



— **Community Benefit and Beyond!** —  
**Leveraging Resources Through Intersectoral Engagement**

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# Welcome and Introductions



**Kevin Barnett**  
Co-PI and PHI  
Senior Investigator



**Sue Grinnell**  
Co-PI and Director  
Population Health  
Innovation Lab



**Amy Max**  
Senior Public  
Health Analyst

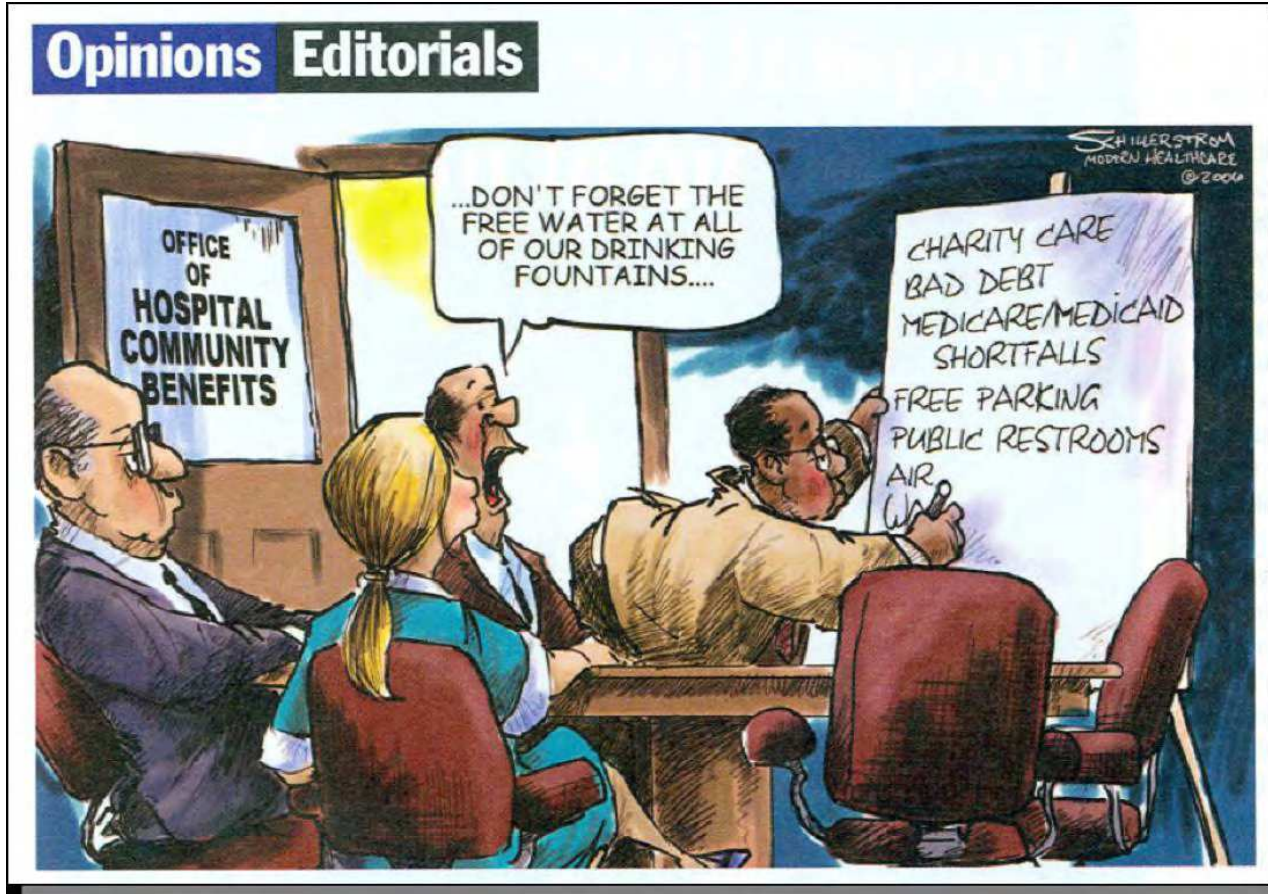


**Stephanie Sario**  
Project Manager

# Session Objectives

1. Build common understanding of the focus, roles, and guiding principles for CACHE.
2. Provide participants with a working knowledge of the CBI tool and its capabilities.
3. Increase understanding of how CACHE will work with diverse community stakeholders to align community health investments across sectors to reduce inequities and foster population health stewardship
4. Secure input from participants on ways in which CACHE can best meet current and emerging needs

# Legacy Model Community Benefit



# What is the Immediate Need?

- *Local stakeholders engaged in community health improvement lack the knowledge and leverage to effectively engage hospitals in making optimal use of their community benefit resources.*
- *Hospitals have varying levels of knowledge and capacity to make optimal use of their community benefit resources, and similar variances in their receptivity to external input that may require adjustments.*

***The potential for hospital community benefit to contribute to improved health is not being realized.***

# What is the Broader Need?

- *Duplication of effort and inefficiency in the allocation of resources as well as the design and delivery of services/activities to improve health in our communities.*
- *Stakeholders lack competencies and/or resources to design comprehensive approaches to community health improvement,*
- *Funding does not require systems approaches and often do not allow for addressing the root causes of poor health and well being*

# What is our Goal?

Advance community health and well-being, particularly in communities with social, economic and health inequities.

# Two Part Approach

## Community Benefit Insight Tool (CBI)

### Housed at Research Triangle Institute

CBI tool and online, interactive resource that provides data about nonprofit hospital investments to help their communities.

## Center to Advance Community Health and Equity (CACHE)

### Housed at PHI

Provide technical assistance for hospitals, community-based groups, and foundations navigating strategic community benefit implementation.





INTRODUCING  
**CACHE:**  
Center to Advance  
Community  
Health & Equity



Promoting Transparency  
to Inspire Action

Learn how U.S. tax-exempt  
hospitals commit community benefit  
expenditures to fulfill their mission  
and meet requirements. This new  
tool is available NOW.

EXPLORE HERE

*Tapping years of national leadership,  
CACHE is excited to introduce a set of tools and resources  
to advance health and well-being in communities across the nation,  
particularly where health inequities are concentrated.*

We engage diverse community stakeholders  
to build shared knowledge about the  
complex challenges facing their communities  
and align their resources  
to ensure health for all.

Hospitals  
Community-based organizations  
Local and state health agencies  
Public health institutes and researchers  
Local elected officials  
State policymakers  
Community development leaders  
Local and national philanthropies

### Learn More



WHO WE ARE



WHAT WE DO



WHAT IS  
COMMUNITY BENEFIT?



TOOLS & RESOURCES



TECHNICAL ASSISTANCE



INSPIRATION



Explore CB Data

About CBI

Get TA

### Promoting Transparency to Inspire Action

Learn how U.S. tax-exempt hospitals\* commit community benefit  
expenditures to fulfill their mission and meet requirements

- ✓ Help visitors understand the linkages between community benefit expenditures and community health needs, and inform conversations and partnerships between tax-exempt hospitals and other stakeholders
- ✓ Present critical information about how U.S. tax-exempt hospitals\* commit community benefit expenditures to fulfill the hospital mission and meet tax-exempt regulatory requirements
- ✓ Provide direct access to the community benefit spending information from tax-exempt hospitals throughout the United States

\* as of 12/31/2019, per the Internal Revenue Code

Community Benefit Insight only includes information about tax-exempt hospitals. If you are searching for a specific hospital and cannot locate its community benefit information on this web tool, please visit the hospital's website to determine if it is public, for-profit, or tax-exempt. Although many hospitals provide services to benefit their respective communities, only tax-exempt hospitals are required by law to do so.





# Community Benefit INSIGHT

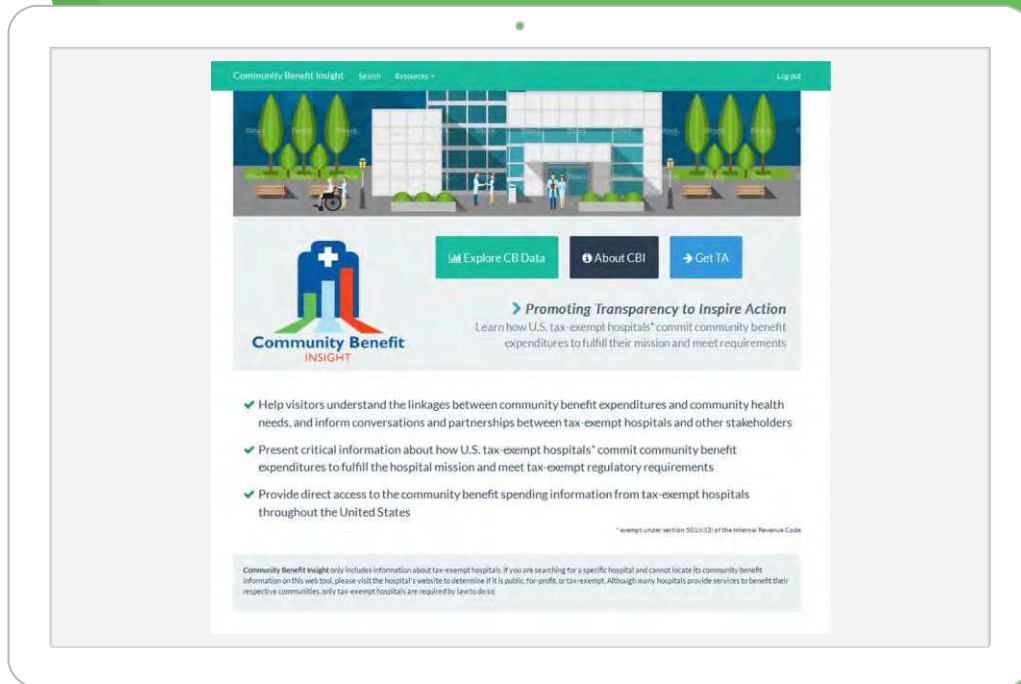
Promoting Transparency to Inspire Action





## WHAT IS CBI?

Online, interactive resource that provides data about nonprofit hospital investments to help their communities





## **WHO WILL USE CBI?**

- ▶ Local and state policymakers
- ▶ Foundations
- ▶ Public Health Departments
- ▶ NGOs and community-based groups
- ▶ Hospitals and hospital decisions makers
- ▶ Researchers interested in community benefit spending
- ▶ Other stakeholders with interests in community benefit spending



## HOW DID WE MAKE CBI?

1. Acquire public data reported to the IRS through a transparent process
2. Data sources include IRS, Guidestar, CMS-PICOS, AHA survey data
3. Clean and organize these data
4. Focus groups and interviews w stakeholders
5. Present online calculations of data
6. Develop visualizations for the dataset
7. Provide TA and context for the data

# Community Benefit Insight

Live demo

# Design Question

*How might we create a national technical assistance and resource center that is useful and used by local stakeholders to advance systems level solutions that impact health and well-being?*



# What is CACHE?



Tapping years of national leadership, the **Center to Advance Community Health & Equity** introduces a set of tools and technical assistance to advance health and well-being in communities across the nation, particularly where health inequities are concentrated.

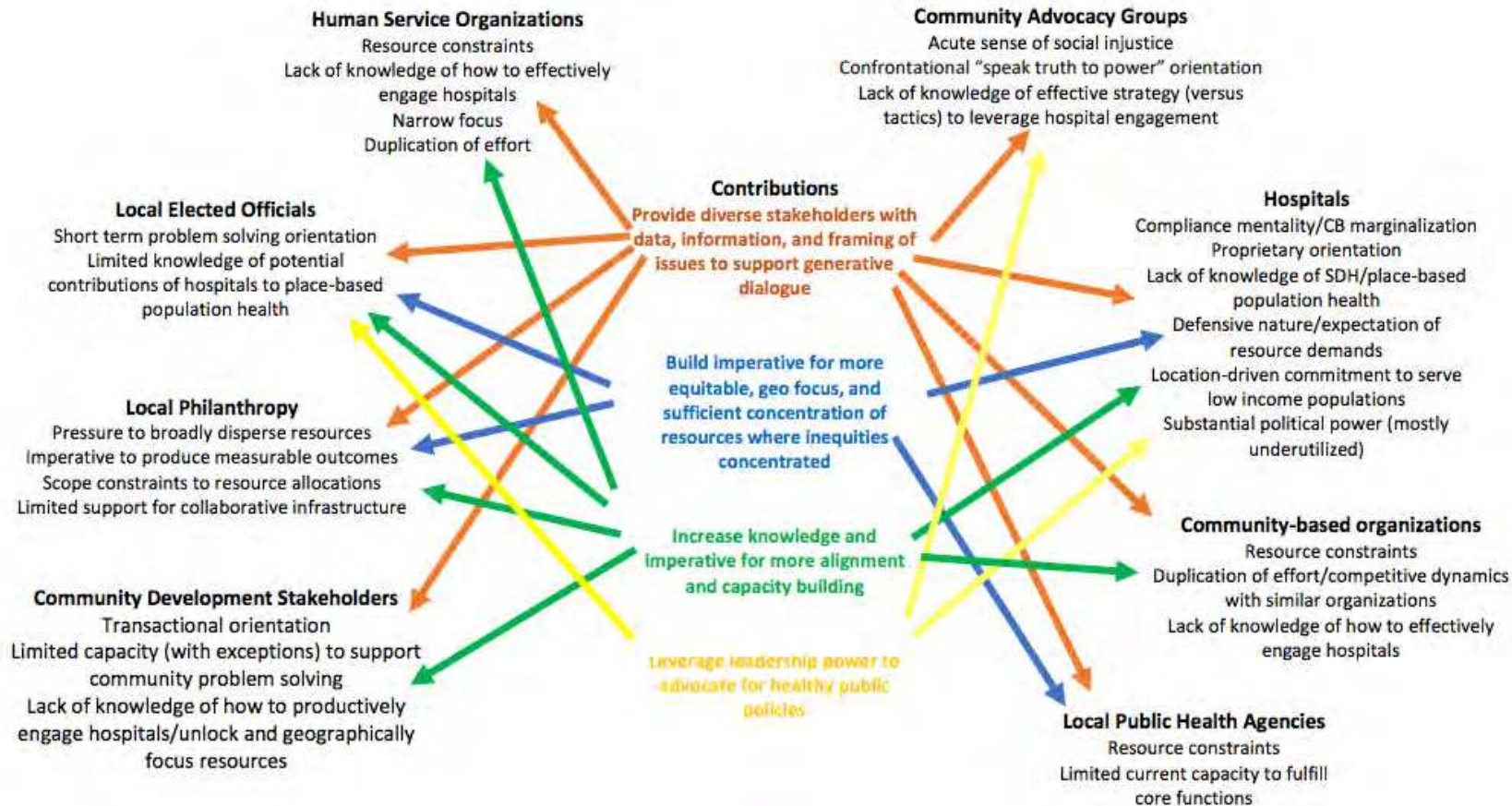


# National Advisory Council

- **Alicia Lara** (United Way Int'l)
- **Chris Kabel** (Kresge Foundation)
- **Claudia Lennhoff** (Champaign County Healthcare Consumers)
- **Denise Koo** (Consultant)
- **James Corbett** (Centura Health)
- **Jenny Ismert** (United Health Care)
- **Lyndia Wilson** (Spokane Regional)
- **Mark Rukavina** (Community Catalyst)
- **Maureen Byrnes** (GWU)
- **Nancy Andrews** (Low-Income Investment Fund)
- **Pamela Russo** (RWJF)
- **Paul Hattis** (Tufts University)
- **Sara Rosenbaum** (GWU)

# Center to Advance Community Health and Equity (CACHE)

## Statement of Needs/Dynamics and Contributions



# CACHE Theory of Change

## Context

**CB data is not readily available and local stakeholders lack knowledge to effectively engage hospitals**

**Hospitals have varying capacity to make optimal use of their community benefit resources**

**TA support needed to effectively align local resources**

## Assets

National Advisory Committee (NAC) and TA partner network

RWJ early-stage investment and support

Community Benefit Insight web resource

Repository of existing tools and resources

## Actions

**Spectrum of TA support tools & services**

**Protocol for linking users with experienced TA providers**

**Curated materials, resources and case studies**

**Communications strategy and promotion to reach diverse audiences**

## Outcomes

Increased access to, and interpretation of, community benefit spending data

Increased understanding of community benefit and how to drive dialogue with hospital partners

**Improved resource investment and realignment where inequities are concentrated**

# Initial CACHE Service Offerings

- Telephonic and email support to CBI tool, design analyses and interpret findings
- Online support through FAQs and email
- Referrals to regional TA resources
- Co-design of onsite technical assistance
- Live and archived webinars
- Presentations
- Convenings

# Sample of Content Areas for TA

- GIS analyses of SDH, demographic, and other relevant data
- Analyses of hospital utilization data, with focus in areas such as PQI
- Content and geographic focus of CB resource allocations
- Capacity, resources and relative alignment of other health sector resources
- Presence and roles of local/regional philanthropy
- Capacity, resources, and alignment of community development stakeholders
- CD investment opportunities that address health priorities

# Transparency to Action: Wraparound TA for CBI

## Case studies

# Case Study Report Out

## Dialogue Session

*What need do you experience for the center?*

*What are key strategies or services will be of most use and service?*

*Who are the people, organizations or stakeholders we should partner with?*



# Closing Thoughts

**What strikes you from what you have heard so far?**

**What keeps you up and night?**

**What is getting in the way of the success you want to see?**

**What do you want to see more of?**



# THANKS!

## Any questions?

You can email us at  
[kevinpb@pacbell.net](mailto:kevinpb@pacbell.net)  
[Sue.Grinnell@phi.org](mailto:Sue.Grinnell@phi.org)