Public, Community, and Population Health
a multi-lingual opportunity

University of Iowa College of Public Health
Public Health Colloquium
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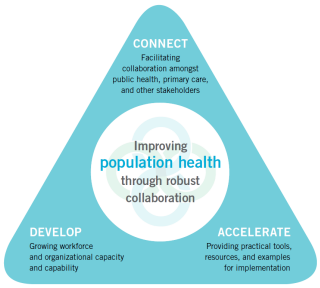
PRACTICAL PLAYBOOK

Objectives

- Recognize the gaps between how population health is defined and used by [healthcare and public] health professionals
- Identify opportunities for building collaborative partnerships between public health and healthcare to solve a population[/community] health issue

PRACTICAL PLAYBOOK

The Practical Playbook



What we do:

- Practical Playbook website
- Practical Playbook print version
- Build connections through social media communications
- Provide technical assistance
- Initiate/develop workforce training and organizational capacity innovations
- Develop partnerships
- Share success stories
- Convene like-minded organizations and individuals

PRACTICAL PLAYBOOK

Four opportunities

- #1 Language and listening
- #2 Integration [collaboration]
- #3 Information and stories
- #4 Disruption

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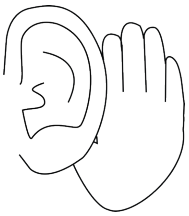
Opportunity #1: Language and listening



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Raise your hand if you :

- Work in public health
- Work in community health
- Work in population health
- Are a health professional
- Are multi-lingual

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Public Health. Primary Care. Together.

Definition of Public Health:

Public health is the ***science*** **of protecting and improving the health of families and communities** through promotion of healthy lifestyles, research for disease and injury prevention and detection and control of infectious diseases. http://www.cdcfoundation.org/content/what-public-health

Public health ***promotes and protects*** **the health of people and the communities where they live, learn, work and play**. https://www.apha.org/what-is-public-health

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Population: *3 a* : **a body of persons or individuals having a quality or characteristic in common** http://www.merriam-webster.com/dictionary/population

Merriam-Webster

Community: 1. **a group of people** living in the same place or **having a particular characteristic in common**

Health: World Health Organization

Health is a **state of complete physical, mental and social well-being and not merely the absence of disease or infirmity**.

The correct bibliographic citation for the definition is:
Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946; signed on 22 July 1946 by the representatives of 61 States (Official Records of the World Health Organization, no. 2, p. 100) and entered into force on 7 April 1948.
The Definition has not been amended since 1948.

Professional: *c*

(1): characterized by or conforming to the **technical or ethical standards** of a profession

(2): exhibiting a **courteous, conscientious, and generally businesslike manner** in the workplace

http://www.merriam-webster.com/dictionary/professional

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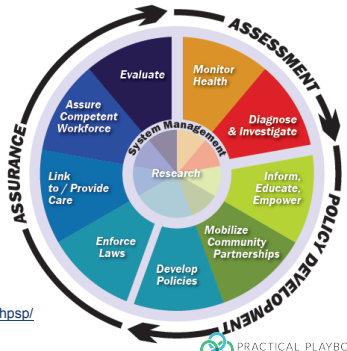
Essential Public Health Services



http://www.cdc.gov/nphpsp/essentialservices.html

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Definition of Population Health

The health outcomes of a group of individuals, including the distribution of such outcomes within the group. It is an approach to health that aims to improve the health of an entire human population.

Kindig D, Stoddard G, Models for Population Health, AJPH 2003, 90(3):380-383

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Population Health: **Management** and **Improvement**

- Attribution
- Proactivity
- Clinical or community focus
- Current or future paradigm
- Health professionals
- Funding clarity

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Speak the 5 Ps:

- **Public health**
- **Provider** [health care]
- **Payer**
- **Policy** [legislative and/ or regulatory]
- **Person**

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Opportunity #2: Integration/collaboration

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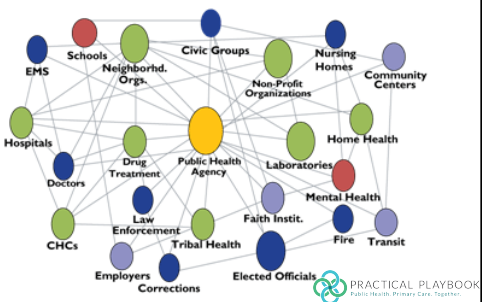
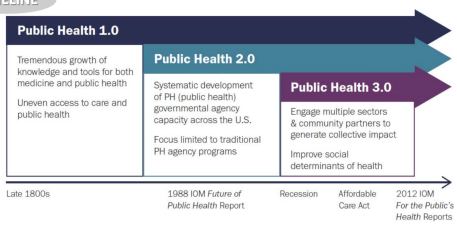
Public Health System



http://www.cdc.gov/nphpsp/essentialservices.html

PUBLIC HEALTH 3.0

TIMELINE



www.healthypeople.gov/ph3

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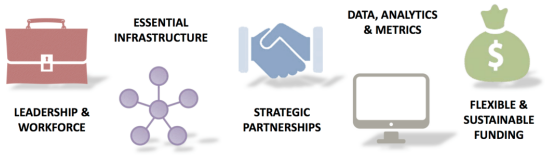
PUBLIC HEALTH 3.0

KEY COMPONENTS



www.healthypeople.gov/ph3

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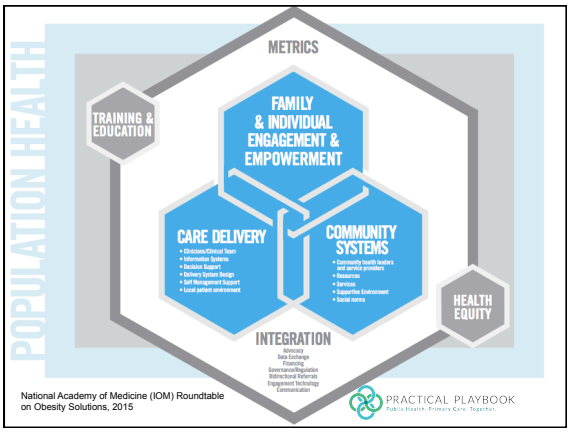

A deeper look at **integration**:

- Advocacy
- Data exchange
- Financing
- Governance/Regulation
- Bidirectional referrals
- Engagement technology
- Communication

National Academy of Medicine (IOM) Roundtable on Obesity Solutions, 2015

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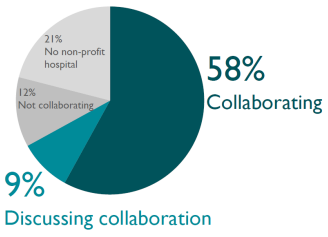
More than half of LHDs collaborated with non-profit hospitals on a CHNA



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NACCHO

Opportunity # 3: Information and Stories

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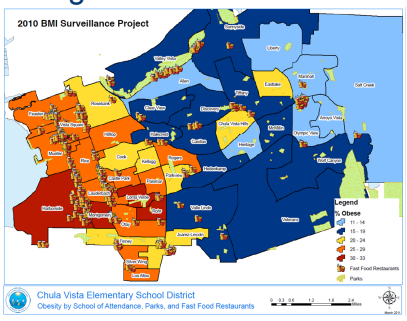
San Diego collaboration



Opportunity # 4: Disruption

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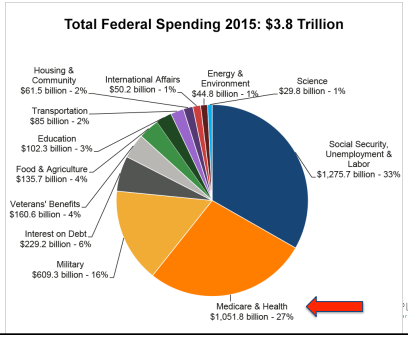
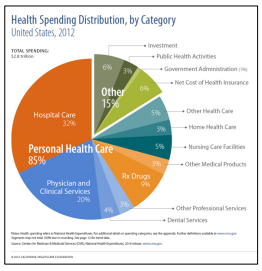
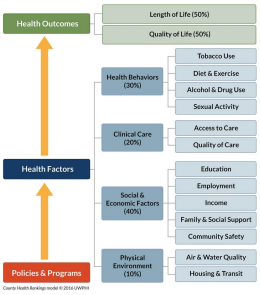
Health[care] and the Federal Budget:



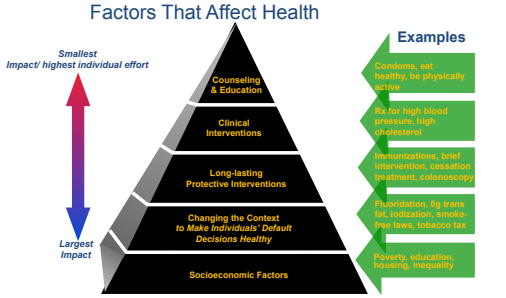
Where our money goes:



And what it gets us:



Factors That Affect Health



Frieden TR. A framework for public health action. Am J Public Health. 2010;100(4):590–595.

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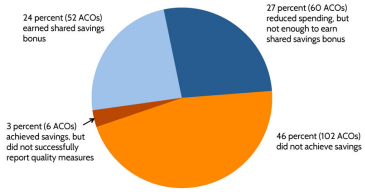
ACOs are struggling to meet targets

Exhibit 1. Medicare Shared Savings Program: Year 1 Performance of Participating Accountable Care Organizations (2013)

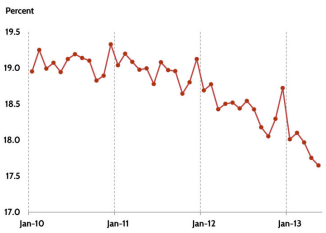


220 Medicare Shared Savings Program ACOs

Source: Centers for Medicare and Medicaid Services, www.cms.gov. http://www.commonwealthfund.org/publications/issue-briefs/2015/may/aca-payment-and-delivery-system-reforms-at-5-years

Despite some significant improvements

Exhibit 4. Change in All-Cause 30-Day Hospital Readmission Rates

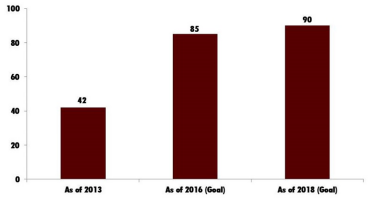


Source: Patrick Conway, Office of Information Products and Data Analytics, Centers for Medicare and Medicaid Services.

http://www.commonwealthfund.org/publications/issue-briefs/2015/may/aca-payment-and-delivery-system-reforms-at-5-years

The pace of reform is accelerating

Exhibit 3. Percentage of Traditional Medicare Payment Tied to Quality or Value, and Goals for the Future



Sources: Catalyst for Payment Reform, "First of Its Kind Scorecard on Medicare Payment Shows Widespread Payment Reform" (press release), May 5, 2015, http://www.catalyzepaymentreform.org/images/Press_Release_Scorecard_on_Medicare_Payment_Reform_final.pdf; and S. M. Burwell, "Setting Value-Based Payment Goals—HHS Efforts to Improve U.S. Health Care," *New England Journal of Medicine*, March 5, 2015 372(10):897–99.

http://www.commonwealthfund.org/publications/issue-briefs/2015/jun/medicare-payment-reform-aligning-incentives

Healthcare transformation & MACRA

The **Medicare Access and CHIP Reauthorization Act of 2015 (MACRA)** is a bipartisan legislation signed into law on April 16, 2015.

What does Title I of MACRA do?

- **Repeals** the Sustainable Growth Rate (SGR) Formula
- **Changes the way that Medicare** rewards clinicians for **value** over volume
- **Streamlines** multiple quality programs under the new **Merit-Based Incentive Payments System (MIPS)**
- Provides **bonus payments** for participation in **eligible alternative payment models (APMs)**

http://go.cms.gov/1LHY4Fg

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Healthcare Transformation-

- **Value-based payment/ MACRA**
- **Accountable care organizations (ACOs)/ Accountable Health Communities**
- **Patient-centered medical homes/medical neighborhood**
- **On-line and digital care, telehealth**
- **Alternative providers of care**
- **Limited and/or tiered networks [and formularies]**
- **Transparency, consumerism and self-management**

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Take home opportunities

- Become multi-lingual and listen
- Look for opportunities to collaborate/align
- Use information [data] to tell compelling stories
- View disruption as a positive lever rather than an inconvenience

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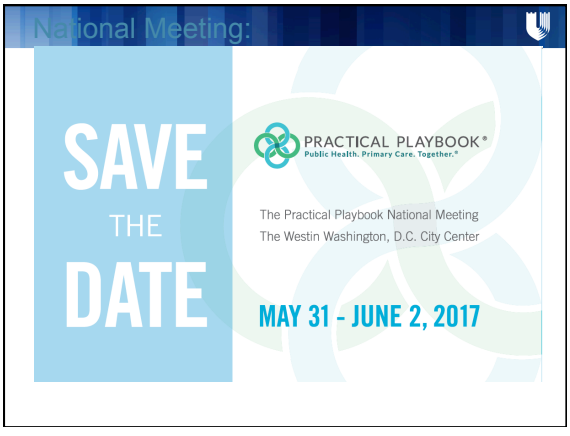

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Thank you!

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