

Community Benefit 101



Building A Sustainable Infrastructure

October 15, 2019

E. Gaye Woods, MBA
SCL Health



Community Benefit Framework *



Basic Components of the
Community Benefit Framework



* A Guide for Planning and Reporting Community Benefit

Resources



A Guide for Planning and Reporting Community Benefit

- Chapter 3, “Building a Sustainable Infrastructure” – Page 64
- Roles of Community Benefit Leader and Finance – Page 73
- Appendix C, Checklist for Hospital Policies and Practices – Page 259

Steps for Building a Sustainable Infrastructure



- Establish/renew commitment to community benefit
- Build basic structures to sustain community benefit programs



Establish Commitment



- Find “community” in key documents
- Include community benefit in orientations
- Integrate community benefit into organization plans/initiatives
- Connect to the culture
- Engage leaders

Build Basic Structures



- Retain qualified staff (commit staff to community benefit)
- Form community benefit workgroup
- Budget for community benefit
- Establish policies that support community benefit
- Collaborate with community partners
- Evaluate the organization’s overall community benefit approach/strategy

How Much is Enough?



- What is needed in the community?
- What are other providers doing?
- What resources are available?
- Any regulatory requirements?
- Trends from past year?
- Value of tax-exemption?



Evaluate Community Benefit Infrastructure



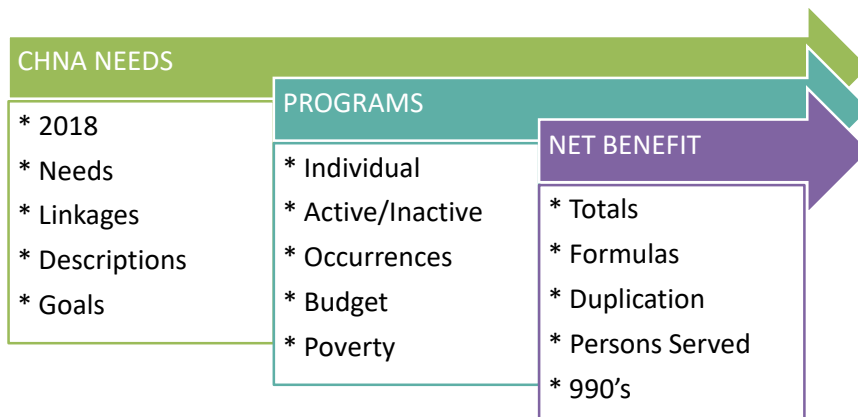
- Are policies up-to-date?
- Does the program have administrative and board support?
- Is there sufficient involvement with community?
- Can the quality of our collaborations be improved? Do they support and strengthen community organizations?
- Do we have the necessary staff/budget/resources?
- Where are opportunities for improvement?

Example: Evaluating Community Benefit



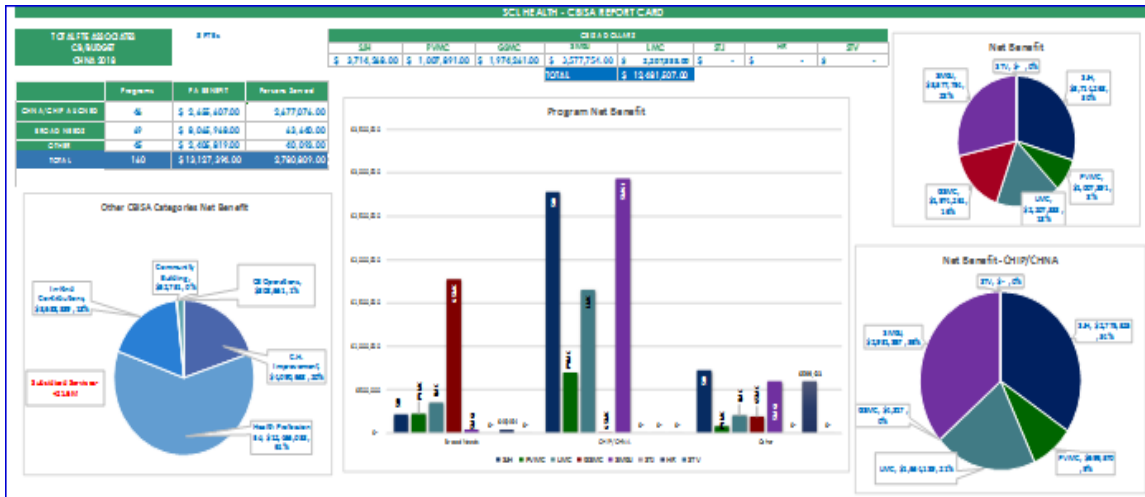
- ❖ Recent Legislation (HB-1320)
 - Percentage of CB Programs/Activities align with CHNA/CHIP Priorities?
 - What percentage address Broad Needs?
 - Other?
- ❖ Understand CB Financials – Net Benefit
- ❖ Audit Report Cards
- ❖ Review Community Benefit Best Practices
- ❖ Recommendations

Example: Audit Process



- *Social Determinants of Health
- **Lyon Software Capacity
- ***Community Partnerships

Example: Audit Report Card



Example



Recommendations

- ✓ Allocate appropriate resources for Community Benefit infrastructure (e.g. budget, staff, training)
- ✓ Evaluate Community Benefit program investments emphasis on Poverty, Vulnerable, Underserved & Disparity areas
- ✓ Implement Community Benefit 101 Training across the system (e.g. leadership, board, associates)
- ✓ Develop additional program traction with Social Determinants of Health to support total cost of care reduction and outcome metrics



Panel Experiences



Afia Griffith
System Director Community Development
St. Vincent Health



Melissa Cullum
Director Community Benefit & Patient Relations
Mercy Medical Center

Next Presentation



- [Community Health Needs Assessment and Priority Setting](#)