

**Best Practices for Community Health Needs Assessment and
Implementation Strategy Development:
A Review of Scientific Methods, Current Practices, and Future Potential**

**Public Forum
Centers for Disease Control and Prevention**

**Monday, July 11, 1:00 p.m. – Wednesday, July 13, 4:00 p.m.
Emory Conference Center, Atlanta, GA**

Day 1: July 11, 2011	
<p>Welcome Chesley Richards, MD, MPH – Director, Office of Prevention through Healthcare, Office of the Associate Director for Policy, CDC</p> <p>Chris Giosa – Advisor to the Commissioner, Tax-Exempt and Government Entities Division, Internal Revenue Service, Department of Treasury</p>	(no slides)
<p>Hospital Leadership in a New Era John W. Bluford, MBA, FACHE – President/CEO, Truman Medical Centers; Chairman, Board of Trustees, American Hospital Association</p>	(no slides)
<p>The State of Affairs in the Field Steve Fawcett, PhD – Professor/Director, KU Work Group for Community Health and Development, a World Health Organization Collaborating Centre, University of Kansas</p>	View Slides
<p>Moderator Overview Kevin Barnett, DrPH, MCP – Senior Investigator, Public Health Institute</p>	View Slides
Community Health Assessment	
<p>Panel #1 – Shared Ownership and Accountability <i>What is shared ownership, and how is it operationalized? How do we accommodate the needs and priorities of diverse stakeholders (e.g., hospitals, local health departments, community health centers, United Ways)? What are creative approaches to partnership that address shared priorities?</i></p> <p><u>Panelists</u> Paul K. Halverson, DrPH, MHSA, FACHE – Director/State Health Officer, Arkansas Department of Health</p> <p>Mónica Escobar Lowell – Vice President, Community Relations, UMass Memorial Health Care</p>	<p>View Slides</p> <p>View Slides</p>

Day 1: July 11, 2011

Panel #2 – Jurisdictions and Geographic Parameters

How do we define community, (e.g., geo parameters), and what are the determining factors?

What are unique issues to be considered in rural communities? In urban metropolitan areas?

What are issues and options in the apportionment of responsibilities to address health concerns?

How might expectations vary for different kinds of stakeholders, and why?

Panelists

Karen Minyard, PhD, MSN – Executive Director, Georgia Health Policy Center

Rebecca Slifkin, PhD, MHA – Director, Office of Planning, Analysis, and Evaluation, HRSA

José E. Camacho, JD – Executive Director/General Counsel, Texas Association of Community Health Centers

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(no slides)

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Day 2: July 12, 2011

Welcome

Judith A. Monroe, MD, FAFAP – Deputy Director, CDC; Director, Office for State, Tribal, Local, and Territorial Support, CDC

(no slides)

Panel #3 - Data Platform: Scope and Transparency

What are essential data sources and what are the issues and opportunities in securing them?

In what ways can we collect data on social determinants and link to health status measures?

In what ways can we identify concentrations of unmet needs (e.g., health disparities) in local communities?

What are the challenges and opportunities in analysis and sharing of provider utilization data?

Panelists

Eileen Barsi – Director, Community Benefit, Catholic Healthcare West

Winston Wong, MD, MS – Medical Director, Community Benefit, Kaiser Permanente

Julie Willems Van Dijk, RN, PhD – Associate Scientist, University of Wisconsin Population Health Institute; Community Engagement Director, MATCH

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Day 2: July 12, 2011

Panel #4 – Community Engagement

What constitutes meaningful community engagement in the broader community health improvement process?
What are potential roles of diverse stakeholders in data collection and analysis?
What are the issues and opportunities in the identification and mobilization of community “assets?”

Panelists

Jessica Curtis, JD – Project Director, Hospital Accountability Project; Staff Attorney, Community Catalyst

Michelle J. Lyn, MBA, MHA – Associate Director, Duke Center for Community Research; Chief, Division of Community Health; Duke University Medical Center

Dory Magasis Escobar – Director, Healthy Communities, St. Joseph Health System – Sonoma County (California)

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Implementation Strategy / Plan Development

Panel #5 – Stakeholder Roles and Contributions: Alignment Opportunities

What are alignment opportunities associated with national health reform (e.g., ACOs, CMS rules)?
What are unique characteristics, potential contributions, and expectations of teaching hospitals?
What are potential contributions and expectations of health professions education institutions?

Panelists

Paul Hattis, MD, JD, MPH, FACPM – Professor, Tufts University School of Medicine

Bradford Gray, PhD – Senior Fellow, Urban Institute; Editor, The Milbank Quarterly

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Panel #6 – Setting Priorities: Methodologies

What is the purpose of priority setting, and why is it important?
What criteria, processes, and tools can be used under different circumstances?
In what ways should we use evidence to guide decision making?

Panelists

Steven M. Teutsch, MD, MPH – Chief Science Officer, Los Angeles County Department of Public Health

Leslie M. Beitsch, MD, JD – Associate Dean for Health Affairs, Florida State University College of Medicine

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Day 2: July 12, 2011

Panel #7 – Setting Priorities: Selection Processes, Collaboration, and Accountability

Who should be involved in the priority setting process, and why?
What is the scope of content issues to be considered, and what are key factors in the determination?
What constitutes meaningful collaboration (in addressing identified priorities)?
What are the challenges and opportunities associated with comprehensive approaches?

Panelists

Tom Wolff, PhD – Principal, Tom Wolff and Associates

Vondie Woodbury – Director, Community Benefit, Trinity Health

Peggy Honoré, DHA, MHA – Director, Public Health System, Finance, and Quality Program, Office of Healthcare Quality, Office of Assistant Secretary for Health, HHS

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Panel #8: Monitoring and Evaluation

Who are potential “audiences” in evaluation, and in what are the implications for the selection of measures?
In what ways should the community health assessment and the monitoring & evaluation processes be linked, and what are the implications?
What types of data are needed to identify and monitor progress in addressing health disparities?
What are potential roles of community members in program evaluation (e.g., PAR)?
What are collaborative evaluation opportunities for hospitals and other stakeholders (e.g., local health departments, academic institutions, United Way)?

Panelists

James Walton, DO, MBA – Vice President of Health Equity/Chief Health Equity Officer, Baylor Health Care System

Catherine F. Kinney, PhD, MSW – Principal, Kinney and Associates

Christopher Fulcher PhD – Co-Director, Center for Applied Research and Environmental Systems (CARES) University of Missouri-Columbia

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Day 3: July 13, 2011

Implementation/Reporting and Compliance

Panel #9 – Institutional Governance and Oversight

What internal oversight mechanisms are needed to ensure meaningful institutional engagement – For hospitals – For local health departments (e.g., accreditation)?

What internal management & operational structures and competencies are needed?

Panelists

Lawrence Prybil, PhD, FACHE – Associate Dean, University of Kentucky College of Public Health

Elissa J. Bassler, MFA – CEO, Illinois Public Health Institute

Mark Huber, MS – Vice President of Social Responsibility, Aurora Health Care

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Panel #10 – Strategic Investment and Funding Patterns

What changes in federal and state policy are needed to support investment in comprehensive approaches to community health improvement?

What are potential roles of private sector philanthropy in facilitating a more strategic approach to CHI (e.g., engaging other stakeholders such as health plans)?

What are challenges and opportunities in collaborative policy development?

Panelists

Judy Darnell, MPP – Director of Public Policy, United Ways of California

Gary D. Nelson, PhD – President, Healthcare Georgia Foundation

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Panel #11 – Shared Accountability and Regional Governance

What are the potential benefits of regional partnerships between hospitals, LPHAs, and other stakeholders?

What are options for formal agreements that bind stakeholder financial commitments?

What are existing mechanisms for local/regional accountability that may be applicable?

What are potential implications of shared investment and agreements for antitrust concerns?

Panelists:

Gregory J. Dent – President/CEO, Community Health Works

Gene Matthews, JD – Director, Southeastern Regional Center, Public Health Law Network; Senior Fellow, NC Institute for Public Health

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<p>Panel #12 – Reporting and Compliance: State Level Oversight</p> <p><i>What are essential elements of public reporting processes?</i></p> <p><i>What are optimal roles of public sector oversight at the state and federal level?</i></p> <p><i>What are creative alternatives to public agency oversight to encourage desired institutional behavior?</i></p> <p><i>What are challenges and opportunities in the coordination of public sector agency roles?</i></p> <p><u>Panelists:</u></p> <p>Donna Folkemer, MA, MCP – Senior Policy Analyst, The Hilltop Institute at UMBC</p> <p>Lois Johnson, JD – Assistant Attorney General, Health Care Division, Office of the Attorney General of Massachusetts</p> <p>Gianfranco Pezzino, MD, MPH – Senior Fellow, Kansas Health Institute</p>	<p>(no slides)</p> <p>View Slides</p> <p>View Slides</p>
<p>Panel #13 –Reporting and Compliance: Local and Regional Dynamics</p> <p><i>What are key issues for local hospitals in meeting national and state reporting requirements?</i></p> <p><i>What are key issues for local public health agencies in meeting national and state accreditation standards?</i></p> <p><i>What is the role of local officials, advocacy groups, and the general public?</i></p> <p><i>What is needed to move from compliance to transformation?</i></p> <p><u>Panelists:</u></p> <p>Kaye Bender, PhD, RN, FAAN – President/CEO, Public Health Accreditation Board</p> <p>Gerald M. Griffith, JD – Partner, Jones Day</p> <p>Claudia Lennhoff – Executive Director, Champaign County Health Care Consumers</p>	<p>View Slides</p> <p>View Slides</p> <p>View Slides</p>