



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

FISCAL YEAR 2023 COMMUNITY ENGAGEMENT REPORT



TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
PARTICIPANT DEMOGRAPHICS	5
PARTICIPATION BY ZIP CODE	6
PUBLIC PARTICIPATION APPROACH	7
COMMUNITY ENGAGEMENT TACTICS	8
COMMUNICATION TACTICS	13
PROJECTS AND INITIATIVES	14
EXHIBIT A: COMMUNITY OUTREACH PARTNERS	28
EXHIBIT B: PATIENT EXPERIENCE SEMI-STRUCTURED INTERVIEWS	30
EXHIBIT C: HORNSBY BEND HEALTH & WELLNESS CENTER SURVEY	36
EXHIBIT D: DEL VALLE HEALTH & WELLNESS CENTER SURVEY	38



EXECUTIVE SUMMARY

To ensure its strategic priorities and budget align with the healthcare needs of the community, Central Health relies heavily on demographic and clinical data. To build on this, each year staff prioritizes involving Travis County residents in robust community engagement efforts.

Through proven and systematic community engagement methods, staff aim to involve residents in the planning, implementation, and evaluation of Central Health projects. This report thematically summarizes the public input staff have gathered for consideration during Fiscal Year (FY) 2023.

Staff collected public and consumer feedback on Central Health projects through Community Conversations, online surveys, one-on-one interviews (by phone and in person), listening sessions, and public communication during meetings of the Central Health Board of Managers and its committees. Staff members also receive comments and answer questions online at: centralhealth.net/get-involved.

In FY 2023, community engagement efforts stemmed directly from Central Health's Healthcare Equity Plan, adopted in February 2022, and developing its implementation strategies over the subsequent 18 months. These projects included a patient experience analysis, a Language Access Assessment, the Hornsby Bend Health & Wellness Center, the Del Valle Health & Wellness Center, the CEO search, the 2022 Demographic Report, and the FY 2024 budget development process. Each of these is covered in detail below.



2022 Community Health Champion alumna Lupita Cardoso shares her experience with Central Health leadership at the July 13 Community Conversation in East Austin.

A total of **1,014 community members** have provided input - a **60.95% increase** over FY 2022.

# of Activities	Projects & Activities	# of Participants
1	Healthcare Equity Action Plan: Community Conversation*	80
1	Patient Experience Analysis: survey	37
1	Hornsby Bend Health & Wellness Center: survey	262
1	Del Valle Health & Wellness Center: survey	159
23	Language Access Assessment: focus groups and interviews	100
1	2022 Demographic Report: Community Conversation*	11
1	CEO Search: survey	225
6	FY 2024 Budget: Community Health Champions budget workshops, Public Hearing, Community Conversations* and listening sessions	140
TOTAL		1014

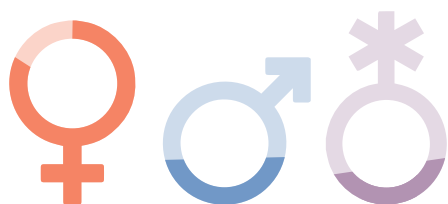
*As of Aug. 31, the Community Conversation recordings had 862 views.

1014

PARTICIPANTS

RESPONSES BY GENDER

n=789



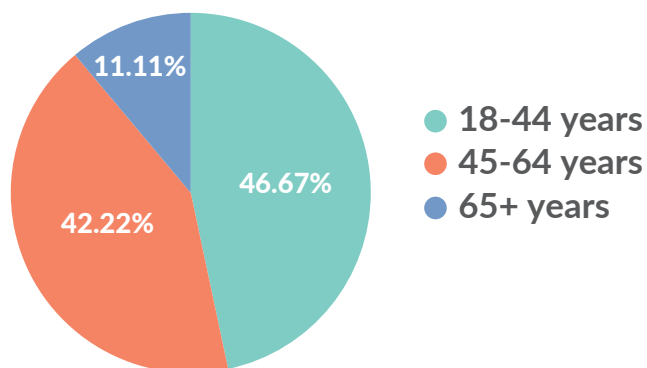
Female
71.86%

Male
28.01%

Other
0.13%

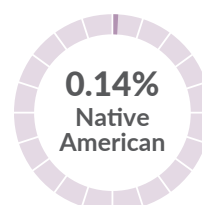
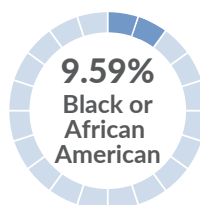
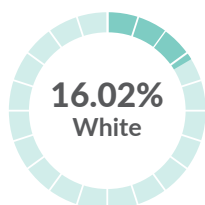
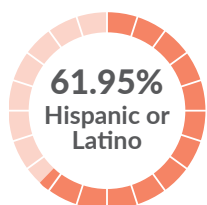
RESPONSES BY AGE

n=270



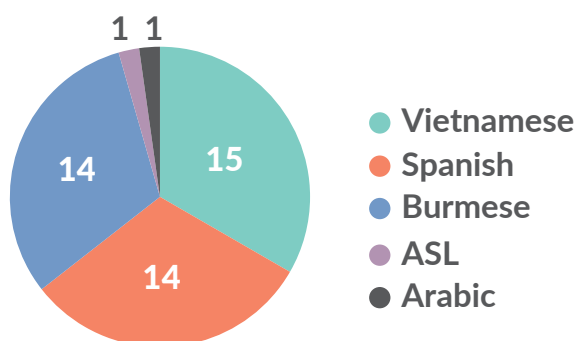
RESPONSES BY RACE/ETHNICITY

n=699



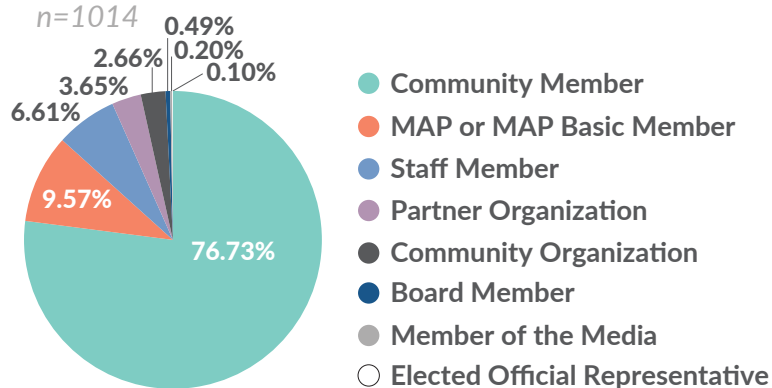
INTERPRETATION SERVICES

n=45



AFFILIATION

n=1014

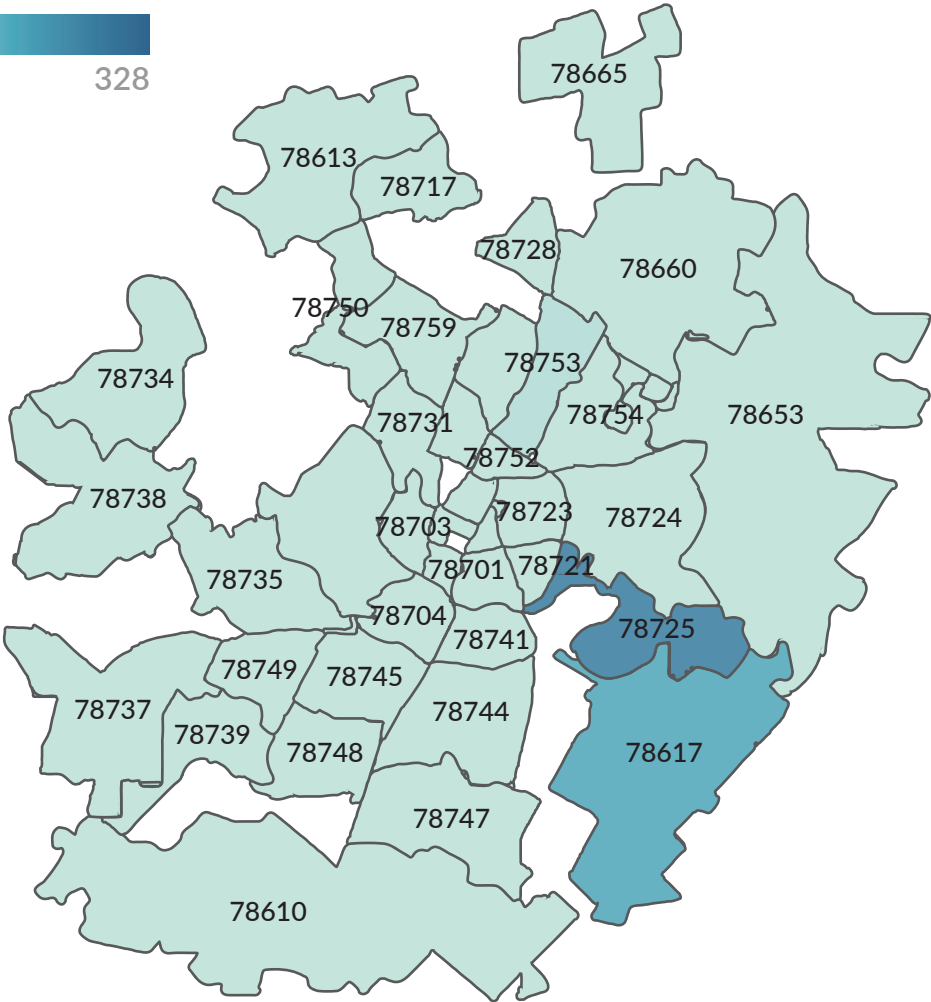


FY 2023 COMMUNITY ENGAGEMENT PARTICIPATION

ZIP CODES
(n=606)

"I want to thank you for this program. It has extremely benefited me with my health conditions. I am very grateful"
MAP Member, from patient experience survey

Number of People



PUBLIC PARTICIPATION APPROACH

As a tax-funded public entity, Central Health uses a systematic approach to community engagement and public participation. This approach employs methods recommended by the Systematic Development of Informed Consent (SDIC) public engagement process from the Institute for Participatory Management & Planning (IPMP), as well as the International Association for Public Participation (IAP2). Both best-practice models are widely used by other local public entities, including the City of Austin, Capital Metro, and the Austin Independent School District.

Tactics & Activities

Central Health leverages its Community Health Champions program, the linchpin of its larger community engagement strategy, which creates a consistent and sustainable mechanism for public participation and information-sharing about the Central Health Enterprise. Additionally, staff engage with residents to gather their feedback through Community Conversations, community advisory committees, online, telephone, and in-person surveys, and listening sessions. Staff also rely on communication and outreach tactics to involve members and patients in the public participation process. The graphic below illustrates how Central Health's four core external relations functions support one another to carry out our strategic objectives.



COMMUNITY ENGAGEMENT TACTICS

Because staff value input from Travis County residents, they consistently employ tactics to meet them where they are.

To inform and obtain **feedback** from patients and non-patients, staff employ the following tactics.



Central Health President & CEO Mike Geeslin shares the FY 2024 proposed budget with attendees of the August 17 Community Conversation in Northeast Austin.

Community Health Champions

Community Health Champions is an annual Central Health program that brings together diverse community members from across Travis County to learn about, discuss, and collaborate on Central Health's work to promote health equity and improve the health of Central Texas.

Through a five-month workshop series, beginning with a health equity training that provides context to the work of Central Health and its patients, participants learn about the healthcare system for Travis County residents with low income; how historical and current cultural conditions, policies, and practices influence social inequities; and how Central Health and its partners come together to address the resulting health disparities. Since 2016, nearly 350 community members have completed the Community Health Champions program.



Community Health Champions discuss diversity, equity and inclusion terminology during the health equity training portion of their first workshop.

New this year: Accelerated Community Health Champions

In March of this year, Central Health piloted a one-month accelerated workshop series, entirely in Spanish, for participants in the Rundberg and St. John's communities.

The Accelerated Community Health Champions program offers a targeted, accessible approach to healthcare advocacy for populations living in Central Health's geographic focus areas (areas with high concentrations of poverty, as identified in Central Health's Demographic Report), with a focus on recruiting participants with lived experience in social and health disparities. This includes those with limited incomes, education, and access to transportation as well as language and literacy barriers. The program is designed to be adaptable to the needs of individual communities, including flexible workshop schedules based on school and childcare needs; information on community resources tailored to local neighborhoods; interpretation services and translated presentations and materials so the program can be conducted in the preferred language of each community.

Central Health aims to conduct the accelerated program in two to three geographic focus areas each spring based on interest, need, and alignment with ongoing Central Health initiatives (e.g., engagement in geographic focus areas with lower-than-expected enrollment in Central Health's health coverage programs).



Staff and members of the inaugural Accelerated Community Health Champions class celebrated their completion of the program in March 2023.

How Community Health Champions Support Community Engagement

Community Health Champions alumni are an invaluable resource as ambassadors for healthcare equity. By taking an active role as informed community advocates, they play a crucial part in amplifying Central Health's mission by raising awareness of programs and services, promoting opportunities to get directly involved in initiatives, and by applying the knowledge and resources gained through the program to improve the health and quality of life for those served.

A defining feature of the Community Health Champions program is the exceptional diversity of personal and professional backgrounds, experiences, and in particular languages spoken among participants. The continually broadening scope of cultural, experiential and socioeconomic diversity among Health Champions provides Central Health with a unique opportunity to expand its reach into communities that may otherwise be difficult to effectively connect with; as well as additional opportunities to identify and bridge healthcare gaps.



2021 Community Health Champion alumnus Joshua Collier discusses the importance of a robust community health worker strategy supporting a high-functioning safety-net healthcare system at the July 13 Community Conversation in East Austin.

For those who wish to participate more in depth in the work of Central Health, the Community Health Champions Alumni Engagement Committee allows members to take on more substantial projects. This includes developing and implementing new initiatives such as more accessible and mobile community presentations, among other strategies to better inform and connect with community members. Some alumni are more vocal and visible in their advocacy, while others quietly and diligently work to continuously improve the healthcare system, but all of the Community Health Champions live up to their title as examples and advocates for health equity in action.

Community Conversations

Central Health hosts Community Conversations (town-hall style or interactive public meetings) to keep Central Health patients and the community informed. Staff ensure these events are highly accessible to diverse audiences by holding them in neighborhoods with the highest concentrations of people with low income; offering interpretation services in American Sign Language, Spanish, Arabic, Vietnamese and Burmese; and providing free transportation to the events for MAP and MAP Basic members. At least one Community Conversation per project is streamed via Facebook Live to increase accessibility.



Catalina Berry, Community Health Champions class of 2016 alumna, discusses involvement opportunities with attendees at the July 13 Community Conversation in East Austin.

Listening Sessions & Meetings-in-a-Box

Central Health is taking information regarding its projects to a broader set of neighborhood groups. See Exhibit A for a non-exhaustive list of Community Outreach Partners. In FY 2023, staff trained Community Health Champions to become members of a speakers' bureau taking "Meetings-in-a-Box" to their own communities. These presentations, designed around Central Health's Healthcare Equity Plan and budget development process, create more accessible and equitable opportunities to engage with and educate community members on Central Health's programs and services, as well as empower them to take action and become advocates for healthcare equity in their communities. The 30-minute presentations take place in Travis County geographic focus areas, as identified in the 2022 Central Health Demographic Report, and are facilitated by Health Champions alumni who have been trained by Central Health. As part of the presentation, Health Champions encourage Meetings-in-a-Box participants to attend future Community Conversations and/or testify before local policymakers, including the Travis County Commissioners Court. Included as part of the Meeting-in-a-Box presentation is a simple demographic survey, which Central Health intends to utilize to expand its base of community-specific contacts for outreach and engagement opportunities in the identified areas.



Online, Telephone, and In-person Surveys

To capture feedback from individuals unable to attend Community Conversations, Central Health administers online surveys, conducts over-the-phone interviews with a representative sample of MAP and MAP Basic members, and in-person interviews in places where its target population gathers – clinics, enrollment offices for health coverage programs, schools, faith-based centers, events, etc.

Community Advisory Committees

To ensure community members have a seat at the table during the planning, research, implementation, and evaluation of Central Health's service expansion projects (such as the new facilities now under development in Del Valle and Hornsby Bend), Central Health formed community advisory committees in early 2018. Members include residents, community partners, advocates, neighborhood association members, representatives of school districts, faith-based organization leaders, and elected officials. Advisory committees help staff get to know, and connect with, each unique community – to ensure a positive impact on the health of people with low income experiencing disparities in their neighborhoods.



Staff member Sarita Clark-Leach and 2023 Community Health Champion participant Charles Moody III discuss Travis County healthcare inequities during a workshop in August.

Online Engagement

Central Health staffers leverage the use of technology to keep the conversation going with patients and community members in between meetings. Members of the public can submit questions or comments regarding a particular strategic initiative or the budget through Central Health's website (centralhealth.net/get-involved) or social media channels. The Communications and Community Engagement team promptly responds to questions and comments and shares information with community members.



COMMUNICATION TACTICS

Central Health staff use best-practice communication and outreach methods, using a logic model based on the Theory of Change. The model helps ensure staff are thoughtful and methodical in the selection, implementation, and evaluation of communications and outreach tactics. Below is a sample of the tactics used during the engagement process this year.

Media Relations

Central Health uses a variety of traditional media outreach strategies to inform the community through local media channels.

Paid Digital Advertising

Central Health's paid media efforts specifically target residents with low income living in Travis County. Digital ads are in Spanish and English. A representative digital ad buy in FY 2023 achieved 1.3 million impressions, resulting in 7,661 clicks.

Newsletter/Email Invitations

Prior to any Community Conversation, staff send an email invitation and two reminders to a list of more than 6,000 contacts, including elected officials, healthcare partners, nonprofit organizations, community groups, advisory committees, and Community Health Champions.

Social Media

In addition to the email invitation and reminders, Central Health promotes Community Conversations and any online survey on the organization's Facebook, Twitter, and Instagram social media channels. These posts have historically reached about 1,700 users.

Community Outreach

Staff share information about Community Conversations and online surveys at community events and on 120 Facebook groups serving communities of color in Travis County.

Weekly Emails

Staff shares information with advisory committee members, Community Health Champions, healthcare partners, and nonprofit organizations through a weekly email. The information is in both Spanish and English, and it goes to more than 600 contacts. The emails contain ready-to-share information for partners to use on their social media platforms, newsletters or in person. Information about Community Conversations and online surveys is included in these weekly emails.

Phone Calls

Staff engage with MAP members and representatives from community groups, faith-based centers, schools and organizations by phone. MAP members participate in one-on-one interviews while stakeholders are encouraged to spread the word about online surveys.



PROJECTS AND INITIATIVES

Healthcare Equity Plan: Implementation Planning

Central Health's Healthcare Equity Plan provides the roadmap for building a high-functioning comprehensive safety-net healthcare system for Travis County residents with low income.

The Equity Plan, adopted in February 2022 after an 18-month planning process, identified unsustainable gaps throughout the healthcare system serving Travis County residents with low income. Those gaps mean at least 30%, and in some cases more than 50%, of the anticipated need for healthcare services would go unmet unless Central Health – the entity with the authority and responsibility to meet these needs – took action.

Patient Experience Survey

Central Health surveyed MAP members to gauge their experience as they used services available to them through their membership. Staff called 34 individuals whose primary languages included English, Spanish, Vietnamese, Arabic, and Nepalese.

You can view the survey in Exhibit B.



Dr. Jewel Mullen discusses the definition of a safety net system with attendees at the Healthcare is Getting Better Community Conversation in East Austin.

Key Takeaways

- Overall, quality of care and net promoter scores were high and in line with other survey results; however, patients speaking languages other than English or Spanish reported lower quality of care and had lower average net-promoter scores than the other respondents.
- Across 15 different dimensions of barriers to care, the overwhelming majority of respondents reported that 12 of the 15 barriers were either “Not A Barrier At All” or “A Minor Barrier (overcome easily)”.
- However, 56% of respondents indicated that wait time was either somewhat of a barrier (38% who overcame with effort) or a major barrier (18% found it difficult to overcome).
- Stratified by provider type, wait time continues to be the single most pressing barrier to care, even for seeing the primary care provider. Wait times for specialists and dentists were even longer. A plurality of respondents indicated wait times of at least one week and up to several months irrespective of provider type.
- Cost (27%) and getting lost in the system (21%) were the second and third biggest barriers, respectively.
- Despite language barriers encountered, patients reported high subjective scores for all patient-centered care and cultural competency questions, with 97% providing positive assessments for nearly all those metrics.
- Taken together, these semi-structured multi-lingual patient interviews provided insights into the patient experience in populations that aren’t typically included in patient experience surveys. Patient satisfaction with quality of care was lower for non-English/Spanish speakers. Wait time, cost, and getting lost in the system were the top three barriers for all respondents.
- Nonetheless, patients in the sample reported high levels of satisfaction with culturally competent care, patient-centered care, and are likely or very likely to recommend Central Health’s coverage programs (MAP or MAP Basic) to their friends and family. Central Health will continue to focus on reducing wait times, improving program coverages, and expanding care coordination efforts in the current and future fiscal years.

Community Conversation

Central Health staff on Thursday, July 13, held a Community Conversation titled **Healthcare is Getting Better** to share with community members the recently Board-ratified Healthcare Equity Implementation Plan.

The event took place at the Austin Community College Eastview campus. It was streamed via Facebook Live. Central Health offered free transportation to and from the event to MAP and MAP Basic members. The event featured free entertainment by HAAM musician Kelsi Creek, a catered breakfast, and interpretation services in Spanish and American Sign Language.

Dr. Jewel Mullen opened with her keynote address **Building Better Safety-net Hospital Systems**, after which Chief Communications Officer Ted Burton moderated a panel discussion with the following staff members:

- Monica Crowley, Chief Strategy & Planning Officer and Senior Counsel
- Dr. MiLinda Zabramba, Assistant Chief Medical Officer
- Cynthia Gallegos, Vice President of Operations



Panelists at the Healthcare is Getting Better Community Conversation discuss Central Health's plan to fill healthcare gaps in the next seven years.

Marketing, Communications, and Outreach

Central Health sent a media advisory to local media outlets, inviting the press and the public to the Community Conversation. Staff sent an event invitation and two email reminders in the weeks leading up to the event to a list of more than 6,000 subscribers, including elected officials, healthcare partners, nonprofit organizations, community groups, and Community Health Champions. Staff promoted the event on the organization's Facebook, Twitter, and Instagram social media channels, and implemented a paid social media campaign to expand its reach and increase awareness about the Community Conversation among the public at large.

A record total of 117 people RSVPd, and 80 people attended the Community Conversation. As of August 31, the Facebook Live video had 394 views.

Key Takeaways

- Central Health identified patient critical needs and created the Healthcare Equity Plan through the Voice of the Community initiative, Safety-Net Community Needs Assessment, and Capabilities and Gap Analysis.
- This type of Community Needs Assessment has not been done in Travis County before.
- The wait times to schedule an appointment to see a healthcare provider are long and renewing MAP or MAP Basic is hard for some patients.
- Community Health Workers can bridge the gaps between patients and the healthcare system to improve navigation.
- Although Central Health has been and will be providing more respite beds, the need is much greater.
- Central Health's 7-10 year Healthcare Equity Implementation Plan includes 38 initiatives and more than 150 projects.

Hornsby Bend Health & Wellness Center

The Hornsby Bend Health & Wellness Center, expected to open Fall 2023, will bring expanded clinical services to Hornsby Bend and its surrounding communities. The center will foster mental and physical wellbeing while providing new community resources for eastern Travis County residents.

Proposed services include:

- Primary care
- Integrated behavioral health and oral health assessment
- Select specialty care services via telehealth
- Accessible community gathering space (indoor community room and green space)



Aerial view of the Central Health Hornsby Bend Health & Wellness Center taken in the summer of 2023.

Survey

Central Health staff administered a survey to capture feedback from individuals living in and around Hornsby Bend about their preferred hours of operation for health education and wellness programs. Central Health Community Engagement & Outreach and Community Health & Wellness Initiatives teams partnered with Del Valle ISD campuses to administer the survey during student pickup hour. Central Health partner Community Coalition for Health also administered surveys at local businesses and Del Valle resource events. An online version of this survey was shared on Facebook and Instagram.



Staff distributed backpacks in Hornsby Bend and shared information about the upcoming Central Health Hornsby Bend Health & Wellness Center in August.

Key Takeaways

- The majority of participants are interested in healthy cooking, Zumba, and computer classes as their top three.
- Those who could come in for resource assistance or a class stated they preferred extended evening hours with about 60% stating they could also come in during normal business hours.
- 77% of participants would take a class on a Saturday with most preferring mornings from 8 a.m. - noon.

For more information and to receive updates on the progress of the center, visit centralhealth.net/clinical-services/locations/hbhwc and complete the form for updates.

You can view the survey in Exhibit C.

Del Valle Health & Wellness Center

The Del Valle Health & Wellness Center, expected to open Fall 2023, will bring expanded clinical services to Del Valle and its surrounding communities. Located next to Popham Elementary School, the center will foster mental and physical wellbeing while providing new community resources for eastern Travis County residents.

Proposed services include:

- Primary care
- Dental care
- Integrated mental health
- Retail pharmacy



Staff shared information about the upcoming Del Valle Health & Wellness Center at Del Valle Independent School District events and asked event attendees to complete surveys.

Survey

Central Health staff administered a survey to capture feedback from individuals living in and around Del Valle about their preferred hours of operation for health education and wellness programs. Central Health Community Engagement & Outreach team partnered with Del Valle ISD campuses to administer the survey after school during student pickup hour. Central Health partner Community Coalition for Health also administered surveys at local businesses and Del Valle resource events.

Key Takeaways

- The majority of participants are interested in healthy cooking, yoga, and Zumba classes.
- Those that stated they could come in for resource assistance or a class stated they preferred to come in during extended evening hours with about 50% stating they could also come in during normal business hours.
- 78% of participants would take a class on a Saturday with most preferring morning, 8 a.m. - noon.

For more information and to receive updates on the progress of the center, visit centralhealth.net/clinical-services/locations/dvhwc and complete the form for updates.

You can view the survey in Exhibit D.

Language Access Assessment

In early 2023, Central Health contracted with BCT Partners to conduct an extensive assessment of its language access systems, policies and practices as the organization steps into the direct practice of medicine.

BCT utilized the following methods to compile this language access assessment:

- Document review
- Nine online staff focus groups
- Online individual interviews with members of senior leadership
- Five in-person enrollee focus groups in Spanish, Vietnamese, Arabic, ASL, and Burmese
- Interviews with the Account Manager and Director of Quality Assurance at Language Service Associates, the language service provider currently contracted by Central Health
- Interview with program staff at Caritas of Austin and World Relief regarding refugee groups in the pipeline for future resettlement to Travis County

Focus Groups and Interviews

Staff utilized existing language access provider Language Services Associates to recruit by telephone MAP and MAP Basic members with limited English proficiency. BCT Partners held five in-person focus groups in Spanish, Vietnamese, Arabic, American Sign Language and Burmese. Language Services Associates provided interpretation services for the aforementioned languages with the exception of Spanish, as a staff member of BCT Partners conducted the focus group in Spanish. BCT Partners also held nine online staff focus groups and nine interviews with members of the senior leadership team.

A total of 100 people participated in this project.

Next Steps

BCT Partners has developed and shared a report with staff that includes recommendations for Central Health to enhance its language access practices. Some of these revolve around building on existing language access policies, creating a Language Access Plan, adding interpreters and language access staff to the organization, enhancing data collection and use, testing and training existing bilingual staff, strengthening existing interpretation services, and more. Per its Healthcare Equity Plan, Central Health is already investing in patient support services as early as FY 2024, starting with hiring clinical translators.

Central Health's 2022 Demographic Report

Over the past two years, the population, topography, economics and social fabric of Travis County have been in significant flux. The onset of the global pandemic and its impact on the healthcare system, economy, and housing market forced many county residents to adjust to new norms. The Central Health 2022 Demographic Report is designed to provide an up-to-date snapshot of how these factors impact the Travis County residents with low income who Central Health is honored to serve.

Community Conversation

Central Health held on March 30, a Community Conversation to share with partners and community members findings from the Central Health 2022 Demographic Report. The target audiences for this Community Conversation were the public at large, elected officials and their staff, partners, and Community Health Champions. The event was held in English, in person and streamed via Facebook Live.

During the event, Central Health Chief Communications Officer Ted Burton moderated the following panel of Central Health subject-matter experts:

- JP Eichmiller, Senior Director of Strategy & Information Design
- Ashley Levulett, Geospatial Data Scientist
- Jessie Patton Levine, Senior Epidemiologist
- Matt Richardson, Senior Strategy Data Analyst



Panelists share information on the 2022 Demographic Report at the March 30 Community Conversation.

Marketing, Communications and Outreach

Central Health sent on Feb. 17 a press release regarding its Demographic Report to local media outlets, and later a media advisory inviting the press and the public to the Community Conversation. Staff also sent an event invitation and two email reminders the weeks leading up to the event to a list of more than 6,000 subscribers, including elected officials, healthcare partners, nonprofit organizations, community groups, and Community Health Champions. Staff also promoted the event on the organization's Facebook, Twitter, and Instagram social media channels.

A total of 6 community members attended the Community Conversation in person. As of August 31, the Facebook Live video had 312 views.

Key Takeaways

Overall, people were grateful for Central Health's work in the community. Some of the findings that prompted more detailed discussion include:

- The current focus areas are based on the greatest concentrations of families living in poverty in Travis County.
- North Travis County (from North Austin to Pflugerville and Wells Branch) saw the largest (40%) increase in poverty in the prior two years. Oak Hill was added as a focus area as it has seen a 20% increase in poverty.
- The chronic conditions in the report were selected based on conditions that are causing the most illness in the populations we serve. This does not mean that we are not working toward meeting the needs of those living with other illnesses such as HIV.
- Participants on Facebook Live stated they were thankful Central Health live streamed this event.
- The number of families in poverty in Central Health's geographic focus areas is growing four times faster than the increase in poverty in the county as a whole.
- Spanish is primarily spoken by 46% of focus area residents - double the county
- Sixty percent of enrollees in focus areas are Latino.
- Median income in focus areas is \$34,000 less than county overall.



Central Health's FY 2024 Budget

Every summer, Central Health develops its annual budget for the next fiscal year. Central Health's fiscal year (FY) starts on Oct. 1 and ends on Sept. 30 of the following calendar year.

From Aug. 10 - Sept. 20, Central Health executed several community engagement tactics to inform and gather feedback from community members on the FY 2024 budget. This included holding three community conversations, where attendees learned about Central Health's strategic priorities for FY 2024 and the FY 2024 budget. Staff addressed questions and comments throughout each of these events.

Community Health Champions Workshop

On Aug. 10, staff kicked off the 2023 Community Health Champions cohort with a workshop. During this workshop, Health Champions became familiar with the Central Health system, including CommUnityCare Health Centers and Sendero Health Plans. The workshop also provided a general overview of the MAP & MAP Basic health coverage programs, as well as insight on how to get involved in the Central Health budget development process. Additionally, Health Champions received a 3-hour training that helped participants understand how historical and current cultural conditions, policies, and practices link to social inequities which link to health disparities.



Seth Winick, member of the Community Health Champions Class of 2023, asks questions about Central Health's budget development process during the August workshop.

Community Conversations

Staff held three Community Conversations in some of the areas with the highest concentrations of families living in poverty per the [2022 Demographic Report](#). While these meetings were open to the public, staff focused on reaching out to MAP and MAP Basic members, elected officials and their staff, partners, and Community Health Champions. However, through a paid social media campaign, staff raised awareness of these events among members of the public at large (more details below). Central Health offered free transportation for MAP and MAP Basic members and a free meal to all participants.



Attendees share the impact of healthcare gaps on their lives at the August 22 Community Conversation in Pflugerville.

The first event took place on Thursday, Aug. 17, from 5:30 - 7:30 p.m. at the Asian American Resource Center in Northeast Austin. Through onsite interpretation services procured by and managed by Central Health, participants with limited English proficiency engaged with staff in their own languages: Arabic, Vietnamese, Burmese, and Spanish.

The second event took place Tuesday, Aug. 22, from 5:30 - 7:30 p.m. at the Travis County Community Center at Pflugerville. Spanish-speaking participants with limited English proficiency had onsite interpretation services.

Finally, the third event took place Monday, Aug. 28, from 10 a.m. to noon at the Southeast Health & Wellness Center in Southeast Austin. The event was streamed via Facebook Live to increase accessibility and Spanish-speaking participants with limited English proficiency had onsite interpretation services.

During each event, after a brief welcome by President & CEO Mike Geeslin, Central Health Chief Communications officer Ted Burton led a moderated discussion with the following panel of experts:

- Cynthia Gallegos, Vice President of Operations
- Kim Johnson, Budget & Financial Analyst

Participants received information about and discussed the proposed FY 2024 budget, and how the budget is helping ensure healthcare is getting better in Travis County by filling in gaps - as identified in Central Health's Healthcare Equity Plan.



Attendee speaks to the mental and behavioral healthcare gaps at the August 18 Community Conversation in Northeast Austin.

Marketing, Communications and Outreach

Central Health on August 14 sent a [press release](#) regarding its proposed FY 2024 budget and public involvement process to local media outlets, inviting the press and the public to the Community Conversations. Staff also sent an event invitation and email reminders the weeks leading up to each event to Central Health's list of more than 6,000 subscribers. Staff promoted the event on the organization's Facebook, Twitter, and Instagram social media channels, and implemented a paid social media campaign to expand its reach and increase awareness of the Community Conversations among the public at large.

Through the paid social media campaign, staff aimed to target the majority of Travis County residents with low income - per the 2022 Demographic Report:

- North Travis County: **1,906 families** living in poverty in this focus area.
- North Central Austin and Northeast Austin: **4,245 families** living in poverty in these combined focus areas - 2,608 in North Central Austin and 1,637 in Northeast Austin.
- South Austin and Southeast Austin: **2,291 families** living in poverty in these combined focus areas - 1,504 in South Austin and 787 in Southeast Austin.

Listening Sessions and Meetings-in-a-Box

To ensure we are reaching people in every one of our focus areas, Community Health Champions and staff are holding conversations with community members regarding the proposed FY 2024 budget through September 19, 2023.

More specifically, we are targeting the remaining four focus areas outlined in the 2022 Demographic Report:

- Colony Park: **923 families** living in poverty in this focus area.
- East Central Austin: **802 families** living in poverty in this focus area.
- Del Valle: **279 families** living in poverty in this focus area.
- Oak Hill: **236 families** living in poverty in this focus area.



2019 Health Champion Alumna Dr. Nora Comstock gives a Meetings-in-a-Box presentation to members of the Community Health Champions Class of 2022 in January 2023.

Public Hearing

The Central Health staff and Board of Managers held on Wednesday, August 30 a public hearing to receive feedback on the FY 2024 proposed budget from members of the public. Of the 10 people who signed up to speak only eight showed up. Staff publicized the public hearing via social media, an outreach email reaching more than 600 partners, community groups and Community Health Champions, and print advertising.

Key Takeaways

Overall, we have found a number of consistent themes across our various engagement activities, including:

- Community members are ready to take action and get involved.
- Community members attending events have been asking more specific, detailed questions which highlights their engagement with our work.
- There is a need for more transparent and clear communication of services and programs across all media.

- Access to more effective mental healthcare and services are a priority concern.
- Clinic staff access/availability and professionalism/client service training are significant concerns.
- A need for more services, such as dental, holistic behavioral health, vision care, respite care resources for caretakers, and geriatric care.
- Language access remains a priority.
- General questions about the budget, such as the decrease in the tax rate and how Central Health was planning on spending its reserves.

For more information and to receive updates on the progress of the center, visit centralhealth.net/get-involved and complete the form to receive updates.



Meet the Community Health Champions Class of 2023.

EXHIBIT A: COMMUNITY OUTREACH PARTNERS

Central Health works with Community Coalition for Health, and staff collaborates with a variety of faith-based centers, community groups, schools, and organizations to raise awareness of health care services and health care coverage programs. They also share information about ways to participate in our public involvement process to ensure we hear from a diverse range of Travis County residents. Below is a non-exhaustive list of faith-based centers, community groups, schools, and organizations with whom staff have continuously engaged.

Community groups

- AC Rivercreek HOA
- African American Heritage Network
- Austin's Colony Homeowners Association
- Austin Latino Coalition
- Chaparral Crossing Neighborhood Association
- Colony Park Neighborhood Association
- Community Resilience Trust ATX
- Del Valle Community Coalition
- Dove Springs Proud
- Forest Bluff Residential Association
- Hispanic Advocates Business Leaders of Austin (HABLA)
- Hermanos de East Austin
- Hispanic Women's Network of Texas – Austin Chapter
- Hispanos Network of Austin
- Kennedy Ridge Community
- Latinos Ready to Vote
- Network of Asian American Organizations
- Phase III Austin's Colony HOA
- Taiwanese American Professionals – Austin Chapter
- Travis County Hispanic Network
- Texas Anti-Poverty Project
- Central Texas Community Outreach Leaders
- Central Health Equity Policy Council Race Equity Committee
- Dell Medical School Community Health Workers
- Austin Voices for Education & Youth Block Leaders



Faith-based centers

Central Health is in continuous communication with about 12 faith-based centers in eastern Travis County that reach communities of color. Central Health provides these faith-based centers with information to share with congregants.

- Austin Eastview Church of God
- Center Union Missionary Baptist Church Creedmoor
- Church of Christ at Eastside
- David Chapel Missionary Baptist Church
- Greater Mt. Zion
- Holy Cross Catholic Church
- Hornsby Bend Assembly of God
- New Hope Missionary Baptist Church
- Pleasant Valley Missionary Baptist Church
- San Francisco Javier Catholic Church
- San Juan Diego Catholic Church
- Santa Barbara Catholic Church

Organizations

- Austin Asian Community Health Initiative (AACHI)
- Asian American Resource Center
- Asian Family Support Services of Austin
- Austin Voices for Education & Youth (AVEY)
- City of Pflugerville
- Commission on Immigration Affairs
- Community Coalition for Health
- Go! Austin/Vamos! Austin (GAVA)
- Greater Austin Asian Chamber of Commerce
- Greater Austin Black Chamber of Commerce
- Greater Austin Hispanic Chamber of Commerce

- Greater Austin LGBT Chamber of Commerce
- Latino Health Care Forum
- One Voice Central Texas
- Workers Defense Project
- Young Hispanic Professional Association of Austin

Schools

- Austin ISD
- Austin Achieve Public Schools
- Barbara Jordan Elementary School
- Creedmoor Elementary School
- Dailey Middle School
- Decker Middle School
- Del Valle ISD
- Del Valle High School
- Dobie Middle School
- Gilbert Elementary School
- Gus Garcia Young Men's Leadership Academy
- Hornsby-Dunlap Elementary School
- KIPP Texas Public Schools
- Manor ISD
- Manor Senior High School
- Navarro Early College High School
- Pflugerville ISD
- Popham Elementary School
- Volma Overton Elementary School



EXHIBIT B: PATIENT EXPERIENCE SEMI-STRUCTURED INTERVIEWS

Background

Leadership has requested that Central Health staff conduct and analyze in-depth interviews with a small sample of active enrollees with a recent history (<1 year) of primary or specialty care visits. The target date for the initial presentation of results to the Board of Managers is June 14, 2023.

Central Health's Analytics and Reporting staff have developed a list of questions for these semi-structured interviews to be conducted by Communications and Community Engagement staff, with assistance from interpretation services as needed. This document outlines the proposed methodology and questions for a primarily qualitative exploration of this phenomenon.

Goals

- Gain insights into patient experiences of primary and specialty care with respect to:
 - Access to care
 - Barriers to care
 - Patient-centered care
 - Quality of care
- Apply the lens of patient journeys to these patient experiences.

Methodology Summary

- **Level of analysis:** Individual
- **What:** Semi-structured interviews, approx. 20-30 minutes each (approx. twice as long for interpreted interviews)
- **Who:** Approximately 150 Active MAP or MAP BASIC enrollees (language, recent utilization type)
 - Desired Sample Size: No less than 30, with at least 2 responses from each included language (Note: 24% historical response rate to phone surveys by Central Health)
 - Languages: English, Spanish, Vietnamese, Burmese, Arabic
- **When:** 5/16/2023-6/2/2023
- **How:** Telephone surveys with a balance of structured responses/Likert-style items and open-ended responses
- **Where:** REDCap project
- **Analysis:** Qualitative (thematic analysis, content analysis), aggregate qualitative analysis

stratified by other variables:

- Race, ethnicity, sex, language, primary care provider, utilization history, citizenship, housing status
- **Products:** PowerPoint presentation, Summary report

Analytical Framework: Domains, constructs, and questions

Care Type(s)

1. We're calling to talk to patients about their recent healthcare experiences. Thinking back over the last year, what types of medical visits have you had? I'll read you a list of services one by one, and you please tell me which applies to you. I want to emphasize that all responses are strictly confidential.

- Routine and Preventative care (wellness, check-ups)
- Mental health care (ex. Depression, anxiety, schizophrenia)
- Substance Use Disorders and Addiction (drugs, alcohol)
- Medical treatment for acute care (infections, injuries, etc.)
- Medical treatment for chronic disease (diabetes, asthma, etc.)
- Emergency treatment (emergency room or urgent care)
- Hospitalization (admitted to hospital)
- Surgery
- Obstetric/Gynecologic/Women's Health
- Dental care and oral surgery
- Other specialty care
- Diagnostic and Imaging (x-rays, CT scans, MRI scans, ultrasound, etc.)
- Assistance services and programs (food, housing, etc.)
- Prefer not to say

Access to Care: Wait Times

2a. "How long does it typically take to get non-emergency care with your **primary care doctor**?"

- Same day
- 1-3 days
- 4-7 days
- 8-14 days
- 15-21 days
- 22-31 days
- 32-60 days
- 61-90 days
- More than three months
- Not applicable

2b. “How long does it typically take to get non-emergency care with a **specialist?**”

- Same day
- 1-3 days
- 4-7 days
- 8-14 days
- 15-21 days
- 22-31 days
- 32-60 days
- 61-90 days
- More than three months
- Not applicable

2c. “Lastly, how long does it typically take to get non-emergency care with a **dentist?**”

- Same day
- 1-3 days
- 4-7 days
- 8-14 days
- 15-21 days
- 22-31 days
- 32-60 days
- 61-90 days
- More than three months
- Not applicable

Barriers to Care: Likert

3. “Thinking about the care you received in the past year, how much of a barrier to access was...”	A major barrier (difficult to overcome)	Somewhat of a barrier (overcome with effort)	A minor barrier (overcome easily)	Not a barrier at all
Wait time for an appointment				
Transportation to and from the facility				
Cost of the visit				
Making adult care or childcare arrangements				
Getting time off from work				
The hours and days of operation at the facility				
Ability to get needed laboratory tests quickly				
Ability to fill your prescription(s)				

Ability to get needed diagnostics and imaging (CT scans, MRIs, X-rays, ultrasounds, etc.)				
“Getting lost in the system” – navigating multiple visits and follow-up care				
Having appropriate support/place to recover from procedures				
Having concerns about language or translation issues				
Desire to go to see a doctor				
Seeing the benefit of going to a doctor				
Biases of the health care team (ex. Race, ethnicity, age, gender, citizenship status, housing status)				

Barriers to Care: Free Text Response

4. “Would you mind telling me more about those problems you encountered? What was your experience like?”

[Free text]

Patient-centered care: Likert

5. “The way patients feel during their care has a big impact on their health care experience. Thinking about the care you have received in the last year, would you agree or disagree with the following statements? ”

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
“I felt respected.”					
“I felt safe.”					
“I felt that the team cared about me and my health.”					
“I felt the experience was positive.”					
“I felt like the doctor and clinical staff understood my culture.”					

Culturally and Linguistically Appropriate Services: Likert

6. “Again, thinking back to care you have received in the last year, did you have issues understanding or being understood by your doctor or clinical staff - in the language you speak at home? Would you agree or disagree with the following statements?”

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
“The care team was able to communicate with me in a language I was able to understand.”					
“I understood the medical terms being used.”					
“I understood the instructions I was given to get and stay healthy.”					
“The clinic staff and doctor understood what I was saying.”					
“I understood my treatment options.”					

Quality of Care: Overall assessment

7. “Overall, how would you rate the quality of the care you received? Please rate from 1 (worst care possible) to 10 (best care possible).”
[1-10 scale]

Quality of Care: Free text response

8. “Can you please tell me more about why you gave that rating?”
[Free text Response]

Net Promoter Score

9. “How likely are you to recommend MAP/MAP BASIC to your friends and family if they needed health care coverage?”

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Quality Improvement: Free text response

10. "This is our last question for you - If you could improve the health care experience for you, your family, and your community, what would you change?"
[Free text response]

Open Feedback

11. "Is there anything else you'd like to tell us?"



EXHIBIT C: HORNSBY BEND HEALTH & WELLNESS CENTER SURVEY

1. First & Last Name | Nombre y ApellidoSingle line text.

2. Best way for us to contact you (email address and/or phone number) *Standard message & data rates may apply. | La mejor manera de contactarle (correo electrónico /o número de teléfono) *Pueden aplicarse tarifas estándar de mensajes y datos.

3. Do you speak a language other than English? (including ASL) | ¿Habla un idioma que no sea inglés? (incluyendo ASL)

No

Yes | Si

4. What language(s) other than English do you speak? | Cuál(es) idioma(s) aparte de inglés habla?Required to answer.

5. Select all days of the week that you prefer to attend wellness classes like zumba, yoga, cooking, ESL, or seek services at the center. | Seleccione todos los días de la semana que prefiera para asistir a clases de bienestar como zumba, yoga, cocina, ESL o busque servicios en el centro.

a) Mondays | lunes

b) Tuesdays | martes

c) Wednesdays | miercoles

d) Thursdays | jueves

e) Fridays | viernes

f) Any weekday (Monday-Friday) | Cualquier día de la semana (lunes a viernes)

g) Monday-Friday does not work for me | No puedo lunes a viernes

6. Preferred weekday (Monday - Friday) hours | Horario preferido de lunes a viernes (lunes a viernes)Required to answer.

a) 8 a.m. - 5 p.m.

b) 7 a.m. - 6 p.m.

c) 8 a.m. - 8 p.m.

d) Monday-Friday does not work for me | No puedo lunes a viernes



e) Other

7. Would you attend a class on Saturday? | ¿Asistiría a una clase el sábado?

- a) No
- b) Yes | Si

8. If you selected "yes" to attend a Saturday class, which would you prefer? (select all that apply) | Si seleccionó "sí" para asistir a una clase de sábado, ¿cuál preferiría? (seleccione todas las que correspondan)

- a) Morning | por la mañana | 8 a.m. - 12 p.m.
- b) Afternoon | en la tarde | 1 - 5 p.m.
- c) Evening | por la noche | 5 - 9 p.m.
- d) Saturday is the only day I can attend (anytime) | El sábado es el único día que puedo asistir (a cualquier hora)

9. What classes and/or programs are you interested in? We will notify you when these classes are available at this center. | ¿Qué clases y/o programas le interesa? Le avisaremos cuando estas clases estén disponibles en este centro.

- a) ESL (English as a Second Language) | clases de inglés
- b) Healthy Cooking | cocina saludable
- c) Zumba
- d) Yoga
- e) Computer Classes | clases de computación
- f) Medicaid and SNAP Application Assistance | Asistencia con la solicitud de Medicaid y SNAP
- g) Food Assistance | Despensa de alimentos
- h) Other: _____

10. Do you have any other comments or suggestions? | ¿Tiene algún comentario o sugerencia?



EXHIBIT D: DEL VALLE HEALTH & WELLNESS CENTER SURVEY

1. First & Last Name | Nombre y ApellidoSingle line text.

2. Best way for us to contact you (email address and/or phone number) *Standard message & data rates may apply. | La mejor manera de contactarle (correo electrónico /o número de teléfono) *Pueden aplicarse tarifas estándar de mensajes y datos.

3. Do you speak a language other than English? (including ASL) | ¿Habla un idioma que no sea inglés? (incluyendo ASL)

No

Yes | Si

4. What language(s) other than English do you speak? | Cuál(es) idioma(s) aparte de inglés habla?Required to answer.

5. Select all days of the week that you prefer to attend wellness classes like zumba, yoga, cooking, ESL, or seek services at the center. | Seleccione todos los días de la semana que prefiera para asistir a clases de bienestar como zumba, yoga, cocina, ESL o busque servicios en el centro.

a) Mondays | lunes

b) Tuesdays | martes

c) Wednesdays | miercoles

d) Thursdays | jueves

e) Fridays | viernes

f) Any weekday (Monday-Friday) | Cualquier día de la semana (lunes a viernes)

g) Monday-Friday does not work for me | No puedo lunes a viernes

6. Preferred weekday (Monday - Friday) hours | Horario preferido de lunes a viernes (lunes a viernes)Required to answer.

a) 8 a.m. - 5 p.m.

b) 7 a.m. - 6 p.m.

c) 8 a.m. - 8 p.m.

d) Monday-Friday does not work for me | No puedo lunes a viernes



e) Other

7. Would you attend a class on Saturday? | ¿Asistiría a una clase el sábado?

- a) No
- b) Yes | Si

8. If you selected "yes" to attend a Saturday class, which would you prefer? (select all that apply) | Si seleccionó "sí" para asistir a una clase de sábado, ¿cuál preferiría? (seleccione todas las que correspondan)

- a) Morning | por la mañana | 8 a.m. - 12 p.m.
- b) Afternoon | en la tarde | 1 - 5 p.m.
- c) Evening | por la noche | 5 - 9 p.m.
- d) Saturday is the only day I can attend (anytime) | El sábado es el único día que puedo asistir (a cualquier hora)

9. What classes and/or programs are you interested in? We will notify you when these classes are available at this center. | ¿Qué clases y/o programas le interesa? Le avisaremos cuando estas clases estén disponibles en este centro.

- a) ESL (English as a Second Language) | clases de inglés
- b) Healthy Cooking | cocina saludable
- c) Zumba
- d) Yoga
- e) Computer Classes | clases de computación
- f) Medicaid and SNAP Application Assistance | Asistencia con la solicitud de Medicaid y SNAP
- g) Food Assistance | Despensa de alimentos
- h) Other: _____

10. Do you have any other comments or suggestions? | ¿Tiene algún comentario o sugerencia?



FISCAL YEAR 2023

Community Engagement Report

Authors

Iván Dávila, Sr. Director of Marketing & Communications

Yesenia Ramos, Community Engagement Supervisor

Christian Nelson, Community Engagement Program Manager

Editors

Ted Burton, Chief Communications Officer

JP Eichmiller, Senior Director of Strategy and Information Design

Mike Clark-Madison, Public Relations Specialist

Design

Camilla Rodriguez, Graphic Designer

Photography

Anastassia Sims, Multimedia Communications Supervisor

Edwin Evans, Communications Specialist

