

# HOW HOSPITALS CAN IMPROVE THE HEALTH OF WHOLE COMMUNITIES

Hospitals can play a major role in improving the health of the communities in which they operate. They can achieve this by establishing partnerships with local public health agencies, nonprofits, community organizing groups, churches and other community stakeholders. Unfortunately, recent studies have found that hospitals don't do enough to take advantage of this potential. Let's see what these efforts look like and how hospital administrators can help to move them forward.

## POLICY HEALTH DRIVERS

PERCENTAGE THAT CAN BE ATTRIBUTED TO THE FOLLOWING:



ENVIRONMENTAL CONCERNS



CLINICAL CARE



HEALTH BEHAVIORS



SOCIAL AND ECONOMIC FACTORS

As a result, health care has shifted away from volume-based care to value-based and population healthcare

NEW HEALTHCARE POLICIES (BEYOND THE AFFORDABLE CARE ACT) HAVE DEVELOPED INCENTIVES FOR HOSPITALS TO EXPAND THEIR ROLES IN LOCAL COMMUNITIES



ACO-type contracts that reward hospitals for improving the health of their attributed patients are one way hospitals are encouraged to address the broader community



New payment models focusing on prevention and wellness and on bundled or per capita payments for populations, are also likely to lead to a redefinition of institutional roles in healthcare



For hospitals to maintain their tax-exempt status, which is estimated to provide them with a financial benefit of **\$24.6 billion annually**, nonprofit hospitals are required to report community benefit spending as part of Internal Revenue Service (IRS) Schedule H tax reporting and to submit community needs assessments and implementation strategies

## WHAT HOSPITALS HAVE DONE

### NORTHEAST WISCONSIN'S THEDACARE HEALTH SYSTEM

- Comprised of five hospitals and 22 physician clinics
- The 25-member group takes part in "plunge" events designed to hear from affected residents as well as caregivers on the frontlines
- Launched a **Community Health Action Team (CHAT)** that helped the local education system, government, businesses, clergy, nonprofit organizations as well as clinicians in **identifying community health issues**

### CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER

Ohio clinicians are encouraged to **look beyond the traditional ways of treating medical conditions** to consider the upstream factors — such as poverty and nutrition — that affect children's health



### SIMI VALLEY HOSPITAL

In response to a dramatic rise in heroin use in this suburban enclave north of Los Angeles, the hospital took the following action. It **activated an acute detox program**, and is **working directly with local high schools and police** to intervene and prevent addiction from taking further root in the community



### "LIVE LIGHT LIVE RIGHT" PROGRAM AT BROOKDALE HOSPITAL

Inspires children to take charge of their health by thinking and acting differently

The **multidisciplinary, replicable model is backed by science** and key components include: medical care by specialists at the hospital's obesity clinic, nutritional and behavioral counseling, tailored physical fitness programs with trainers, patient care coordination and referrals, **educational seminars and workshops** for physicians and community organizations and **specialized summer programs** for the children



## TRANSPORTATION AND COMMUNITY ACCESS

# 3.6 MILLION

AMERICANS MISS OR DELAY MEDICAL APPOINTMENTS EVERY YEAR BECAUSE THEY LACK A RIDE TO THE DOCTOR



# 50%

OF THE POPULATION LIVES WITH **AT LEAST ONE CHRONIC CONDITION**, MAKING REGULAR MEDICAL CARE ESSENTIAL

## HEALTH OUTCOMES IMPROVE WITH BETTER HEALTHCARE ACCESS

Ways hospitals can work within the community to improve access to adequate healthcare

### TEAM UP WITH INDEPENDENT TRANSPORTATION NETWORK

Because "seniors in the United States typically outlive their ability to drive" ITN's can be scheduled 24 hours a day

### WORK WITH CONGREGATIONAL NETWORKS TO COORDINATE RIDES

Around the nation, volunteers from congregational networks to those who need to get to a medical appointment

### PARTNER WITH OR CO-HOST POP-UP CLINICS

Pop-up clinics rely on volunteer clinicians to provide care, ranging from preventive screenings to condition-specific treatment, to a high volume of patients in a short time-span for little-to-no cost

### USE MOBILE CLINICS TO GO TO THE PATIENT

Mobile clinics include clinics that provide primary care services, preventive care services or dental care services from a van, truck or bus equipped with all of the necessary technology to provide clinical services in underserved areas, both rural and urban

### TEAM UP WITH RETAIL CLINICS

Since emergency rooms are typically inappropriate for minor health needs, the rapid spread of walk-in clinics in retail stores is one alternative

### WORK WITH STUDENT-RUN CLINICS

Student-run clinics affiliated with medical schools give medical students experience in providing preventive and are often located in extremely impoverished areas



Hospitals must start thinking about healthcare beyond their own walls. The health of communities can be greatly improved when hospitals start to think in **broader terms and understand the impact** they can have in their local community

#### SOURCES

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