

Pay for Success in New Castle County

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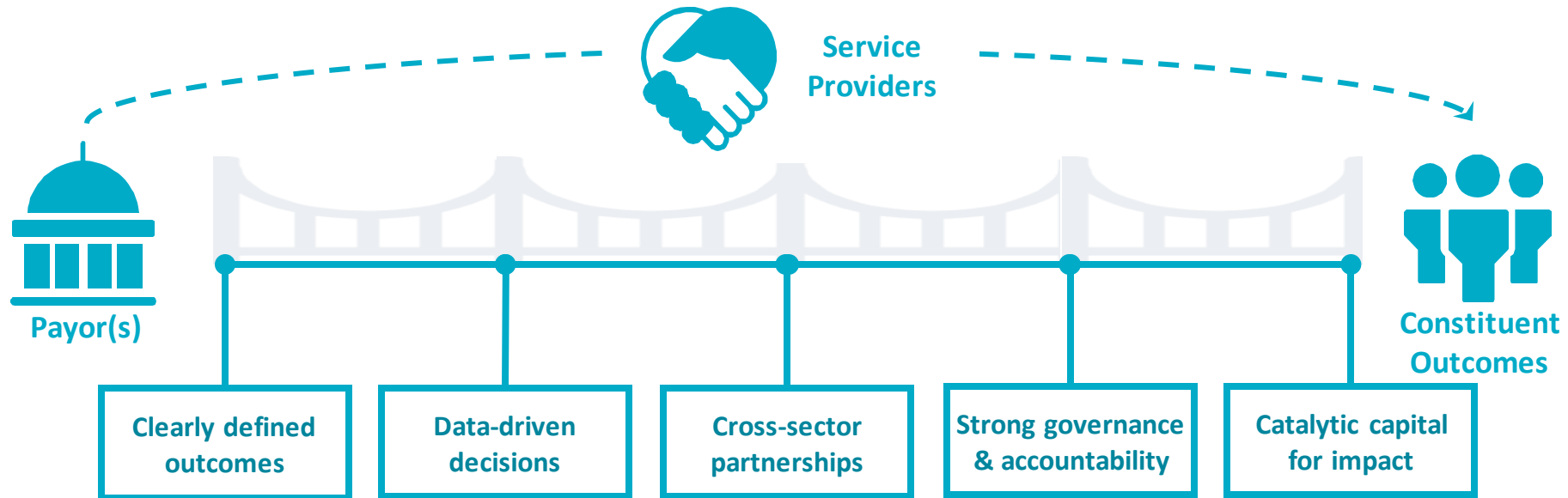
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What is Pay for Success?

Pay for Success is a set of innovative funding strategies that can be used to effectively contract with providers and bridge the service delivery gap



Examples of Pay for Success Tools

Outcomes Rate Cards / Scorecards	Social Impact Bonds	Career Impact Bond
Payor specifies a menu of outcomes and pricing, then contracts with multiple providers	Funders provide expansion capital; payors repay private funders based on outcomes – sometimes with a return – and/or fund further services	Investors cover upfront tuition and supportive services costs, which students or employers repay after meaningful employment

A Home Visiting Solution for New Castle County Families

This project is designed to increase access to high-quality home visiting services to New Castle County's most vulnerable residents in order to positively alter the trajectories of parents and children's lives.

Problem

- Approximately **670 first-time, Medicaid-eligible mothers in New Castle County** lack access to high quality prenatal and early childhood care and resources
- Their **infants are at higher risk for poor birth outcomes**, tend to be less prepared for kindergarten and are more likely to have long-term medical conditions
- It can be **harder for these parents to stay in school or find employment** with adequate wages

Solution

- **Expand high-quality home visiting services** to an additional 120 Medicaid eligible, first-time moms in New Castle County
- **Combine catalytic investment from a philanthropic partner with a Pay for Success contract** to amplify the impact of the County's ARPA funds so that up to an additional year of home visiting programming can be provided for New Castle County families



Project Overview

What are the project's goals?

- Increase access to high-quality home visiting services for New Castle County's most vulnerable families to positively alter the trajectories of parents' and children's lives
- Demonstrate the potential of Pay for Success within New Castle County

Who will it serve? ~120 Medicaid eligible, first-time New Castle County mothers

When? Fall of 2022 through December 2026

How is the project funded? The project is funded by [New Castle County ARPA funds and grant funding from the Longwood Foundation](#)

Who are the key Project Partners?



Pay for Success in New Castle County



The Longwood Foundation gives upfront funding to CFF to expand nurse home visiting



CFF expands services to ~120 NCC moms by December 2026 and collects outcome data



Social Finance validates whether County-preferred outcomes are achieved



NCC reimburses funds to Longwood only to the extent that outcomes are achieved



Longwood grants CFF 40% of outcome funds received, which CFF uses to continue supporting NCC families

An outcomes-based contract **ties the County's \$3M in ARPA funds to the achievement of outcomes** prioritized by the County and **extends those dollars further**, thanks to Longwood's commitment to grant CFF **up to \$1.2M of outcome funds** received.

Payment Outcomes

New Castle County will make outcomes payments based on achievement of selected outcomes. Outcomes selected include those that: CFF is able to influence, can be validated in a timely fashion, and indicate that CFF is implanting the NFP Model with fidelity.¹

Outcome Category	Share of Expected Payments	Metrics Included
Enrollment and Retention	45%	<ul style="list-style-type: none"> Number of moms who enroll in the program Number of moms who stay enrolled through key retention milestones, including: <ul style="list-style-type: none"> The 4th home visit (key retention milestone) The 1st visit after birth The 1st visit 6 months after birth
Programmatic Outcomes	40%	<ul style="list-style-type: none"> Number of moms who initiate breastfeeding Number of moms who receive screens for depression Number of children who receive recommended immunizations in their 1st year of life
Data Completeness	15%	The share of data captured in a complete and timely fashion, which will help to maximize outcomes-based payments and understand the impact of the program.













1. There are additional learning outcomes, which are not tied to payments, CFF will collect on areas such as client demographics, workforce attainment, and client satisfaction to allow NCC to gain deeper insights into program effectiveness. The appendix includes additional information on these outcomes.

Benefits of Pay for Success for NCC families

Pay for Success can draw attention to high-priority outcomes and reward providers for strong service delivery in several ways.

Legend

 Strong  Medium  Weak

Objective	Outcomes-based contract	Traditional grant
 <p>Harness learning, measurement, and high-quality data to strengthen service delivery</p>	 <p>Payments are tied to client-centered and data quality-focused outcomes that ensure County residents receive impactful programming.</p>	 <p>Learning and measurement may occur but are often not requirements of the grant.</p>
 <p>Cultivate collaboration among funders, providers, and agencies</p>	 <p>Governance structures are built into the contract to ensure stakeholders collaborate early and work to support NCC Families for the long haul.</p>	 <p>Without governance responsibilities outlined in contractual agreements, collaboration may occur with varying engagement and consistency.</p>
 <p>Equip projects with a strong equity lens</p>	 <p>Demographic data collection and intentional inclusion of participant voices are contract components designed in service of equity.</p>	 <p>Collecting and using data on equity often falls to the grantee without a formal, consistent, or financially supported process.</p>
 <p>Leverage additional funding to grow the reach of successful programs</p>	 <p>Up to \$1.2M of additional investment in CFF is made possible, supporting another year of programming for NCC families.</p>	 <p>Projects generally end at a predetermined point and do not benefit from outside capital.</p>

About the Partners



ABOUT SOCIAL FINANCE

Social Finance is an impact finance and advisory nonprofit. By working with public, private, and social sectors, we create partnerships and investments to measurably improve lives.

FOUNDED IN
2011

We pioneer outcomes-based funding tools, including the Social Impact Bond and the Career Impact Bond.



We are part of a global network with Social Finance UK, Israel, and the Netherlands.



What we do

- > Impact Investing
- > Impact Advisory
- > Field Building

100
PEOPLE

Our team is located in Boston, Austin, San Francisco, and Washington, DC.



who we are

Children & Families First is one of Delaware's oldest and most trusted non-profit leaders in providing the supports and services children and their families need to thrive.

our mission

We champion children and families using evidence-based, equity-centered, and innovative approaches.

our vision

Diverse, healthy, and resilient communities where all children and families thrive.



what we do

Using brain science research as our framework, we support every phase of child development and family life.



providing evidence-based home visiting and family support

Nurse Family Partnership is a national model that empowers first-time parents to transform their lives and create better futures for themselves and their babies.

Since 2010, CFF has paired highly trained registered nurses with Medicaid-eligible first-time parents early in their pregnancy to provide education and support during visits that continue until the child turns two.

Outcomes include improved birth outcomes, positive child development, and increased family self-sufficiency.

To make a referral, visit www.cffde.org/nfp



