The Healthcare-Community Development Connection: Moving Beyond Traditional Roles

Patti DeWane
Chief Financial Officer
Our Mission
“Through excellence in healthcare and compassionate service, we care for our community.”

Our Vision
Remarkable Healthcare
The History of SwedishAmerican
North Central Illinois Population

Over the next five years, population is expected to decline

<table>
<thead>
<tr>
<th>Current &amp; 2018</th>
<th>5-Year Change &amp; 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>519,517</td>
</tr>
<tr>
<td><strong>Households Count</strong></td>
<td>211,477</td>
</tr>
<tr>
<td><strong>Male Population Count</strong></td>
<td>256,469</td>
</tr>
<tr>
<td><strong>Female Population Count</strong></td>
<td>263,055</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>40</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>55,001</td>
</tr>
<tr>
<td><strong>Per Capita Income</strong></td>
<td>30,384</td>
</tr>
<tr>
<td><strong>Unemployment Rate</strong></td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Source: Advisory Board’s Demographic Profiler Tool
Illinois Population

State population is expected to decline over the next five years with a growing proportion of Medicare age residents.

Current State Population: 12.8 Million
Projected 5-Year Change: -1.5%

Source: U.S. Census Bureau
Unemployment Rates

Illinois unemployment rates have fallen in recent years but remain higher than U.S. average.

Winnebago County unemployment rate is among the highest in the state.

Sources:
Illinois 2019 County Health Rankings (of 102)

<table>
<thead>
<tr>
<th>Category</th>
<th>Winnebago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length of Life</td>
<td>88</td>
</tr>
<tr>
<td>Quality of Life</td>
<td>80</td>
</tr>
<tr>
<td>Health Behaviors</td>
<td>97</td>
</tr>
<tr>
<td>Clinical Care</td>
<td>42</td>
</tr>
<tr>
<td>Social &amp; Economic</td>
<td>98</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>70</td>
</tr>
<tr>
<td>Health Outcomes</td>
<td>89</td>
</tr>
</tbody>
</table>
IMPACT OF SOCIAL DETERMINANTS OF HEALTH

Social determinants of health have tremendous affect on an individual’s health regardless of age, race, or ethnicity.

- 20% of a person’s health and well-being is related to access to care and quality of services.
- The physical environment, social determinants and behavioral factors drive 80% of health outcomes.

Socioeconomic Factors:
- Education
- Job Status
- Family/Social Support
- Income
- Community Safety

Physical Environment:
- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Sexual Activity

Health Behaviors:

Health Care:
- Access to Care
- Quality of Care

Source: Institute for Clinical Systems Improvement; Going Beyond Clinical Walls: Solving Complex Problems, 2014 Graphic designed by ProMedica.
©2018 American Hospital Association
Our Zip Code Affects Our Health More Than Our Genetic Code...
Social determinants of health is an abstract term, but for millions of Americans, it is a very tangible, frightening challenge: How can someone manage diabetes if they are constantly worrying about how they're going to afford their meals each week? How can a mother with an asthmatic son really improve his health if it's their living environment that's driving his condition? This can feel like a frustrating, almost fruitless position for a healthcare provider, who understands what is driving the health conditions they're trying to treat, who wants to help, but can't simply write a prescription for healthy meals, a new home, or clean air.
New Models: Opportunities and Challenges

- Pay for value not volume
- Existing laws, regulations and rules have not kept up with the pace of change with new payment models and the need to address social determinants
- Funding for the work at the federal, state, and local levels is siloed. The future will require blending and braiding of funding streams to address gaps in the social determinants of health.
• **Provides a community forum** where members address health issues through multi-sector collaboration.
  • Building a culture of health, working together to provide everyone with the opportunity for better health

• **Coordinates the Healthy Community Study** to define the community’s needs and priorities

• **Supports its priorities with well-defined goals and measurable outcomes**
  • Convening opportunities for decision-making and coordinated action
  • Encouraging people to take action to support change for better health
Rockford Regional Health Council Healthy Community Study

Broad base of community health indicators
  • Clinical
  • Social Determinants

Collaborative Process - Broad community/stakeholder representation
Results/Uses of the Data

RRHC: Identified Community Health Priorities, Strategies to address

Health Systems: Study data, RRHC collaboration on Community Health Needs Assessments

Other Organizations

Government: Support for planning and development

YMCA: Programming requests, strategic planning, communication materials, community grant applications

United Way: Communication materials, grant decision making and allocations, strategic planning

Winnebago County Health Department: IPlan and strategic planning

Social service agencies: Grant requests, strategic planning

Foundations: Grant development and allocations
• Changing Hearts – Cardiovascular Health Disparities Program
• Rockford Regional Health Council’s role
  • Be a catalyst, convener
  • Program Support
    • Technical Support; Data Tracking and Monitoring
    • Assist with health care referrals
  • Empower sites to take ownership
• Outcomes
  • Number of participants: 1,310
  • Blood pressure change: 8mm average decrease in systolic BP
  • Participants encouraged to “take charge of their health”
  • Empowerment of site coordinator, ministry leader
  • Increased trust in health system by minority community
SCHOOL DENTAL PROGRAM
Access to Care for Students
• Eight years, four dental providers, mobile dentistry program has been provided to parents and students
• Cost effective strategy - performing screenings and applying sealants at school

Rockford Regional Health Council’s role
• Provide opportunity for individuals and organizations to work together across sectors and disciplines

Expected and beneficial outcomes
• 10,000 students annually receive needed oral health care
• Increased access to urgent and restorative oral health care at dental provider’s office
• Locally- and nationally-recognized model
• Raises public awareness of increasing difficulty low-income students face in accessing dental care
School Based Health Clinic

Largest – fully staffed school based clinic in Illinois

Services available
  • Physical exams, diagnosis and treatment of acute illness and chronic disease
  • Dental services and testing
  • Behavioral Health Services

Rockford Regional Health Council’s role
  • Catalyst in removing obstacles to better health

Anticipated and Beneficial Outcomes
  • Serves 3000+ students
  • Increased access to care
  • Fewer emergency room visits
  • Improved health behaviors including physical activity and consumption of healthy foods
  • Reduced absenteeism
Advocacy

Access to Care Forum: Medicaid Managed Care - Annual event

RRHC Role

- Forum for collaboration - bring Providers and Managed Care Organizations to the table to address Access to Care issues for Medicaid Managed Care patients.

Attendees:

- Health care providers
- Office staff
- Reps from Managed Care Organizations

Opportunity:

- Hear update on Medicaid/Managed Care: new MCOs, rule changes, system/process updates
- Interface directly with MCOs regarding specific questions

Outcomes

- Comprehensive Billing Guide created by IAMHP – spurred by conversations at forum
- Survey results indicate relationships improved – provider/MCO; questions answered/issues resolved
Community Health Needs Assessment

1) Cancer
2) Obesity
3) Poverty and Unemployment
4) Access to Medical Care
5) Vulnerable Populations: Hispanic/Latino Population
6) Heart Care
7) Maternal/Prenatal/Early Childhood Health
8) Substance Abuse
Successful Community Programs

Mobile Integrated Health
Family Peace Center
SOLARAS: Warm Hand-off Program
Investment in urban renewal
Community & Economic Development Principles

Intentional Collaborative Results

The Three Box Solution

(A Strategy for Leading Innovation)

1. PRESENT
2. PAST
3. FUTURE
Questions?

email: pdewane@swedishamerican.org
office: 779-696-4727