POPULATION HEALTH IMPROVEMENT
Planning for Action

PRESENTED BY:
PHIP Team

February 2016
Welcome
Introductions
We need to hear from you!

- Describe our objectives for 2016;
- Review the HealthyADK marketing plan;
- Describe the HealthyADK evaluation plan;
- Demonstrate the role of HealthyADK in supporting our efforts;
- Discuss a potential approach for planning our efforts; and
- Discuss activities and next steps.
**AHI Mission, Vision and Guiding Principles**

**MISSION:**
To promote, sponsor, and coordinate initiatives and programs that improve health care quality, access, and service delivery in the Adirondack region.

**VISION:**
The innovative hub for population health management.

**GUIDING PRINCIPLES:**
- Collaboration
- Catalyst
- Community
Population Health Improvement is a **systematic effort** that must be **sustained over time**.

The **process** to improve population health involves an **ongoing collaborative, community-wide effort** to:

- assess applicable data to identify, analyze and address health issues;
- inventory community assets and resources;
- identify community perceptions about health issues;
- develop and implement coordinated strategies;
- develop measurable objectives and indicators and assess progress;
- identify accountable entities; and
- cultivate community ownership of the process.
Population Health Improvement – Key Concepts

- Culture of Health
- Health Disparities
- Data-driven Prioritization
- Collective Impact
- Transformation
Determine how we will work together to improve the health of our region;

Understand and value our efforts in the context of the significant transformation of the delivery of health care services that is occurring in New York State;

Engage stakeholders from multiple community sectors throughout our region;
Identify the:

- health-related priorities we will address;
- community(ies) we will work with;
- programs/individuals in those communities who we need to enlist to assist our efforts; and
- projects (services/interventions/programs/strategies) we will use to address the priorities;

Support the implementation of the project (e.g. convene meetings/training, share data and expertise, conduct learning collaboratives, enlist the assistance of a community coach, etc.); and

Evaluate the impact of our efforts.
Overview of the HealthyADK Marketing Campaign
HealthyADK Marketing Plan: Mailer

- Community Leaders
- Public Officials
- Employers
- Educators
- Health Care Providers
HealthyADK Marketing Plan: Google Analytics

- 114 sessions/77 users between January 18-24...
- 145 sessions/124 users on January 25 (launch day)...
- 103 sessions/102 users on January 28 (post card arrival).

53% of traffic the week before the launch comprised new visitors...

The percentage of new visitors rose to 85% the week following the launch.
Overview of the HealthyADK Evaluation Plan
Purpose:

- Assess the marketing strategies for the site;
- Assess site utilization;
- Assess value of site/site content.

Three ways:

- Google Analytics;
- Site-based surveys/site user feedback;
- Interviews.
How HealthyADK Supports Our Population Health Improvement Efforts
Participatory
Key Points:

- A system is more than the sum of its parts;
- Many of the interconnections in systems operate through the flow of information;
- The least obvious part of the system, its function or purpose, is often the most crucial determinant of the system’s behavior;
- Systems structure is the source of systems behavior. Systems behavior reveals itself as a series of events over time.
The Iceberg Model: Ways of Explaining Reality

- **Events**: Orientation looks for immediate cause and effect
- **Patterns**: Systems Thinking looks beneath the surface at the patterns, trends, structures, and systems at play
- **Trends**: What Just Happened?
- **Structures**: What's been Happening?
- **Mental Models**: What are the common forces at play? 5 Whys
- **Models**: How do processes and organization impact?
- **Persist**: How does our thinking allow this to persist?
Identification of Our Region’s Health-related Priorities
Priorities by Sector - Clinton County
Local Health Department and Hospital

Promote Healthy/Safe Environment
Improve the design and maintenance of the built environment

- Promote Complete Streets initiative and increase percentage of residents utilizing current available opportunities for physical activity;
- Support transportation options that reduce air pollution from mobile sources (e.g., support public transportation, community planning incorporating enhanced walkability or cycling, etc.).

Promote Mental Health/Prevent Substance Abuse
Strengthen infrastructure for Mental, Emotional, Behavioral (MEB) health promotion and disorder prevention

- Identify specific roles different sectors and key initiatives have in contributing towards MEB health promotion and crisis intervention.

Source: Clinton County Department of Health and Champlain Valley Physicians Hospital Prevention Agenda Priorities
Priorities by Sector - Clinton County

Behavioral Health (Mental Health, Substance Abuse, Developmental Disabilities)

- **Integrate** behavioral health and health care;
- Establish ambulatory detoxification services;
- Establish crisis stabilization services *co-located* with ambulatory detoxification services;
- Adopt a **system-wide** approach to suicide prevention;
- Utilize **technology** to enhance knowledge of behavioral health services;
- Develop an **interdisciplinary action plan** to reduce the impact of heroin/opiate use;
- Promote **collaboration** among Developmental Disability, Mental Health and Addiction providers;
- Collaborate with the Housing Authority to enhance a continuum of affordable and quality **housing** opportunities;
- Strengthen an accessible, affordable and reliable **transportation** system;
- Bolster the behavioral health **workforce**.

Source: 2016 Local Service Plans
Priorities by Sector - Clinton County

Aging

- Strengthen **partnerships** with health care providers and develop models that reach new populations;
- Work with other state agencies and local partners to **prevent readmission to hospitals**;
- Teach older adults how to **manage complex chronic conditions**;
- Promote and expand access to **health and wellness/disease management and prevention programs**;
- Expand opportunities for **integration** of non-clinical support services within physical and behavioral health care systems;
- Provide one-on-one assistance to understand the complexities of and navigating Medicare and other **health insurance**;
- Utilize the experience, expertise and skills of older New Yorkers to help address **workforce** shortages in areas such as health care.

Source: NYS Office for the Aging State Plan 2015-2019
Priorities by Sector - Clinton County

Disability – Independent Living

- Among persons ages 18 and over in New York State, people with disabilities have nearly twice the rate of obesity as individuals without disabilities;
- Among persons ages 18 and over in New York State, people with disabilities smoke at a much higher rate than individuals without disabilities;
- Rural residents are a key underserved population;
- Transportation is a key barrier to accessing services and to independent living for people with disabilities, especially in rural areas of the state;
- Other services identified by consumers of independent living services that were either not available or of limited availability in their community are: housing; recreational opportunities; employment; and home care/personal assistance.

Source: NYS Independent Living Council 2015 Statewide Needs Assessment
Priorities by Sector - Clinton County

Early Childhood Services

- Develop coordinated smoking cessation strategies for pregnant women and families with young children;
- Help reduce childhood obesity by promoting healthy food/nutrition and physical activities for young children and their families;
- Develop a system of universal screening for social/emotional health and provision of appropriate referrals for assessment, treatment, and services for families;
- Improve the availability of services for families with children who are affected by parental substance abuse and/or mental health issues;
- Increase options to address social and emotional health for families affected by domestic violence;
- Improve evidenced-based training for providers and families of children with Autism Spectrum Disorder.

Source: Clinton County Great Start Collaborative Strategic Plan 2013
Priorities by Sector - Clinton County

Schools

- Healthy Schools NY is a grant funded program designed to positively impact the lifelong health of students by decreasing their risk of chronic disease;
- Healthy Schools NY works closely with school districts in Clinton, Essex, Franklin, and Hamilton counties to improve the comprehensiveness and strength of wellness policies around nutrition and physical activity;
- Stronger, more comprehensive policy language has allowed these districts to implement practices that promote consumption of healthy foods, limit food marketing, provide short activity breaks in the classroom and offer increased opportunities for physical activity before, during and after the school day. These practices that improve student health have also been shown to boost academic performance.

Source: Clinton County Health Department 2014 Annual Report
Priorities by Sector - Clinton County

Economic Development

- Vision Statement – “Innovate effective rural health care and education delivery networks.”
- Health-related topics highlighted in the 2015 progress report included:
  - CVPH Medical Center relationship with the University of Vermont Health Network, which has allowed for the creation of a new residency program for physicians at the hospital in Plattsburgh. Graduates from the program may help to alleviate the shortage of doctors in the region;
  - Cited NYSDOH data that indicate that hospitalizations related to treatable conditions are being prevented by good outpatient care.

Source: North Country Regional Economic Development Council
Priorities by Sector - Clinton County

Business – Chamber of Commerce

- **2015 strategic plan:**
  - Recognizes that a quality economy can only be sustained by a community that has a **high quality of life in all respects** and commits to work in **partnership** with others to build and sustain such a community in the North Country;
  - Commits its skills and abilities in the area of **workforce development**.

- **2014 progress report:**
  - Participated in the North Country Health System Redesign Commission;
  - Remained supportive of the continuing **alliance** and **integration** of CVPH Medical Center, Fletcher Allen and other North Country hospitals;
  - Successfully navigated the launch of the new State Exchange, and achieved a 98% retention of our **health insurance** clients through the many changes of 2014.

Source: North Country Chamber of Commerce
Priorities by Sector - Clinton County

Transportation

- Four specific groups that tend to be the most transit-dependent: older adults, low-income households, zero vehicle households, and persons with disabilities;
- Add bike racks to all CCPT buses;
- Create greater transit connections between Clinton County and Franklin County, New York and Chittenden County, Vermont. This is especially important for medical staff traveling between Plattsburgh and Burlington.

Source: Needs assessment conducted by Clinton County Department of Planning and the Clinton County Economic Collaborative for Clinton County Public Transit
## Common Themes and Concepts

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<th>Integration</th>
<th>Transportation</th>
<th>Prevention</th>
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<td>Collaboration</td>
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<td>Wellness</td>
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<td>Partnerships</td>
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<td>Bikes</td>
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<td>Evidence-Based</td>
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Identification of High-Need Communities in Our Region
The SocioNeeds Index, created by Healthy Communities Institute, is a measure of socio-economic need that is correlated with poor health outcomes.

- Can be a tool to help focus our population health improvement efforts;
- Summarizes multiple socio-economic indicators into one composite score for easier identification of high need areas by zip code or county;
- Calculated for a community from several social and economic factors, ranging from poverty to education, that may impact health or access to care (correlated with premature death and preventable hospitalization rates);
- The value for each location is compared to all other similar locations (i.e. counties compare to other counties and zip codes to other zip codes) within the comparison area to assign a relative rank (1 low need to 5 high need).
## Communities with High SocioNeed Ranking of 5

<table>
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<tr>
<th>Clinton</th>
<th>Essex</th>
<th>Franklin</th>
<th>Hamilton</th>
<th>Warren</th>
<th>Washington</th>
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<tbody>
<tr>
<td>Mooers (86)</td>
<td>Ticonderoga (66)</td>
<td>Hogansburg (98)</td>
<td>Wells (67)</td>
<td>North Creek (87)</td>
<td>Clemons (85)</td>
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<td>Olmstedville (63)</td>
<td>Fort Covington (87)</td>
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<td>Johnsburg (76)</td>
<td>Granville (73)</td>
</tr>
<tr>
<td>Mooers Forks (83)</td>
<td>Lewis (58)</td>
<td>Bombay (85)</td>
<td></td>
<td>Pottersville (72)</td>
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<tr>
<td></td>
<td>Crown Point (56)</td>
<td>Saint Regis Falls (84)</td>
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<tr>
<td></td>
<td></td>
<td>Dickinson Center (82)</td>
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Index Value ranges from zero (low need) to 100 (high need)
How should we approach population health improvement in our region?

How should we identify specific priorities to address?

How should we identify communities? What criteria should we use?

How should we involve multiple stakeholders in our efforts?

What are our next steps?
The next PHIP meeting will be Thursday, May 12, at the High Peaks Resort in Lake Placid.

***NOTE: The November 2016 meeting is scheduled for THURSDAY, NOVEMBER 10^{th} (not the 11^{th}).***
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