



CENTRAL HEALTH

Our Vision

Central Texas is a model healthy community.

Our Mission

By caring for those who need it most, Central Health improves the health of our community.

Our Values

Central Health will achieve excellence through:

Stewardship - We maintain public trust through fiscal discipline and open and transparent communication.

Innovation - We create solutions to improve healthcare access.

Respect - We honor our relationship with those we serve and those with whom we work.

Collaboration - We partner with others to improve the health of our community.

EASTERN CRESCENT SUBCOMMITTEE AND STRATEGIC PLANNING COMMITTEE MEETINGS

STAYS IN FILE

**Wednesday, February 19, 2020
3:30-5:30 P.M.**

**Central Health Administrative Offices
1111 E. Cesar Chavez St.
Austin, Texas 78702
Training Room**

SUBCOMMITTEE AGENDA

3:30 p.m.

1. Discuss how frequently the Eastern Crescent Subcommittee should meet and possible meeting dates, scope of work, and future agenda items. (*Informational Item*)
2. Receive an update on the Hornsby Bend Health Center, including communications and community outreach activities to promote the center, its days of operation and service offerings. (*Informational Item*)

COMMITTEE AGENDA*

4:30 p.m. or following Eastern Crescent Subcommittee Meeting

1. Review and approve the minutes of the November 13, 2019 meeting of the Central Health Board of Managers Strategic Planning Committee. (*Action Item*)
2. Discuss the development of dashboards and other reporting tools on specific focus areas and strategic objectives. (*Informational Item*)
3. Discuss and take appropriate action on the Strategic Planning Committee meeting schedule and on the scope of work and future agenda items for the Strategic Planning Committee and Eastern Crescent Subcommittee during Fiscal Year 2020. (*Action Item*)

4. Receive a report from the Eastern Crescent Subcommittee on upcoming meeting dates and topics for consideration. (*Information Item*)
5. Discuss an update on Communications and Community Engagement activities and initiatives. (*Informational Item*)
6. Confirm the next Strategic Planning Committee meeting date, time, and location. (*Action Item*)

*Agenda item numbers are assigned for ease of reference only and do not necessarily reflect the order of their consideration by the Committee.

The Strategic Planning Committee may consider any matter posted on the agenda in a closed session if there are issues that require consideration in a closed session and the Committee announces that the item will be considered during a closed session.

A quorum of Central Health's Board of Managers may convene to discuss matters on the agenda. However, Board members who are not Committee members will not vote on any Committee agenda items, nor will any full Board action be taken.

Any individual with a disability who plans to attend this meeting and requires auxiliary aids or services should notify Central Health as far in advance of the meeting day as possible, but no less than two days in advance, so that appropriate arrangements can be made. Notice should be given to the Board Governance Manager by telephone at (512) 978-8049.



Came to hand and posted on a Bulletin Board in the Courthouse,
 Austin, Travis County, Texas on this the 13 day of
February 2020.
 Dana DeBeauvoir
 County Clerk, Travis County, Texas
 By E. Medina Deputy

E. MEDINA



**FILED AND RECORDED
 OFFICIAL PUBLIC RECORDS**

Dana DeBeauvoir

**Dana DeBeauvoir, County Clerk
 Travis County, Texas**

202080243

Feb 13, 2020 05:07 PM

Fee: \$0.00

MEDINAE



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**CENTRAL HEALTH BOARD OF MANAGERS
EASTERN CRESCENT SUBCOMMITTEE**

February 19, 2020

AGENDA ITEM 1

Discuss how frequently the Eastern Crescent Subcommittee should meet and possible meeting dates and topics.



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Communications, Outreach & Engagement

Anastassia Mitchell, Multimedia Content Coordinator
Janna Allen, Program Manager, Communications & Community Engagement



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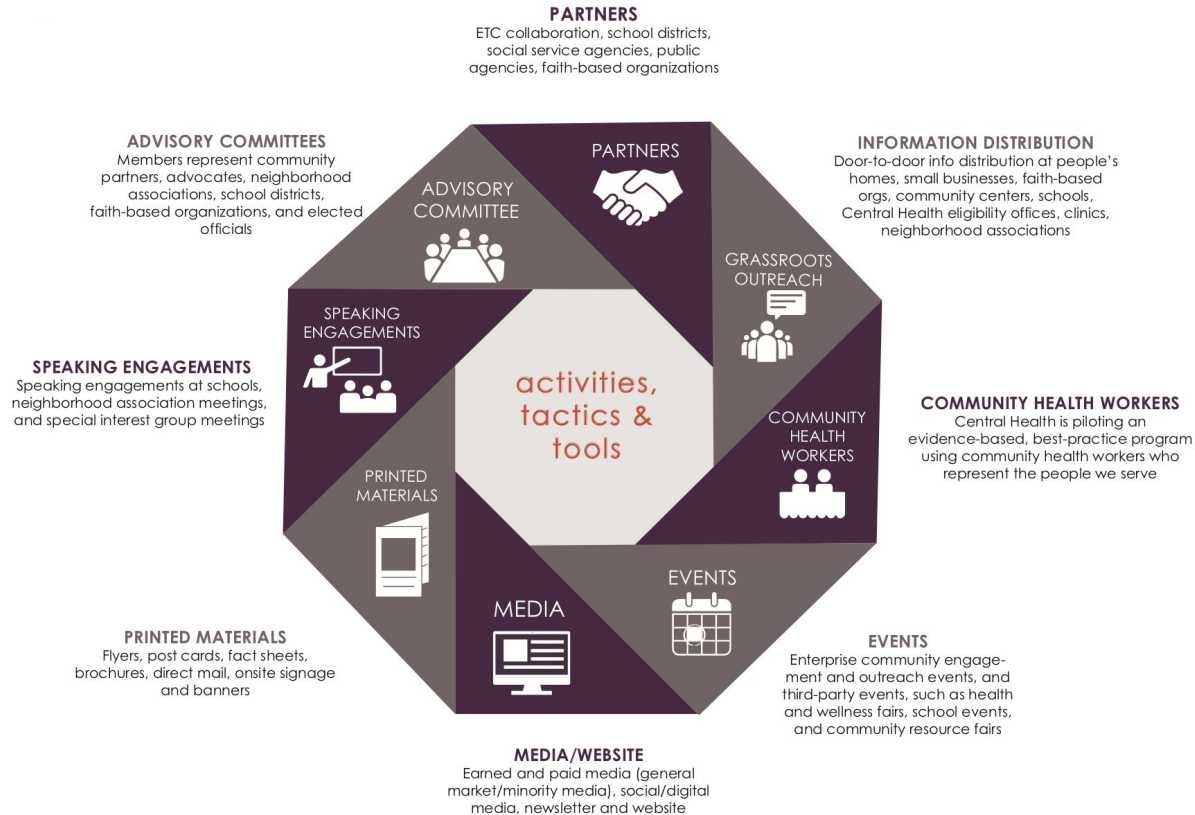
New Health Center Opens in Hornsby Bend

Anastassia Mitchell, Multimedia Content Coordinator
Janna Allen, Program Manager, Communications & Community
Engagement



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A Comprehensive Approach



Community Engagement & Outreach



Join us
Hornsby Bend Health Center Grand Opening



Join Central Health and CommUnityCare Health Centers in a celebration of a new health center in Hornsby Bend.

Saturday, March 7, 2020
11 a.m. - 2 p.m.
Hornsby Bend Health Center
14312 Hunters Bend Rd. Austin, TX 78725

[RSVP HERE](#)

[Download the flyer and help us spread the word.](#)

Please note: Parking available. **Spanish interpretation services will be available.** For other language needs, contact us: communications@centralhealth.net.



Acompáñenos
Gran Inauguración Centro de Salud de Hornsby Bend

Acompañe a Central Health y CommUnityCare en la celebración de un nuevo centro de salud en Hornsby Bend.

Sábado 7 de Marzo del 2020
11 a.m. - 2 p.m.
Centro de Salud de Hornsby Bend

- Canvassing (3,000 homes)
- Stickers for Del Valle ISD Students (2,000)
- Robocalls
- Signage
- Flyers
- Event promotion
- Retail outreach
- Faith-based outreach
- Advisory Committee support

Digital, Earned and Social Media



Latrece Sims shared a post. February 10 at 12:33 PM
The Hornsby Bend Health Center is NOW OPEN. 🎉



Central Health
Published by Anastassia Mitchell [?] · February 10 at 12:28 PM
Today, Central Health and CommUnityCare welcomed its first patients to the new Hornsby Bend Health Center - at 14312 Hunters Bend Road.
Anyone can be a patient...
[See More](#)

👍👍 Isela Guerra, Nia P. Boxton and 44 others 11 Comments

👍 Like 💬 Comment

Gene Wills Jr 🇺🇸 Thank You Richard Franklin for holding Central Health accountable all these years and getting medical service providers to this area of AUSTIN. 👍👍 9

Tanya Secondi 🇺🇸 Thank you Richard! 👍 3

Tanya Secondi 🇺🇸 My husband just switched companies so I hope they take Humana, I will switch my whole family to this clinic. Does anyone know if the have a Pediatrician too? 👍 2

Iván Dávila 🇺🇸 Hi - I work at Central Health. The medical provider at the Hornsby Bend Clinic can see the entire family. 👍👍 2

Melia O'Dell 🇺🇸 Central Health is also planning a Grand Opening Celebration with tours soon! 👍 2

Richard Franklin I'll go by today 👍 2

Ricky N Johnnie Allen-Epps This is awesome! 👍 2

Karla Kapow
<https://www.centralhealth.net/eastertravco/hornsby-bend/>
This is all I could find online - does anyone know if these hours are still correct, or if there is something more current posted? ...

 **CENTRALHEALTH.NET**
Hornsby Bend Planning Area - Central Health



KVUE Media Story




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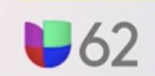



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Univision Media Story



PARA MÁS INFORMACIÓN
(512) 978-8881

 **62**
@Univision62

NOTICIAS (512) 533-2890 * FACEBOOK: UNIVISION62 *****  **COMUNÍQUESE CON NOSOTROS VÍA WHATSAPP (512)**



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**CENTRAL HEALTH BOARD OF MANAGERS
EASTERN CRESCENT SUBCOMMITTEE**

February 19, 2020

AGENDA ITEM 2

Receive an update on the Hornsby Bend Health Center, including communications and community outreach activities to promote the center, its days of operation and service offerings.



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

February 19, 2020

AGENDA ITEM 1

Review and approve the minutes of the November 13, 2019 meeting of the Central Health Board of Managers Strategic Planning Committee.

MINUTES OF MEETING – NOVEMBER 13, 2019

CENTRAL HEALTH
STRATEGIC PLANNING COMMITTEE

On Wednesday November 13, 2019, the Central Health Strategic Planning Committee convened at 5:30 p.m. in the Training Room, 1111 East Cesar Chavez, Austin, Texas 78702. Clerk for the meeting was Briana Yanes.

Committee Members present: Chairperson Greenberg and Manager Valadez

Board Members present: Chairman Zamora (named as committee member per Bylaws §7.6), Treasurer Bell, Member Oliver (departed at 6:05)

REGULAR AGENDA

1. Consider and approve the minutes of the October 15, 2019 meeting of the Central Health Board of Managers Strategic Planning Committee.

Clerk's Notes: Discussion on this item began at 5:30 p.m.

Manager Valadez moved that the Committee approve minutes of the October 15, 2019 meeting of the Central Health Board of Managers Strategic Planning Committee.

Manager Zamora seconded the motion.

Chairperson Greenberg	For
Manager Valadez	For
Manager Zamora	For

2. Receive and discuss an update on Communications and Community Engagement activities and initiatives, including the naming system initiative.

Clerk's Notes: Discussion on this item began at 5:31 p.m. Mr. Ted Burton, Vice President of Communications, Mr. Juan Tornoe with Cultural Strategies, and Mr. Brett Steiger with Strop Insights presented an update on branding and where they are in the process. They shared information they received from their online surveys and focus groups.

No action was taken on item 2.

3. Receive and discuss an overview of Central Health Enterprise activities related to individuals experiencing homelessness in Travis County.

Clerk's Notes: Discussion on this item began at 6:17 p.m. Ms. Sarah Cook gave a presentation on the Central Health Enterprise activities related to individuals experiencing homelessness in Travis County by highlighting on clinical care, case management, and collaboration.

No action was taken on item 3.

4. Receive and discuss the Fiscal Year (FY) 2019 End of Year Performance Report.

Clerk's Notes: Discussion on this item began at 6:32 p.m. Mr. Mike Geeslin gave a brief overview of the FY 2019 End of Year Performance Report. Mr. Geeslin explained the new format for reporting accomplishments and challenges regarding strategic objectives and a move toward more performance based budgets with such strategies and outcome measures.

No action was taken on Item 4

5. Confirm the next regular Strategic Planning Committee meeting date, time, and location.

Clerk's Notes: Discussion on this item began at 6:36 p.m.

Chairperson Greenberg announced that the next Central Health Board of Managers Strategic Planning Committee meeting has not yet been scheduled, but will tentatively be in January, 2020.

Manager Valadez moved that the Committee adjourn.

Manager Zamora seconded the motion.

Chairperson Greenberg	For
Manager Valadez	For
Manager Zamora	For

The meeting was adjourned at 6:37 p.m.

Sherri Greenberg, Chairperson
Central Health Strategic Planning Committee



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**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

February 19, 2020

AGENDA ITEM 2

Discuss the development of dashboards and other reporting tools on specific focus areas and strategic objectives.



MEMORANDUM

To: Central Health Board of Managers
From: Mike Geeslin, President & CEO
Date: February 18, 2020
Re: Fiscal Year 2020 Budget Resolution Strategic Priorities Update

Objective

This memo provides a high-level status report on the key projects called out in the Fiscal Year 2020 budget resolution. These projects are in support of the three objectives adopted by the Board in its 2018 – 2024 strategic plan:

- Develop health care based on people and place
- Implement patient-focused, coordinated health care
- Implement a sustainable financial model for health care delivery, including optimizing the Brackenridge Redevelopment

Synopsis

Objective 1

Develop health care based on people and place

EASTERN TRAVIS COUNTY – *Brief narrative description and status update*

Continuing completion of short-term projects, and commencing long-term projects for clinical expansion projects in Eastern Travis County

Projects: Colony Park

Hornsby Bend

Interlocal with TCFR ESD11 and UTSON for clinic in Southeast Travis County

Permanent location for Southeast Travis County

Objective 2

Implement patient-focused, coordinated health care system

ACCESS TO COVERAGE - *Brief narrative description and status update*

Continuing to identify and offer high-risk Travis County residents enrolled in MAP or MAP Basic the option of health coverage through Sendero Health Plans, Inc.

Project: CHAP Expansion

Increasing access to primary, specialty, and other forms of care through contracted partners

Extending the Medical Access Program (MAP) eligibility from six months to twelve months

Project: Analysis and extension of MAP eligibility from 6 to 12 months



Objective 3

Implement a sustainable financial model for health care delivery, including optimizing the Brackenridge Redevelopment

SUSTAINABLE FINANCIAL MODEL - *Brief narrative description and status update*

Project: Ascension service agreement - Update

Project: Downtown Campus Redevelopment - Update

Operational Priorities

Acquisition of a more efficient information technology and implementing a new Electronic Health Record system

Project: EPIC implementation - Update

Coordination between Central Health Enterprise entities for improving access to care

Project: Access to Care Workgroup - Service Gap Analysis

Fiscal Impact

Mid-year budget impact statement if necessary, here.

Action Required

At this time, there is no additional action requested of the Board of Managers.



MEMORANDUM

TO: Central Health Board of Managers Strategic Planning Committee
FROM: Sarita Clark-Leach, Director of Analytics and Reporting;
JP Eichmiller, Senior Director of Strategy and Information Design;
CC: Monica Crowley, Chief Strategy and Planning Officer;
Jon Morgan, Chief Operating Officer
DATE: Feb. 13, 2020
RE: Presentation of Central Health dashboard menu

Overview

For the purpose of supporting the Central Health Board of Managers' (the "Board") need to make informed policy decisions, staff from Central Health's health care delivery operations, strategy and analytics teams have developed a dashboard menu from which board members may prioritize development. This tool details the areas and types of dashboards Board members may request staff develop, as well as the frequency and function that would be supported in these reports. As described in the attached document, in the following four areas, dashboards could be presented quarterly to the Board:

- Services reporting
- Demographic and geographic overviews
- Patient population gap analysis
- Budget and financial indicators

If selected, these dashboards will serve as the primary tool to transmit information related to enrollment and clinical measures, patient population demographic trends, financial indicators such as tax rates compared to other major Texas hospital districts, and infrastructure. It is anticipated this reporting could begin in Q3 of FY2020.

Action requested

None



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Central Health Dashboard Menu

Central Health Board of Managers Strategic Planning Committee

Feb. 19, 2020

Sarita Clark-Leach, Director of Analytics and Reporting

JP Eichmiller, Senior Director of Strategy and Information Design



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Purpose

- Provide guidance to Central Health staff regarding the development of dashboards
- Set schedule and frequency of presentation to Central Health Board of Managers



Proposed Dashboard: Services Reporting

Data

- Number of patients served and encounters by service lines over time.

Function

- Provide board with data to inform strategic and operational partnership decisions

Frequency

- Quarterly (staggered by service line)



Proposed Dashboard: Demographic and Geographic Overviews

Data

- Demographic characteristics of the covered and served patient populations of the Central Health Enterprise
- Current and historical maps of provider network

Function

- Provide board with data to inform health equity and capital investment decisions.

Frequency

- Annual/Q2 (maps maintained live on website; updated quarterly)



Proposed Dashboard: Patient Populations and Gap Analysis

Data

- Counts of Travis County residents at or below 200% of the federal poverty level receiving health coverage and health care services through Central Health
- Breakdowns of coverage programs (by enrollees) and system utilization

Function

- Provide board with data to inform enrollment, eligibility, community outreach and service line decisions

Frequency

- Annual/Q3 (16-month reporting lag due to timing of ACS data release)



Proposed Dashboard: Budget and Financial Indicators

Data

- Trends of annual tax revenue and budgeted health care delivery
- Comparison of Central Health taxes and capital debt to those of the five other major Texas hospital districts

Function

- Assist board with budget and tax rate planning

Frequency

- Annual/Q4



Questions?



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Central Health FY 2020 Dashboard Menu

Dashboard Focus Area	Frequency/ Timing	Elements	Function
Services Reporting	Quarterly Note: Reporting staggered by service line	This reporting will transmit the number of patients served and encounters by service lines over time.	Provide board with data to inform strategic and operational partnership decisions
Demographic and Geographic Overviews	Annual/Q2 Note: Maps maintained live on website; sites updated quarterly	These dashboards will present annual demographic characteristics of the covered and served patient populations of the Central Health Enterprise. A current network map of provider locations—broken down by service line—will also be maintained. Historical maps will also be retained to demonstrate the growth of the network over time.	Provide board with data to inform health equity and capital investment decisions.
Patient Populations and Gap Analysis	Annual/Q3 Note: 16-month reporting lag due to timing of ACS population estimates	Analysis of the total and percentage of Travis County residents at or below 200% of the federal poverty level receiving access to health coverage and health care services through Central Health. Additional analysis will include breakdowns of coverage programs (by enrollees) and system utilization, and how these changes impact capacity.	Provide board with data to inform enrollment, eligibility, community outreach and service line decisions
Budget and Financial Indicators	Annual/Q4	Indicators will include trends of annual tax revenue and budgeted health care delivery. Further analysis will compare Central Health taxes and capital debt to those of the five other major Texas hospital districts.	Assist board with budget and tax rate planning



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

February 19, 2020

AGENDA ITEM 3

Discuss and take appropriate action on the Strategic Planning Committee meeting schedule and on the scope of work and future agenda items for the Strategic Planning Committee and Eastern Crescent Subcommittee during Fiscal Year 2020.



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
THE STRATEGIC PLANNING COMMITTEE**

February 19, 2020

AGENDA ITEM 4

Receive a report from the Eastern Crescent Subcommittee on upcoming meeting dates and topics for consideration.



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
THE STRATEGIC PLANNING COMMITTEE**

February 19, 2020

AGENDA ITEM 5

Discuss an update on Communications and Community Engagement activities and initiatives.



CENTRAL HEALTH

Communications, Outreach & Engagement

Iván Dávila, Director of Communications & Community Engagement
Isela Guerra, Community Outreach Supervisor
Mike McKinnon, Communications Solutions & Innovation Manager



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Community Outreach Pilot

Iván Dávila, Director of Communications & Community Engagement
Isela Guerra, Community Outreach Supervisor



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Goal

Increase use of clinical services in sites with low utilization rates in priority areas: Colony Park, Hornsby Bend and Southeast Travis County (Creedmoor, Del Valle and surrounding communities)



Strategy: Community Health Workers



Update

1. Contracted community health workers:

August 2019 – March 2020

1. # people reached (9/2019-1/2020): **1,933**

2. # referrals (9/2019-1/2020): **321**

3. # Way to Wellness workshops (9/2019-1/2020): **7**

1. Number of attendees: **78**

4. # patient interviews (9/2019-1/2020): **362**



Next Steps

1. Proposal to hire community outreach specialists in-house
2. Work with CommUnityCare to establish a process to make clinical appointments on behalf of residents in priority areas
3. Work with Eligibility Department to train community outreach specialists to submit MAP/MAP BASIC applications on behalf of residents in priority areas
4. As utilization rates are deemed appropriate, shift focus to health promotions to improve health outcomes by priority area (i.e. Way to Wellness workshops)





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Media Monitoring

Mike McKinnon, Technology & Innovations Solutions Managers



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**CENTRAL HEALTH BOARD OF MANAGERS
THE STRATEGIC PLANNING COMMITTEE**

February 19, 2020

AGENDA ITEM 6

Confirm the next Strategic Planning Committee meeting date, time, and location.