





# The Importance of Community Partnership

## Theresa Green, PhD, MBA

Director, Community Health Education and Policy, URMC Center for Community Health

Building Bridges and Establishing Community Coalitions is a component of HANYS' Advancing Healthcare Excellence and Inclusion learning collaborative, launched with generous support from the Mother Cabrini Health Foundation. This series covers how hospitals can engage local leaders across sectors to build and strengthen community-based coalitions, identify shared priorities, and address health equity concerns.





# Agenda

- Introductions
  - HANYS AHEI team
  - Our funder and partner
  - Our faculty
  - Objectives
- Session 1: The Importance of Community Partnership
- Resources
- Upcoming Sessions
- Questions





# **Objectives**

By the end of this session, participants will be able to:

- Describe the importance of the community voice in addressing health disparities;
- Articulate the relationship between social inequities and health disparities, including the impact of social determinants on health outcomes; and
- Describe the importance of high-level shared leadership in community engagement for impactful coalition building.





## **HANYS AHEI team**



**Kathleen Rauch, RN, MSHQS, BSN, CPHQ**Vice President, Quality Advocacy, Research and Innovation and Post-acute and Continuing Care



Christina Miller-Foster, MPA
Senior Director, Quality Advocacy,
Research and Innovation



Morgan Black, MPA

Director, Advancing Healthcare
Excellence and Inclusion



Maria Baum, MS, RN, CPHQ Project Manager, Mohawk Valley



Rachael Brust
Project Manager,
North Country



**Kira Cramer, MBA**Project Manager,
Downstate





## **Our funder and partner**



**OUR FUNDER** 

Funding from the Mother Cabrini Health
Foundation allows HANYS to expand its capacity to
provide education, direct support, tools and data
to our members in a strategic way. With this
learning collaborative, we strive to effect lasting
change in health equity at the local level by
engaging providers and community stakeholders to
address health disparities.



Insights for Healthcare

#### **OUR PARTNER**

Through a partnership with Socially Determined, provider of Social Risk Intelligence™ solutions, <u>DataGen</u> will develop custom analytics for participants to help them understand how and where communities are affected by social risk so they can develop tailored intervention strategies.

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# **Our faculty**



Theresa Green, PhD, MBA

Director of Community Health Policy and Education

URMC Center for Community Health

Bio



Julia E. Iyasere, MD, MBA

Executive Director

Dalio Center for Health Justice

at New York-Presbyterian

Bio





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# Hospitals/health systems are in the business of improving health





# Mission Statements...

...improve the well-being of patients and communities by delivering the highest quality healthcare in a safe, compassionate environment enriched by education, science and technology.

We strive to provide patients with the most **innovative and compassionate care** by our incredible doctors, every single day. We seek to make the fundamental discoveries that underlie advances in medicine.

To heal, to teach, to discover and to advance the health of the communities we serve.

...improving the health of our community and is dedicated to providing compassionate, comprehensive and innovative health care in a safe environment where the patient always comes first.

...provide compassionate patient care with seamless coordination and to advance medicine through unrivaled education, research, and outreach in the many diverse communities we serve.

...to provide compassionate, high-value, quality care, improving health in Western New York and beyond, educating future health care leaders and discovering innovative ways to advance medicine.





## "HEALTH"

The World **Health** Organization (WHO) defines **health** as 'a state of complete physical, mental and social **wellbeing**, and not merely the absence of disease or infirmity'

**So...** 

Assuring HEALTH is more than treating disease, more than health care delivery

AND...

Most HEALTH occurs outside of the 10-30 minute annual visit

equal opportunities



accessible

respect

**flexible** working ments

ghbours

ccountable

OPPORTU **businesses** 

**ACCESS** 

SAFETY

**WALKABLE & CYCLABLE** 











CLIMATE Change Resiliance DIVIERSE 🚝 AFFORDABLE WELL DESIGNED ENERGY EFFIGENT S

> sustainable growth



green

OP

# Comprehensive approach to health









# Main driver of health outcomes is *not* health care delivery.







Employment and working conditions

60%

Income and social status

Personal health practices and coping skills

10%

**Health** services



Physical environments

Education

Healthy child development

Biology and genetic endowment

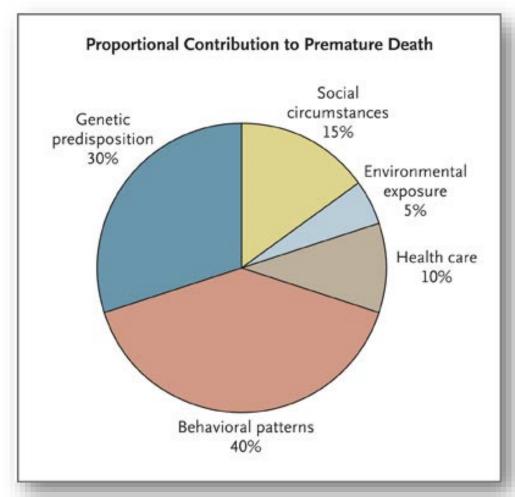
30%

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# We Can Do Better — Improving the Health of the American People



Social +
Environment +
Behavior =
60% contribution to
premature death

Steven A. Schroeder, MD

Adapted from McGinnis JM, The case for more active policy attention to health promotion. Health Aff (Millwood) 2002;21:78-9

Schroeder SA. N Engl J Med 2007;357:1221-1228





## Contributions of Health Care to Longevity: A Review of 4 Estimation Methods

Robert M. Kaplan, PbD Arnold Milstein, MD, MPH

Clinical Excellence Research Center, Stanford University School of Medicine, Stanford, California

#### **ABSTRACT**

**PURPOSE** Health care expenditures and biomedical research funding are often justified by the belief that modern health care powerfully improves life expectancy in wealthy countries. We examined 4 different methods of estimating the effect of health care on health outcomes.

**METHODS** We reviewed the contributions of medical care to health outcomes using 4 methods: (1) analyses by McGinnis and Schroeder, (2) Wennberg and colleagues' studies of small area variation, (3) Park and colleagues' analysis of County Health Rankings and Roadmaps, and (4) the RAND Health Insurance Experiment.

**RESULTS** The 4 methods, using different data sets, produced estimates ranging from 0% to 17% of premature mortality attributable to deficiencies in health care access or delivery. Estimates of the effect of behavioral factors ranged from 16% to 65%.

**CONCLUSIONS** The results converge to suggest that restricted access to medical care accounts for about 10% of premature death or other undesirable health outcomes. Health care has modest effects on the extension of US life expectancy, while behavioral and social determinants may have larger effects.

Ann Fam Med 2019;17:267-272. https://doi.org/10.1370/afm.2362.

"Health care has modest effects on the extension of US life expectancy, while behavioral and social determinants may have larger effects."





# Current way of doing things is NOT working.

#### **SPENDING**

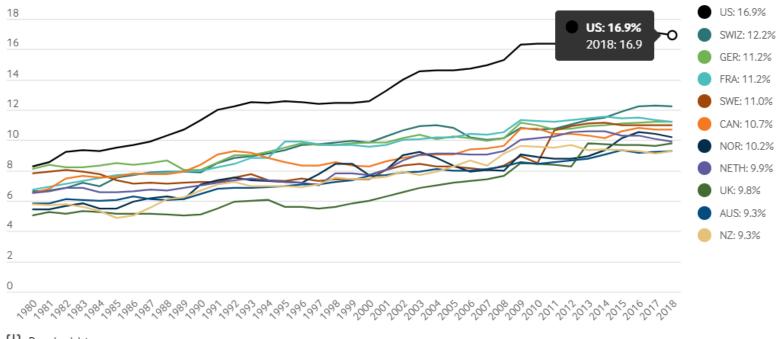
#### The U.S. Spends More on Health Care Than Any Other Country





Percent (%) of GDP, adjusted for differences in cost of living Legend shows 2018 data\*

#### OECD average: 8.8%



Download data

Notes: Current expenditures on health. Based on System of Health Accounts methodology, with some differences between country methodologies. GDP = gross domestic product. OECD average reflects the average of 36 OECD member countries, including ones not shown here. \* 2018 data are provisional or estimated.

Data: OECD Health Statistics 2019.





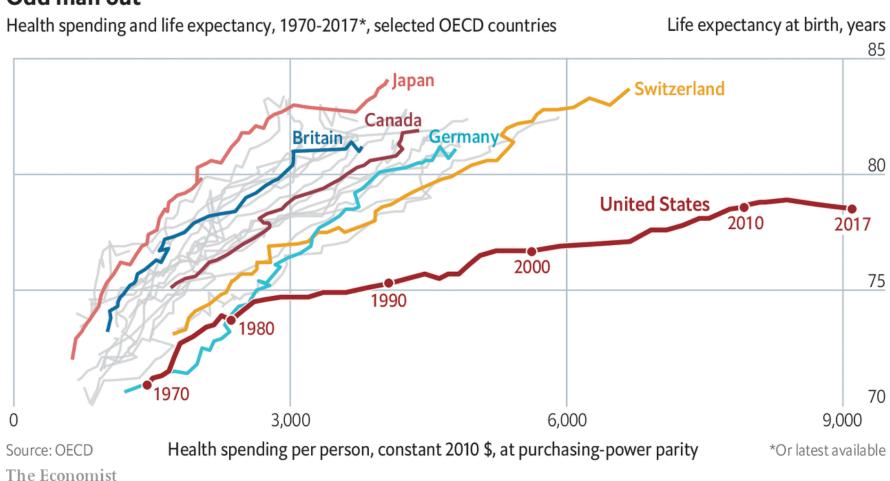




national priorities.org

## **VALUE?** Outcomes per health spending?

### Odd man out



Health spending and life expectancy
July 18, 2019 6:00pm by Barry Ritholtz





## **POPULATION HEALTH**

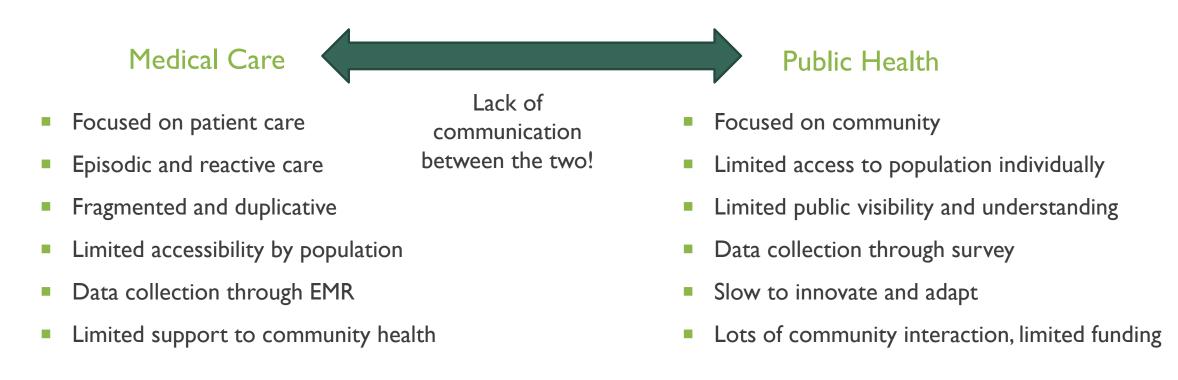
Population health is defined as the health outcomes of a group of individuals, including the distribution of such outcomes within the group.

Co-Chair of the Institute of Medicine Roundtable on Population Health Improvement Emeritus Vice-Chancellor for Health Sciences at the University of Wisconsin-Madison, School of Medicine and Public Health.



Kindig, DA, Stoddart G. (2003). What is population health? American Journal of Public Health, 93, 366-369.

# POPULATION HEALTH STUDIES THE SYSTEM = HEALTH CARE + PUBLIC HEALTH



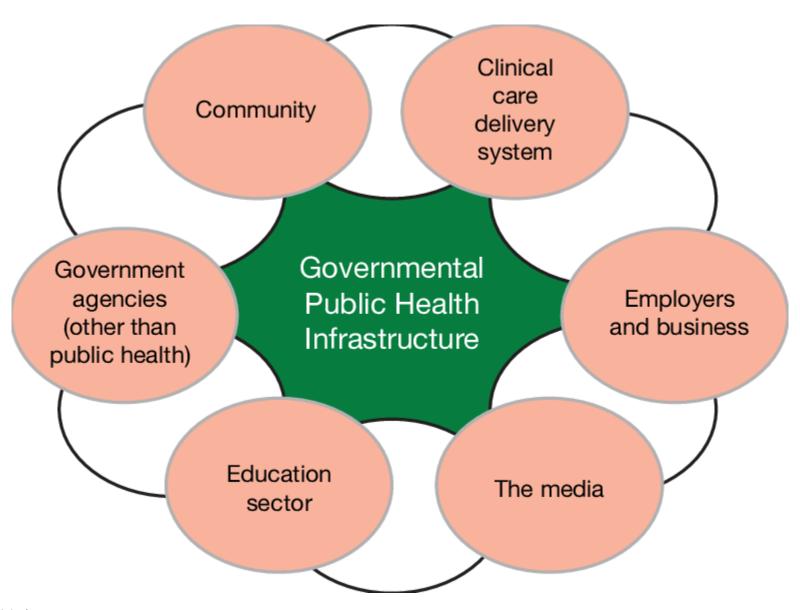
Waste & inefficiency and Inequitable outcomes leads to

Limited population health impact

#### Institute of Medicine (IOM) Population Health Model











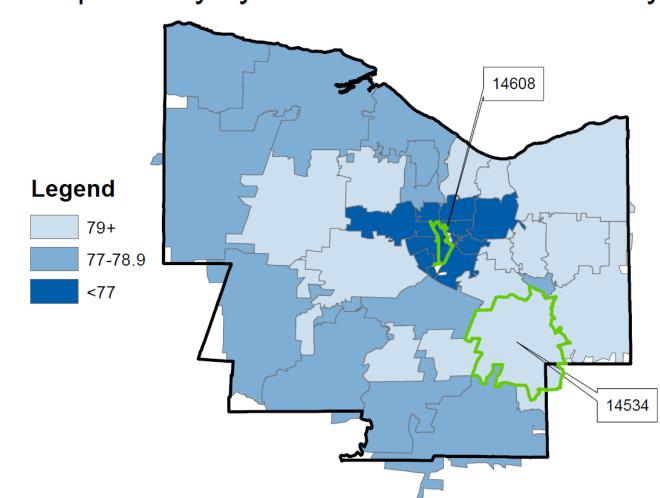
# Population health is defined as the health outcomes of a group of individuals, including the distribution of such outcomes within the group.

Life Expectancy by ZIP Code - Monroe County

As a resident of **Monroe County**, you can expect to live 78.2 years, but is that consistent throughout the county?

10 miles = 10 years of life

Monroe County Health Profile, 2017





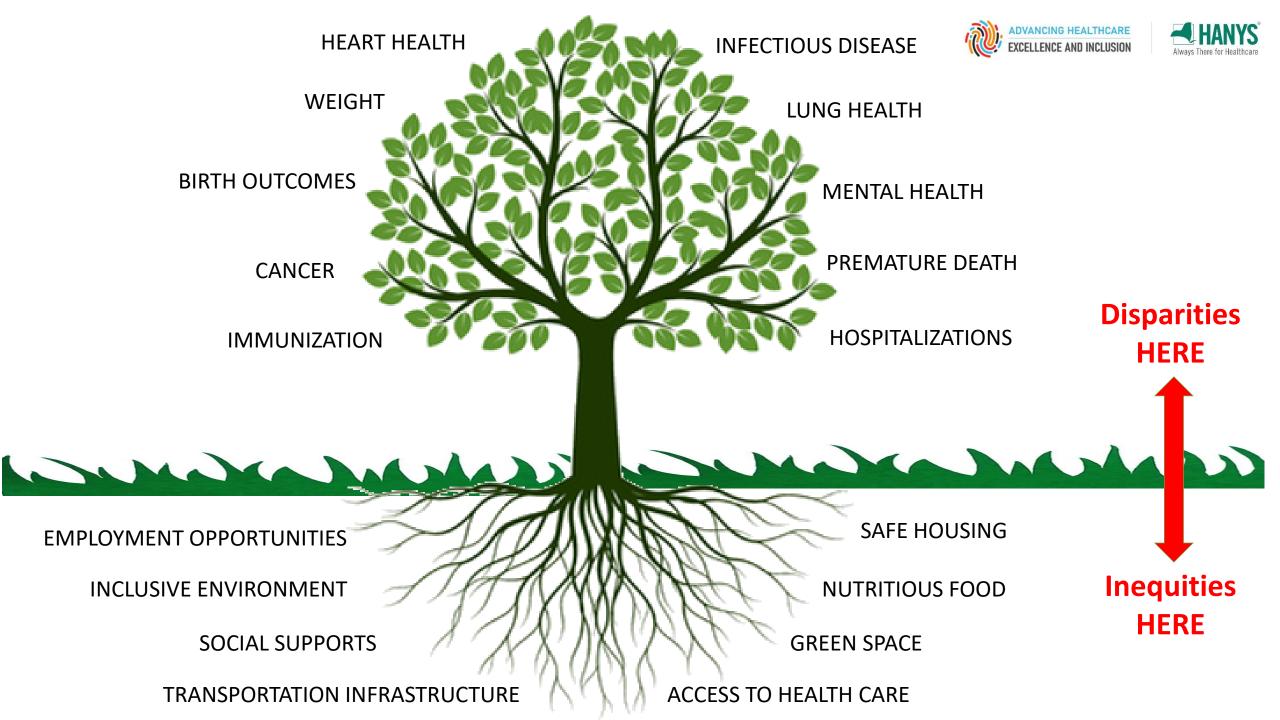


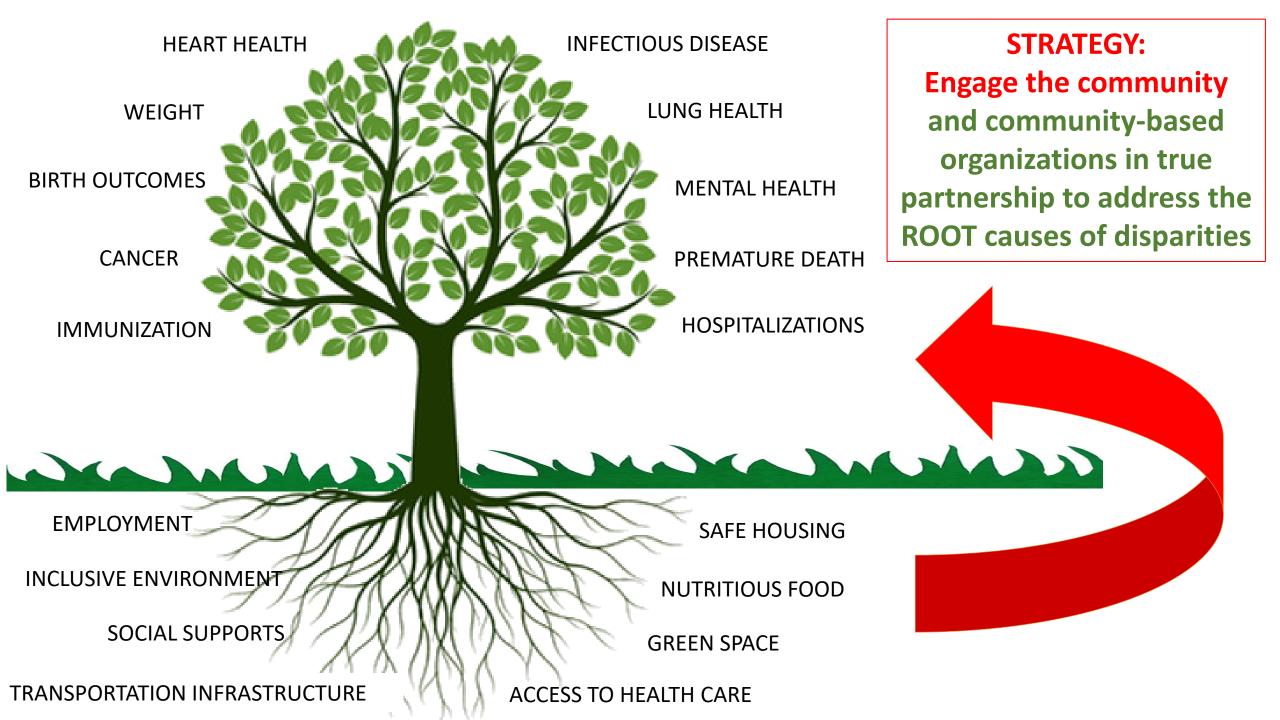
# Decrease the variation in health outcomes!

'Health equity' or 'equity in health' is the ideal that everyone has a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential.

'Health disparity' is avoidable, unfair, or remediable differences in health outcomes among groups of people,

• Can be due to differences in race, age, gender, social or economic status, geography or by any other means of stratification.









Community engagement is essential in addressing health equity and is defined as collaboration between institutions and the larger communities (local, regional/state, national, global) for the

GOAL!

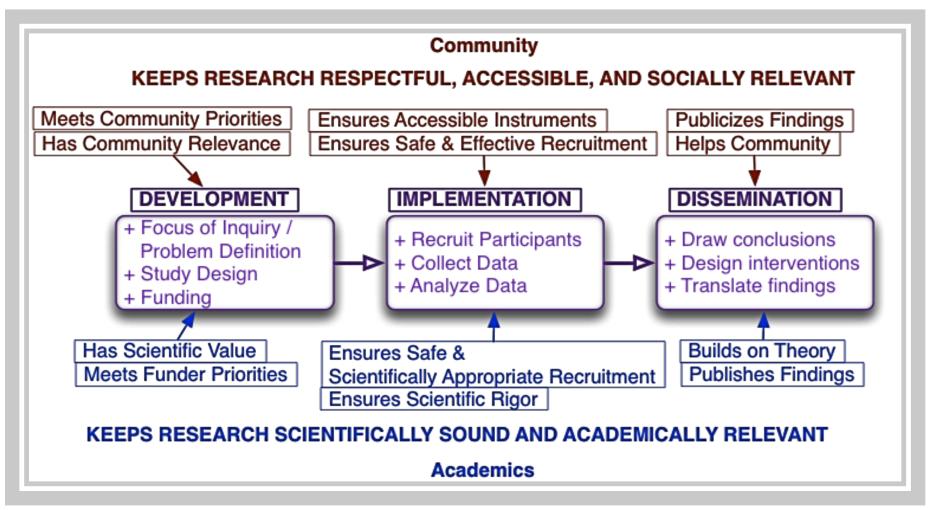
mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

Carnegie Foundation for the Advancement of Teaching. *The 2024 Elective Classification for Community Engagement*. <a href="https://carnegieelectiveclassifications.org/the-2024-elective-classification-for-community-engagement/">https://carnegieelectiveclassifications.org/the-2024-elective-classification-for-community-engagement/</a>. Published n.d. Accessed March 16, 2022.





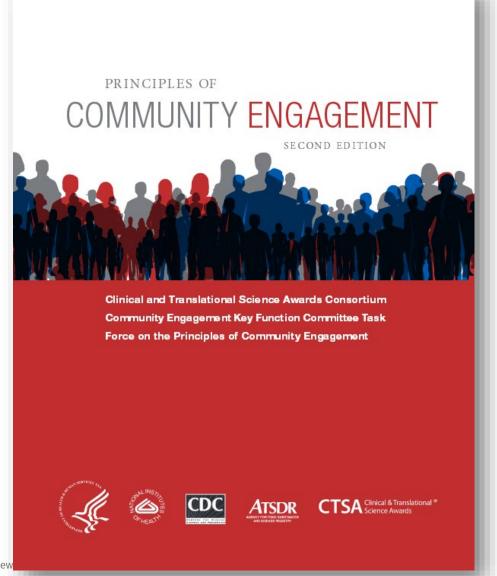
# Community Based Participatory Research

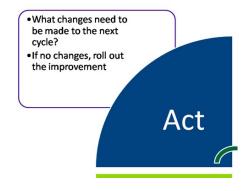






# Why Community Engagement?





"In general, the goals of community engagement are to build trust, enlist new resources and allies, create better communication, and improve overall health outcomes as successful projects evolve into lasting collaborations" (CDC, 1997; Shore, 2006; Wallerstein, 2002)





# Guiding Principles of Community-Engaged Research

Long term engagement

Mutual benefit

**Mutual respect** 

**Shared findings** 

**Enhanced community capacity** 

**Shared responsibility** 

**Evidence-based** 

Collaborative from start to finish

Responsive to community priorities

and perspectives

Developed by the University of Rochester Medical Center (URMC) Community Advisory Board, *Approved September*, 2008 How do health systems effectively engage community to improve health and health equity?







Shared Leadership Intentional Initiatives

Connected Patients

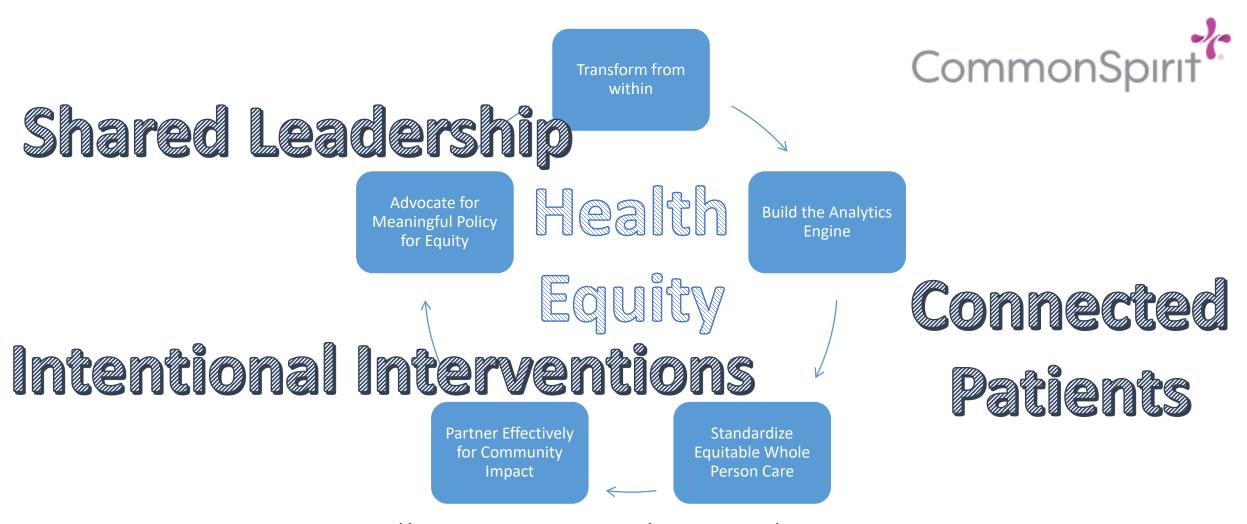


- Healthy patients
- Healthy communities
- Improved trust of the institution
- Decrease in health disparities
- Improved patient care
- More effective initiatives
- Better quality metrics
- Increased value reimbursement
- Etc., etc., etc.

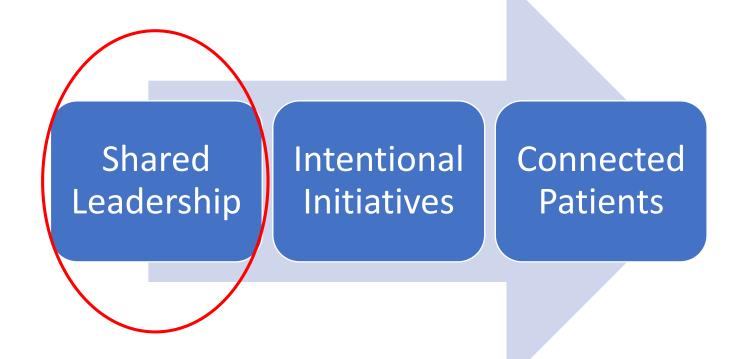




# Health Equity Blueprint for Action



33









"To advance health equity, health systems must explicitly include and engage with those in poverty, communities of color, American Indians, immigrant communities, and others experiencing health inequities. Efforts to advance health equity will be more successful if they are designed with (not simply for) communities experiencing health disparities."

**OUTREACH** 

information

Provide

services

and

#### **ADVANCE COMMUNITY ENGAGMENT:**

Engage community partners in leadership and decision making!

Invite
community
Consult participation on specific issues information or feedback from

the community

COLLABORATE
Form partnerships with the community on each aspect of a project from development to completion

Form strong partnership structures among participating

entities

SHARED

LEADERSHIP

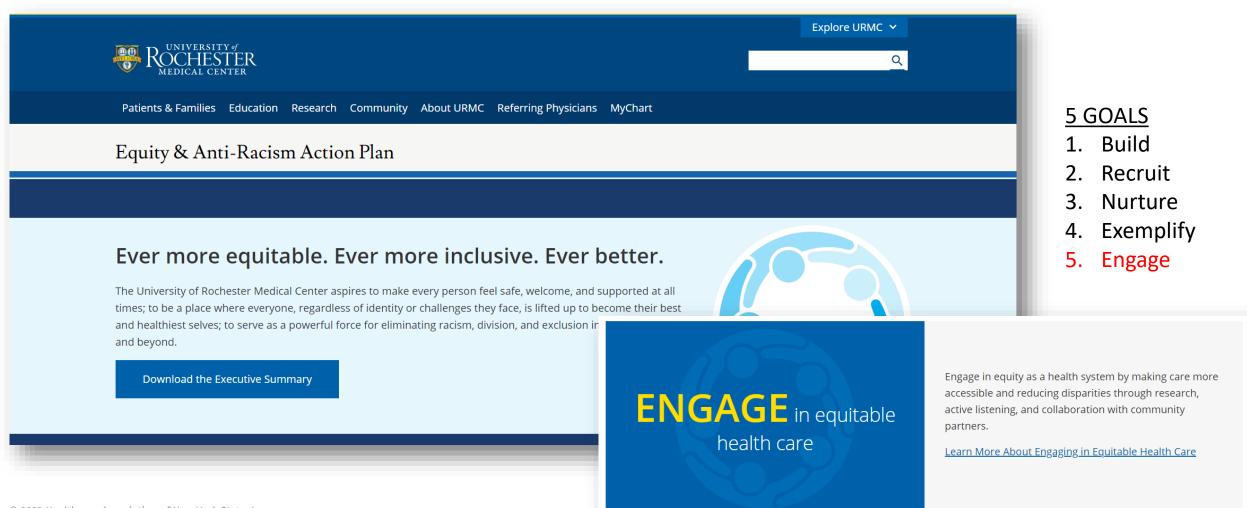
(Source: Clinical and Translational Sciences Awards Consortium Community Engagement Key Functions Committee Task Force on the Principles of Community Engagement, 2011.)





## URMC 2020-25 Equity and Anti-Racism Action Plan

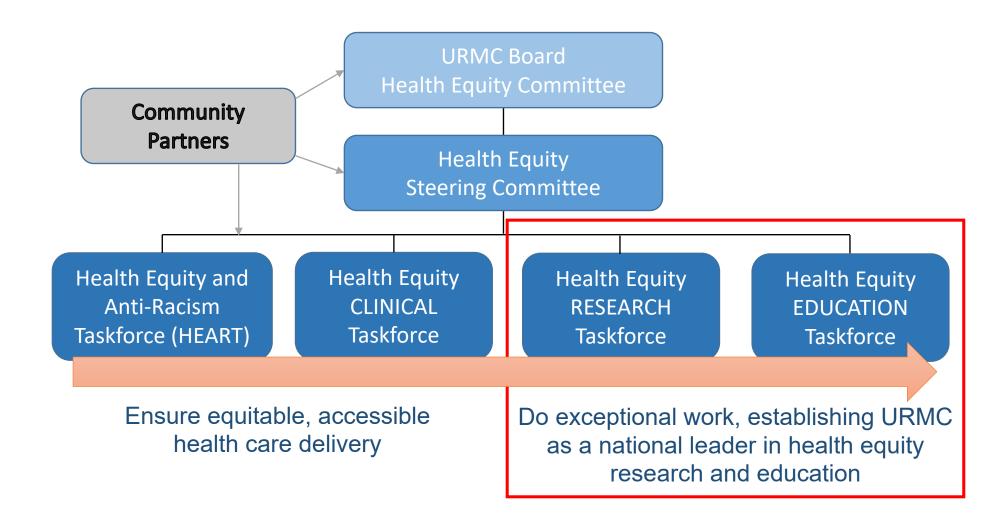
• <a href="https://www.urmc.rochester.edu/equity-antiracism-action-plan.aspx">https://www.urmc.rochester.edu/equity-antiracism-action-plan.aspx</a>

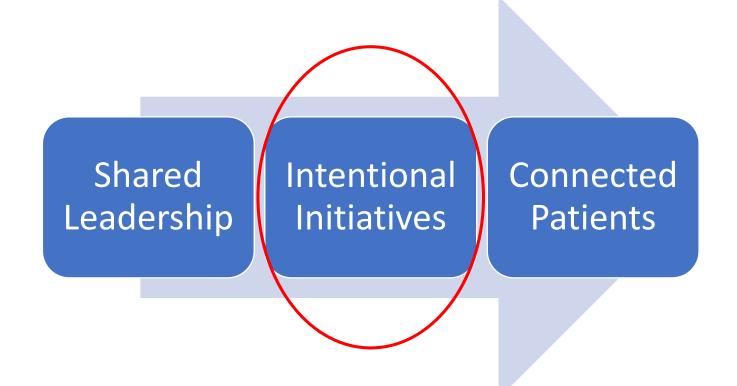


### EARAP Goal 5: Leadership Structure











# Health Equity Inventory - the start





AAMC | Center For Health Justice

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Home / Building a Systems Approach to Community Health and Health Equity for Academic Health Centers

# Building a Systems Approach to Community Health and Health Equity for Academic Health Centers

The AAMC is helping academic health centers achieve health and health care equity by building their capacity to create community health systems. These community health systems will strategically weave together institutional community health initiatives and partnerships with local organizations.

Medical schools and teaching hospitals are addressing health and health care inequities across their research, education, and clinical missions, but these efforts aren't always coordinated across the institution. In the absence of coordination (and formal evaluation), community health initiatives are not as efficient or effective as they could be. A lack of coordination also makes it difficult to build the

The URMC focused work on building health equity systems in 2017 through a AAMC competitive grant process.

#### We worked with

- Eastern Virginia Medical School
- Florida International University,
   Herbert Wertheim College of Med
- MedStar Health
- U of Mississippi Medical Center
- Vanderbilt University Medical Center
- University of Florida
- Western Michigan University Homer Stryker M.D. School of Medicine





# Health Equity Inventory - Next steps!



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**NEWS** 

### **Getting the House in Order**

March 1, 2022

The Health Equity Inventory: A New Way to Work Together for Community **Health Equity** 



Imagine that your neighborhood has few options for residents to purchase fresh, healthy foods. Now imagine that you run a food bank, and your clients and staff want to start a community garden to expand those options. What would you need to know to get started? The names of organizations in your community that have funding to support work on food justice would be a good place to start. You could find out about

The URMC was selected to pilot the **Health Equity Inventory Tool to** begin to take community engagement to the next level.

#### Working with:

- Eastern Virginia Medical School
- Oregon Health & Science University
- University of California, San Francisco
- University of Rochester
- Vanderbilt University Medical Center





# Health Equity Inventory Tool

a new, cloud-based coordination tool to help institutions and community organizations communicate with each other about their health equity work, initiate new partnerships and improve existing effective partnerships.

		External Partners		
		Organization	Contact	
School/Department/Program	Cont	FLPPS	Katherine Rogala	
Community Benefits	There	Systems Integration		
School of Nursing	Mitch	Common Ground Health		
Medical Center	Ann I			
Hoekelman Center	Kelly			
Center for Community Engagement	Gleni			
Clinical and Translational Science Institute	Karer		A A N A A Association	on of
Office of Government and Community Relation	Clayt	Lifespan of Greater Rochester	AAMC Association American	Modical Collogos
Health Equity Program Support Office	Wend	Children's Institute	Alliencan	iviedicai Colleges
Office of Equity and Inclusion	Adrie	2.1.1	Jordan Marsh	
URMC Faculty Group	Erik A	St. Josephs Neighborhood Center	Jennifer Sahrle	
Social work office	Kelly	Catholic Family Center	Lori VanAuken	
Center for Community Health & Prevention	Laura	Sugarwala		
Quality Institute	Irena	Boyce		

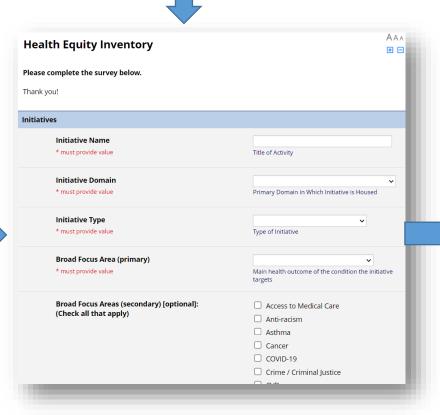
Gathering input to jointly BUILD the tool!











- Reports of initiatives for URMC and partners
- Transparency and data sharing for all
- Opportunities to identify partnerships and synergies
- Opportunities to identify underserved populations and geographies
- Better coordination internally and with partners
- Build on existing partnerships to deepen engagement

### Health Equity Inventory = tool for deeper engagement





# Health Equity Education Video

<u>Purpose</u>: To introduce viewers to the Rochester community focusing on the abundant resources, but also on the inequitable distribution of those resources based on race and socioeconomic status

<u>Audience</u>: Primarily graduate medical students (residents), but also undergraduate medical students, graduate students, nursing students and potentially new faculty and staff. Small bites of the video should be appropriate for use by the Office of Equity and Inclusion to demonstrated the intent of the Equity and Anti-Racism Action Plan

<u>Length of the Video</u>: 10-20 minutes is anticipated, with smaller sound bites for social media

### Video Interviews with...

Linda Clark (Physician, Common Ground Health, Black Physicians Network)

Wade Norwood (CEO Common Ground Health, resident, pastor)

Telva Olivares (Physician, lead of Health Equity Task Force)

Michael Mendoza (Physician, Commissioner MCDPH)

Adrienne Morgan (VP Office of Equity and Inclusion, EARAP)

Andy Carey (Social Worker with URMC Street Outreach and REACH)

Mitch Gruber (Foodlink)

Shawn Nelms (Superintendent at EAST, Warner)

Jodi Cook (Teacher in science health pathway at EAST)

Malik Evans (Mayor Elect Rochester)

Luis Rosario-McCabe (School of Nursing, LGBTQ)

Angelica Perez (Ibero)

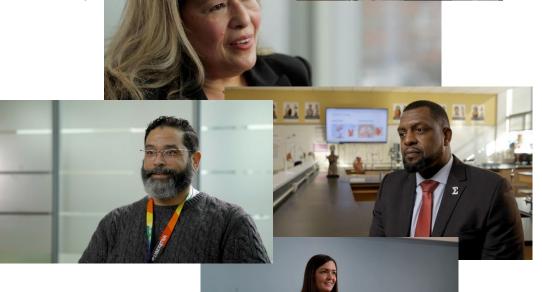
Seanelle Hawkins, EdD (President and CEO Urban League)

Kelly Mathews (National Center for Deaf Health Research)







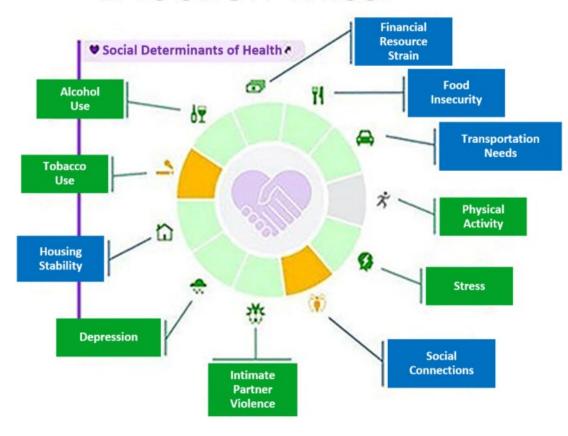






## Collecting social determinant of health information

### **EPIC SDOH Wheel**



Use existing tools in the EMR. For URMC that means EPIC

#### **EPICs Social Determinants of Health Wheel**

- 1. Financial resource strain
- 2. Food insecurity
- 3. transportation needs
- 4. Physical activity
- 5. Stress
- Social connections
- 7. Intimate partner violence
- 8. Depression
- 9. Housing Stability
- 10. Tobacco use
- 11. Alcohol use

URMC focused on three areas that we weren't collecting information for already: finance, food, transportation

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MEDICINE of THE HIGHEST ORDER





# System Change: Housing



#### **DePaul Hopelink at Shelter Cove**

a Short-Stay (10 bed) Residence, is a partnership between DePaul Community Services and Strong Memorial Hospital. This provides a unique residential alternative upon discharge from the hospital.



Sanctuary House



Francis Center

Catholic Family Center (CFC) and Strong and Highland Hospitals have partnered to provide homeless individuals with temporary transitional supportive housing (20 beds) after being discharged from the hospital.



# System Change: Food

We had the ability to screen for food insecurity, but we were missing a community partnership and workflow to help us **immediately** connect patients in **urgent need** to nutritious and affordable food options **on-site**.









The Department of Social Work and Patient & Family Services, the Health Equity Program Support Office (HEPSO), and Food and Nutrition have forged a partnership with FoodLink to operationalize food pantry pilots. The partnership includes piloting a referral-based, emergency food pantry for patients identified as food insecure at an appointment or during their hospital stay.



# System Change: Food



Patients here for a Primary Care Visit



4

Patient survey included in bags













# AHA Health Equity Roadmap: https://equity.aha.org/



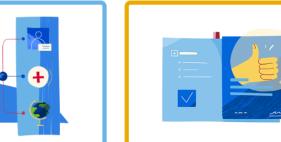


#### The Six Levers of Transformation

Research and experience show that leading health equity strategies cut across six levers of transformation within health care organizational structures. Explore and

learn what's needed to build internal capacity to improve performance and advance on the equity

Download Our Literature Review







The Health Equity Roadmap

The Six Levers of Transformation

Register / Log In

The Community Collaboration for Solutions Lever Includes:

Search..

Search this site O Search all of AHA

Take the Assessment

Q



← Back to All Levers

#### **Community Collaboration for Solutions**

Collect

Advancing health equity and fostering healthy communities by investing in strong hospital-community partnerships.

**Understanding Your Community** 

Explore More

Strengthening Community **Partnerships** 

**Explore More** 

Investing in Your Community

**Explore More** 



**Culturally Appropriate** 

**Patient Care** 

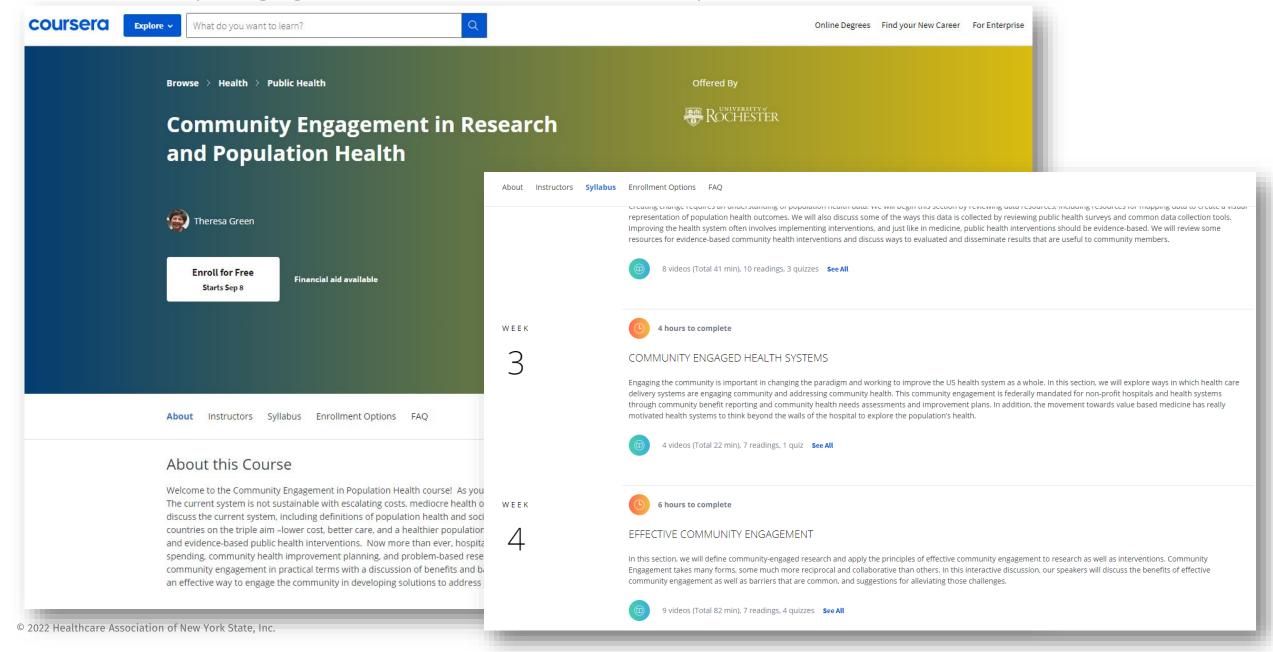


Systemic and Shared Accountability

### Community Engagement in Research and Population Health











### Resources

- Principles of Community Engagement CDC
- Social Determinants of Health: Know What Affects Health CDC
- <u>Spectrum of Public Participation</u> International Association for Public Participation
- <u>Community Health and Equity Resources</u> American Hospital Association

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# Thank you!

Theresa\_Green@URMC.Rochester.edu







## **Upcoming sessions**

Friday, September 16, 10:00 – 11:00 a.m.

### Session 2: Identifying Community Partners and Building the Team for Health Equity

Community coalitions provide a forum to establish shared priorities, discuss inequities and propose collaborative solutions. This session will focus on strategies to identify and engage potential partners.

Friday, September 30, 10:00 - 11:00 a.m.

### Session 3: Sustaining Strong Coalitions and Measuring Success

It is important to measure the impact of your coalition. This session will address how to sustain a coalition, use data to track progress, and how to measure the success of the coalition.

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# Questions?

#### Theresa Green

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#### Morgan Black, MPA

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#### **AHEI Team**

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