

Community Benefit 101



Community Health Needs Assessment and Priority Setting

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Landing of the Ursuline Nuns



Community Benefit Framework *



Basic Components of the Community Benefit Framework



* A Guide for Planning and Reporting Community Benefit

Assessment Resources



- *A Guide for Planning and Reporting Community Benefit*: Chapter 5
- CHA *Assessing and Addressing Community Health Needs* – (Community Assessment Report Template - Page 152
www.chausa.org/communitybenefit/printed-resources
- Association for Community Health Improvement (ACHI) Toolkit
<https://www.healthycommunities.org/resources/community-health-assessment-toolkit>
- County Health Rankings and Roadmap www.countyhealthrankings.org
- CHNA.org <http://www.communitycommons.org/>
- Healthy Communities Institute www.healthycommunitiesinstitute.com
- IRS documents:
 - 990 Schedule H Form and Instructions
 - Final rules released December, 2014www.chausa.org/communitybenefit/advocacy-public-policy

Subscribe to the Census!



The U.S. Census releases a wealth of information every month.

Uncomfortable with data or how to use a data site? The Census also provides regular tutorials.

<https://www.census.gov/>

United Way ALICE Data



Across Wisconsin, over a third of households struggle to afford the basic necessities of housing, child care, health care, food, and transportation.

2018 United Way ALICE Report

Asset Limited; Income Constrained; Employed (ALICE)

Assessment Regulatory Requirements



At least once every three years:

- **Conduct assessment**
 - Can use information collected by others (such as public health agency or non-profit organization)
 - Can conduct in collaboration with other (hospitals, state, local health departments)
- **Include input from persons**
 - State, local, or regional governmental health department
 - Members medically underserved, low-income, minority populations
 - Written comments on previous assessment and implementation strategy

*Joint assessment and implementation strategy permitted if same definition of community used by all participants and each hospital clearly identified.

Assessment Regulatory Requirements



- Must be adopted by the authorized body of the hospital
- Considered complete when widely available to the public – ‘conspicuously’ posted on website
- Followed by a written implementation strategy to address identified, prioritized health needs
- Must include impact evaluation of actions taken since immediately preceding CHNA



Steps in A Community Health Needs Assessment



- Step 1:** Plan and prepare for the assessment
- Step 2:** Determine the purpose and scope
- Step 3:** Identify data that describes the community
- Step 4:** Understand and interpret the data
- Step 5:** Define and validate priorities
- Step 6:** Document and communicate results

Key Elements – Step #1

Plan and Prepare



- Collaborate with other hospitals and/or community partners when feasible
- Form assessment team/advisory committee that includes key staff within the organization and community representatives
- Engage board and senior leadership
- Identify and obtain resources
- Develop timeline



Key Elements – Step #2

Purpose and Scope



Determine CHNA Purpose

- Community-based planning
- Internal hospital planning
- Secure grants
- Meet regulatory requirements

**May not exclude medically-underserved populations, low-income persons, or minority populations*

Define The Community*

- **Geographic Service Area**
Such as:
 - ✓ City, county, metropolitan service area
 - ✓ Census tracts, Zip Codes
- **Target Population**
Such as:
 - ✓ Women, children, seniors
 - ✓ LGBT
 - ✓ Migrant populations
 - ✓ Particular specialty area or targeted disease
 - ✓ Medicaid Populations
 - ✓ Homeless

Key Elements - Step #3

Identify Data That Describes the Community



- Review prior assessments
- Describe demographics
 - Median income, poverty rates, unemployment, homeless, ALICE households
- Select indicators (what to include in assessment)
 - Medical –chronic disease, ED utilization
 - Behavioral – substance use, obesity,
 - Social Determinants – poverty driven
 - Public Health – prevention, mortality/morbidity
 - Public Policy – major changes
- Identify relevant secondary data
 - Community Surveys - perceptions
 - Focus Groups
- Collect primary data



Integrating Social Determinant Information



*“...closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.”**

SOCIAL DETERMINANTS OF HEALTH: PATIENT SCREENING DOMAINS				
Domain	Question	Response		
Healthcare	In the past month, did poor physical or mental health keep you from doing your usual activities, like work, school or a hobby?	Yes	No	NA
	In the past year, was there a time when you needed to see a doctor but could not because it cost too much?	Yes	No	NA
Food	Do you ever eat less than you feel you should because there is not enough food?	Yes	No	NA
Employment & Income	Do you have a job or other steady source of income?	Yes	No	NA
Housing & Shelter	Are you worried that in the next few months, you may not have safe housing that you own, rent, or share?	Yes	No	NA
Utilities	In the past year, have you had a hard time paying your utility company bills?	Yes	No	NA
Education	Do you think completing more education or training, like finishing a GED, going to college, or learning a trade, would be helpful for you?	Yes	No	NA
Transportation	Do you have a dependable way to get to work or school and your appointments?	Yes	No	NA
Clothing & Household	Do you have enough household supplies? For example, clothing, shoes, blankets, mattresses, diapers, toothpaste, and shampoo.	Yes	No	NA
Childcare	Does getting childcare make it hard for you to work, go to school, or study?	Yes	No	NA
Eldercare	Does providing eldercare make it hard for you to work, go to school, or study?	Yes	No	NA
Personal & Environmental Safety	Do you feel safe in your current home environment or surroundings?	Yes	No	NA
General	Would you like to receive assistance with any of these needs?	Yes	No	NA

*Healthy People 2020

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Key Elements – Step #4

Interpret Data



- Analyze data using comparisons with other communities, federal or state benchmarks and, when available, trends within the community
- Look for:
 - ✓ Disparities
 - ✓ Causal factors/Root Cause
 - ✓ Community assets
- Identify significant community health needs
 - ✓ Public Health Sources
 - ✓ Clinical

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14

Key Elements – Step #5

Define and Validate Priorities



- Establish criteria to identify priorities - could include:
 - Burden
 - Scope
 - Severity or urgency of the health need
 - Estimated feasibility/effectiveness of possible interventions
 - Health disparities associated with the need
 - Importance the community places on addressing the need
- Identify priorities with community input using methods such as ranking, discussion and debate
- Validate priorities - confirm with community and internal staff



Key Elements – Step #6

Document and Communicate Results



- Write assessment report (see template)
- Develop tables, graphs, maps to display data
- Post report on website
- Disseminate results widely



Evaluating Your Impact



- Demonstrates good Stewardship of resources
- Required that you track outcomes and impact and report
- Determine at the onset what data you will use for measurement
 - Reduction in ED Utilization
 - Reduction in 30-Day Readmission
 - Improved rates of prenatal care
 - Fewer homeless individuals because of housing availability
- Work with community partners to share data
- Identify evidence-based models – CDC and others

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Panel Experiences



Renee Hanrahan
 Director, Community Benefit
 Ascension Via Christi Health, Inc.



Marcos Pesquera
 System Vice President, Health Equity, Diversity & Inclusion
 CHRISTUS Health

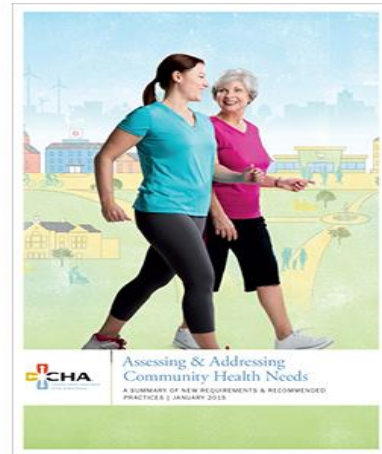
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18

Assessment Response



- Your questions?



Next Presentation



- [Planning to Address Community Health Needs](#)