



*Welcome to*

# Community Health Needs Assessments: Opportunities for Advocates

**For AUDIO:**

Dial: 712-775-7035

Access Code: 637795#

Support  
provided by



Robert Wood Johnson  
Foundation

[www.HealthcareValueHub.org](http://www.HealthcareValueHub.org)  
[@HealthValueHub](https://twitter.com/HealthValueHub)



## Welcome and Introduction

**Meghan McMonagle**

**Health Policy Analyst, Healthcare Value Hub**



## Housekeeping

- Thank you for joining us today
- All lines are muted until Q&A
- Technical problems? Please text/call Tad Lee at 703-408-3204 or our office at 202-462-6262. Or use the Chat function in the webinar.
- This webinar is for advocates only



## Agenda for Today

### **Welcome & Introduction**

– Meghan McMonagle (Consumers Union, Healthcare Value Hub)

### **Overview of Community Benefit and Social Determinants**

– Jessica Curtis, (Community Catalyst)

### **Community Benefit from the Hospital Perspective**

– Julie Trocchio, (Catholic Health Association of the United States)

### **Community Benefit from the Local Community Perspective**

– Dan Hodgkins, (Community Health Network)

### **Q & A**



## Resources

- **Links to key studies, curated tools**
- **Webinar slides**
- **Helpful advocate tools**
- **All available at:**

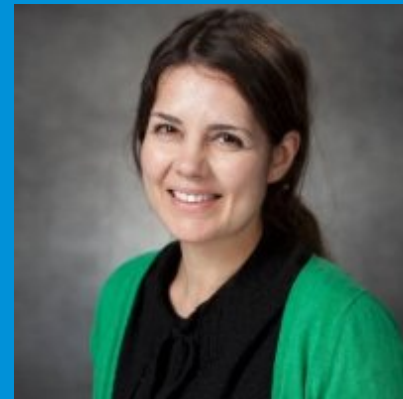
**[healthcarevaluehub.org/Events](https://healthcarevaluehub.org/Events)**



# Overview of Community Benefit and Social Determinants

---

**Jessica Curtis**  
Project Director  
Community Catalyst



# Community Health Needs Assessments: Opportunities for Advocates



*Jessica L. Curtis*

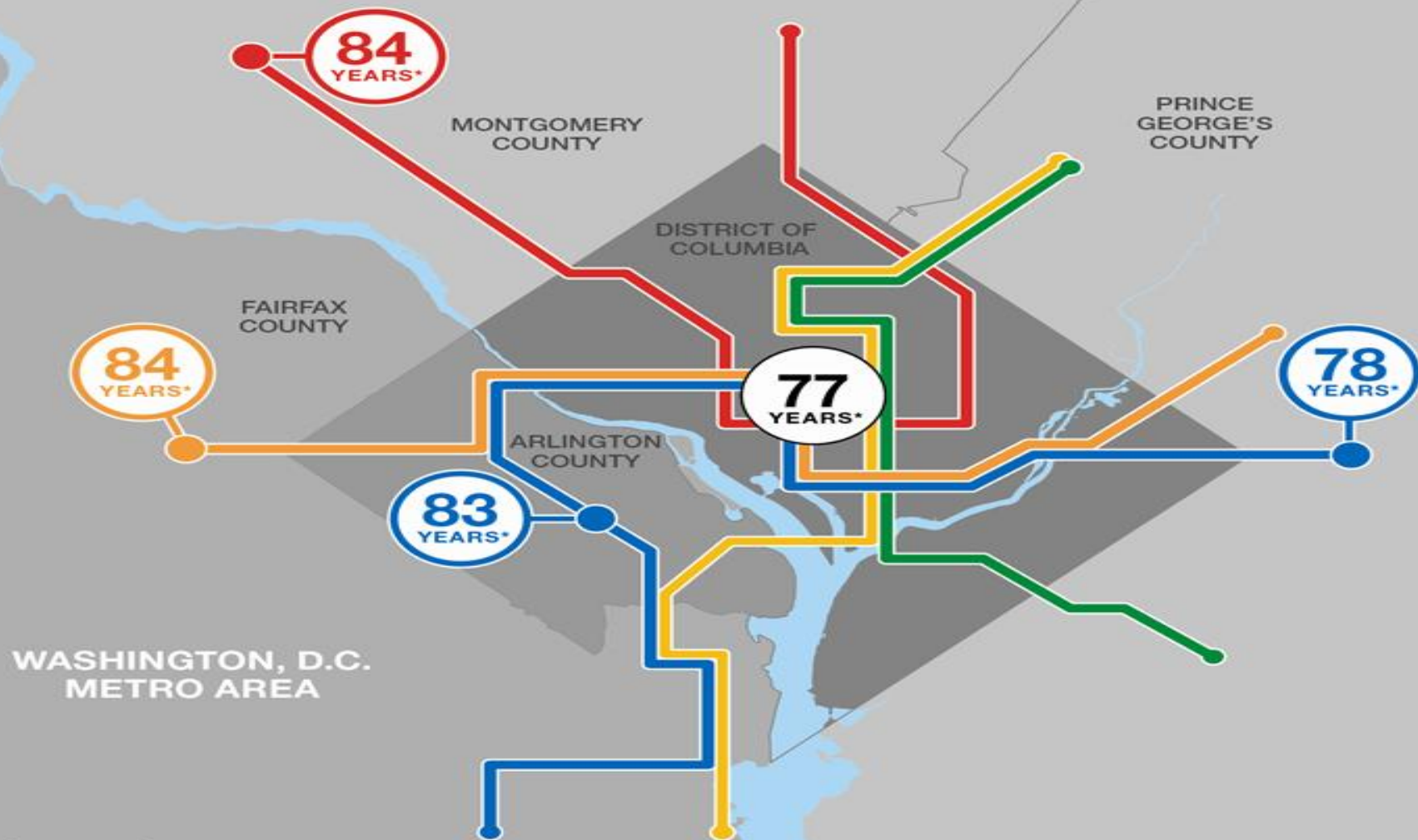
*July 13, 2016*

*Consumers Union Health Care Value Hub*

# Mapping Life Expectancy: Washington, DC

RWJF Commission  
to Build a Healthier America

Robert Wood Johnson Foundation



2MI

\*Life expectancy at birth

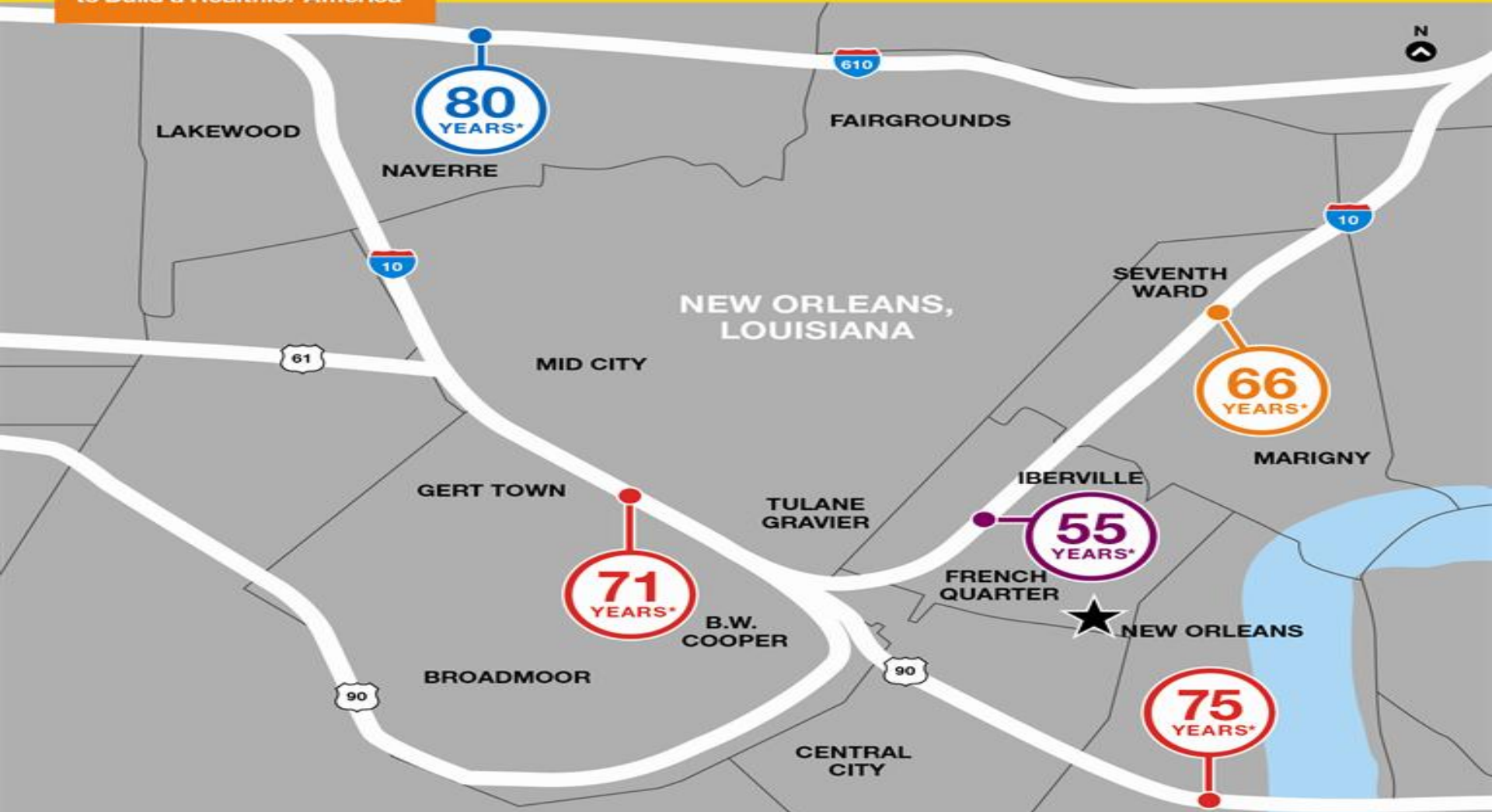
© 2013 Robert Wood Johnson Foundation



# Mapping Life Expectancy: New Orleans

RWJF Commission  
to Build a Healthier America

Robert Wood Johnson Foundation

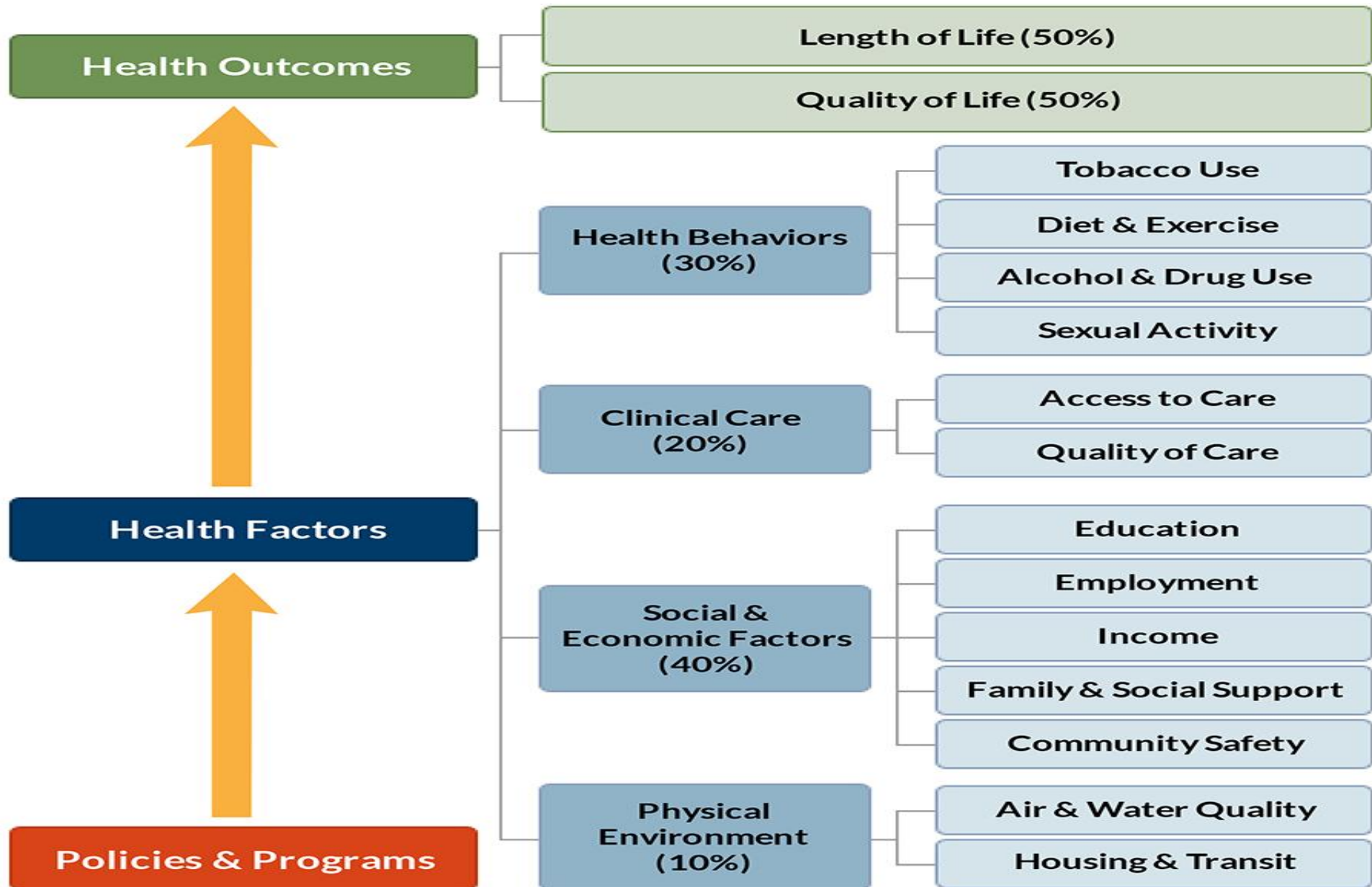


1 MI

\*Life expectancy at birth

© 2013 Robert Wood Johnson Foundation

# A Closer Look at Health Determinants





# Community Benefit: Federal Framework

Does the hospital “promote the health of a class of persons broad enough to **benefit the community**” (IRS Revenue Ruling 69-545)? Generally, **community benefit includes programs or activities that:**

- **Improve access** to health care and/or community **health**, **advance** medical or health **knowledge**, or **relieve** or reduce government or community **burden**; AND
- Responds to a **community-identified need**
- Places focus on the voices and issues facing the **underserved** in a given community (more aspirational, though final regs include some guard rails against cherry picking)

See: 2015 IRS Form 990, Schedule H [Instructions](#), pages 16-17; “[Defining Community Benefit](#),” Catholic Health Association; Community Benefit Model [Act](#) and [Commentary](#), Community Catalyst.

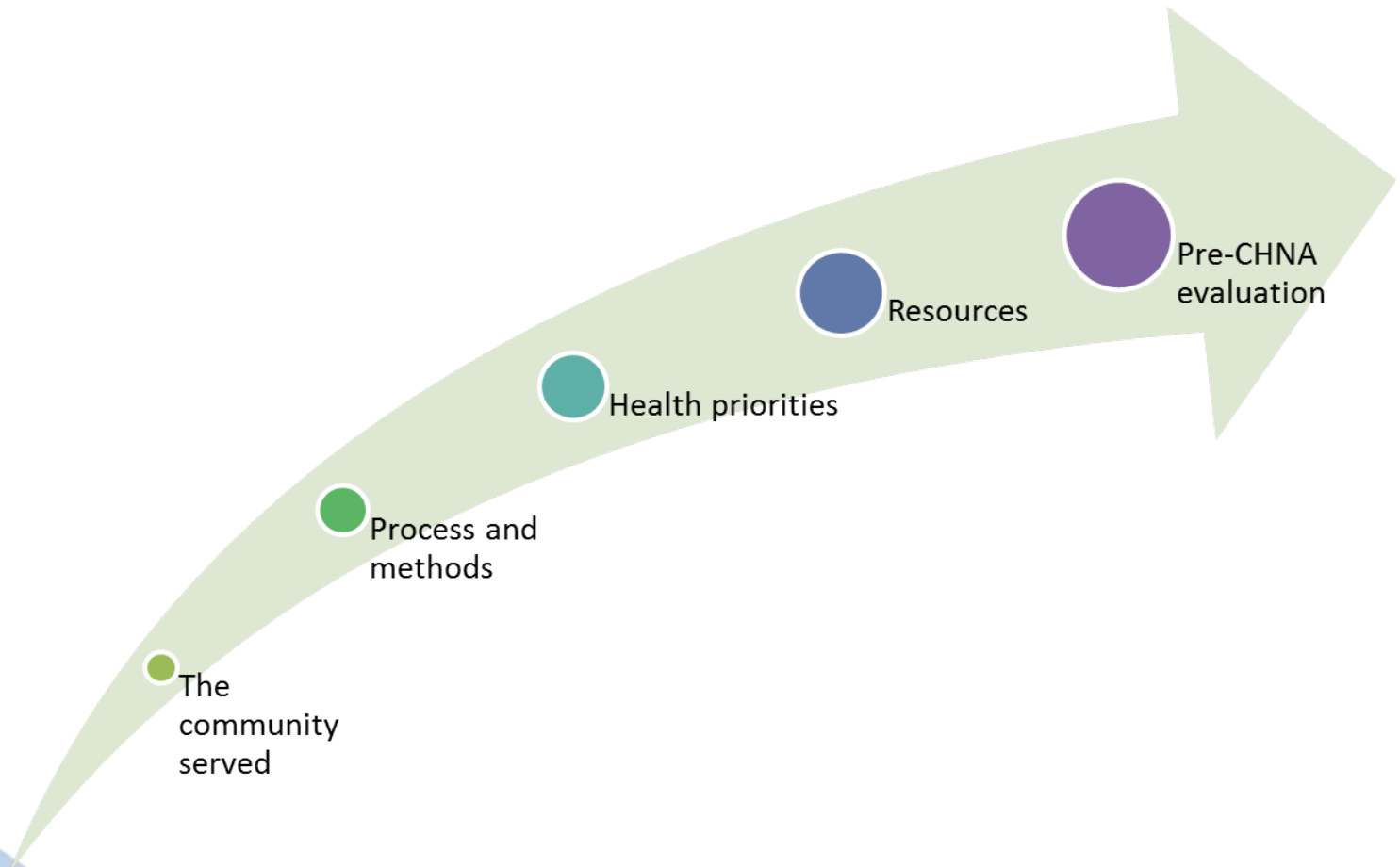
# ACA Summary (and Intervention Points)

To conduct a CHNA, hospitals must:

- 1. Define the community served**
- 2. Solicit and take into account input** from community and public health representatives
- 3. Assess the health needs** of that community
- 4. Document** the CHNA in a written report that is adopted by a board-authorized body
- 5. Make the CHNA report widely available** to the public

Hospitals must then develop an **implementation strategy** for addressing selected needs

# What's in the CHNA Report?





# Roles for Advocates

- Listening to and supporting the priorities and solutions raised by communities of concern
- Supporting CBOs and community agencies to become effectively involved in the community benefit process (making introductions, providing policy support and context, “translating” corporate- or healthcare-speak, helping to navigate new terrain, strategizing effective approaches with an institution or public policy)
- Building partnerships with hospital staff to flag new trends/developments and problems
- Assisting with outreach and feedback loops
- Reviewing plans and policies and monitoring impacts
- Participating in CHNA process/implementation strategy (e.g. healthy housing, enrollment)
- Looking for opportunities to align community benefit with other policy initiatives

# Thank You!



Questions? Comments?  
Email Jessica Curtis at  
[jcurtis@communitycatalyst.org](mailto:jcurtis@communitycatalyst.org) or call 617-275-2859





# Community Benefit From the Hospital View

---

**Julie Trocchio**

Senior Director  
**Community Benefit and  
Continuing Care, Catholic  
Health Association**





# Community Health Needs Assessment A View From Health Care Systems and Hospitals

Consumers Union Webinar  
July 13, 2016

Julie Trocchio  
Catholic Health Association of the United States

# Some Points of Interest



- Hospital boards must approve CHNAs and ISs
- Use Google to find CHNAs
- Hospital systems approach constituents' CHNAs differently

# How Do Hospitals Solicit Community Involvement?



- Second round better than first
- Go where community is: focus groups, key informant interviews, surveys
- New requirement: consider written comment to previous CHNA
- Realize missed opportunities

# How Do Hospitals Decide What Needs To Address?



## What they hear from you:

- Community priority
- Scope of problem
- Seriousness of problem
- Trend

# How Do Hospitals Decide What Needs To Address?

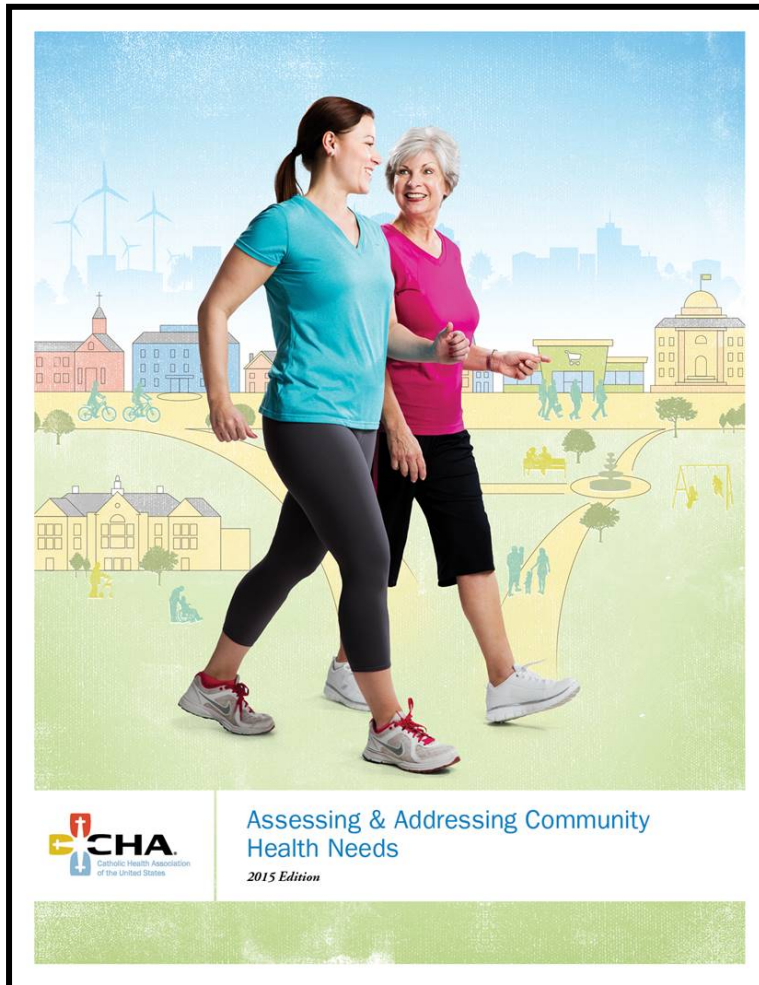


## Other factors, too:

- Hospitals' capacity, resources
- Availability of community resources
- Evidence and likelihood of making a difference
- If partnership, the will of the group
- Possibly, state, system, national priorities (violence prevention, tobacco)

- How much is enough?
- Are strategies on-line? Why? Why not?
- Upstream or down?
- Integrating with population health (a work in progress)





<https://www.chausa.org/communitybenefit/assessing-and-addressing-community-health-needs>





# Community Benefit From the Local Community Perspective

**Daniel Hodgkins**

Vice President  
**Community Benefit &  
Economic Redevelopment,  
Community Health Network**



# Community Health Needs Assessment A View From Health Care Systems and Hospitals

Consumers Union Webinar

July 13, 2016

Dan Hodgkins

Vice President, Community Benefit and Economic Redevelopment

## Some Points Of Interests

### Health Care Organizations Move Slow

- It took 264 Years for “Citrus” to be introduced into the sailors diet to prevent Scurvy.
- The Implementation Strategy assists in the adoption of CB programs and interventions
- CHNA vs. Human Rights
- Community Driven can lead us away from important issues. (Mental Health /Suicide Prevention)

## Mapping Life Expectancy: Indianapolis, IN.

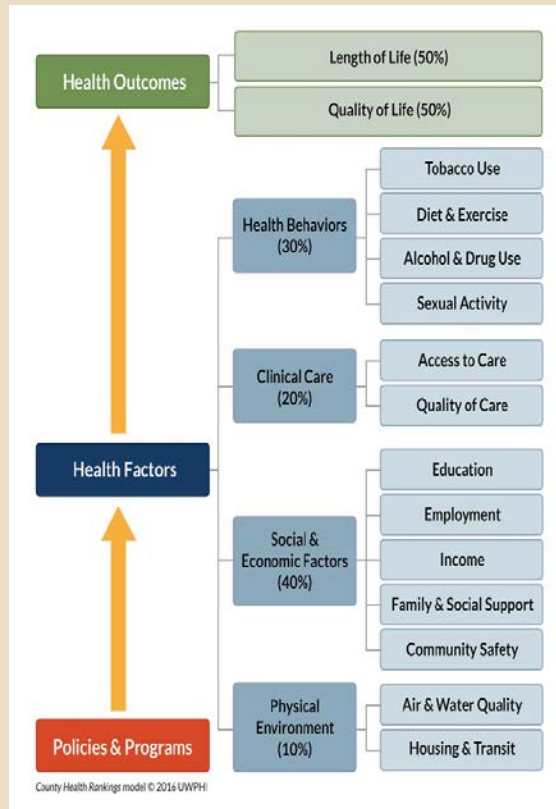


What...?  
So What...?  
Now What...?

Not just an issue of  
problem  
identification but  
also resource  
allocation

# Mapping Social Determinants of Health

Science ← → Culture



- **40% SDH - Not addressed in standard of care but highest impact on costs of health care especially emergency.**

# Hunger is a Health Issue

## Mission

Deeply committed to the communities we serve, we enhance health and well-being.

## Vision

To simply deliver an exceptional experience—with every life we touch.

## Community Benefit Implementation Strategy

1. Access.
2. ***Obesity /Diabetes***
3. Asthma.
4. Community Driven Initiatives

# Hunger is a Health Issue

## Bridging the Divide Between Clinical & Social/Economic Factors

- Health related social needs, such as food insecurity increase the risk of developing chronic conditions and reduce the individuals ability to manage these conditions.
- Health related social needs are also associated with increased emergency department visits and inpatient hospital admissions
- Many health systems lack the infrastructure and incentives to develop systematic screening and referral protocols to build relationship with existing community service providers

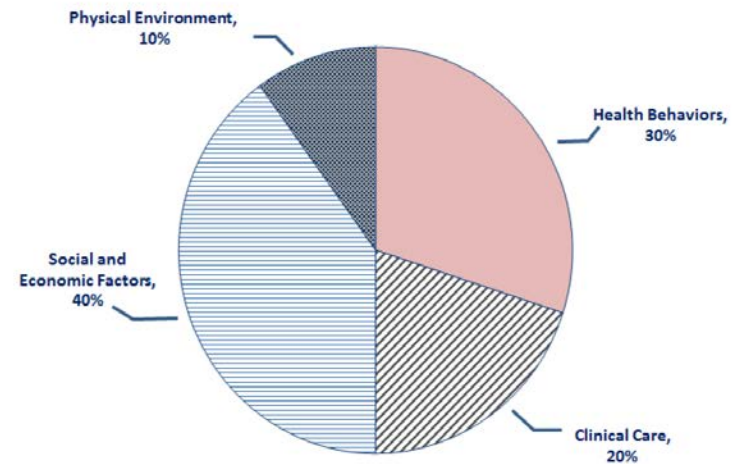


Figure 1. Modifiable Factors That Influence Health





# Hunger is a Health Issue

Solutions	<i>Issues Identified by National Quality Forum</i>		
<b>SCHOOL PROGRAMS</b>	<ul style="list-style-type: none"> <li>&gt; Limited nutrition knowledge and information</li> <li>&gt; Time Pressures</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Single parent households</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Consumer Demand</li> <li>&gt; Both parents work</li> </ul>
<b>COMMUNITY DRIVEN INITIATIVES</b>  <b>Health Communities Programs:</b>  Indianapolis East Redevelopment Committee <b>TURN Festival Committee &amp; Safety Committee</b> Partnership for A Healthier Johnson County Healthier Hamilton County  Binford Redevelopment and Growth (CHN) <b>Market at Hague (Farmers Market in 10th Year sponsored by CHNw)</b>  SNAP /Fresh Bucks Farmacy Food Rx <b>The Cupboard Food Pantry</b>	<ul style="list-style-type: none"> <li>&gt; Zoning rules</li> <li>&gt; Fear of crime</li> <li>&gt; No farmers market</li> <li>&gt; Access to calorie dense, nutritionally poor foods</li> <li>&gt; Infrequent public buses</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Deed restrictions</li> <li>&gt; No sidewalks</li> <li>&gt; Lack of access to healthy foods</li> <li>&gt; Unwilling to walk</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Limited transportation options</li> <li>&gt; No full service grocery stores nearby</li> </ul>

# Community Health Needs Assessment

## A View From Health Care Systems and Hospitals

### CMS Funding Opportunity Announcement

Historically, patients' health-related social needs have not been addressed in traditional health care delivery systems. Many health systems lack the infrastructure and incentives to develop systematic screening and referral protocols or build relationships with existing community service providers. The Accountable Health Communities (AHC) model seeks to bridge the divide between the clinical health care delivery system and community service providers to address these health-related social needs.



## Questions for the panelists?

**Use the chat box or to unmute,  
press \*6**

**\*Please do not put us on hold!\***



---

# Thank you!

Jessica Curtis  
Julie Trocchio  
Dan Hodgkins  
Robert Wood Johnson Foundation

Contact Lynn Quincy at [lquincy@consumer.org](mailto:lquincy@consumer.org)  
with your follow-up questions.

Visit us at [HealthCareValueHub.org](http://HealthCareValueHub.org) and [ConsumersUnion.org](http://ConsumersUnion.org)

