

 NATIONAL RURAL HEALTH RESOURCE CENTER

Changing Landscape: Population Health

Kami Norland, MA, ATR
Community Program Manager
October 29, 2014

The Center's Purpose

The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Performance Improvement
- Health Information Technology
- Recruitment & Retention
- Community Health Assessments
- Networking

 NATIONAL RURAL HEALTH RESOURCE CENTER

2

The Changing Rural Health Landscape



Achieving The Triple Aim

 NATIONAL RURAL HEALTH RESOURCE CENTER

3 Source: Institute for Healthcare Improvement, image: www.wellcentrive.com

What does this changed landscape look like in rural?



4 Image source: www.ipa.udel.edu



CAH Population Health Summit

- Convened a “think tank” to recognize critical success factors for managing the change towards population health
- Identified how States Flex Programs can best support critical access hospitals (CAHs) in addressing the population health transition
- Created a Guide identifying Summit participant recommendations on managing population health available at: www.ruralcenter.org

5



Summit Recommendation: A Change in Perspective is Needed



Focusing on population health requires us to think differently about leadership and health care

6



Defining Population Health

Population Health serves as a strategic platform to improve the health outcomes of a defined group of people, concentrating on three stages:

- Distribution of specific health statuses and outcomes within a population
- Factors that cause the present outcomes distribution
- Interventions that modify the factors to improve health outcomes

Source: www.aha.org



7

Clarifying Population Health

"Population Health" used interchangeably for:

- **Targeted population:** Improving health and reducing costs for *specific groups of patients*, often grouped by insurance type and focused on chronic disease
- **Total Community Health:** Health outcomes of an *entire group* of individuals, often geographically defined, including the distribution/disparities of outcomes within the group

It's Both/And Situational



8

What tools are needed for the changing landscape?

- A desire to be healthy
- Recognition of motivations/benefits
- An understanding of the return on investment
- Effective leadership and community champions



9

What tools are needed for the changing landscape?

- Shared decision making across diverse partners
- TRUST and transparency
- Gathering and sharing of data
- Measurement of goals
- System for identifying process improvements



10

Who are your fellow landscapers?

The solutions to population health challenges lie with mobilizing resources not only in the health care system, but rather among all of the community's assets

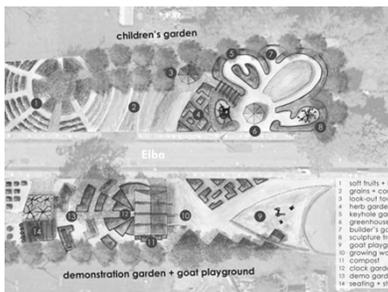


"This is not about hospitals or SORHs fixing all the problems – but engaging with other leaders in the community to address the problems"



11

What is your landscape plan?



12

Source: inspiredfarmers.com

Tips for creating a landscape plan

- **Conduct a Community Health Needs Assessment:** Reference community input secondary data, claims data, EHR data, state health plan
- **Prioritize needs:** Determine what community needs are a priority and how these needs impact the hospital/community
- **Define your population:** Develop targeted population strategies and/or community health strategies
- **Build the case for population health:** Educate your board, physicians, staff, community on value-based reimbursement



Methods for nourishing a changing landscape

- **Engage community partners:** Create a position to take the lead on community outreach
- **Coordinate care:** Establish communication procedures across the continuum of care
- **Listen to the client/community:** Address underlying needs (social determinants) with help from community partners
- **Role model wellness:** Align behaviors with wellness messaging; apply wellness programs



Strategies for flourishing in the changing landscape

- Effectively manage shared savings programs to maximize reimbursement
- Improve operating costs to deliver care more efficiently (eliminate waste)
- Capture an increased number of patients: payers and patients are looking for the "highest performers"
- Redefine VOLUME: Attracting a high volume of patients is key to counterbalancing the loss of procedure volume



15 source: www.healthcatalyst.com/population-health

Goal: Capture Full Market Share



16 Image source: www.mbroofing.com



What can SORH do to nurture a changing landscape?

- Germinate state/local data to support population health strategies
- Pollinate best practices and lessons learned
- Facilitate networking opportunities
- Provide facilitation training for CAH staff to support community outreach
- Identify funding for innovations, research, demonstration of population health
- Grow technical assistance capacity on population health

17



What are you currently doing to address the changing landscape?



18 Source: www.questcenter.org





NATIONAL
RURAL HEALTH
RESOURCE CENTER

Kami Norland

Community Program Manager

218-727-9390 ext. 223

knorland@ruralcenter.org

<http://www.ruralcenter.org>

Get to know us better:



@RHRC

19
