



Photo Source: *Diana Bowen, NPR*

# Making Connections Between Trail and Health Professionals



# Building Connections

What Trail and Greenway Planners  
Should Know about Nonprofit  
Hospital Community Benefits



Photo Source: *Diana Bowen, NPR*





Photo Source: *Diana Bowen, NPR*

## Session Goals

- Nonprofit Hospital Community Benefits
- Community Health Needs Assessments
- Examples of Projects and Partnership
- Advice on Building Connections



# Community Benefits

Hospital community benefits are **initiatives** and **activities** undertaken by nonprofit hospitals to **improve health** in the **communities** they serve.



Photo Source: *Diana Bowen, NPR*





Photo Source: *Diana Bowen, NPR*

## Community Benefits

- Section 501(c)(3) Federal IRS Code
- California Legislator SB697
- “Social obligation to provide community benefit in public interest”



# Community Benefits

Estimated community benefit contributions for 2012 totaled nearly \$37 billion (7.5% of nonprofit hospitals' operating expenses)



Photo Source: *Diana Bowen, NPR*



# Community Benefits

To date, the majority of community benefit contributions have been devoted to services directly related to...



Photo Source: *Diana Bowen, NPR*





Photo Source: Diana Bowen, NPR

## Community Benefits

- Charity care (*health care provided for free or at reduced prices to low income patients*)
- Unreimbursed costs under Medicaid and the Children's Health Insurance Program
- But this may be changing...





Photo Source: *Diana Bowen, NPR*

# Affordable Care Act

- March 23, 2010
- Extend Insurance Coverage
- Individual Mandate
- Fewer Patients Needing Charity Care



# Affordable Care Act

Recent estimates from the Department of Health and Human Services are that uncompensated care provided by hospitals declined by \$5.7 billion in 2014 to an expected level of around \$28 billion.



Photo Source: *Diana Bowen, NPR*



# What Does this Mean?

- (2012) 32 billion → (2014) 28 billion to Charity Care
- ~ 6 billion remains for community benefits



Photo Source: *Diana Bowen, NPR*





Photo Source: *Diana Bowen, NPR*

## Four New Requirements

- Community Health Needs Assessment
- Financial Assistance Policy
- Limitation on Charges
- Billing & Collections Policy



# What is a Community Health Needs Assessment?

A systematic process involving the community to identify and analyze community health needs and assets in order to prioritize these needs, and to plan and act upon significant unmet community health needs.



Photo Source: *Diana Bowen, NPR*



# Community Health Needs Assessment

Provide hospitals with a valuable opportunity to *work together with community partners* to identify strategies to improve health, quality of life, and community vitality



Photo Source: Diana Bowen, NPR





Photo Source: *Diana Bowen, NPR*

# Community Health Needs Assessment

Takes into account the views of:

- 1) Specialized knowledge in public health
- 2) Agencies with data on the community
- 3) Representatives of low income and minority populations served by the hospital facility



# ACA Requirements – Community Health Needs Assessment

- Make assessment widely available to the public
- Adopt a written implementation strategy to address identified community needs
- Failure to comply results in tax penalty of \$50,000 per year



Photo Source: *Diana Bowen, NPR*





Photo Source: *Diana Bowen, NPR*

## Core Beliefs

Hospitals have a moral priority to provide community benefits to “...those who live in poverty and at the margins of our society.”





Photo Source: *Diana Bowen, NPR*

## Core Beliefs

“Not-for-profit health care has a responsibility to work toward improved health **in the communities they serve**”





Photo Source: *Diana Bowen, NPR*

## Core Beliefs

“Health care facilities should actively involve **community members, organizations and agencies** in their community benefit programs.”



## Core Beliefs

“Health care organizations must demonstrate the **value of their community service.**”



Photo Source: *Diana Bowen, NPR*



## Core Beliefs

“Community benefit programs must be **integrated** throughout health care organizations.”

Photo Source: *Diana Bowen, NPR*



## Core Beliefs

“Leadership **commitment** is required for successful community benefit programs.”



Photo Source: *Diana Bowen, NPR*



# Conducting a Community Health Needs Assessment

- Systematic
- Involves Community
- Identification of Health Needs
- Summary Report



Photo Source: *Diana Bowen, NPR*



# Implementation Strategy

## Hospital's Community Benefit Plan



Photo Source: *Diana Bowen, NPR*





# 2013 Community Health Needs Assessment

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License #14000052



To provide feedback about this  
Community Health Needs Assessment, email [CHNA-communications@kp.org](mailto:CHNA-communications@kp.org).



# Community Health Needs Assessment

Fresno, Kings,  
Madera and Tulare Counties

March 2013



1625 E. Shaw, Suite 139, Fresno, CA 93710  
[www.hospitalcouncil.net](http://www.hospitalcouncil.net)



# 2013 Community Health Needs Assessment

ValleyCare Health System



To provide feedback about this Community Health Needs Assessment,  
please email [marketing@valleycare.com](mailto:marketing@valleycare.com).



Photo Source: *Diana Bowen, NPR*

## Case Studies

What nonprofit hospitals in California are using the CHNA process to build relevant trail and greenway projects as community benefits?





Photo Source: *Diana Bowen, NPR*

# Kaiser Permanente

## Mission and Vision

“To provide high quality, affordable health care, and to improve the health of the members and the communities they serve”





Photo Source: *Diana Bowen, NPR*

## Kaiser Permanente

“Community Benefit vision is to play a leading role in addressing the needs of the low-income and underserved - so that all people live in **healthy, vibrant communities** with access to quality health care.”



# Kaiser Permanente

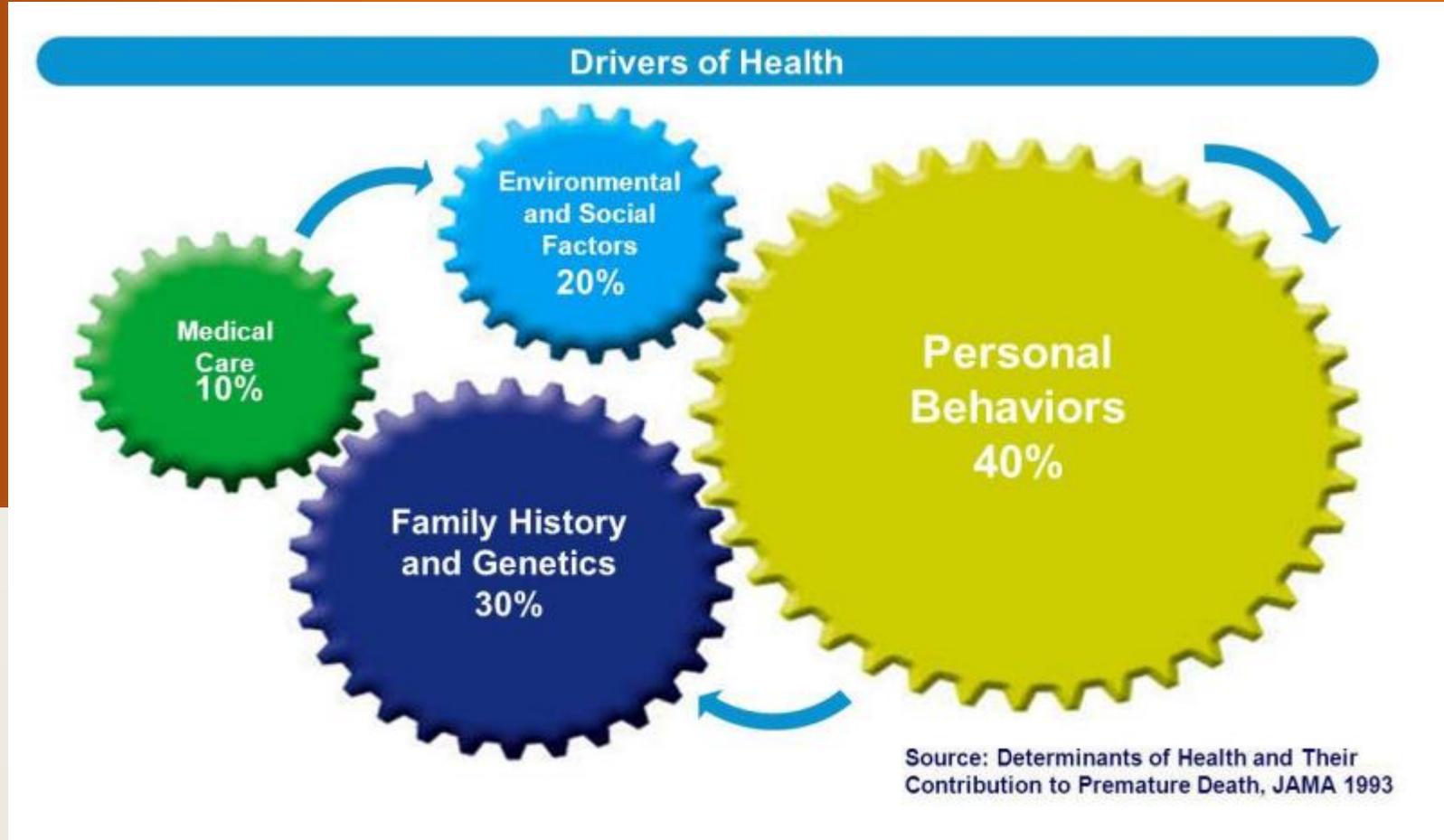
Focuses on Population Level Health



Photo Source: *Diana Bowen, NPR*



# Kaiser Permanente



# Kaiser Permanente



## INTEGRATED CARE

Reliable and effective care delivery system  
with a focus on prevention



## ONLINE ENGAGEMENT

Online resources, health coaching, mobile apps



## ENVIRONMENTAL & COMMUNITY STRATEGIES

Support healthy choices  
where we live, work, learn and play

# Kaiser Permanente

## Potential to Collaborate and Build Partnership?

### VI. List of Community Health Needs Identified in CHNA Report

The list below summarizes the health needs identified for the KFH Vallejo service area through the 2013 Community Health Needs Assessment process.

- Access to culturally appropriate, affordable health care services
- Access to affordable healthy food
- Lack of safe places to walk, bike, exercise or play
- Transportation limitations
- Lack of or limited access to dental care
- Limited places and social space for civic engagement
- Lack of employment and vocational training
- Unstable housing and homelessness
- Lack of substance abuse treatment and rehabilitation
- Exposure to unclean air, environmental toxins and pesticides



# Kaiser Permanente

Priority Health Need 1:

Chronic disease prevention and management with emphasis on obesity, diabetes, cardiovascular disease (including hypertension and cholesterol), and asthma.



## 2013 Implementation Strategy Report for Community Health Needs

Kaiser Foundation Hospital – WEST LOS ANGELES  
License #93000081



# Kaiser Permanente

There are several strategies K.P. West Los Angeles will implement to address these goals:



## 2013 Implementation Strategy Report for Community Health Needs

Kaiser Foundation Hospital – WEST LOS ANGELES  
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 KAISER PERMANENTE®

There are several strategies K.P. West Los Angeles will implement to address these goals:

- Provide grants and in-kind donations to community organizations to address preventive care services for targeted chronic conditions, included but not limited to increasing the availability of healthy food, safe physical activity, and clean air in underserved urban communities.
- Promote community participation in KP Health Education classes on healthy eating and active living free-of-charge at West Los Angeles Medical Center, Inglewood Medical Office Building (MOB) and Wateridge.
- Partner with schools to provide Educational Theatre performances to educate students on healthy behaviors.
- Promote healthy eating and active living programs and resources (e.g. Weight of the Nation, KP Thriving Schools, Fire Up Your Feet!) to community members, schools and community based organizations.
- Provide community partners with health education materials and publications to share with the community, including materials in Spanish and other foreign languages.
- Make available weekly Farmers Market on the hospital campus to members, families, employees and the surrounding community to provide access to largely locally produced fresh fruits and vegetables and to educate the public on the benefits of healthy eating and active living
- Explore opportunities to support promotion of local farmers markets and their health education and screening programs.
- Provide grants and in-kind donations to community organizations to address chronic disease management of targeted chronic conditions.
- Promote community participation in KP Health Education classes on management of targeted chronic diseases, including classes in Spanish.
- Implement the Faith-Based Partnership Program Pilot offering community health lectures, chronic condition training for health coaches and home visitation training for church volunteers.
- Support the South LA Health Care Leadership Roundtable Heart Health and Diabetes Care Initiative aiming to coordinate care among South LA providers for at-risk patients.
- Connect Healthy Lifestyles for Families Program (train-the-trainer) from Regional Health Education to appropriate clinics, schools and community based organizations (CBOs) in our Region to offer the program to community members.
- Share clinical protocols and effective care coordination models with safety net providers, including ALL Heart program for at-risk diabetic patients.

# Kaiser Permanente

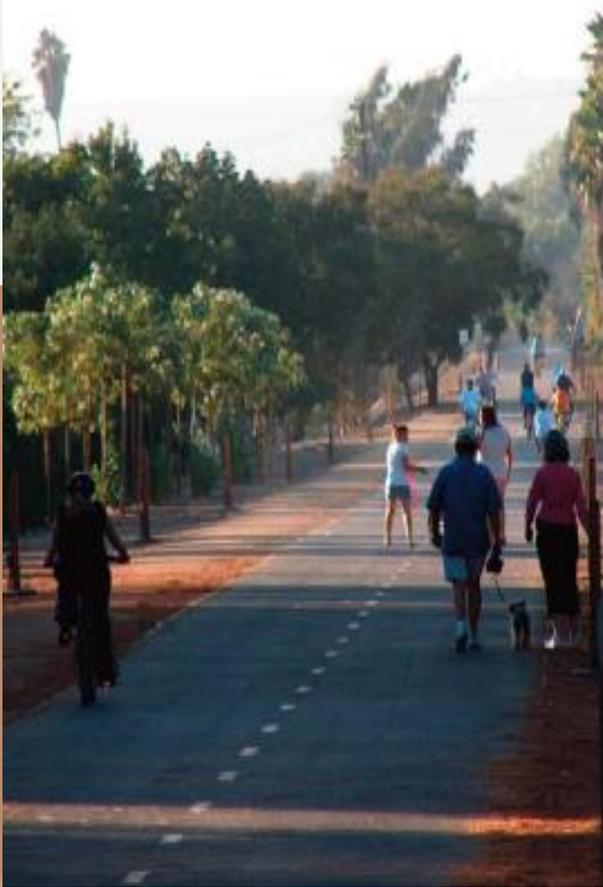


## 2013 Implementation Strategy Report for Community Health Needs

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Provide grants and in-kind donations to **community organizations** to address preventive care services for targeted chronic conditions, included but not limited to **increasing** the availability of healthy food, **safe physical activity**, and **clean air in underserved urban communities**.



# Kaiser Permanente

## Whittier Greenway Trail

- 4.5-miles
- Creates linkage
- Promotes outdoor activity
- 10 years → \$15,000,000 in funds



# Kaiser Permanente

## Whittier Greenway Trail

- 4 Exercise Equipment Stations
- Full-body Workout
- Ages 14 years and up
- Supported with grant from K.P. Downey Medical Center



# Marin General Hospital



## Mission

To provide exceptional health care services in a compassionate and **healing environment.**

# Marin General Hospital

## Canal Community Gardens & Trails Collaborative

- Trail Access to Immigrant Latino Community
- Preventative Solution to Population Receiving Charity Care



# Marin General Hospital



- Healthy Marin Partnership
  - Marin General Hospital
- Canal Alliance
- City of San Rafael
- County Board of Supervisors
- County Dept. of HHS
- College of Marin
- Marin Food Systems Project
- Safe Routes to School
- National Parks Service
- Trust for Public Land

# Sutter Health



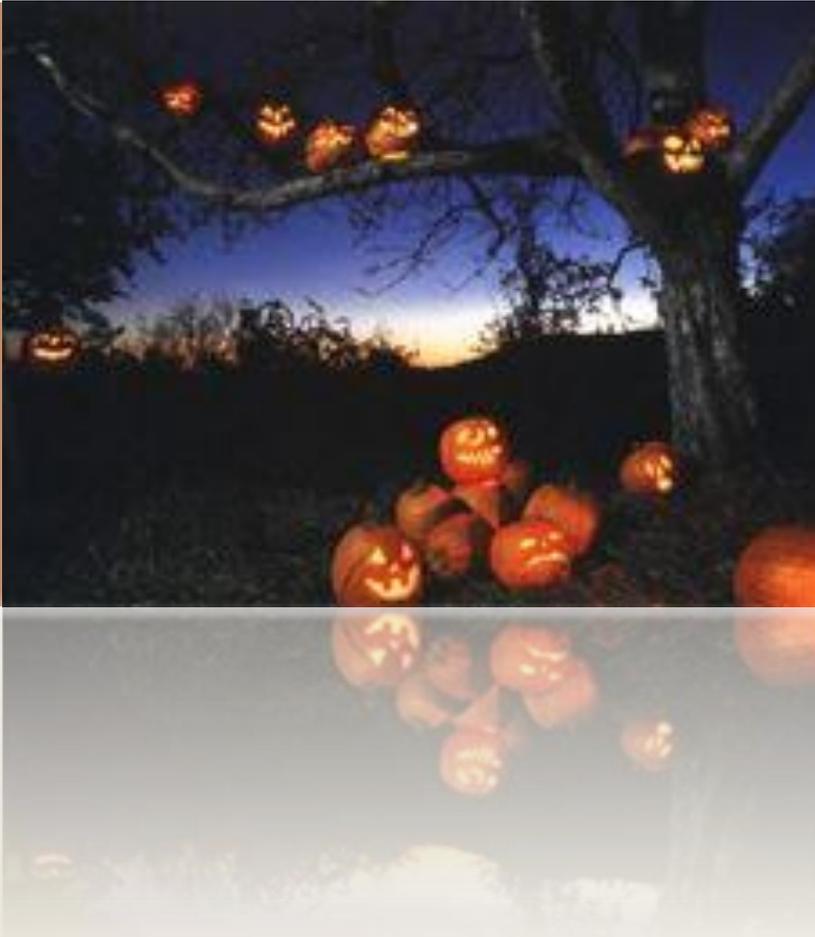
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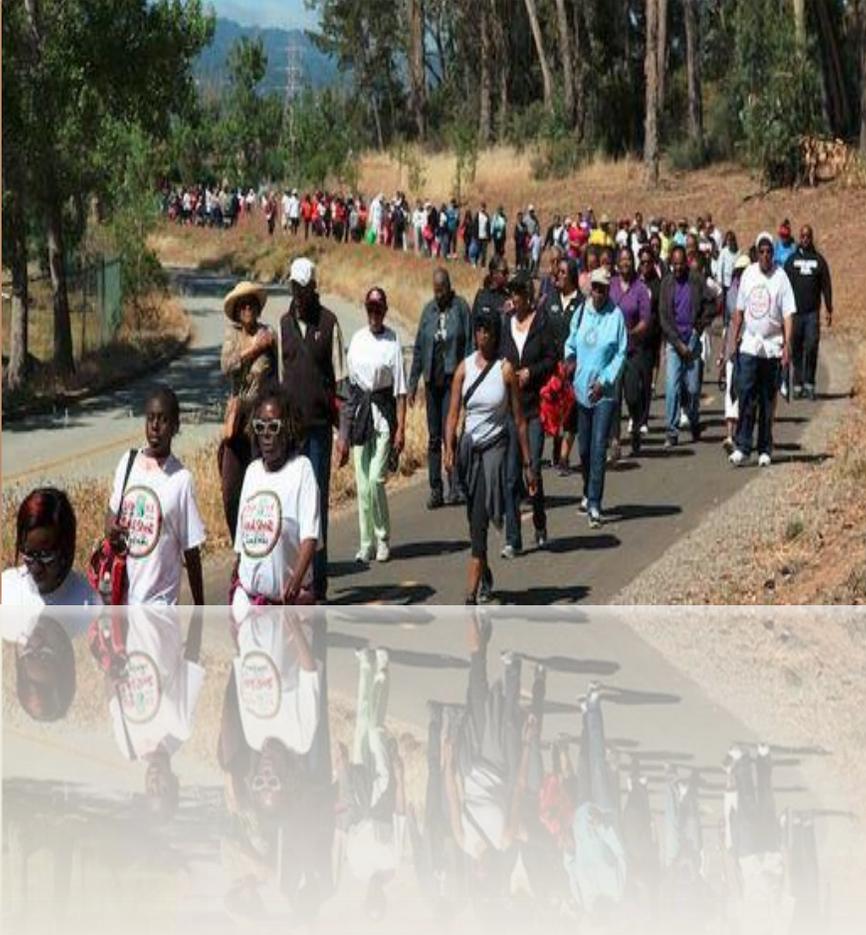
# Sutter Health

## Haunted Trail, Come if you Dare!

“The forest is alive... or is it? Are you a brave and courageous person? Will you dare enter the spookiest outdoor trail ever? Sutter Lakeside is pleased to present its 2nd year of Terror on the Trail!... held on the 39 acres adjoining the hospital”

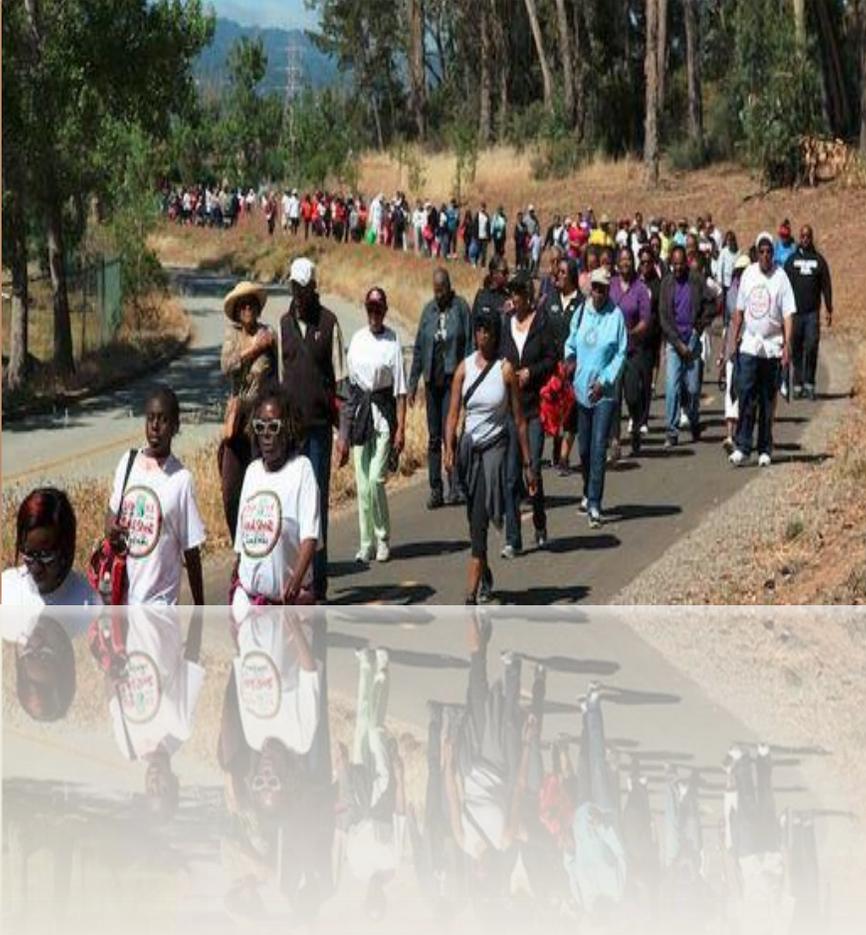


# Sutter Health



- Soul Stroll
- San Mateo's Coyote Point Park
- ~ 2,000-2,500 people of all ages
- Sponsored in partnership with Mills-Peninsula Health Services

# Sutter Health



- Community Benefit Plan states:
- “Through the African American Community Health Advisory Committee, offers educational events for diverse communities.”

# Recommendations

- Understand your location nonprofit hospital's Community Health Needs Assessment & Community Benefit Plan
- Try to establish a long-term partnership within the collaborative

• “

Questions?