


# Population Health: Perspectives from the Iowa Department of Public Health

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## Outline

- What is public health?
- What is population health?
- Partnership opportunities in Iowa




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## What is Public Health?



**Foundational Public Health Services Model**  
Version 1.0, March 2014

	PROGRAMS/ACTIVITIES SPECIFIC TO A HEALTH DEPARTMENT AND/OR COMMUNITY NEEDS (MOST OF A HEALTH DEPARTMENT'S WORK IS "ABOVE THE LINE")				
FOUNDATIONAL AREAS	Communicable Disease Control	Chronic Disease and Injury Prevention	Environmental Public Health	Maternal, Child, and Family Health	Access to and Linkage with Clinical Care

**FOUNDATIONAL PUBLIC HEALTH SERVICES**

- **Assessment** (including Surveillance; Epidemiology; and Laboratory Capacity)
- **All Hazards Preparedness/Response**
- **Policy Development/Support**
- **Communications**
- **Community Partnership Development**
- **Organizational Competencies** (including Leadership/Governance; Health Equity; Accountability/Performance Management; Quality Improvement; Information Technology; Human Resources; Financial Management; and Legal)

FOUNDATIONAL CAPABILITIES

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### Consider Public Health's Role...

- The Future of Public Health (1988)
  - "...fulfilling society's interest in assuring conditions in which people can be healthy." (p. 7)



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### Consider Public Health's Role...

- Assessment – answers the question "what is the current state of iowans' health?"
  - Births, death data
  - Hospital discharge data
  - Surveillance
  - Behavioral Risk Factor Surveillance Survey
  - Youth Behaviors Survey
  - <http://www.idph.iowa.gov/PublicHealthData/search>



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### Policy Development

- Healthiest State Initiative
- State Innovation Model
- Statewide Strategies for Health Improvement
- Community Health Needs Assessment
- Iowa Health Information Network Transition
- Medical Residency/Health Workforce
- The Lucas Assist Device
- Cross-agency Opioid Initiative
- Medical Assistance Advisory Council

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### What is population health?

- Kindig and Stoddart, 2003
  - “the health outcomes of a group of individuals, including the distribution of such outcomes within the group”
- Characteristics of population health
  - Populations and subpopulation
  - Insurance coverage
  - Understanding the “N” we’re interested in

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### Population health improvement... how are we doing?

**Achieving Targets...**

- Reductions in youth:
  - Alcohol use
  - 11<sup>th</sup> grade students Rx abuse
  - 11<sup>th</sup> grade marijuana use
  - 11<sup>th</sup> grade cigarette smoking
- A reduction in adult binge drinking
- A decrease in coronary heart disease deaths.
- A decrease in deaths attributed to stroke.
- An increase in the number of lives saved from fires by smoke detectors

**Falling Behind...**

- A reduction in the proportion of adults who are obese.
- A decrease in the hospitalization rate related to falls for those who are ages 65 and over.
- A 5% reduction in the rate of all intentional and unintentional fatal injuries.
- A reduction in the percent of 11th graders who seriously consider attempting suicide.
- African-American infant mortality rate near double White

Source: Healthy Iowans: Iowa's Health Improvement Plan 2012-2016: Are We Making Progress?




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### Physician Quality Reporting 2016: Examples

- Broad population applicable measures:
  - Medication Reconciliation Post Discharge (NQF 0097)
  - Preventive Care and Screening: Influenza Immunization (NQF 0041)
  - BMI Screening and Followup Plan (NQF 0421)
  - Tobacco Use: Screening and Cessation Intervention (NQF 0028)
  - Controlling High Blood Pressure (NQF 0018)




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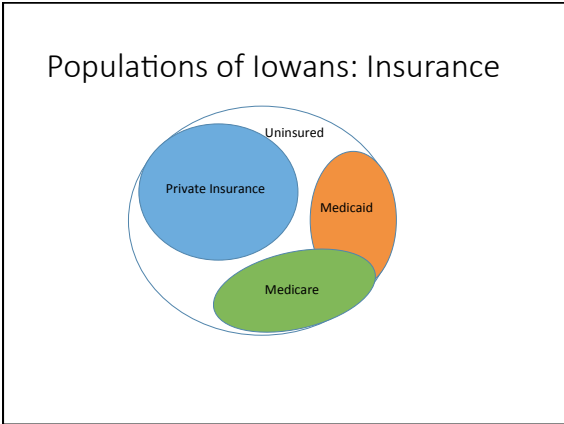
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- ### Principles of Partnership
- 1. Shared Goal of Population Health**
    - Community health needs align with insurance goals
  - 2. Community Engagement**
    - Mutual stakeholder awareness and appreciation
    - Productive experiences
  - 3. Aligned Leadership**
    - Surface alignment
    - Understanding the future through the past – volume to value
  - 4. Create Sustainable Systems**
    - Shared revenue
    - Shared risk
    - Shared data

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- ### What is the functional fit for public health?
- **Assessment**
    - Understanding the greatest health burdens of the population based on data
  - **Policy Development**
    - What is the optimal mix of services and supports which can best effect the health improvement that's possible for the population?
    - Identify community partners to engage
  - **Assurance**
    - Implementation of the optimal mix, as well as continual re-assessment of health improvement
    - Public Health organizations can contribute to the optimal mix of services in communities- e.g. social determinants of health
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