designated locations

4

Pathway to Excellence® designations

2,500+

Advanced Practice Clinicians

8.8+ million

Outpatient visits (hospital and physician)

Data is FY24 - updated April 2025



Jefferson Health Plans

362,000+

Total members

40+

Years of service

316,000+

Medicaid members

750

Employees

13,000+

Medicare members

20,000+

CHIP members

13,000+

Individual and family plans

Data is FY24 - updated January 2025

Jefferson CHW Collective Components



CHW Academy

- Trains and certifies community members to become Community Health Workers
- Graduated 30+ CHWs in 3 cohorts
- 4th cohort began May 2026
- Newly Registered as an Apprenticeship Program
- Accelerated Program for experienced CHWs

CHW Community-Based Care Delivery

- Scope of practice established
- Standardized workflows
- Best practice care delivery model
- Clear outcomes
- Trauma-informed supervision
- National CHW performance standards
- BP Buddy Program
- Community partnerships

CHW Community of Practice

- Support, success, and resource sharing
- Networking forum
- Ongoing learning and professional development
- Advocacy for CHW profession
- Mentorship program
- CHW Regional Conference
- CHW Advisory Committee

Jefferson CHW Collective Key Highlights



Community of
Practice



National CHW
Performance
Standards



Trauma informed
supervision and use
of EBP



Experienced
supervisors with
social needs
navigation



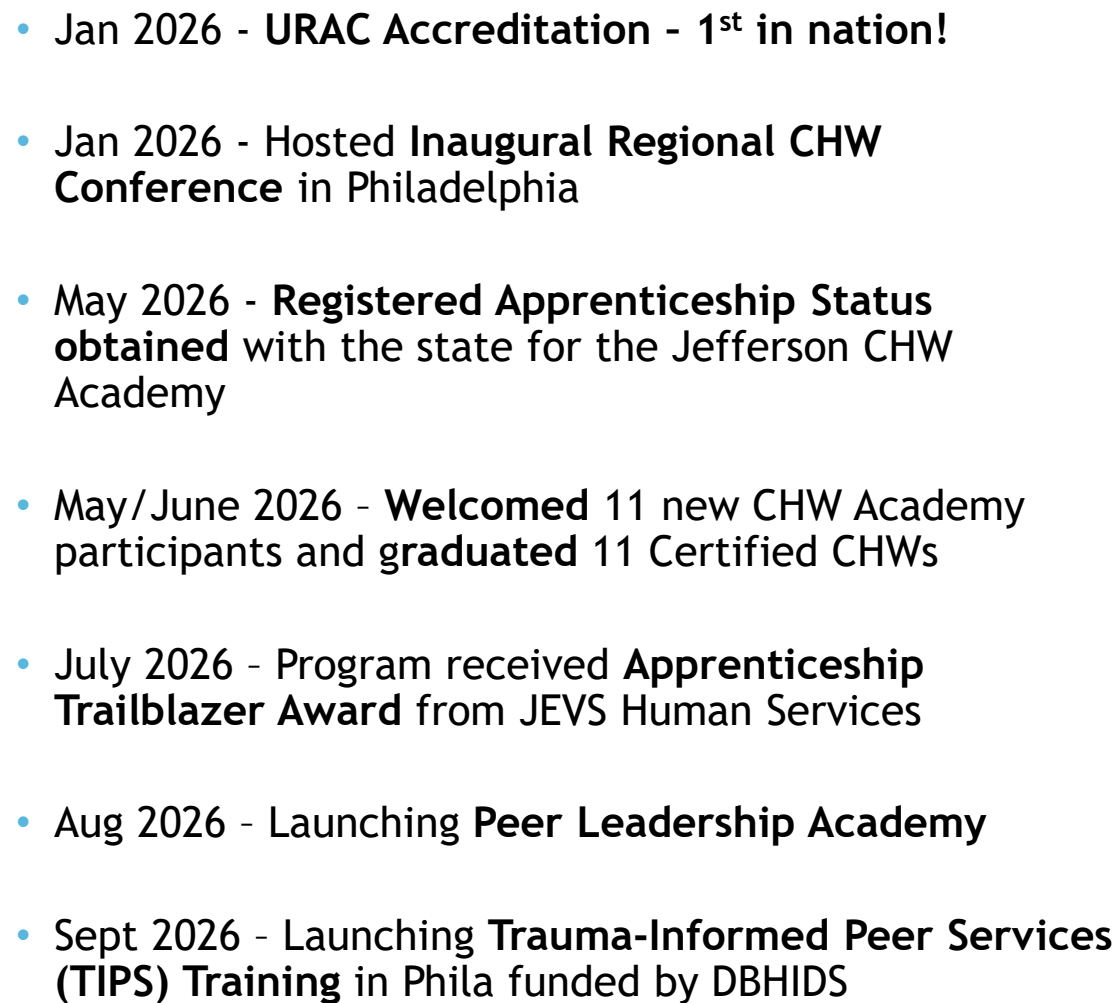
Full time pay and
benefits while
training



Home visiting
experience



National
Accreditation
(URAC)



CELEBRATING THE POWER OF CHWS AS ADVOCATES, INNOVATORS, AND LEADERS IN COMMUNITY HEALTH





Jefferson

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

OFFICE OF COMMUNITY HEALTH + IMPACT

[Jefferson.edu](https://jefferson.edu) | [JeffersonHealth.org](https://jeffersonhealth.org) | [JeffersonHealthPlans.com](https://jeffersonhealthplans.com)

Discussion

Jefferson's
CHWs

Program
Structure

Applying for
Accreditation

Internal
Results

External
Results

What's Next
and Lessons
Learned



Accreditation Timeline

URAC's updated and streamlined standards allow organizations to earn accreditation in as little as six months



URAC'S FOCUS AREA

PROGRAM



Your program goals and objectives; the structure of your CHW program; and the scope of services provided

PROGRAM OPERATIONS



How often your organization reviews and updates your policies and processes; employee and client diversity, equity and inclusion; and privacy of client information

SUPERVISION



Your organization's methods for hiring, training, developing and evaluating the supervisors of your Community Health Workers

RECRUITMENT AND HIRING



Qualifications for the Community Health Workers as well as your recruitment and interview strategies and tactics

WORKFORCE DEVELOPMENT



Community Health Workers compensation and integration into the work environment

WHAT URAC LOOKS AT

URAC'S FOCUS AREA

SCOPE OF PRACTICE AND WORK PRACTICES FOR COMMUNITY HEALTH WORKERS



How the CHW caseload is managed; the scope of CHW role; access to materials for clients; and safety and emergency protocols for CHW

SUPPORT FOR COMMUNITY HEALTH WORKERS



The resources, tools and support given to CHWs to promote their well-being in ways that allow them to best support their clients

CHW LEARNING AND DEVELOPMENT



How the CHWs receive initial and ongoing training; opportunities for peer mentoring; and peer to peer learning

CHW PERFORMANCE



The content and frequency of the assessment of your CHWs

QUALITY MANAGEMENT AND PROGRAM EVALUATION



The program's quality management program; your annual program evaluation; how you evaluate your program's outcomes; and the results of your outcomes

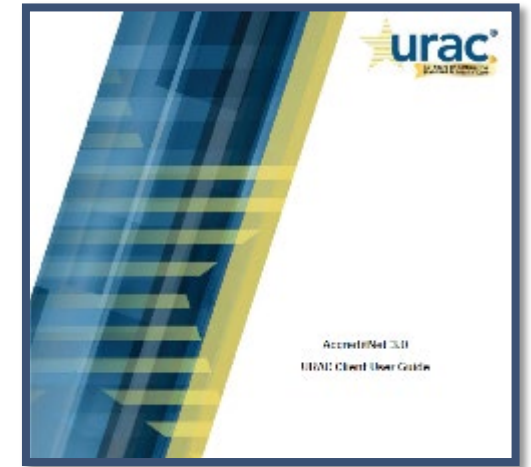
WHAT URAC LOOKS AT



Client Relations
Manager



Program Guide



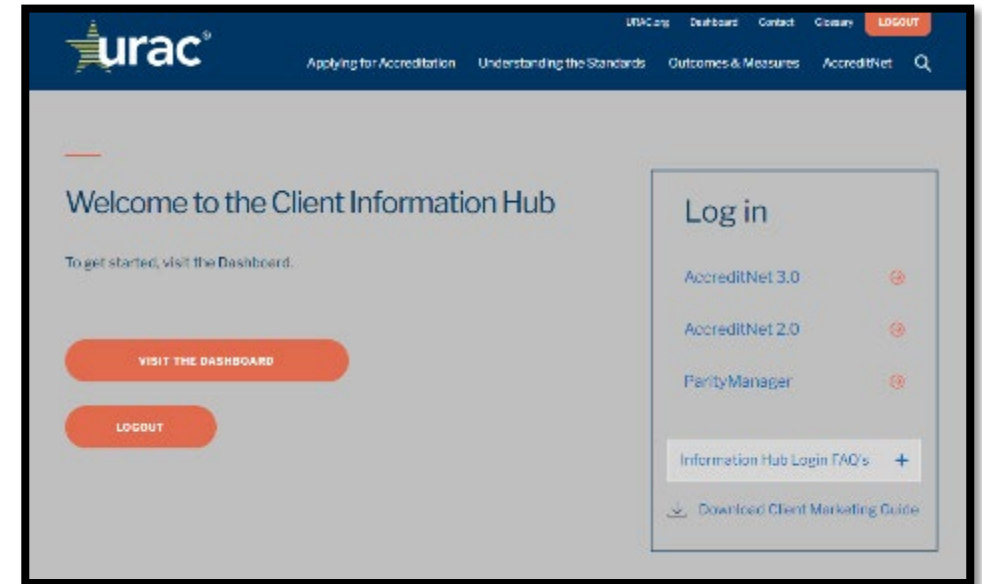
AccreditNet Guide

People

Tools



Accreditation Reviewer



Client Information Hub

“URAC accreditation is more than a seal, it’s a *commitment to continuous quality improvement* that raises the standard of care. We *measure what matters* in health care to help organizations deliver safer, more effective care every day.”



Connect with URAC

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