



Healthy Columbia Willamette

**Making Collective Impact Work
for Healthier Communities**

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What is HCW?

- The largest public-private community health collaboration in the country formed to conduct a single, community health needs assessment and community health improvement plan.
- Collective Impact approach
- Regional: Oregon and Washington



Who is HCW?

2 CCOs

4 Local Public Health
Departments

15 Hospitals



Why HCW?



Recognition that this was an opportunity for true collective impact through joint CHNA

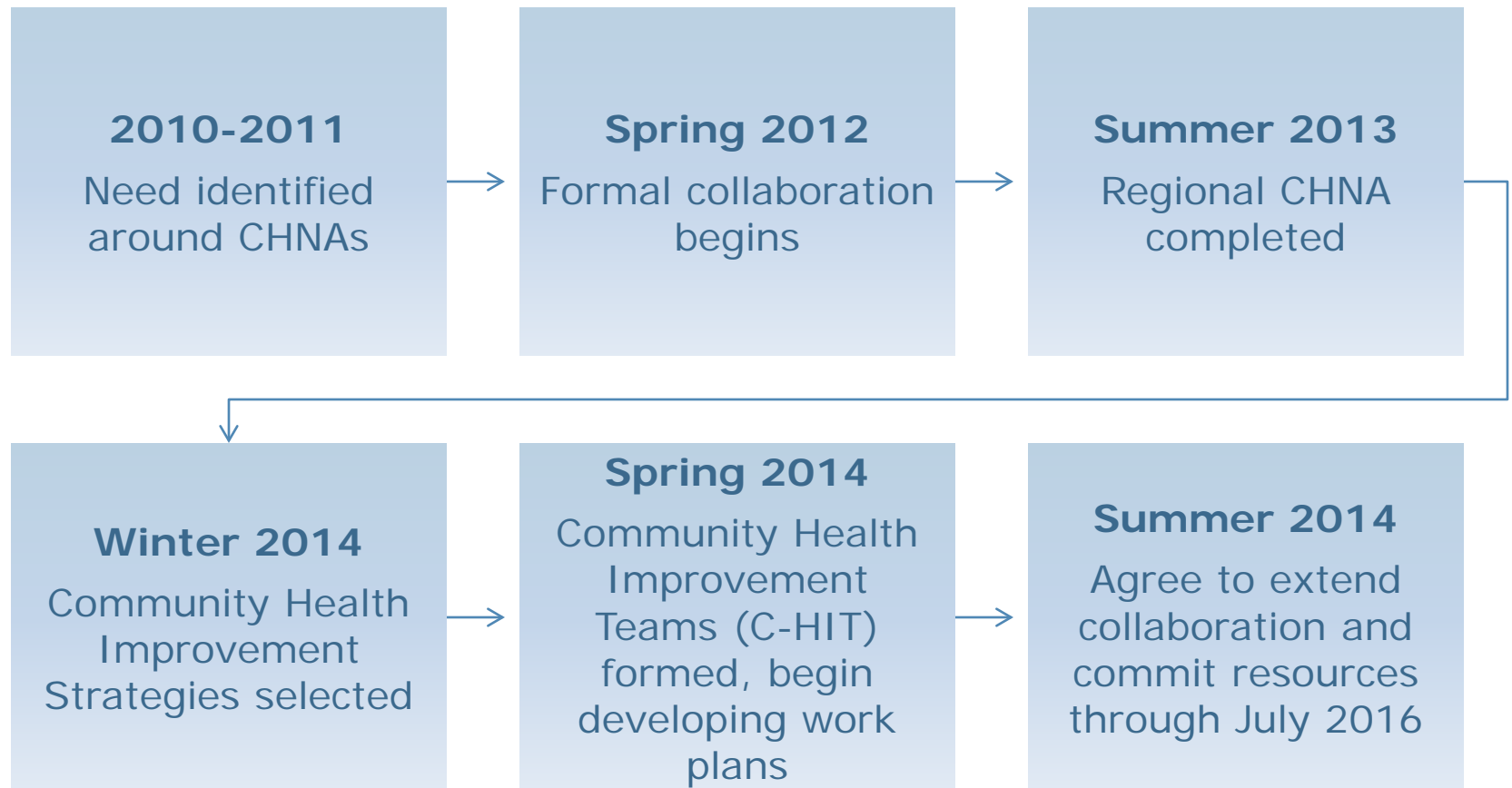
- ❑ Collective Impact approach is more rigorous and specific than collaboration among organizations
- ❑ Hospitals, public health and CCOs have similar requirements to conduct community health needs assessments (CHNA)
- ❑ Coordinated efforts yield better assessment and better improvement
- ❑ Avoid duplication of effort and put resources towards solutions
- ❑ Provide comprehensive regional assessment and improvement
- ❑ Meet ACA, Section 501(r)(3) requirement for local health department input into CHNA

Community Served

- HCW represents 1.5 million people
- Over half of Oregon's population
- Greatest diversity in Oregon and 2nd highest in Washington



Progress At-a-Glance

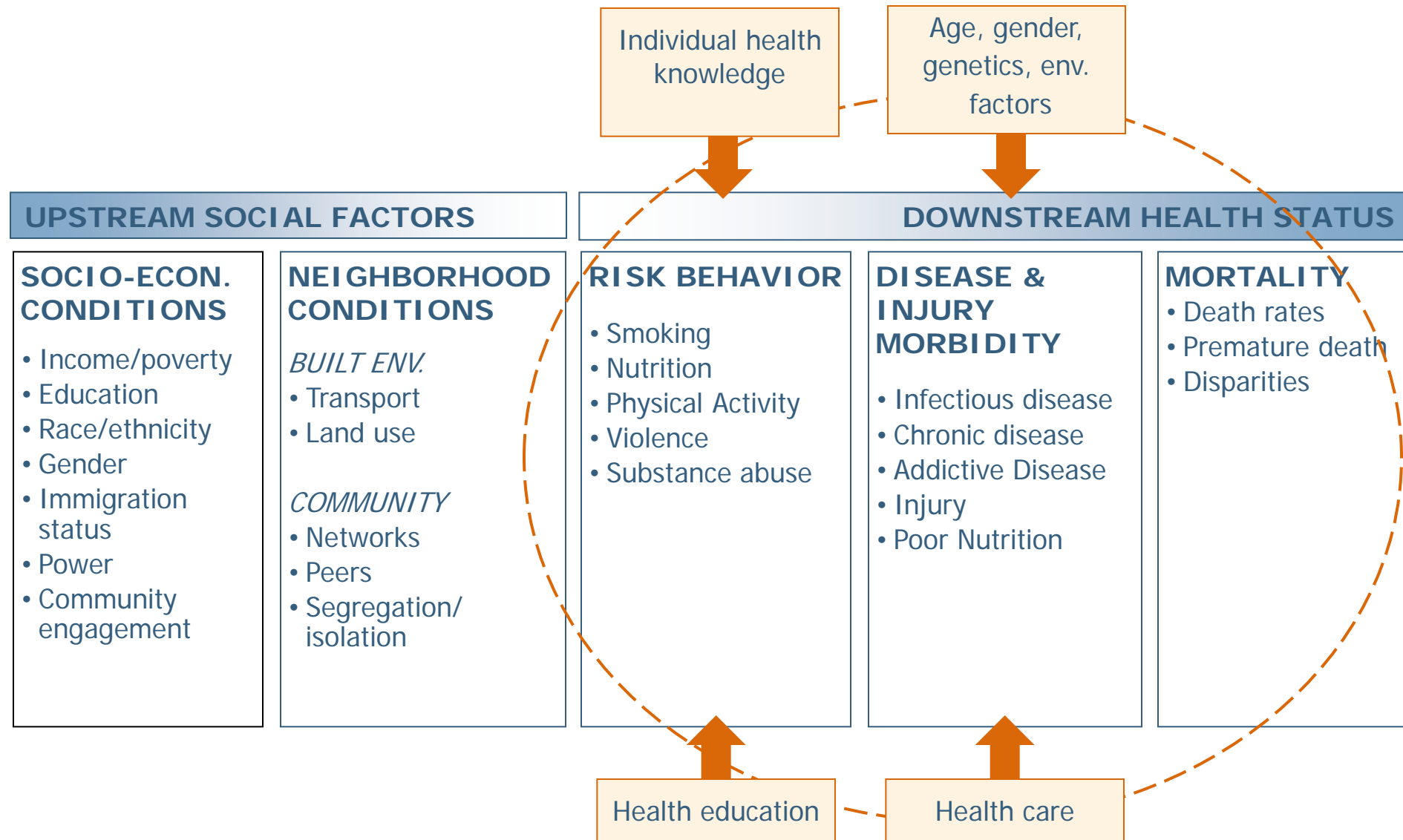


Adopted MAPP Methodology for CHNA

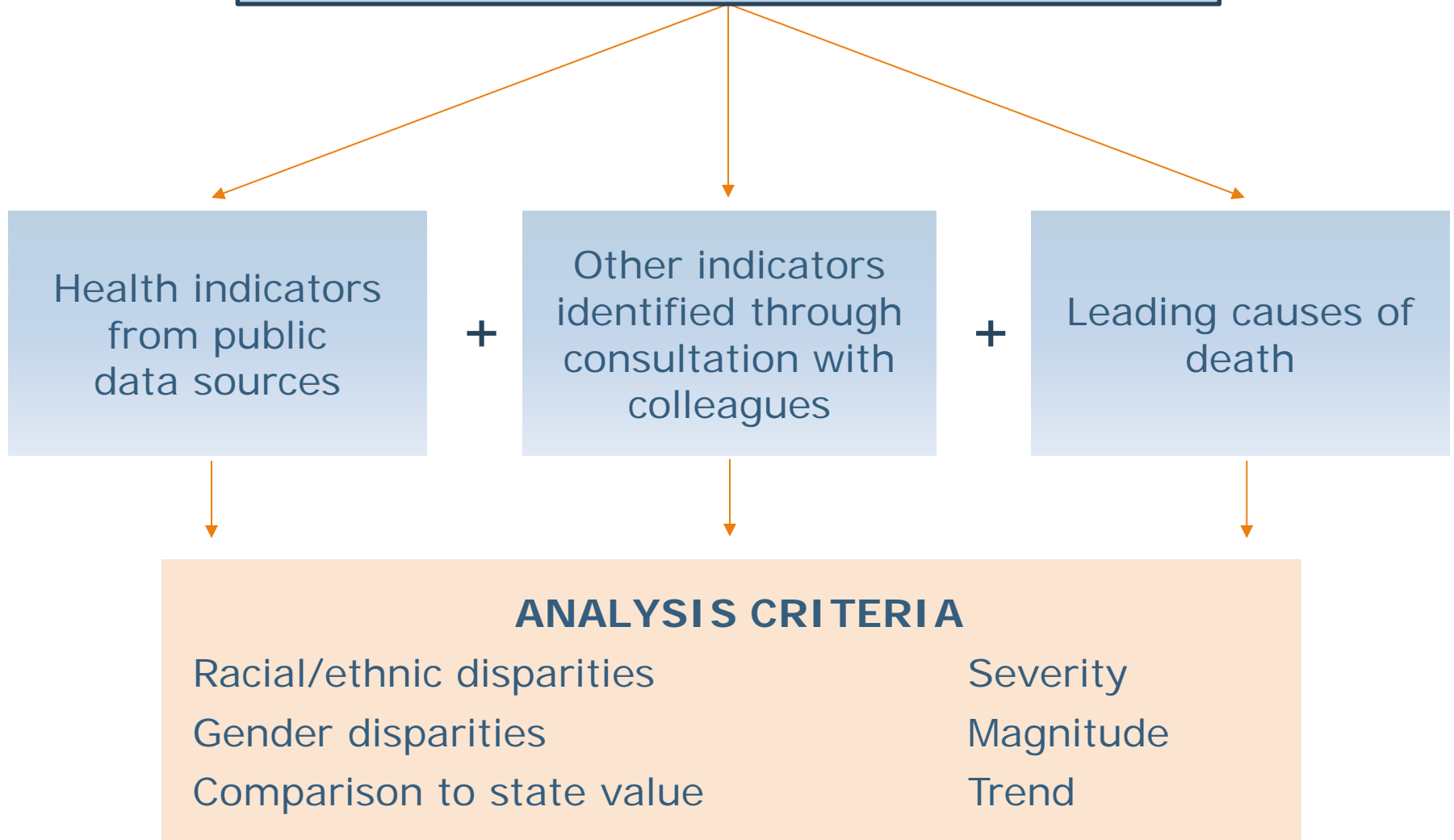
Mobilizing for Action through Planning & Partnerships



Community Health Status Assessment



Quantitative Indicators HEALTH OUTCOMES & BEHAVIORS



Health Issue Selection

In order to be selected, a health issue needed to meet the following criteria:

- Identified by at least 2 of the 3 community engagement activities
 - (i.e., Community Themes & Strengths Assessment, Local Community Health System & Forces of Change Assessment, and community listening sessions)
- Identified as a health issue (with indicators) through the community health status assessment or is an issue for which data are not currently available
- One of the top 5 most expensive issues in the metropolitan statistical areas in Western U.S. or is an issue for which health care expenditure data are not currently available
- Has shown to improve as a result of at least one type of evidence-based practice

Articulating Goals for Focus Areas



- Meaningful, measurable
- Able to impact
- Able to develop at least 3 strategies actionable by all partners
- Address one or more disparity
- Evidence-based
- Feasible in 3-5 years
- Supported by HCW members

Health Issues



- 9 health issues identified from CHNA
- Members prioritized 3 issues for collective impact work plans:

1. Access to health care

2. Chronic disease

3. Behavioral health

Access to Health Care

Increase enrollment

Vision

All people will have access to affordable health care

2014-2017 Goal

Support widespread enrollment in insurance expansion programs

Proposed Strategies

Identify populations that are lagging in enrollment and support focused outreach

Increase Enrollment in Health Care



- 90% of HCW members support at least one local safety net clinic
- All participate in Project Access NOW
- Provided 500k in funding for enrollment support activities
- Universal charity care policies
- Catastrophic fund for high deductibles
- BEST program support
- Current rate of uninsured: 4%

Chronic Disease

Promote Breastfeeding

Vision

Babies born in our community will have the best start through 6 months of breastfeeding

2014-2017 Goal

All Portland area hospitals will be “baby friendly” by 2017; Increase 6 month “still nursing” by 25%

Proposed Strategies

All Portland area hospitals will be “baby friendly” by 2017; Baby friendly work environments and health benefits

Promote Breastfeeding/ Breast Milk Support



- C-HIT work plan
 - 17 hospital maternal care managers, healthy workplace/wellness staff, lactation consultants, and community advocates
- 4 strategies
 - **Practice:** Improve hospital-based maternity care practices that affect vulnerable populations most at risk for barriers to breastfeeding/breast milk
 - **Monitoring:** HCW members develop and adopt comprehensive workplace policy supporting breastfeeding/expression of breast milk
 - **Advocacy:** Support optimal breastfeeding insurance support benefit
 - **Financial:** Adopt standard benefits package to include breast pumps and lactation specialist consultation

Behavioral Health Substance Abuse

Vision

Reduce frequency and severity of substance abuse

2014-2017 Goal

Reduce the number of opiate overdose deaths

Proposed Strategies

Promote adoption of uniform opiate-prescribing guidelines

Prevent Prescription Opioid Misuse



- C-HIT work plan
 - Medical directors, pharmacists, pain specialists, and public health officials
- 4 strategies for 2015 – 2016
 - **Practice:** HCW members adopt opioid-prescribing community standard for chronic, non-cancer related pain
 - **Monitoring:** HCW members implement opioid-prescribing monitoring practices enhanced by technology
 - **Education:** Develop and implement provider and patient education about chronic pain and prescription opioids
 - **Advocacy:** Sponsor legislation to improve Oregon's Prescription Drug Monitoring Program

Challenges & Opportunities

- Many perspectives
 - Hospitals
 - Insurers
 - Counties
 - CCOs
- Many experts
- Much room to improve
- Vision vs. SMART objectives
- Competing priorities and deadlines
- Funding and sustainability

Next Steps

- Designated staff and HCW Leadership Group will ensure work plans are implemented and evaluated through 2016
- Complete second CHNA in July 2016
 - Include health indicators from first CHNA
 - Expand to examine social determinants of health, hospital and CCO data
- Expand community engagement activities
 - Community survey and listening sessions
 - Stakeholder interviews

Website

- <http://www.healthycolumbiawillamette.org>