



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.

Right by All - By being open, anti-racist, equity-minded, and respectful in discourse, we honor those around us and do right by all people.

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

EASTERN CRESCENT SUBCOMMITTEE MEETING AND STRATEGIC PLANNING COMMITTEE MEETING

Wednesday, April 12, 2023, 1:00 p.m.

Videoconference meeting¹

A quorum of the Committee and the presiding officer will be present at:

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

Members of the public may attend the meeting at the address above, or observe and participate in the meeting by using the Zoom meeting link below (copy and paste into your web browser):

<https://us06web.zoom.us/j/84258031041?pwd=aCt6TIU5MVFBY3d4eC9CTkVqNmFDZz09>

Meeting ID: 842 5803 1041

Passcode: 557736

Or to participate by telephone only:

Dial: (346) 248-7799

Meeting ID: 842 5803 1041

Passcode: 557736

The Committee will meet via videoconference with a quorum present in person and allow public participation via videoconference and telephone as allowed under the Open Meetings Act. Although a quorum of the Committee will be physically present at the location posted in this meeting notice, we strongly encourage all members of the public to observe the meeting virtually and participate in public comment, if desired, through the virtual meeting link or telephone number listed on this meeting notice.

Members of the public who attend in person should conduct a self-assessment before coming to the building to ensure they do not have a high temperature or any symptoms of COVID-19. Anyone who is symptomatic and/or has a fever should contact their healthcare provider for further instructions. Symptomatic members of the public can still participate, if desired, through the virtual meeting link or telephone number listed on this meeting notice. Resources related to COVID-19 can be found at the following link:

<https://www.centralhealth.net/covid-info/>.

A member of the public who wishes to make comments virtually during the Public Communication portion of the meeting must properly register with Central Health **no later than 11:30 a.m. on April 12, 2023**. Registration can be completed in one of three ways:

- Complete the virtual sign-in form at <https://www.centralhealth.net/meeting-sign-up/>;
- Call 512-978-9190 and leave a voice message with your full name, your request to comment via telephone, videoconference, or in-person at the meeting; or
- Sign-in at the front desk on the day of the meeting, prior to the start of the meeting.

Individuals who register to speak on the website or by telephone will receive a confirmation email and/or phone call by staff with instructions on how to join the meeting and participate in public communication.

PUBLIC COMMUNICATION

Public Communication rules for Central Health Committee meetings include setting a fixed amount of time for a person to speak and limiting Committee responses to public inquiries, if any, to statements of specific factual information or existing policy.

SUBCOMMITTEE AGENDA

1. Review and approve the minutes of the March 8, 2023 meeting of the Eastern Crescent Subcommittee. (*Action Item*)
2. Receive and discuss an update on current and planned Communications and Community Engagement activities and initiatives for service sites in Eastern Travis County. (*Informational Item*)
3. Confirm the next Eastern Crescent Subcommittee meeting date, time, and location. (*Informational Item*)

COMMITTEE AGENDA²

1. Review and approve the minutes of the March 8, 2023 meeting of the Strategic Planning Committee. (*Action Item*)
2. Receive an update on the Quality of Life and Patient Experience Survey. (*Informational Item*)

3. Receive an update on the Central Health dashboards associated with service-level reporting for Fiscal Year 2023. (*Informational Item*)
4. Receive a Fiscal Year 2023 Service Delivery budget priority update. (*Informational Item*)
5. Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)

¹ The Strategic Planning Committee meeting may include a member of the Committee participating by videoconference. It is the intent of the presiding officer to be physically present and preside over the meeting at Central Health Headquarters, 1111 Cesar Chavez, Austin, Texas 78702. This meeting location will be open to the public during the open portions of the meeting, and any member participating by videoconference shall be visible and audible to the public members in attendance whenever the member is speaking. **Members of the public are strongly encouraged to participate remotely through the toll-free videoconference link or telephone number provided.**

² The Eastern Crescent Subcommittee and the Strategic Planning Committee may take items in an order that differs from the posted order and may consider any item posted on the agenda in a closed session if the item involves issues that require consideration in a closed session and the Subcommittee and/or Committee announces that the item will be considered during a closed session. A quorum of Central Health's Board of Managers may convene or participate via videoconference to discuss matters on the Subcommittee and/or Committee agenda. However, Board members who are not Subcommittee and/or Committee members will not vote on any Subcommittee and/or Committee agenda items, nor will any full Board action be taken.

Any individual with a disability who plans to attend or view 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.

Cualquier persona con una discapacidad que planea asistir o ver esta reunión y requiera ayudas o servicios auxiliares debe notificar a Central Health con la mayor anticipación posible de la reunión, pero no menos de dos días de anticipación, para que se puedan hacer los arreglos apropiados. Se debe notificar al Gerente de Gobierno de la Junta por teléfono al (512) 978-8049.

Central Health Board of Managers Shared Commitments Agreed adopted on June 30, 2021

Whereas, the Board of Managers of Central Health has come together as a governing body to ensure the Vision of Central Health: Central Texas is a model health Community;

Whereas, the Board of Managers of Central Health bring this vision into reality by enacting the mission of caring for those who need it most and thereby improving the health of our community;

Whereas, the Board of Managers of Central Health achieves excellence toward this vision and mission through the stated values of Stewardship, Innovation, Respect, and Collaboration;

Whereas, the Board of Managers of Central Health further known as we in this document understand that systemic racism is the root of health inequities that emerge from a history of racism in Texas including Travis County that contributes to the social determinants of health that play a primary role in producing inequitable health outcomes;

Whereas, as an organization, Central Health is anti-racist and committed to a diverse and inclusive culture that seeks equity and social justice in the pursuit of its mission:

1. We Commit to informing all of our actions as Board Managers with the understanding that we are accountable to recognizing and to interrupting systems of oppression. This includes understanding the power structure in the United States, and Texas, and Travis County, that advantages certain community members and has historically disadvantaged other community members based on the color of their skin, race, ethnicity, language, and/or other characteristics. We further understand that to disrupt this power structure and the health inequities it produces, we must collaborate to collectively respond to the lived realities of all ethnicities, races, and identities disadvantaged within this system and all historically oppressed identities and communities disadvantaged within this system. We Commit to understanding that when disadvantaged communities compete against each other, we all lose in this system, and the only way forward is to work together for the benefit of all oppressed communities collectively.
2. We Commit to a model of Generative Leadership which requires us to understand and practice collaboration and accountability demonstrated by following our agreed upon meeting procedures and ensuring all members have the opportunity for comparable speaking time. We further Commit to intentionality prior to speaking including: considering: what is the goal of what I

want to share; is this the right time to share it; and is this in keeping with our collective goal for this particular moment within this particular meeting?

3. We Commit to Generative Conflict which includes engaging in disagreements and differences in perspective in a way that deepens relationships and trust by expanding knowledge and understanding of each other, including expecting our ideas to be expanded and enriched by learning and engaging with other Board Manager ideas, choosing curiosity over competition of ideas, and anchoring our conversations in our common purpose.
4. We Commit to practicing emotional intelligence as leaders which includes being aware of our own emotions and reactions and managing them, as well as being aware of our impact on others and managing this impact for the collective good when we are in our role as Board Managers.
5. We Commit to being aware of our own privileges and advantages in the sociopolitical and economic structure of the United States, Texas, and Travis County to use these for the benefit of interrupting inequities across historically disadvantaged identities.
6. We Commit to preventing the commission of microaggressions through the awareness of the history and oppression of diverse identities and communities. To this end, we Commit to strive to learn the historical context informing the lived realities of all historically oppressed identities and communities, and to use this to prevent use of language and commission of actions that can be harmful given these histories.
7. If we inadvertently commit a microaggression, we strive to immediately become aware on our own of the harm we have caused. If another Board Manager generously helps us become aware of a microaggression we have committed we welcome the support in our learning and growing process as a leader and immediately express appreciation for having made us aware, own the mistake we have made, acknowledge the impact of the harm we have caused, and engage repair through apology and the articulation of what we will do to avoid the repetition of such harm in the future.
8. If we observe one of our fellow Board Managers commit a microaggression, we Commit to calling them in by letting them know in a respectful and kind manner of the mistake that has been made.
9. We understand that many of us, as survivors of historically oppressed identities and communities, carry internalized narratives of oppression, and we can inadvertently express these oppressions against others in ways that cause harm and we Commit to the same process identified in 7 and 8 to engage repair and return to generative collaborative processes.
10. We understand that even without the history of oppression potentiating the weight of harm, expressions of prejudice and rudeness can also cause harm to our shared aims, and we Commit to the same process identified in 7 and 8 to engage repair and return to generative collaborative processes.

11. We Commit to using our Racial and Social Justice Framework (next page) for decision-making as we work together for the collective good of our communities as we eradicate health inequities and create a model healthy community.
12. We understand that we are entrusted with a vital responsibility for our communities and are accountable stewards for the time and resources available to our Board of Managers. We understand that these commitments are entered into to ensure responsible stewardship of this time and resources through generative collaborative processes to reach our vision and mission and we agree that if we do not follow any one of these commitments we welcome our Board Manager colleagues to bring this to our attention through the agreed upon process reflected here and when this occurs, we commit to immediately acknowledging the mistake and engaging in a repair and correction process as indicated in these commitments so that our work to dismantle systemic racism and resulting barriers and achieve health equity can move forward.

Be it adopted that the above agreements will be honored and acted upon by each Board Manager as of 6/30/2021 and henceforth forward as indicated by signature below.

Board Manager Signature

Date

Board Manager Printed Name

Calling In and Repairing Harm

Calling In after Harm in Groups with Shared Values and Aims Stance

Hey, this thing you said/did hurt some folks or could hurt some folks.

A) Here's why that can be hurtful or,

B) Please do some research to learn the history of why that's hurtful.

Implied message: I know you are good and are on this journey with us and we are all going to make mistakes as we unlearn things.

Calling In after Harm in Groups with Shared Values and Aims Sample Language

- I know it wasn't your intention, but what you just said minimizes the horror of _____ e.g. the history of racism, enslavement, the holocaust, etc.
- I know it wasn't your intention but what you just said has the impact of implying that _____ are not competent or as intelligent as others.
- What you just said suggests that _____ people don't belong.
- That phrase has been identified as being disrespectful and painful to _____ people and it's important that we not use it.
- Oh, I have also used that term, but I have now learned that when we use it we are leaving out people who _____ or we are implying that _____ and the word people are learning to use now is _____.
- The term used now by people living with that identity is _____.

Repairing Harm after Microaggressions, Mistakes, and expressions of Prejudice

- Own / Name it
- Recognize the Impact
- Apologize (Do not share context or explanations)
- Make any amends that are possible
- State what you are going to do to learn and do better in the future.

Sample Language: Thank you so much for letting me know. You are right, I used this term or said that phrase and realize that it has the impact of minimizing the experience of _____ or implying that _____. I am deeply sorry and will practice learning the correct language and will research and learn more about this to ensure that I do not make this mistake and cause this harm in the future.

RACIAL and SOCIAL JUSTICE FRAMEWORK

Values and Anti-Racism/Anti-Oppression

- Is this consistent with our values?
- Are we taking steps so we cannot predict outcomes by race and other systemically disadvantaged characteristics?

Intentional and Accountable Storytelling

- What data are we using and has it been disaggregated by race? What is the source of the data? Who is it making visible and invisible? Whose experience is being centralized and whose is being marginalized in the data? Does the way we are using the data reflect the complexity of the issues and reflect the issues accurately?
- What are the stories and narratives we are telling? What is the purpose? Who is interpreting the meaning? Who's it meant for? Who's impacted and how?
- Are we refusing to be ahistorical? Are we fully considering history and the impacts of the historical context?

Power Analysis

- What are the power dynamics in this situation? What are the intersecting spheres of oppression at work in this situation?
- What are the cultural norms of white supremacy at work in this situation?
- Who would benefit and who would be harmed by this action/decision?
- Does this interrupt/disrupt or collude with/reinforce oppressive systems/power structures?
- If this is attempting a solution, where are we locating the problem?
- Does the solution/strategy we are proposing change the system or the individual?
- Who are we asking to change and why?

Relationships

- Who is in the room and who isn't and why? Who is sharing and who is not and why?
- Whose perspective is represented/who is left out? And who is doing the representing? Who do we believe, who do we find credible? Why? Why not?
- Whose experience is being centralized and whose experience is being marginalized? Who is gazing and who is being gazed upon?
- Are we boldly leading toward our racial justice aim by building a broad coalition of support?
- Are we operating from a similar/shared understanding of anti-racism work? Do we have a shared anti-racist understanding of where the problem is located and a shared anti-racist theory of change to generate a solution? Have we agreed upon a shared goal?



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
EASTERN CRESCENT SUBCOMMITTEE

April 12, 2023

AGENDA ITEM 1

Review and approve the minutes of the March 8, 2023 meeting of the Eastern Crescent Subcommittee. (*Action Item*)

MINUTES OF MEETING – MARCH 8, 2023
CENTRAL HEALTH
EASTERN CRESCENT SUBCOMMITTEE

On Tuesday, March 8, 2023, a meeting of the Central Health Eastern Crescent Subcommittee convened in open session at 1:00 p.m. in person at the Central Health Administrative Offices and remotely by toll-free videoconference. Clerk for the meeting was Briana Yanes.

Subcommittee members present in person: Chair Jones and Manager Bell

Board members present via audio and video or in person: Manager Kitchen and Manager Museitif

Absent: Manager Valadez

PUBLIC COMMUNICATION

Clerk's Notes: Public Communication began at 1:01 p.m. Yesenia Ramos announced that no speakers signed up for Public Communication.

SUBCOMMITTEE AGENDA

- 1. Review and approve the minutes of the May 11, 2022 meeting of the Eastern Crescent Subcommittee.**

Clerk's Notes: Discussion on this item began at 1:03 p.m.

Manager Bell moved that the Subcommittee approve the minutes of the May 11, 2022 meeting of the Eastern Crescent Subcommittee.

Manager Jones seconded the motion.

Chairperson Jones	For
Manager Valadez	Absent
Manager Bell	For

- 2. Receive and discuss updates on Eastern Travis County Service Expansion.**

Clerk's Notes: Discussion on this item began at 1:04 p.m. Ms. Stephanie McDonald, VP Enterprise Alignment & Coordination, gave an update on the construction of new health and wellness centers in Eastern Travis County, including Hornsby Bend, Del Valle, and Colony Park.

- 3. Confirm the next Eastern Crescent Subcommittee meeting date, time, and location.**

Manager Bell moved that the Subcommittee adjourn.

Manager Jones seconded the motion.

Chairperson Jones	For
Manager Valadez	Absent
Manager Bell	For

The meeting was adjourned at 1:11 p.m.

ATTESTED TO BY:

Shannon Jones, Chairperson
Central Health Eastern Crescent Subcommittee

Cynthia Valadez, Secretary
Central Health Board of Managers



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
EASTERN CRESCENT SUBCOMMITTEE

April 12, 2023

AGENDA ITEM 2

Receive and discuss an update on current and planned Communications and Community Engagement activities and initiatives for service sites in Eastern Travis County. (*Informational Item*)



AGENDA ITEM SUBMISSION FORM

This form is to provide a general overview of the agenda item in advance of posting for the Board meeting. Proposed motion language is a recommendation only and not final until the meeting and may be changed by the Board Manager making the motion. All information in this form is subject to the Public Information Act.

Agenda Item Meeting Date April 12, 2023 Eastern Crescent Subcommittee and Strategic Planning Committee

Who will present the agenda item? (Name, Title) Ted Burton, VP of Communication; Ivan Davila, Sr. Director of Marketing & Communications, Elizabeth Marrero, Sr. Director of Community Health Initiatives

General Item Description Update on outreach, marketing and communications efforts to promote the opening new clinics in 2023, supporting Central Health’s Healthcare Equity Plan.

Is this an informational or action item? Informational

Fiscal Impact N/A

Recommended Motion (if needed – action item) _____

Key takeaways about agenda item, and/or feedback sought from the Board of Managers:

- 1) Informational only.
- 2) _____
- 3) _____

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.) There will be a PowerPoint presentation

Estimated time needed for presentation & questions? 15 minutes

Is closed session recommended? (Consult with attorneys.) No

Form Prepared By/Date Submitted: May 4, 2022

NEW CLINIC OPENINGS: MARKETING, COMMUNICATION & OUTREACH PLANS

Ted Burton, Chief Communications Officer

Iván Dávila, Sr. Director, Marketing and Communications

Elizabeth Marrero, Sr. Director, Community Health Initiatives



CENTRAL HEALTH

HORNSBY BEND & DEL VALLE HEALTH & WELLNESS CENTERS



CENTRAL HEALTH

FROM DREAM TO REALITY



CENTRAL HEALTH



CENTRAL HEALTH
HORNSBY BEND
HEALTH & WELLNESS CENTER

03.28.23



GOAL & TARGET AUDIENCE



CENTRAL HEALTH

Goal

- Increase awareness of the new Hornsby Bend and Del Valle Health & Wellness Centers.

Target Audience

- Current and potential MAP members and CommUnityCare patients
- Travis County taxpayers and stakeholders (advocates and elected officials)
- Referring organizations

STRATEGIES



CENTRAL HEALTH

Marketing & Communications Strategies

- Grassroots outreach
- Community events
- Marketing
- Paid advertising
- Digital communications
- Media relations

GRASSROOT OUTREACH



CENTRAL HEALTH

Tactics and Tools

- Door-to-door outreach
- Updates at DVISD Parent Support Specialist meetings
- Tabling outside small businesses in the area
- Producing and distributing grand opening flyers
 - QR Code to website page where they can learn more and subscribe for updates
 - Phone number to text to receive updates

COMMUNITY HEALTH INITIATIVES



CENTRAL HEALTH

*"I am looking forward to the grand opening and I attended both groundbreaking events with my family."
-Yvette from Hornsby Bend*



*"Love it, you will be right around the corner"
- George from Del Valle*

*"Me gustaría que lo hicieran lo más pronto posible para poder asistir."
Translation: "I would like you to finish as quickly as possible so I can attend." - Nancy from Del Valle*



"Yes! It would be great if we could have neighborhood holiday parties at the Center! Like before Christmas, Easter, Kwanza, and Jewish and Muslim holidays and Thanksgiving - Pot luck would be fun with dishes from different countries, if there's no food budget. Also, Halloween for the kids MLK Day, etc... This would really make everyone more aware of the Center and bring us all together!" Melia from Hornsby Bend



"Estoy contenta que en nuestra Comunidad, ya vamos a tener una clínica cerca!! Gracias por lo que hacen para la Comunidad de todos!!"

Translation: "I am happy that in our Community, we will have a clinic nearby!! Thank you for what you do for all the Community!!" -Montserrat from Hornsby Bend

COMMUNITY EVENTS



CENTRAL HEALTH

Tactics and Tools

- Open house hours Monday-Friday before grand opening (e.g., "Meet your Doctor")
- Hornsby Bend Health & Wellness Center Grand Opening on Saturday, August 5, 2023
- Del Valle Health & Wellness Center Grand Opening to be determined

MARKETING



CENTRAL HEALTH

Tactics and Tools

- Direct mail to MAP and MAP Basic members living in 78725 (Hornsby Bend) and 78617 (Del Valle)
- Texts to people who've subscribed for updates
- Outreach to CommUnityCare's patient population

PAID ADVERTISING



CENTRAL HEALTH

Tactics and Tools (Options)

- Online advertising (including paid social)
- Print media, including El Mundo and the Villager
- KAZI radio show and Despierta Austin show
- Outdoor (e.g., billboard, gas pump advertising, etc.)

DIGITAL COMMUNICATIONS

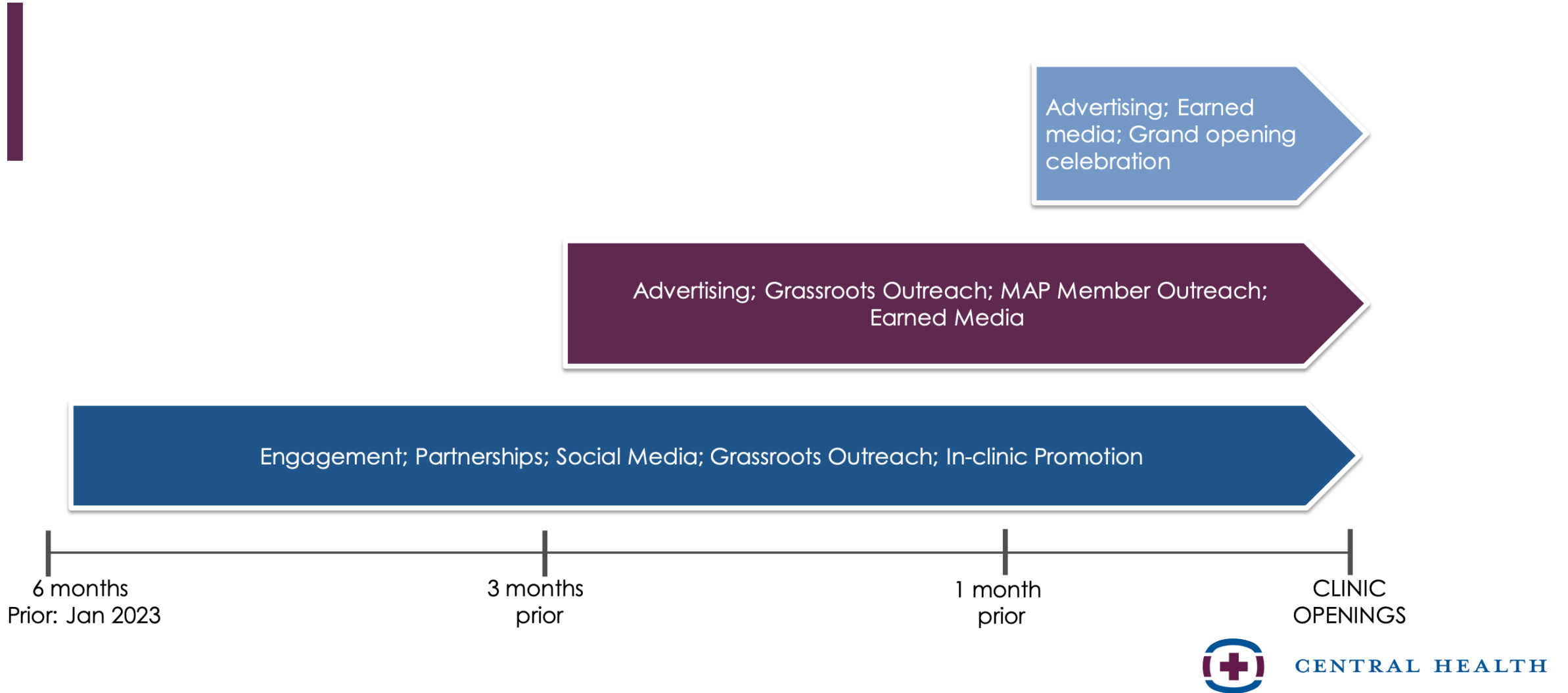


CENTRAL HEALTH

Tactics and Tools

- Website
- Social media
- Email marketing

TIMELINE



ROSEWOOD-ZARAGOSA SPECIALTY CARE CLINIC



CENTRAL HEALTH

GOALS, TARGET AUDIENCE, STRATEGIES



CENTRAL HEALTH

Goal

- Increase awareness of the new Rosewood-Zaragosa specialty care clinic.

Target Audience

- Current MAP & MAP Basic members
- Travis County residents (for awareness)
- Referring organizations

Marketing & Communications Strategies

- Community events
- Marketing
- Digital communications
- Traditional media relations

COMMUNITY EVENTS



CENTRAL HEALTH

Tactics

- Stakeholder tours
- Grand opening event

MARKETING



CENTRAL HEALTH

Tactics and Tools

- Direct mail to MAP and MAP Basic members
- Texts to members

DIGITAL COMMUNICATIONS

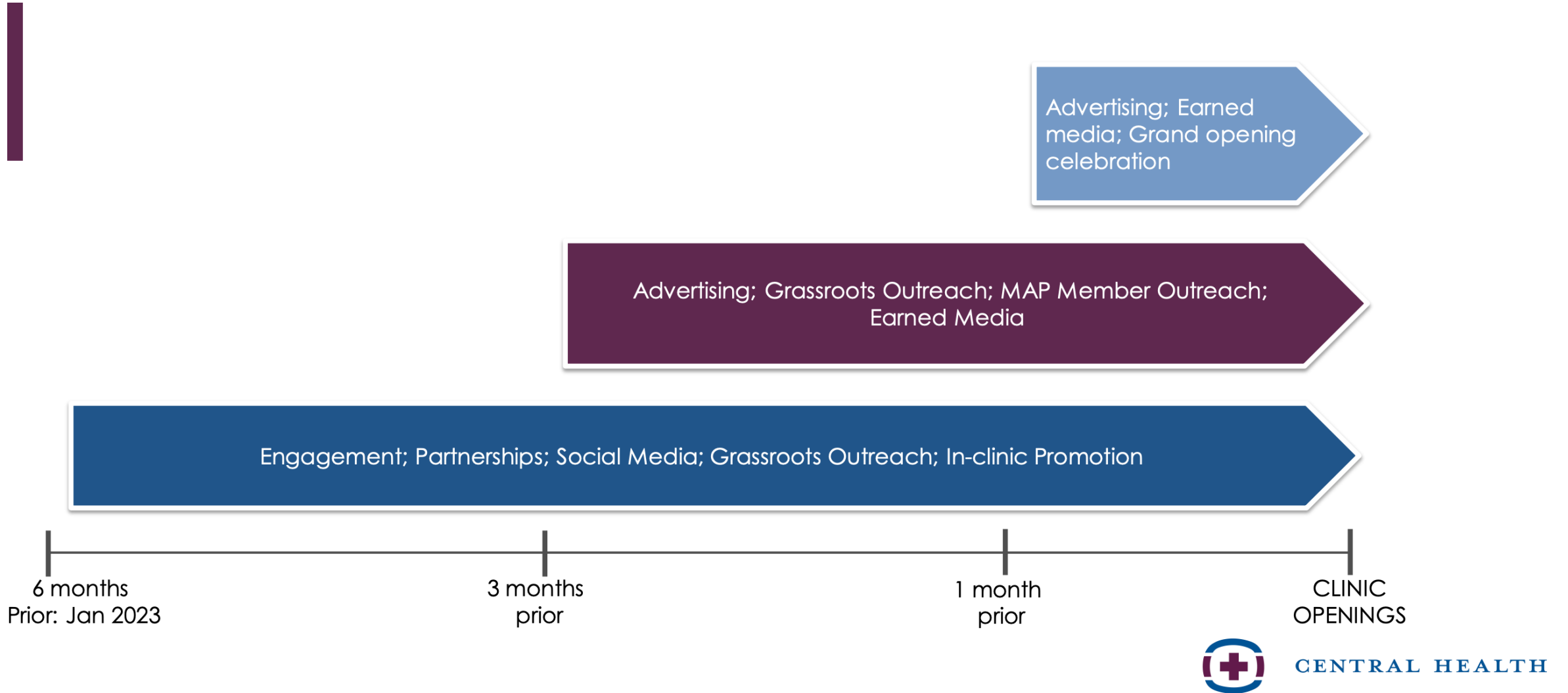


CENTRAL HEALTH

Tactics and Tools

- Website
- Social media (for general awareness)
- Email marketing (to MAP and MAP Basic members)

TIMELINE





CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
EASTERN CRESCENT SUBCOMMITTEE

April 12, 2023

AGENDA ITEM 3

Confirm the next Eastern Crescent Subcommittee meeting date, time, and location. (*Informational Item*)



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

April 12, 2023

AGENDA ITEM 1

Review and approve the minutes of the March 8, 2023 meeting of the Strategic Planning Committee. (*Action Item*)

MINUTES OF MEETING – MARCH 8, 2023
CENTRAL HEALTH
STRATEGIC PLANNING COMMITTEE

On Tuesday, March 8, 2023, a meeting of the Central Health Strategic Planning Committee convened in open session at 1:12 p.m. in person at the Central Health Administrative Offices and remotely by toll-free videoconference. Clerk for the meeting was Briana Yanes.

Committee members present in person: Chair Jones, Manager Kitchen, and Manager Bell

Board members present via audio and video or in person: Manager Museitif

Absent: Manager Brinson and Manager Valadez

COMMITTEE AGENDA

- 1. Review and approve the minutes of the February 8, 2023 meeting of the Strategic Planning Committee.**

Clerk's Notes: Discussion on this item began at 1:12 p.m.

Manager Bell moved that the Committee approve the minutes of the February 8, 2023 meeting of the Strategic Planning Committee.

Manager Kitchen seconded the motion.

Chairperson Brinson	Absent
Chairperson Jones	For
Manager Valadez	Absent
Manager Bell	For
Manager Kitchen	For

- 2. Receive an update on the Central Health Community Healthcare Initiatives Fund (CHIF).**

Clerk's Notes: Discussion on this item began at 1:12 p.m. Ms. Megan Cermak, Director of Public Health Strategy, Policy, and Disaster Response, presented a CHIF update. The presentation included an overview of the purpose of the CHIF pilot program and an update on the awardee goals and progress to date. Mike Geeslin, President and CEO, Monica Crowley, Chief Planning and Strategy Officer, and Lisa Owens, Deputy CFO, answered questions from Board Managers regarding progress on the CHIF program.

- 3. Receive an update on the Delivery System Reform Incentive Payment (DSRIP) program.**

Clerk's Notes: Discussion on this item began at 1:38 p.m. Chair Jones announced that there would be no presentation on this item, backup was provided in the packet, and staff would be available for questions.

- 4. Receive and discuss a briefing regarding Seton Family of Hospitals and Seton Healthcare Family V. Travis County Healthcare District d/b/a Central Health, Cause No. D-1-GN-23-000410.**

Clerk's Notes: Discussion on this item began at 1:39 p.m.

At 1:39 p.m. Chairperson Jones announced that the Committee was convening in closed session to discuss agenda item 4 under Texas Government Code §551.071 Consultation with Attorney.

At 2:00 p.m. the Board returned to open session.

- 5. Receive and discuss a briefing regarding Birch, et al. V. Travis County Healthcare District d/b/a Central Health and Mike Geeslin, Cause No. D-1-GN-17-005824 in the 345th District Court of Travis County.**

Clerk's Notes: Discussion on this item began at 1:39 p.m.

At 1:39 p.m. Chairperson Jones announced that the Committee was convening in closed session to discuss agenda item 5 under Texas Government Code §551.071 Consultation with Attorney.

At 2:00 p.m. the Board returned to open session

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

Manager Bell moved that the Committee adjourn.

Manager Kitchen seconded the motion.

Chairperson Brinson	Absent
Chairperson Jones	For
Manager Valadez	Absent
Manager Bell	For
Manager Kitchen	For

The meeting was adjourned at 2:01 p.m.

ATTESTED TO BY:

Shannon Jones, Acting Chairperson
Central Health Strategic Planning Committee

Cynthia Valadez, Secretary
Central Health Board of Managers



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

April 12, 2023

AGENDA ITEM 2

Receive an update on the Quality of Life and Patient Experience Survey. (*Informational Item*)



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

April 12, 2023

AGENDA ITEM 3

Receive an update on the Central Health dashboards associated with service-level reporting for Fiscal Year 2023. (*Informational Item*)



AGENDA ITEM SUBMISSION FORM

This form is to provide a general overview of the agenda item in advance of posting for the Board meeting. Proposed motion language is a recommendation only and not final until the meeting and may be changed by the Board Manager making the motion. All information in this form is subject to the Public Information Act.

Agenda Item Meeting Date 4/12/2023

Who will present the agenda item? (Name, Title) NA – backup only

General Item Description External dashboard update – enrollment and utilization

Is this an informational or action item? Informational

Fiscal Impact NA

Recommended Motion (if needed – action item) NA

Key takeaways about agenda item, and/or feedback sought from the Board of Managers:

- 1) Central Health continues to update its enrollment, utilization and provider network dashboards on a monthly basis.
- 2) There are currently 207 provider locations within Central Health’s network.
- 3) Since July 2022, the count of active Central Health enrollees has increased by 233.
- 4) The reporting of clinic encounters during the most recent quarter represents an undercount due to expected delays.
- 5) Missing encounter data is expected to be available by next month’s update.

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.) Presentation

Estimated time needed for presentation & questions? NA – backup only

Is closed session recommended? (Consult with attorneys.) No

Form Prepared By/Date Submitted: JP Eichmiller/4/7/2023



CENTRAL HEALTH

CommUnityCare | Sendero

External Dashboard Update


Sarita Clark-Leach, Director of Analytics & Reporting

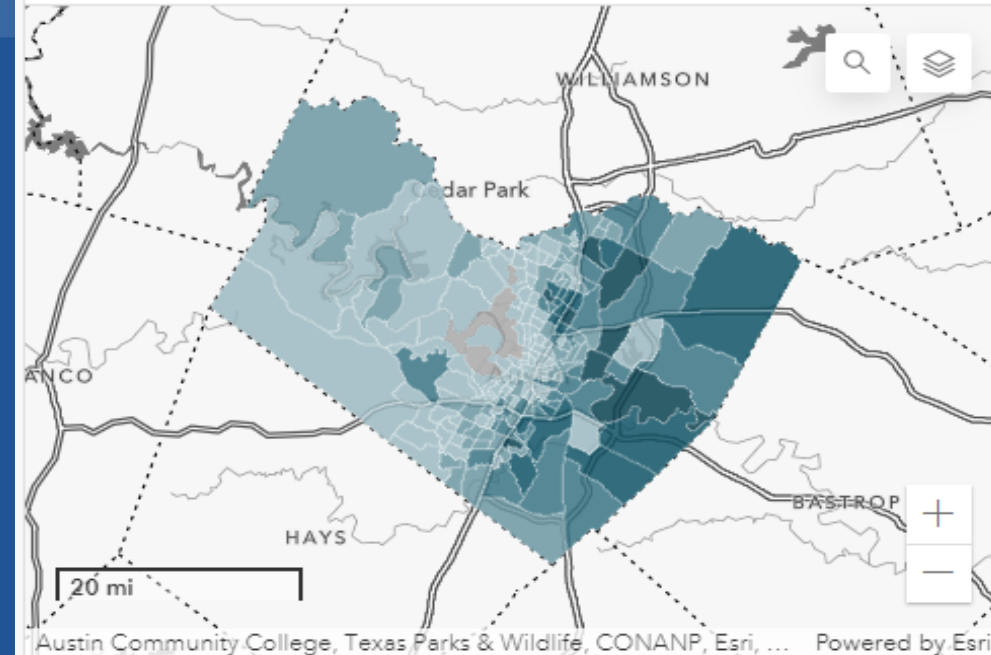
JP Eichmiller, Senior Director of Strategy & Information Design

Ashley Levulett, Geospatial Data Scientist

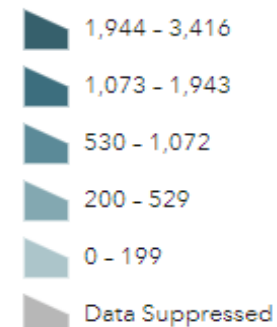
Enrollment and Clinic Utilization Dashboard

(Desktop version: <https://arcg.is/1GLnGW0>)

Select the  icon to view and change map layers.



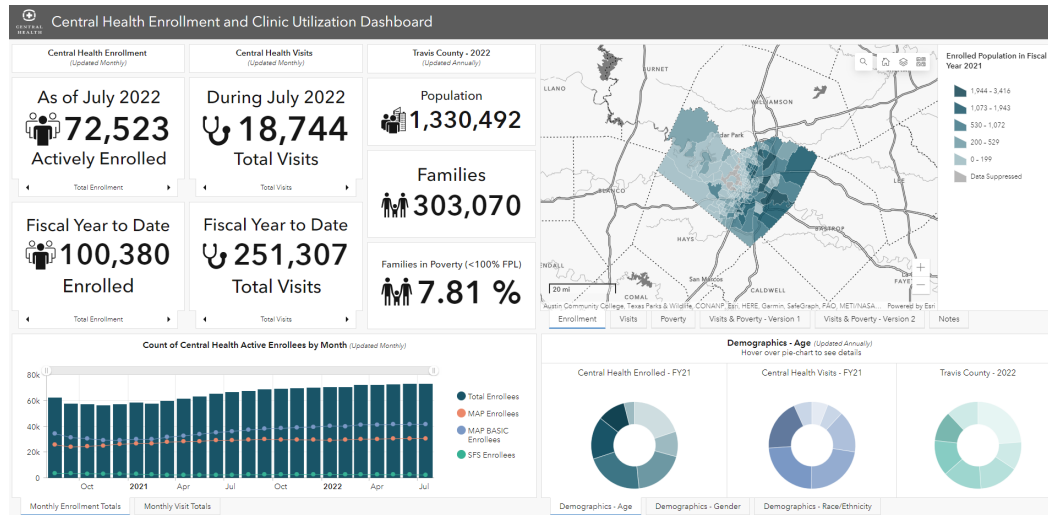
Enrolled Population in Fiscal Year 2021



Enrollment, Visit, and Poverty Maps

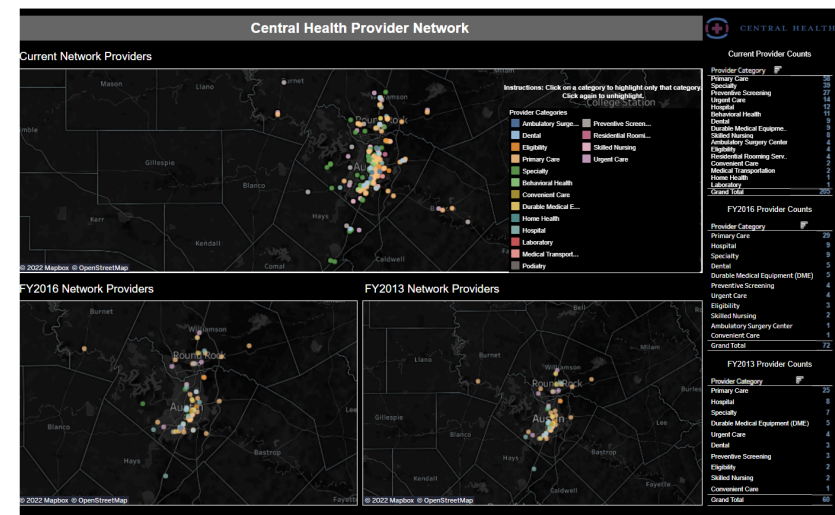
Central Health External Dashboards

Enrollment & Clinic Utilization



<https://www.centralhealth.net/our-work/enrollment-clinic-utilization-dashboard/>

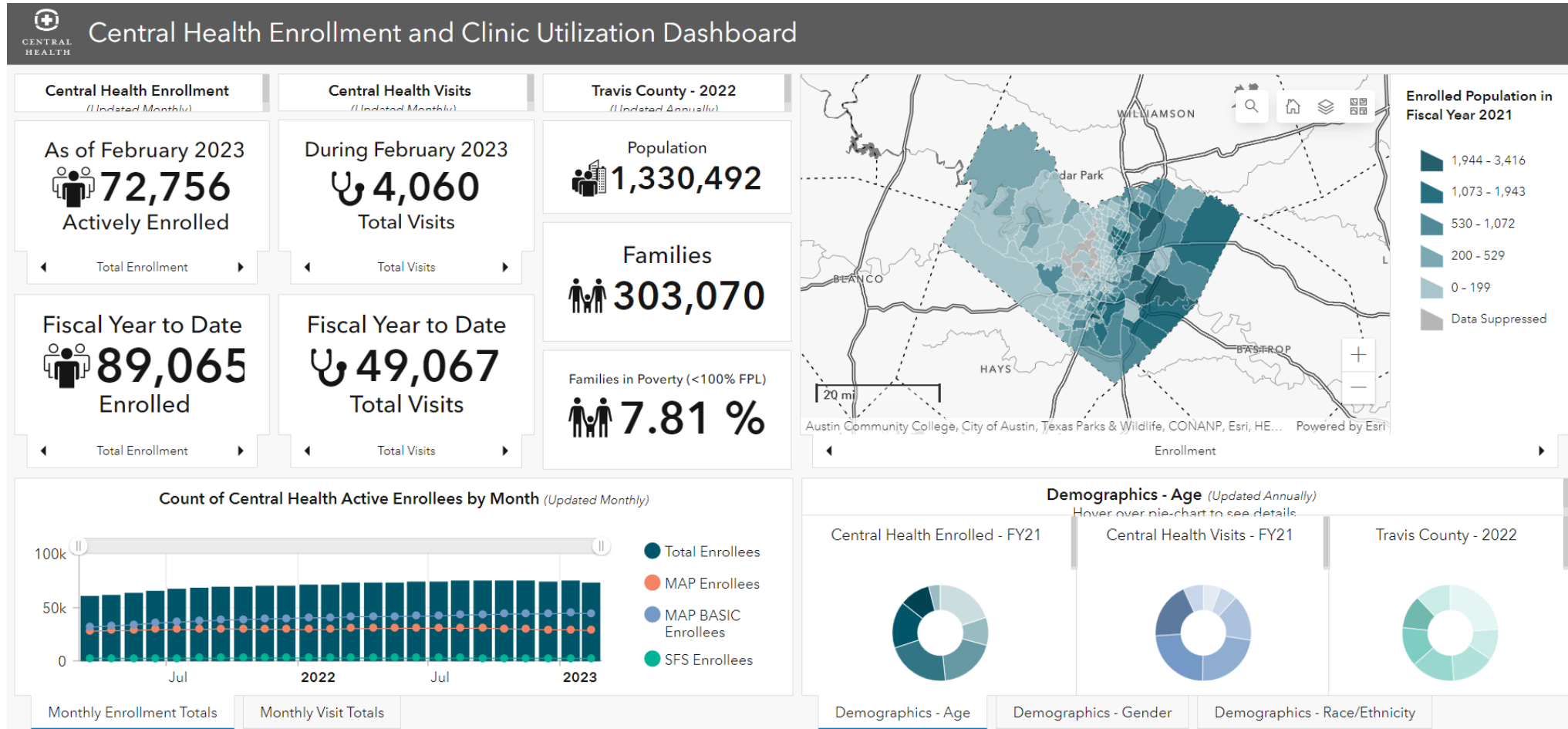
Provider Network



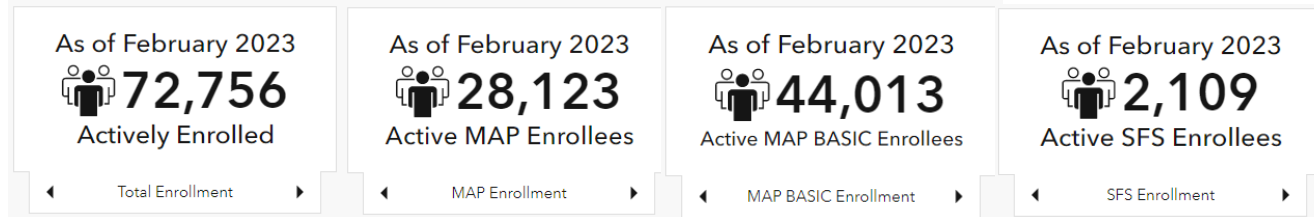
<https://www.centralhealth.net/our-work/provider-map/>



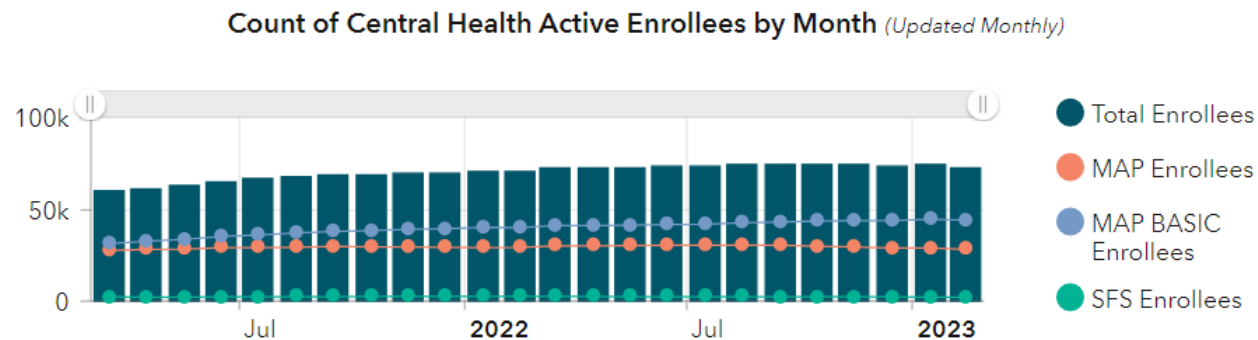
Enrollment and Clinic Utilization Dashboard



Enrollment and Clinic Utilization Dashboard: Change in Enrollment



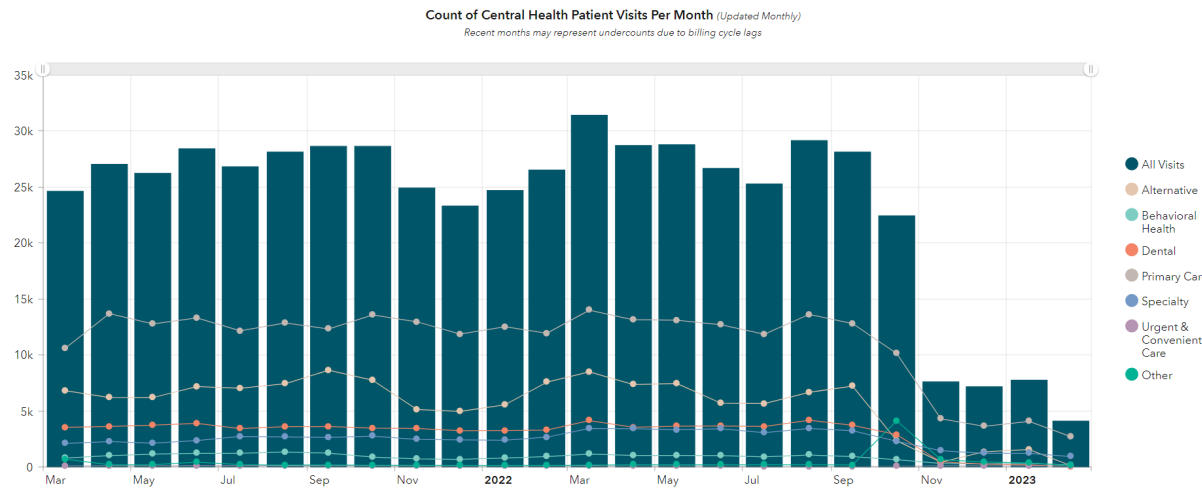
- Since July 2022, the unduplicated count of actively enrolled members has increased by 233.



- MAP Members: ↓ 2,345
- MAP BASIC Members: ↑ 2,464
- SFS Members: ↓ 70



Clinic Utilization Data



- Due to changes in claims processing, there are currently longer than average delays for reporting CUC clinic encounters
- Expect for the missing encounter data to be available by next month's dashboard update



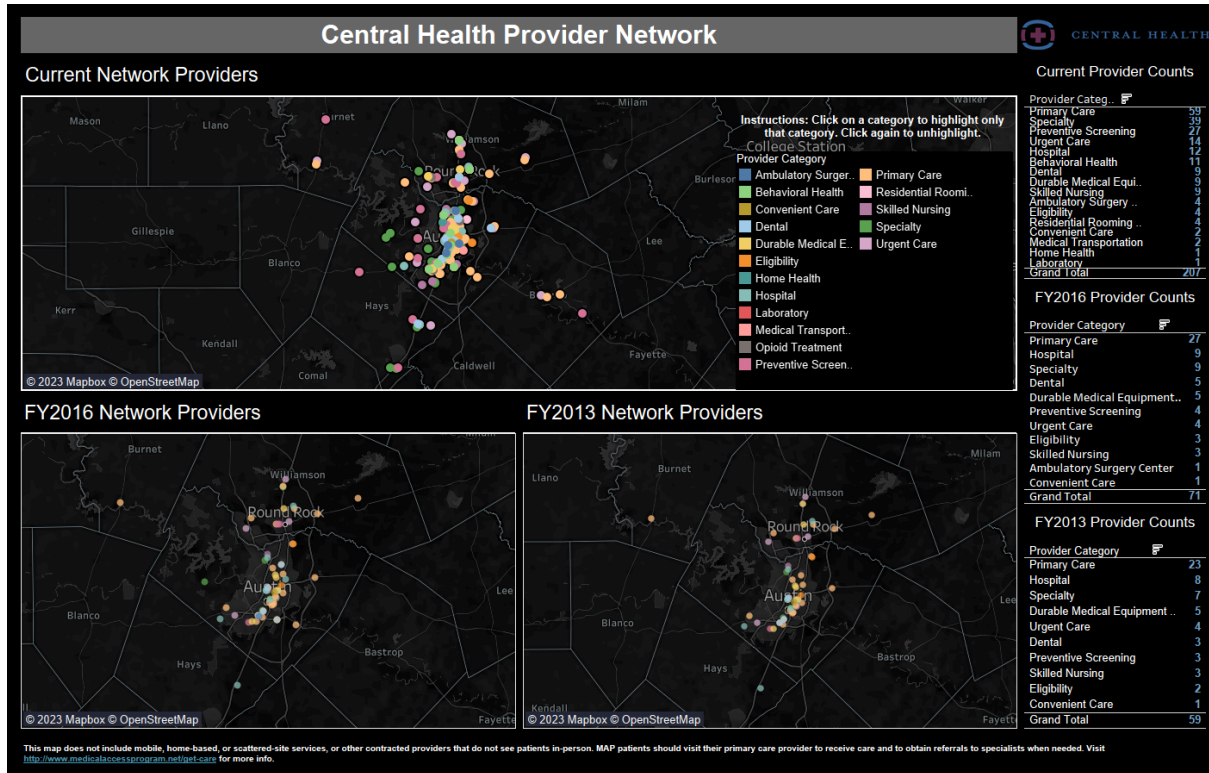
Enrollment and Clinic Utilization Dashboard: Visits Fiscal Year to Date



- In FY23 to date, there have been 49,067 clinical visits with Central Health providers.
 - 50.6% Primary Care Visits
 - 14.4% Specialty Visits
 - 11.8% Alternative Visits
 - 11.5% Other Visits
 - 7.7% Dental Visits
 - 3.4% Behavioral Health Visits
 - 0.6% Urgent/ Convenient Care Visits



Central Health Provider Network Dashboard



- There are currently 207 provider locations mapped within the Central Health Provider Network
 - 192% increase in provider locations since FY16 and 251% increase since FY13
- Primary Care, Specialty, and Preventative Screening providers represent the majority of locations in Central Health's network





CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

April 12, 2023

AGENDA ITEM 4

Receive a Fiscal Year 2023 Service Delivery budget priority update. (*Informational Item*)

MEMORANDUM

To: Central Health Board of Managers, Strategic Planning Committee
From: Jonathan Morgan, COO
Dr. Alan Schalscha, CMO
CC: Mike Geeslin, President and CEO
Monica Crowley, Chief Strategy & Planning Officer
Central Health Leadership Team
Date: April 6, 2022
RE: Informational Item: Update on FY23 Budget Resolution Strategic Objectives

Overview

In September 2022, the Board of Managers adopted a Budget Resolution outlining strategic objectives for Fiscal Year (FY) 2023. This memorandum is a preview of a presentation that will be given at the Board of Managers meeting on May 24th on certain strategic objectives regarding Central Health's progress on the following:

- developing specialty care services at Rosewood-Zaragosa;
- increasing access to care through contracted healthcare services, where appropriate;
- implementing the Epic electronic health record system and MyChart patient portal;
- focusing engagement efforts in high need planning and assessment regions and improving effectuation of care in primary care settings;
- continuing development of infrastructure in support of Central Health's direct practice of medicine; and
- leveraging existing health system resources to develop services and infrastructure.

Additional reporting on strategic objectives will occur at future meetings of the Board of Managers and the Strategic Planning Committee.

Multi-specialty clinic at Rosewood-Zaragosa

- Central Health staff completed architectural design, permitting and demolition for the Rosewood-Zaragosa clinic in Q1/Q2 of FY23.
- An evaluation team conducted a formal solicitation process for the RZ general contractor with the contract award pending final negotiations.
- Central Health staff are working with the City of Austin to extend the existing lease for RZ.
- Procurement teams joined purchasing cooperatives and engaged a medical equipment planner to facilitate the purchase of medical diagnostic equipment and related software.
- Key clinic nursing and administrative leadership were hired to begin development of staff job descriptions, training curriculum and clinic processes and procedures while beginning recruitment and onboarding of clinic teams.
- An evaluation team is actively evaluating qualification proposals for revenue cycle consultants.
- Staff are continuing development of professional services agreements with Dell Medical School's UT Health Austin and Ascension Texas to enable co-hires of physician specialists

with Letters of Intent signed and recruitment efforts were initiated for GI, pulmonology and nephrology.

- Podiatric positions are posted and we are actively recruiting and assessing provider candidates.
- Clinical and operational teams are developing specialty-specific clinical workflows, policies and procedures, training curriculum, standing delegations, treatment protocols and disease management programs.
- Education and Research staff are developing relationships with multiple academic institutions to support training and education to develop workforce pipelines for various clinical staff positions.

Increase access to care through contracted services

- Service delivery operations teams worked with all network FQHC providers to improve access and capacity of primary care through numerous initiatives including: adding enhanced reimbursement to support primary care access during extended hours, on weekends and during holidays; expanding access to periodontal dental services with Lone Star Circle of Care (LSCC) and People's Community Clinic (PCC); expanding access to gynecologic surgical services and tubal ligation sterilization procedures in ambulatory surgery centers (ASCs) with PCC; and increasing access to mammography services in eastern Travis County through support of the Big Pink Bus operated by LSCC.
- In January, Central Health welcomed the addition of Manos de Cristo, a long-time local provider of safety-net dental services into the MAP and MAP Basic network of providers.
- Central Health staff worked extensively with PCC to support an integrated pain management pilot program for MAP and MAP Basic patients offering a wide array of coordinated interventions including acupuncture, massage therapy, group yoga, group medical visits, provider visits, and substance use disorder clinical interventions with services beginning April 1st.
- Central Health completed an initial Master Services Agreement with Dell Medical School's UT Health Austin providing additional access to tubal ligation procedures and ophthalmology clinic-based and surgical services and ASC access for Central Health's surgical podiatry services, effective April 1st.
- Corneal transplants were made available to patients by Central Health in collaboration with Eye Physicians of Austin and UT Health Austin.
- Central Health entered into a new agreement with Texas Oncology for expanded access to outpatient radiation treatment for MAP patients and we are beginning to offer this treatment as a MAP Basic service for the first time in the coming weeks.
- Staff also transitioned existing outpatient radiation agreements formerly held with Austin Cancer Centers to newly formed practices, Texas Cancer Specialists and Texas Integrated Medical Specialists.
- Central Health began offering urgent care access to MAP Basic patients for the first time this year at fourteen local area locations through our contracted network of NextCare and FastMed urgent care centers.
- Additional access to general surgery services was extended to MAP Basic patients through a contract expansion with local partner, Austin Surgeons.

- Twenty-five patients with end-stage renal disease were effectively transitioned from Central Health's transitional dialysis program to alternate coverage programs such as Medicare, Medicaid and Sendero IdealCare during open enrollment.
- Nine additional end-stage renal disease (ESRD) patients have been enrolled into Central Health's transitional dialysis program since the beginning of the year.
- Substance use treatment services for individuals with co-occurring high-acuity mental health diagnoses were expanded with Integral Care through a new access point at Stonegate for suboxone-based Medication Assisted Treatment (MAT).
- Additional methadone treatment locations were added in October 2022 through a new agreement with Aeschbach & Associates, a long-standing substance use treatment provider in South Austin.

Implement Epic Electronic Health Record (EHR) system including MyChart

- Epic team members completed more than 15 certification and accreditation training programs in specific service areas to support the building and implementation of Central Health's Epic EHR.
- Teams are developing, implementing and supporting go-lives for Central Health's clinical practice areas including: Case Management, Hospital-based Transitions of Care, Medical Respite, skilled nursing direct care, Rosewood-Zaragosa multi-specialty services, and Care at Home.
- Epic team leaders are developing relationships and contracts with approximately 20 third party vendors with EHR-integrated content and functionality.
- Epic training teams developed training materials and supported initial go-lives in FY23 and are preparing for the onboarding and implementation of Epic in support of Rosewood-Zaragosa.
- Central Health staff are planning the launch of our Epic patient portal, MyChart, and EpicCare Link, for data connectivity to local provider partners, in June 2023.
- Later this year, Central Health will hire dedicated community health workers to assist patients with enrollment and navigation of the MyChart patient portal.
- MyChart will create access for patients to view medical records and communicate with their care teams while also serving as the gateway to video visits and will be a key component of Central Health's future virtual care services.

Focus enhanced engagement in high-need planning and assessment regions and improve effectuation of care in the primary care setting

- Community Engagement and Eligibility Services are collaborating to make MAP enrollment more accessible for individuals experiencing homelessness including weekly outreach at Mission Accomplished laundry sites, Terrazas Branch, Austin Public Library and EMS Pop-up Resource Centers (PURC).
- Eligibility Services continued its focus on justice-involved individuals with enrollment efforts including collaboration with the Travis County jail, Austin Transition Center and Travis County Supervision and Monitoring for Alcohol Related Treatment (SMART) including courier service delivering new MAP enrollee cards to each location. More than 1,000 individuals enrolled in the first five months of FY23.

- Eligibility Services introduced virtual enrollment assistance for individuals served at CUC's Care Connections clinic (CareCo), predominantly serving enrollees experiencing homelessness; hospital-based virtual enrollment assistance will launch in Q3 FY23.
- Eligibility Services leadership hired an Eligibility and Enrollment Specialist dedicated to expanding efforts to support individuals experiencing homelessness and coordinated Social Security Income/Social Security Disability Insurance Outreach, Access, and Recovery (SOAR) specialist support across partner agencies to assist enrollees with disability applications, and connections to housing and enrollment into Medicare and Medicaid when appropriate.
- Eligibility Services also hired trainers to support contracted provider and community partners assisting individuals with MAP enrollment, extending Central Health's reach throughout the community.
- Staff completed formal, competitive solicitations and operationalized two vendors, RCA and El Buen Samaritano, to support outreach and enrollment of families and children eligible for services through CHIP and Medicaid.
- Communications and Community Outreach teams focused MAP education and efforts to connect enrollees to primary care access in communities with under-represented MAP enrollment and promoted clinics with rapid access to appointments.
- Working with a nationally-recognized consultant, Communications team members are leading a language access review and audit to enhance patient, enrollee and community stakeholder ability to access care, navigate the healthcare system and follow the work of Central Health in their preferred languages.
- Central Health implemented performance-based incentives within primary care to conduct outreach and engage new enrollees in primary care.
- Central Health will operationalize real-time video translation for medical interpretation services, outreach and eligibility services and plans to recruit and hire certified translator staff to support Rosewood-Zaragosa.

Continue development of direct practice infrastructure while leveraging existing health system resources where appropriate

- Central Health continues development of centralized patient navigation center (PNC) functions including: patient appointment scheduling, health system navigation, referral management, triage, transportation assistance, social service connections and patient experience.
- Medical Executive Board committees, sub-committees and workgroups continue to operate routinely supporting the development of Central Health's practice of medicine, related policies and procedures, and ongoing oversight activities such as credentialing, pharmacy formulary management, quality improvement, safety and infection control, education and research, ethics and clinical compliance.
- Staff are evaluating and preparing to obtain relevant, industry-standard licenses, enrollments and certifications applicable to Central Health various areas of clinical practice such as CLIA lab testing certificates, home health licensure, pharmacy licensure, and Medicare and Medicaid enrollments.
- Central Health will implement Clarity-Healthcare SafetyZone Incident Management system in Q3 FY23.

- Central Health continues to leverage existing health system resources to minimize duplicative efforts, gain efficiencies and expedite expanding access to care for our patients including:
 - Implementing EHR functionality based on a shared Epic instance with CommUnityCare;
 - Developing policy, procedures and third-party vendor relationships based on those in place with Enterprise partners;
 - Working collaboratively with Dell Medical School and Ascension Texas to co-recruit physicians to provide professional services in certain clinical service lines;
 - Partnering with academic institutions to support training, education, research and workforce pipelines for clinical staffing needs;
 - Building Patient Navigation Center functionality alongside our highly effective eligibility call center and well-established technology infrastructure; and
 - Reviving and repurposing existing physical assets such as Rosewood-Zaragosa, a long-standing City of Austin property that has served our community for decades.



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

April 12, 2023

AGENDA ITEM 5

Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)