



# 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.

## **STRATEGIC PLANNING COMMITTEE MEETING**

**Wednesday, August 9, 2023, 1:00 p.m.**

**Videoconference meeting<sup>1</sup>**

**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/88052864474?pwd=MytGUW40Y0NtWWY3SEhrMkliOE5hdz09>

Meeting ID: 880 5286 4474

Passcode: 785877

Links to livestream video are available at the URL below (copy and paste into your web browser):

<https://www.youtube.com/@tchealthdistrict/streams>

Or to participate by telephone only:

Dial: (346) 248-7799

Meeting ID: 880 5286 4474

Passcode: 785877

The Committee may 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 August 9, 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.

### **COMMITTEE AGENDA<sup>2</sup>**

1. Review and approve the minutes of the June 7, 2023 Strategic Planning Committee meeting. (*Action Item*)
2. Receive and discuss strategic imperatives regarding MAP/MAP Basic member engagement and outreach and marketing and communications efforts promoting the new Hornsby Bend Health & Wellness Center. (*Informational Item*)
3. Receive an update on the Central Health dashboards associated with service-level reporting for Fiscal Year 2023. (*Informational Item*)
4. Receive an update from the Health Alliance for Austin Musicians (HAAM). (*Informational Item*)
5. Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)

- <sup>1</sup> This meeting may include a member of the Strategic Planning 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.**
- <sup>2</sup> 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 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 Committee 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 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.

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Board Manager Signature

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Date

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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  
STRATEGIC PLANNING COMMITTEE

**August 9, 2023**

## **AGENDA ITEM 1**

Review and approve the minutes of the June 7, 2023 Strategic Planning Committee meeting.  
*(Action Item)*



# CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS  
STRATEGIC PLANNING COMMITTEE

**August 9, 2023**

## **AGENDA ITEM 2**

Receive and discuss strategic imperatives regarding MAP/MAP Basic member engagement and outreach and marketing and communication efforts to promote the new Hornsby Bend Health & Wellness Center. (*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 August 9, 2023

Who will present the agenda item? (Name, Title) Ted Burton, Chief Communications Officer  
Ivan Davila, Sr. Director of Marketing and Communications  
Isela Guerra, Community Outreach Manager  
Elizabeth Marrero, Sr. Director of Community Health & Wellness Initiatives

General Item Description Receive and discuss strategic imperatives regarding MAP/MAP Basic member engagement and outreach and marketing and communication efforts to promote the new Hornsby Bend Health & Wellness Center.

Is this an informational or action item? Informational

Fiscal Impact N/A

Recommended Motion (if needed – action item) N/A

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

- 1) Staff will provide an overview of communications, marketing, and outreach efforts supporting MAP/MAP Basic, and the upcoming Central Health Hornsby Bend Health & Wellness Center.
- 2) \_\_\_\_\_

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

Estimated time needed for presentation & questions? 20 minutes for presentation

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

Form Prepared By/Date Submitted: Briana Yanes/ August 4, 2023



# COMMUNICATIONS UPDATE: MEMBER ENGAGEMENT & ACCESS AND CAPACITY

Ted Burton, Chief Communications Officer

Iván Dávila, Sr. Director of Marketing and Communications

Isela Guerra, Community Outreach Manager

Elizabeth Marrero, Sr. Director of Community Health & Wellness Initiatives



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# Meet the Central Health Communications & Community Engagement Team



Ted Burton



Aida Cerda-Prazak



Mike Clark-Madison



Iván Dávila



Edwin Evans



Blanca Gonzalez



Isela Guerra



Mike McKinnon



Anastassia Mitchell



Christian Nelson



Yesenia Ramos



Camilla Rodriguez



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# STRATEGIC IMPERATIVE: MEMBER ENGAGEMENT

Enhancing engagement for enrollees and expanding enrollment in high-need regions with a particular focus on hard-to-reach populations, including people experiencing homelessness, people with Limited English Proficiency, and justice-involved individuals



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# COMMUNITY OUTREACH

**OBJECTIVE:** Connect hard-to-reach populations in Travis County to care through MAP and MAP Basic.



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# OUR PRIORITY POPULATIONS



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Unhoused  
individuals

People with  
limited English  
language  
proficiency  
(LEP)

Justice-  
involved  
individuals

MAP-eligible  
families in  
areas with  
lower-than-  
expected  
enrollment

# COMMUNITY OUTREACH TACTICS & ACTIONS



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## Lead generation

- a high-level screening for MAP and collecting contact information to connect people to enrollment and other resources
- Employed for all but unhoused individuals

## Application assistance

- Completing a Point of Service application and submitting it to the eligibility department for enrollment
- Only for unhoused individuals

## Partnerships

- Maximize relationships with agencies serving similar populations for referrals and/or application assistance using the authorization form
- Applies to all populations we focus on

## Market Research

- Engaging MAP members and nonmembers for feedback
- Over the phone and intercept interviews

# OUR TEAM



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## 3 Full-time Outreach Staff

Outreach Manager  
2 Community  
Outreach Specialists



## Outreach support

Community Coalition  
for Health (C2H)



## Communications Team

Media/Marketing  
Campaigns – social,  
earned, paid



# IN THE COMMUNITY

APPLICATION ASSISTANCE



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- **Strategic Imperative:** Member engagement and enrollment
- **Focus:** People experiencing homelessness
- **Tactic:** Application assistance, partnership with Mission Accomplished and others
- **Action:** Bi-monthly visits to laundry site for those unhoused to submit a MAP application for those who qualify.

# IN THE COMMUNITY

LEAD GENERATION



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- **Strategic Imperative:** Member engagement and enrollment
- **Focus:** MAP-eligible families in areas with less than expected enrollment (SE Austin)
- **Tactic:** Lead generation
- **Action:** Meeting members where they live, work, shop (e.g., JD's supermarket)



# OUTREACH SUMMARY

October –  
July 2023



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## Leads

- 249 events and activities
- 11,623 people reached
- 596 leads

## Application Assistance

- 78 POS applications at 4 partner locations
  - Mission Accomplished
  - Austin Public Library
  - Central Presbyterian Church
  - Texas Harm Reduction

## Partnerships

- Austin Voices for Youth and Education\*
- AISD Parent Support Specialists
- On Point Reentry
- Austin Public Health
- Asian Family Support Services Austin

## Market Research

- Language access
- User experience (healthcare services)
- Awareness and message testing
- CEO search

# MARKETING

**OBJECTIVE:** Increase awareness of MAP and MAP Basic among Travis County residents living at or below 200% FPL.



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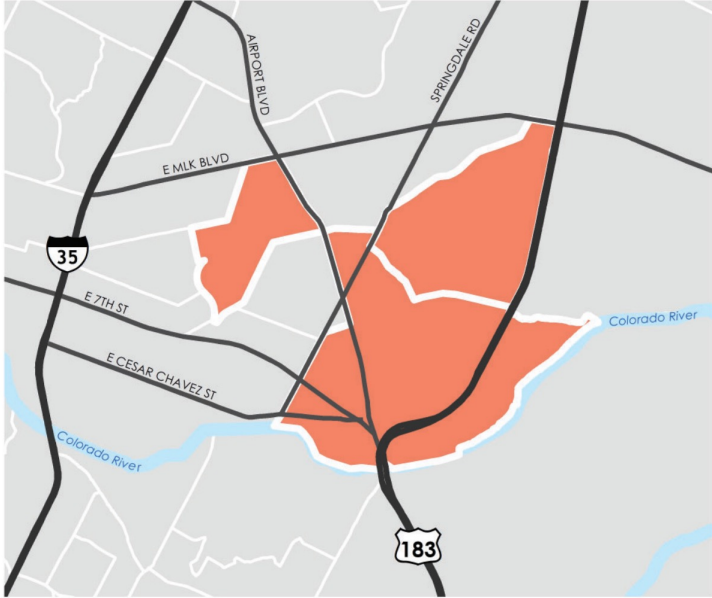
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# AREAS WITH LOWER-THAN-EXPECTED ENROLLMENT

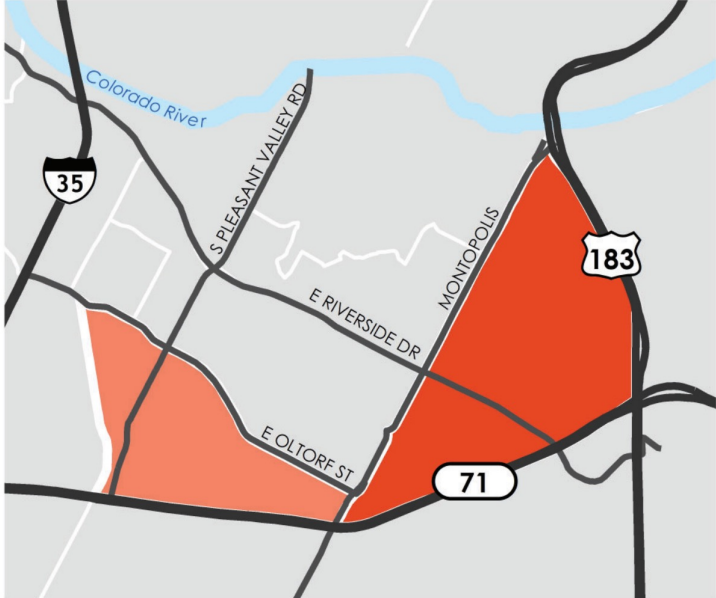
## EAST CENTRAL AUSTIN

POPULATION: 14,418



## SOUTHEAST AUSTIN

POPULATION: 16,342



ZIP CODES
78702
78721
78722
78723
78724
78725
78741
78742

# FOCUS AREAS

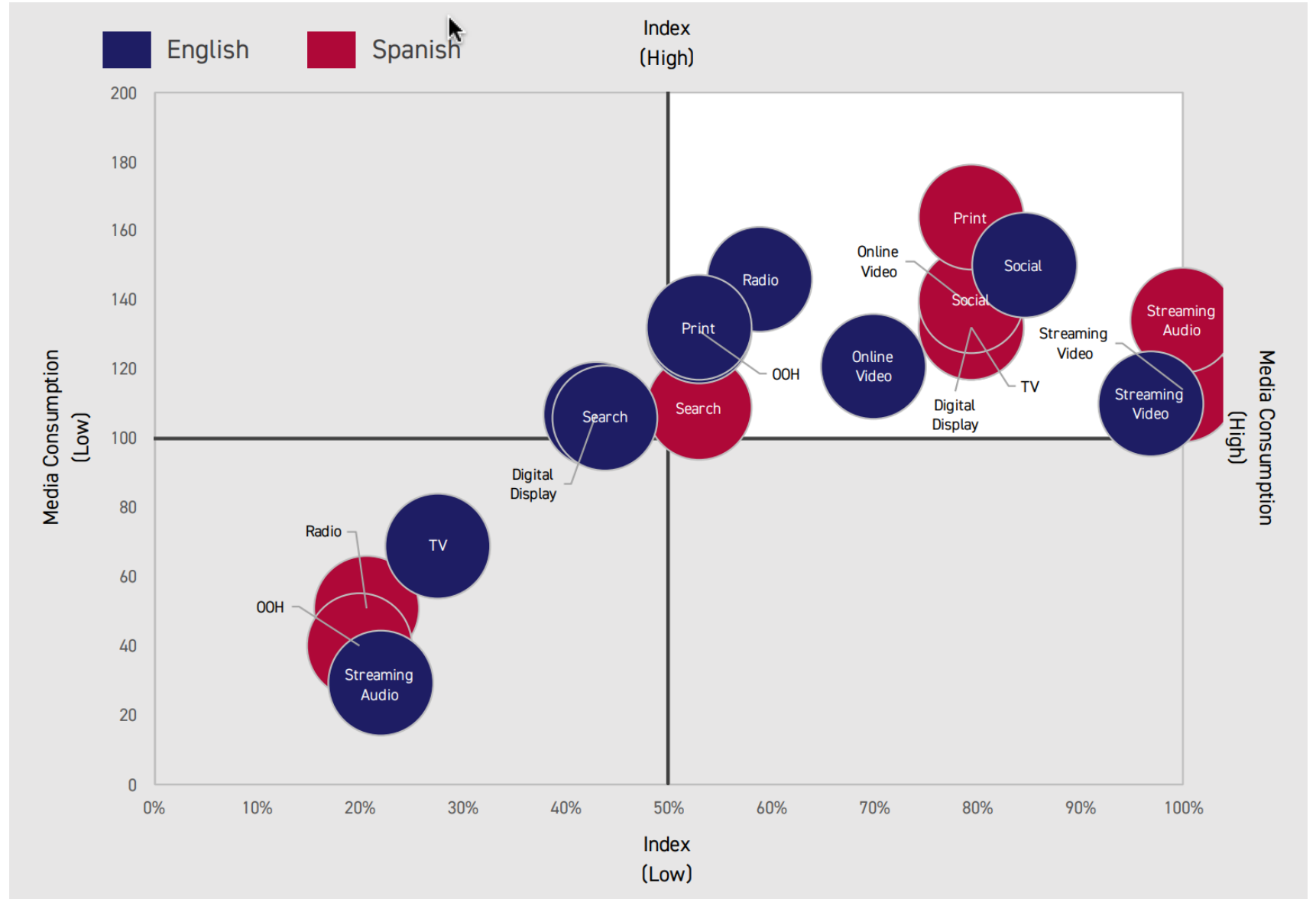
Source: Central Health's 2022 Demographic Report

# MEDIA USAGE: FOCUS AUDIENCES



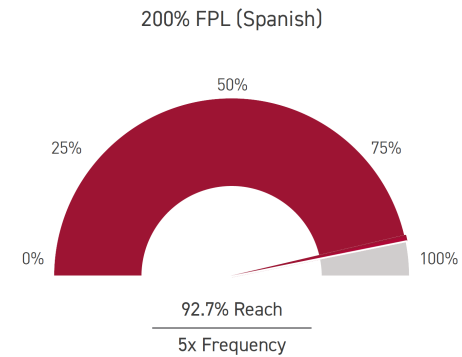
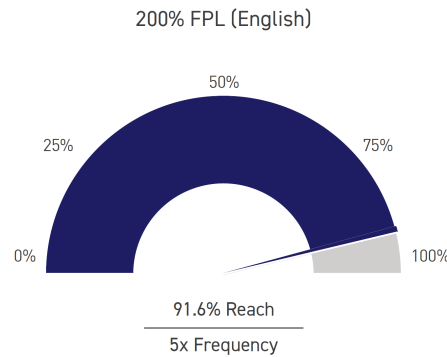
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# MEDIA TACTICS & TIMELINE

Media	Language	July					August				September			
		26	3	10	17	24	31	7	14	21	28	4	11	18
<b>Paid Social</b> Facebook / Instagram	English (50%)													
	Spanish (50%)													
<b>Streaming / Online Video</b> YouTube   :06 Bumper & :15 Skippable In-stream	English (50%)													
	Spanish (50%)													
<b>Digital OOH</b> Programmatic   Billboards & bulletins	English (100%)													
	Spanish (100%)													
<b>Streaming Audio</b> 1,000+ pureplay streaming services, streamed terrestrials, and podcasts	English (50%)													
	Spanish (100%)													



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# CREATIVE SAMPLE



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## MAP connects you to healthcare.

- Doctor visits
- Medications
- Dental care



**MAP**  
by Central Health



## MAP le conecta a usted y a su familia con cuidados médicos.

- Visitas al doctor
- Medicinas
- Servicios dentales



**MAP**  
by Central Health



# CREATIVE SAMPLE



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**MAP is affordable  
health coverage.**



**MAP**  
by Central Health



**MAP es cobertura  
médica accesible.**



**MAP**  
by Central Health

# STRATEGIC IMPERATIVE: ACCESS AND CAPACITY

Supporting the opening and success  
of the Hornsby Bend Health & Wellness Center



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# CLINIC PROMOTION



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- **Community Engagement & Outreach**
  - Community Events
    - Access event
    - Back-to-school event
    - Grand opening events
  - Outreach Collaborations
    - Del Valle ISD
    - Del Valle Community Coalition
  - Door-to-door Outreach
  - Community meetings (e.g., Advisory Committee)
- **Marketing**
  - Paid Advertising
  - Digital Communications: Website and Social Media
  - Creative Services Support for Outreach
- **Media Relations**

# COMMUNITY OUTREACH

**OBJECTIVE:** Connect residents to care at the Hornsby Bend Health & Wellness Center prior to its opening in the Fall of 2023.



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# FLYER/POSTER



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## OPENING SOON. OPEN TO ALL.



### THE NEW HORNSBY BEND HEALTH & WELLNESS CENTER IS OPENING THIS FALL.

Designed with community input, this modern facility will be open to everyone — you don't need to be a Central Health patient or MAP member.



**STAY HEALTHY**  
On-site primary care and telehealth specialty care



**ENJOY**  
Family-friendly nature trails; fitness areas; inclusive playground



**CONNECT**  
Indoor and outdoor community gathering spaces



LEARN MORE AT:  
[PARTICIPATE.CENTRALHEALTH.NET/HBHW](https://participate.centralhealth.net/hbhw)  
Scan the QR code or text "HornsbyBend" to: (512) 855-6227

Hornsby Bend Health & Wellness Center  
3700 Gilbert Road, Austin, TX 78724



## ABRIRÁ PRONTO. ABIERTO PARA TODOS.



### EL NUEVO CENTRO DE SALUD Y BIENESTAR HORNSBY BEND SE INAUGURARÁ ESTE OTOÑO.

Diseñado con la retroalimentación de la comunidad, este moderno centro estará abierto para todos— usted no necesita ser paciente de Central Health ni miembro de MAP.



**MANTÉNGASE SALUDABLE**  
Atención médica primaria en el lugar y servicios especiales de telemedicina.



**DISFRUTE**  
Senderos para su familia; áreas de ejercicios; campo de juegos inclusivo



**CONÉCTESE**  
Espacios para reuniones comunitarias interiores y al aire libre



OBTENGA MÁS INFORMACIÓN EN:  
[PARTICIPATE.CENTRALHEALTH.NET/HBHW](https://participate.centralhealth.net/hbhw)  
Escanee el código QR o textee "HornsbyBend" al (512) 855-6227

Centro de Salud y Bienestar Hornsby Bend  
3700 Gilbert Road, Austin, TX 78724

# ACCESS EVENT FLYER/POSTER



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CommUnityCare

## GET CONNECTED TO CARE: HORNSBY BEND HEALTH & WELLNESS CENTER

THE NEW HORNSBY BEND HEALTH & WELLNESS  
CENTER IS OPENING THIS FALL.

Let us connect you to the right care:

- Apply for health coverage: MAP, MAP Basic, Medicaid, CHIP, or Sliding Fee Scale
- Schedule medical appointments
- Transfer care to the Hornsby Bend Health & Wellness Center
- Schedule immunizations appointments (bring your shot records)
- Get additional resources

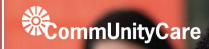
**SATURDAY, JULY 29, 2023**

9 a.m.-12 p.m. at Hornsby-Dunlap Elementary  
4601 Hound Dog Trail, Hornsby Bend, TX 78725

QUESTIONS? CALL (512) 978-8660.



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CommUnityCare

## CONÉCTESE A CUIDADOS MÉDICOS: CENTRO DE SALUD Y BIENESTAR HORNSBY BEND

EL NUEVO CENTRO DE SALUD Y BIENESTAR HORNSBY  
BEND SERÁ INAUGURADO ESTE OTOÑO.

Déjenos conectarlo con los cuidados médicos apropiados:

- Aplique para obtener cobertura médica: MAP, MAP Basic, Medicaid, CHIP, o la tarifa de escala variable
- Programe sus citas médicas
- Transfiera sus cuidados médicos al Centro de Salud y Bienestar Hornsby Bend
- Programe sus citas para vacunaciones (traiga los registros de sus vacunas)
- Obtenga recursos adicionales

**SÁBADO 29 DE JULIO DEL 2023**

9 a.m.-12 p.m. en Hornsby-Dunlap Elementary  
4601 Hound Dog Trail, Hornsby Bend, TX 78725

¿TIENE PREGUNTAS? LLAME AL TELÉFONO (512) 978-8660.



# MARKETING

**OBJECTIVE:** Increase awareness of the new Hornsby Bend Health & Wellness Center among residents living near the center.



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GETTING BETTER



# FOCUS AREA

SOURCE: CENTRAL HEALTH'S  
2020 DEMOGRAPHIC REPORT



CENTRAL HEALTH

HEALTHCARE IS  
GETTING BETTER

## Hornsby Bend

Population: 12,737



### ZIP CODES

78724

78725

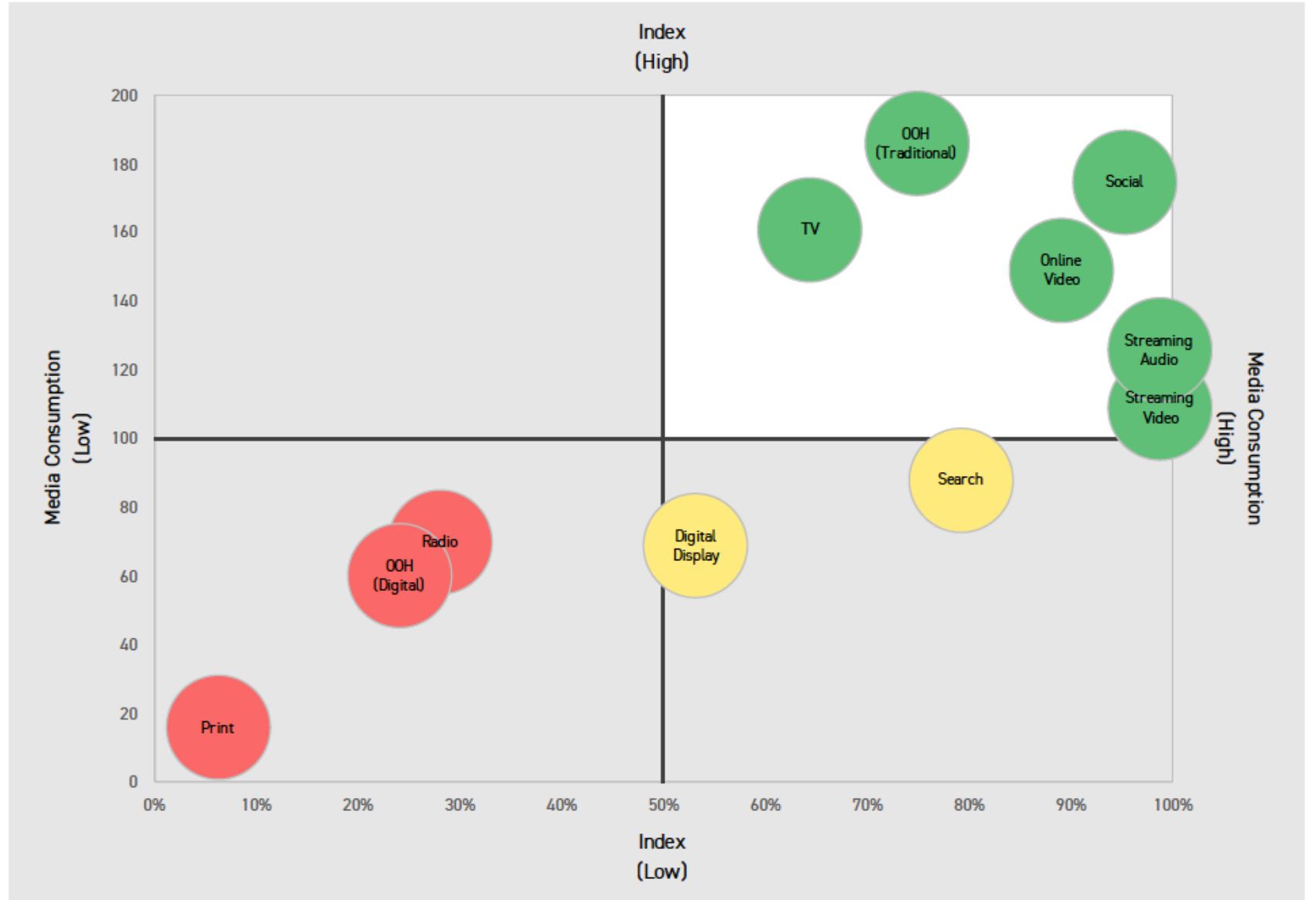
# MEDIA USAGE: BY AUDIENCE



CENTRAL HEALTH

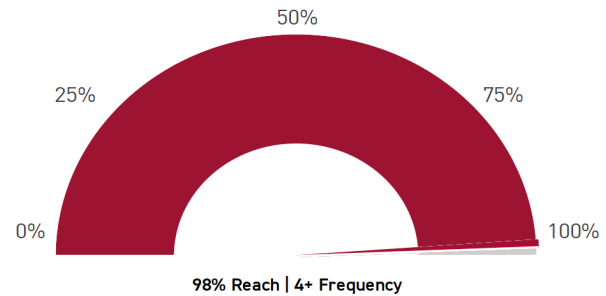
HEALTHCARE IS GETTING BETTER

200% FPL in Hornsby Bend – skewing Black Americans & Spanish speakers



# ADVERTISING TACTICS & TIMELINE

Targeting Adults 18+ living in Hornsby Bend (78724 and 78725)		August				September			
Media	Flight Dates	31	7	14	21	28	4	11	18
<b>Streaming Video</b> :30 video   Pre-, mid-, & post-roll; streaming live & premium VOD content	8.28.23 – 9.30.23					████████████████████			
<b>Online Video</b> YouTube   :06 Bumper & :15 Skippable In-stream	8.28.23 – 9.30.23					████████████████████			
<b>Streaming Audio</b> 1,000+ pureplay streaming services, streamed terrestrials, and podcasts	8.14.23 – 9.30.23			████████████████					
<b>Paid Social</b> Facebook / Instagram	8.14.23 – 9.30.23			████████████████					
<b>OOH (Traditional)</b> Traditional   Door Hangers (9,179 homes)	8.28.23 – 9.30.23					████████████████████			



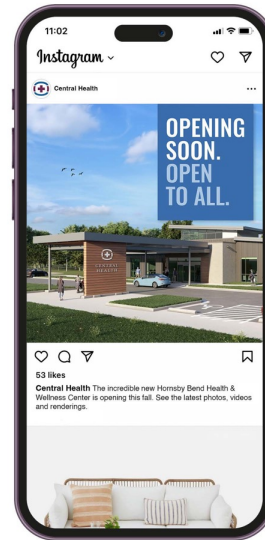


# ONLINE AND MOBILE



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER



HEALTHCARE IS GETTING BETTER IN HORNSBY BEND.

OPENING FALL 2023  
Hornsby Bend Health & Wellness Center

 CENTRAL HEALTH |  CommUnityCare  
[PARTICIPATE.CENTRALHEALTH.NET/HBHWC](https://participate.centralhealth.net/hbhwc)



LOS CUIDADOS MÉDICOS ESTÁN MEJORANDO EN HORNSBY BEND.

INAUGURACIÓN OTOÑO 2023  
Centro de Salud y Bienestar Hornsby Bend

 CENTRAL HEALTH |  CommUnityCare  
[PARTICIPATE.CENTRALHEALTH.NET/HBHWC](https://participate.centralhealth.net/hbhwc)



# QUESTIONS?



CENTRAL HEALTH

HEALTHCARE IS  
GETTING BETTER



# CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS  
STRATEGIC PLANNING COMMITTEE

**August 9, 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 8/9/2023

Who will present the agenda item? (Name, Title) None

General Item Description Dashboard updates – FY 2023 through June

Is this an informational or action item? Informational

Fiscal Impact N/A

Recommended Motion (if needed – action item) N/A

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

- 1) Active enrollment in MAP and MAP Basic increased by 3,640 since last update.
- 2) More than 254,000 clinical visits funded by Central Health in FY 2023.
- 3) More than 43% of all visits are primary care.
- 4) There are now 249 active provider locations in the Central Health network.
- 5) The provider network has grown 251% since 2016.

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

Estimated time needed for presentation & questions? None

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

Form Prepared By/Date Submitted: JP Eichmiller – 8/2/2023



CENTRAL HEALTH

CommUnityCare | Sendero

# External Dashboard Update


**Sarita Clark-Leach**, Director of Analytics & Reporting

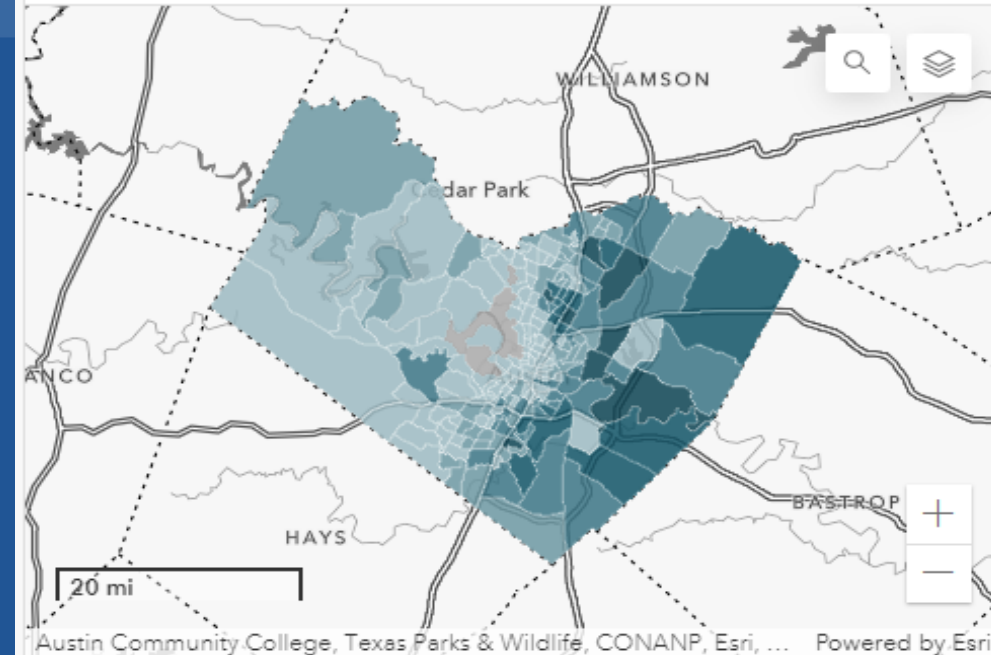
**JP Eichmiller**, Senior Director of Strategy & Information Design

**Ashley Levulett**, Geospatial Data Scientist

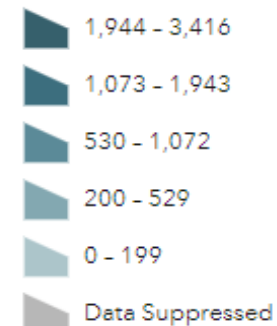
Enrollment and Clinic Utilization Dashboard

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

Select the  icon to view and change map layers.



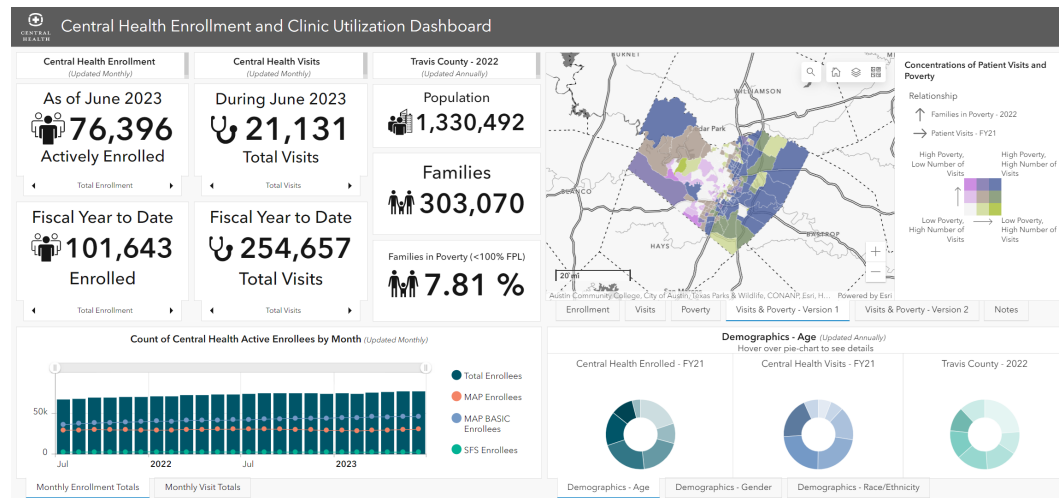
### Enrolled Population in Fiscal Year 2021



Enrollment, Visit, and Poverty Maps

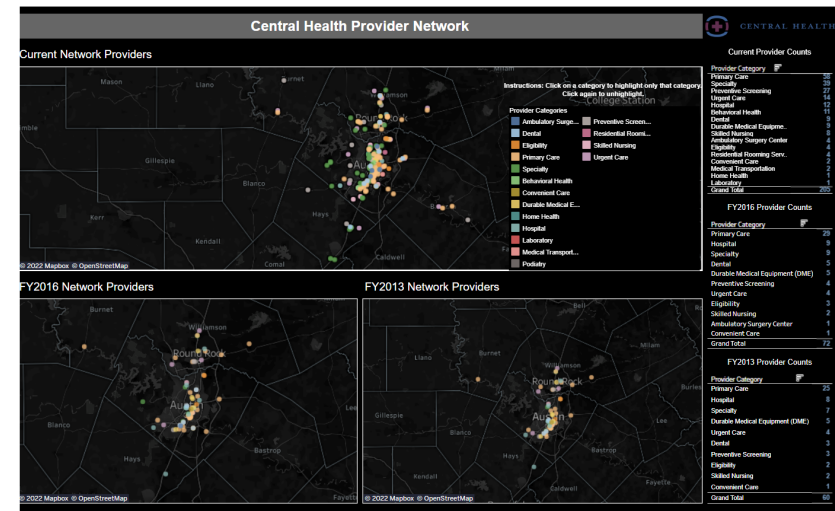
# Central Health External Dashboards

## Enrollment & Clinic Utilization



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

## Provider Network

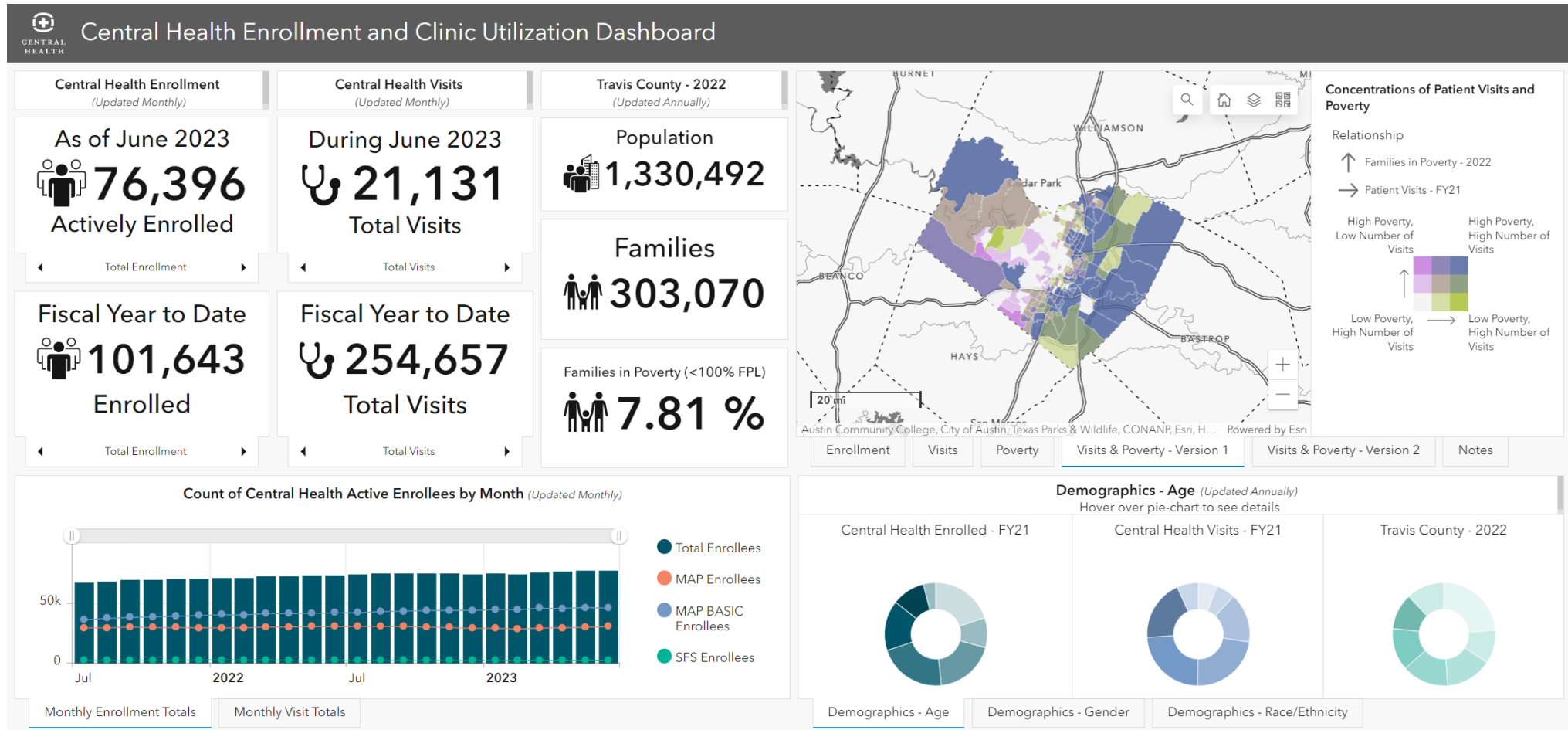


<https://www.centralhealth.net/our-work/provider-map/>

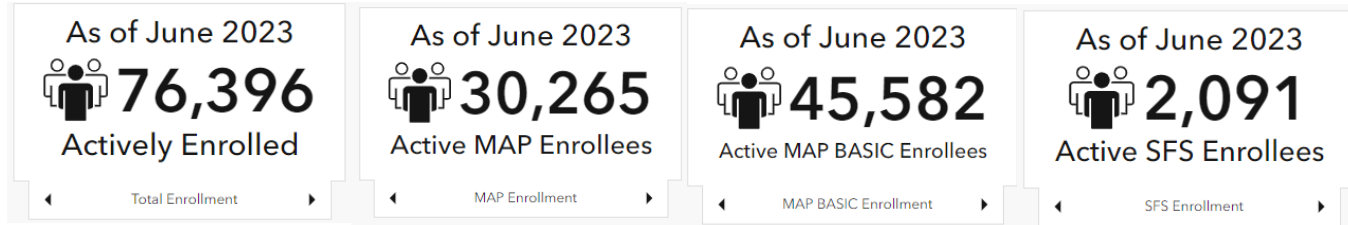




# Enrollment and Clinic Utilization Dashboard

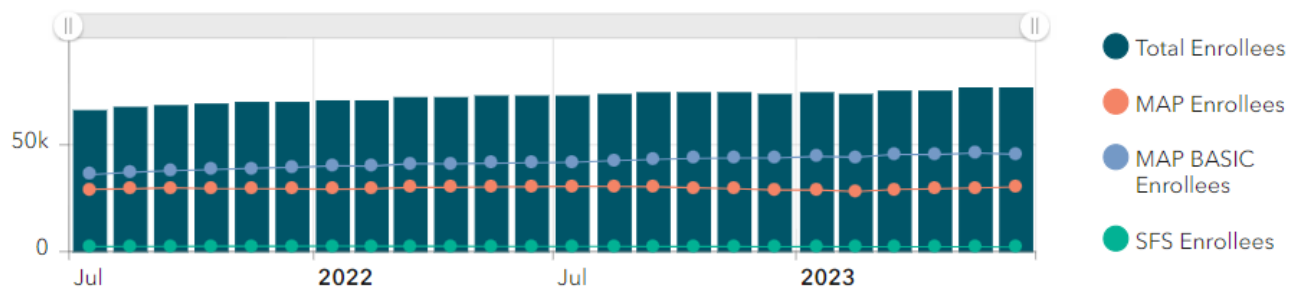


# Enrollment and Clinic Utilization Dashboard: Change in Enrollment



- Since February 2023, the unduplicated count of actively enrolled members has increased by 3,640.

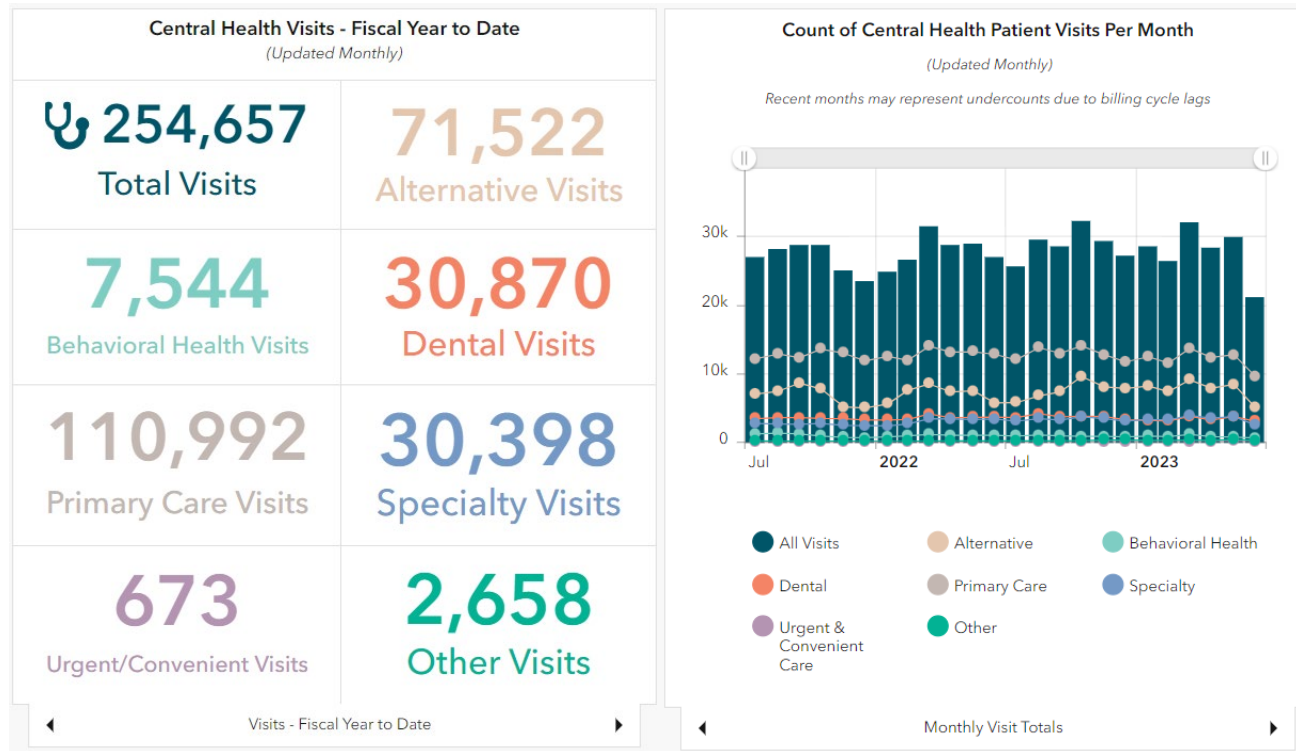
Count of Central Health Active Enrollees by Month (Updated Monthly)



- MAP Members: ↑ 2,142
- MAP BASIC Members: ↑ 1,569
- SFS Members: ↓ 18



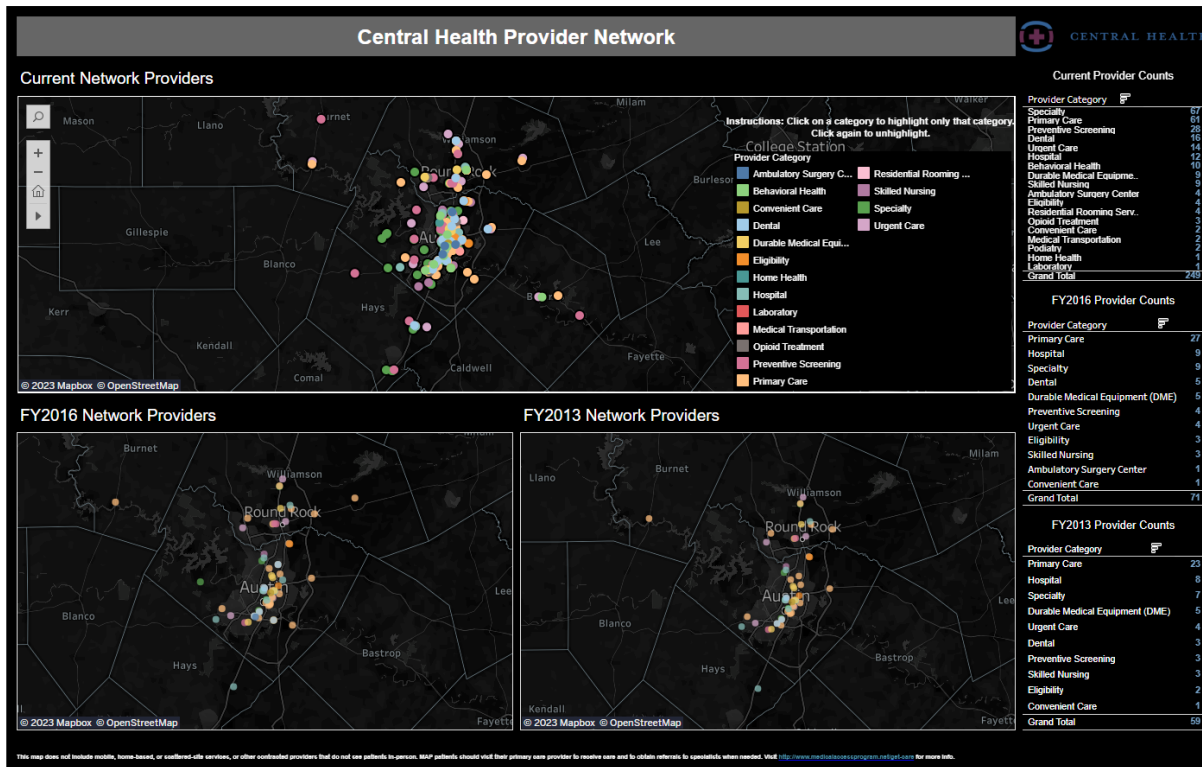
# Enrollment and Clinic Utilization Dashboard: Visits Fiscal Year to Date



- In FY23 to date, there have been 254,657 clinical visits with Central Health providers.
  - 43.6% Primary Care Visits
  - 28.1% Alternative Visits
  - 12.1% Dental Visits
  - 11.9% Specialty Visits
  - 3.0% Behavioral Health Visits
  - 1.0% Other Visits
  - 0.3% Urgent/ Convenient Care Visits



# Central Health Provider Network Dashboard



- There are currently 249 provider locations mapped within the Central Health Provider Network
  - 251% increase in provider locations since FY16 and 322% 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**

**August 9, 2023**

**AGENDA ITEM 4**

Receive an update from the Health Alliance for Austin Musicians (HAAM). (*Informational Item*)





# Central Health + Sendero Health Plans + HAAM

## 2023 PREMIUM ASSISTANCE REPORT

MAY 2023

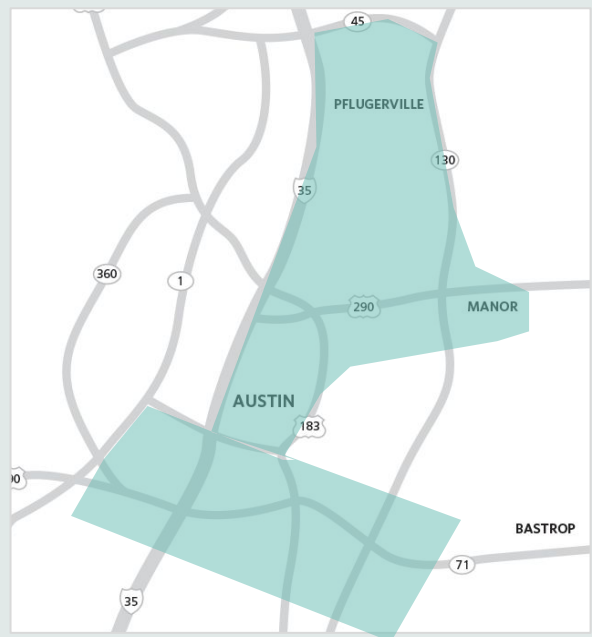
HAAM, Central Health, and Sendero Health Plans are well aligned in our missions to help the people of greater Austin live healthier lives through access to high-quality healthcare. We are united in our commitment to tackling local health disparities and improving the health of the economically challenged. Our partnership through the Central Health Premium Assistance Program cares for those who need it most by making health coverage possible and furthering access to care.

Like Central Health and Sendero Health Plans, HAAM serves low-income Travis County residents by linking working musicians to affordable coverage. The Central Health Premium Assistance Program is of essential value to low-income musicians, with 93% of PAP recipients noting they could not afford insurance without this assistance and a majority of HAAM musicians in the 100-150% FPL range who report cost as the biggest barrier to health coverage.

**This year, Central Health's investment in premium assistance is drawing down millions of dollars in Federal Premium Tax Credit dollars with an amplified combined impact invested in low-income Travis County residents and in our local healthcare system.**

### Focus Areas

Based on current data, **80% of all CH PAP-eligible HAAM musicians reside in regions overlapping with many CH focus areas: South, Southeast, East Central, Northeast, North Central, Manor and Pflugerville**





The recipients recognize the value for themselves as they regularly share the difference coverage through the CH Premium Assistance program makes in their lives:

**Without Premium Assistance my health and mental health would be B.A.D. So very grateful.**

**This program is live-savingly critical. I would not be alive or functional as a musician or as a community volunteer without this program.**

**The premium assistance program is a lifesaver for me.**

**HAAM and Sendero have literally saved my life. I had an endoscopy and colonoscopy that found an ulcer and two temporarily benign polyps. If I waited, those polyps could have developed to be cancerous.**

**It helps me so much to have someone guide me through the maze of getting good coverage.**



**HAAM is grateful for the strong collaboration with Central Health + Sendero Health Plans and for the support that makes insurance coverage affordable for HAAM musicians.** The Central Health Premium Assistance program in partnership with Sendero Health Plans is an exceptionally high value, essential resource for HAAM musicians that has even more powerful impact during the difficult COVID-19 crisis. The partnership between Sendero, Central Health and HAAM has resulted in thousands of musicians securing stable health insurance coverage, profound health and financial outcomes for this low income, high needs population.

# Central Health + HAAM

## 2023 PREMIUM ASSISTANCE REPORT

May 2023

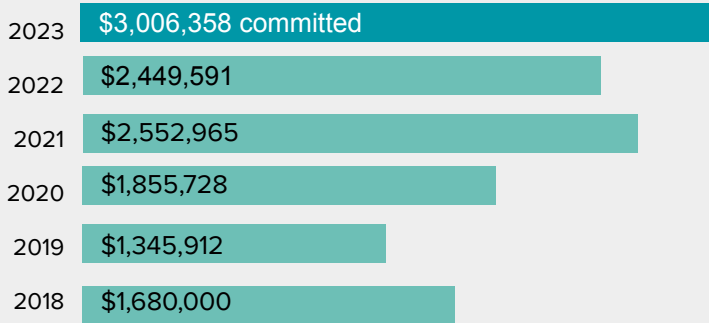


CENTRAL  
HEALTH

### ACA Open Enrollment and Central Health Premium Assistance

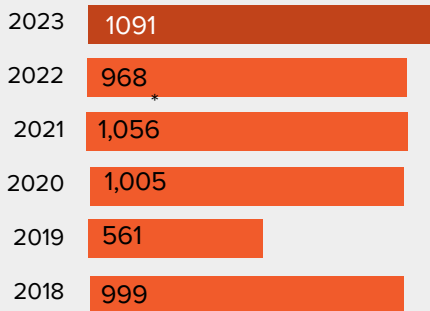
#### Summary

##### CH Funding Paid to Sendero for 12 mos of Coverage



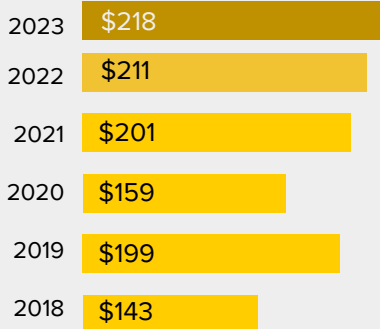
Total since 2016: \$14,891,152

##### HAAM Musician Plans Covered

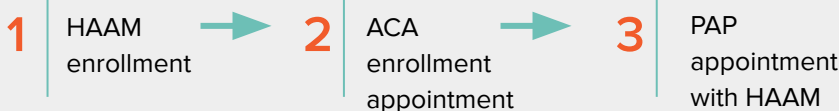


▶ 1123 unique HAAM musicians covered in 2023

##### Avg Cost of Sendero Plan



#### Virtual Enrollment Flow



### 2022 Open Enrollment Timeline

#### FEBRUARY - AUGUST

- Special Enrollment Period (9 months)
- ARPA plan savings continue
- Insurance and ACA literacy campaign
- 2022 partner collaborations

#### SEPTEMBER - OCTOBER

- Outreach continues, partner collaboration builds, targeted inclusive messaging
- OE prep guidance to musicians
- Spanish language translation & bilingual navigation for new members
- Seasonal staff hired and trained
- Enrollment booking opened

#### NOVEMBER

- 11/1 OE begins
- 1700 appts scheduled in one week
- ACA Press conference
- Outreach campaigns continue and HAAM/CH media campaigns launch
- Partner collaborations continue

#### DECEMBER

- Concentrated outreach efforts
- Spanish + English media coverage
- ACA plan troubleshooting begins
- PAP payments begin

#### JANUARY

- 1/1 ACA plans effectuate
- Effectuation troubleshooting
- Health navigation for improved insurance literacy
- Data/analytics on OE outcomes begins

Nov 1- Jan 15 OE



# CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS  
STRATEGIC PLANNING COMMITTEE

**August 9, 2023**

## **AGENDA ITEM 5**

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