



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, January 17, 2024, 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 connecting to the Zoom meeting link listed below (copy and paste into your web browser):

<https://us06web.zoom.us/j/87244614430?pwd=xFgAo3m9V7mWhQTG5gQCUg698gAcjB.1>

Meeting ID: 872 4461 4430

Passcode: 392695

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: 872 4461 4430

Passcode: 392695

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 January 17, 2024**. 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 AGENDA²

1. Review and approve the minutes of the November 8, 2023 Strategic Planning Committee meeting. (*Action Item*)
2. Receive and discuss an update on the Black Men's Health Clinic. (*Informational Item*)
3. Receive a 2023 year-end update on Central Health communications. (*Informational Item*)
4. Receive an update on the Central Health Latino Family Support Conference. (*Informational Item*)
5. Review tentative reporting schedules for Fiscal Year 2024. (*Informational Item*)
6. Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)

¹ 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.**

- ² 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.

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
STRATEGIC PLANNING COMMITTEE

January 17, 2024

AGENDA ITEM 1

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

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

On Tuesday, November 8, 2023, a meeting of the Central Health Strategic Planning Committee 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.

Committee members present in person: Chair Brinson, Manager Jones, Manager Valadez (arrived at 1:03 p.m.).

Committee members present via audio and video: Manager Kitchen

Board members present via audio and video or in person: Manager Bell, Manager Martin and Manager Motwani (via video)

PUBLIC COMMUNICATION

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

COMMITTEE AGENDA

- 1. Review and approve the minutes of the October 18, 2023 Strategic Planning Committee meeting.**

Clerk’s Notes: Discussion on this item began at 1:01 p.m.

Manager Bell moved that the Committee approve the minutes of the October 18, 2023 Strategic Planning Committee meeting.

Manager Jones seconded the motion.

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

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

Clerk’s Notes: Discussion on this item began at 1:01 p.m. Ms. Megan Cermak, Director of Public Health Strategy, Policy, and Disaster Response, presented an update on the CHIF. The presentation included a reminder of the purpose of the pilot program, an update on the contractor’s progress to date, and an update on the evaluation framework for the pilot.

- 3. Receive and discuss an update on the Unified Branding Initiative for the Central Health Enterprise.**

Clerk’s Notes: Discussion on this item began at 1:48 p.m. Mr. Ted Burton, Chief Communications Officer; Ms. Dixie Kachiros, Belmont Icehouse; Ms. Erica Page, Belmont Icehouse; and Mr. Randall Hula, Think Group presented an update on the unified branding initiative for the Central Health Enterprise. The presentation included an update on the initiative research and the recommendations.

4. Receive and discuss possible medical care and related support services in collaboration with the Sobering Center located in Austin, Texas.

Clerk's Notes: Discussion on this item began at 2:42 p.m. Mr. Jonathan Morgan, Chief Operations Officer, and Ms. Monica Crowley, Chief Strategy and Planning Officer & Sr. Counsel, presented on this item. The update included possible opportunities to create more medical care and support services for the safety-net population at the Center site, including timeline estimates given other Health Equity Implementation Plan priorities.

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

Manager Bell moved that the Committee adjourn.

Manager Jones seconded the motion.

Chairperson Brinson	For
Manager Jones	For
Manager Kitchen	For
Manager Valadez	For

The meeting was adjourned at 2:55 p.m.

ATTESTED TO BY:

Cynthia Brinson, Chairperson
Central Health Strategic Planning Committee

Cynthia Valadez, Secretary
Central Health Board of Managers



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

January 17, 2024

AGENDA ITEM 2

Receive and discuss an update on the Black Men's Health Clinic. (*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 1/17/2024

Who will present the agenda item? (Name, Title) Dr. Nicholas Yagoda

General Item Description Partnership Item

Is this an informational or action item? Informational

Recommended Motion (if needed – action item) Not applicable

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

- Increasing outreach to and engagement in care of low-income, persons of color and increasing funding for additional days of service at the BMHC site are priorities identified in the Central Health FY24 Budget Resolution. CommUnityCare (CUC) is presenting regarding its work with the
- 1) BMHC pursuant to the budget resolution.
- CommUnityCare has adopted increasing the number of African American patients as a strategic goal. It began treating patients as a mobile site in July and has added the BMHC site to its HRSA scope of service in October of 2022.
- 2)
- Over time, utilization of services at BMHC has grown and additional days of service have been
- 3) added.
- 4) Renovations will take place at the BMHC site to support Joint Commission certification.
- 5) Outreach & navigation are cornerstones to success.

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

Estimated time needed for presentation & questions? 45 minutes, inclusive of discussion

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



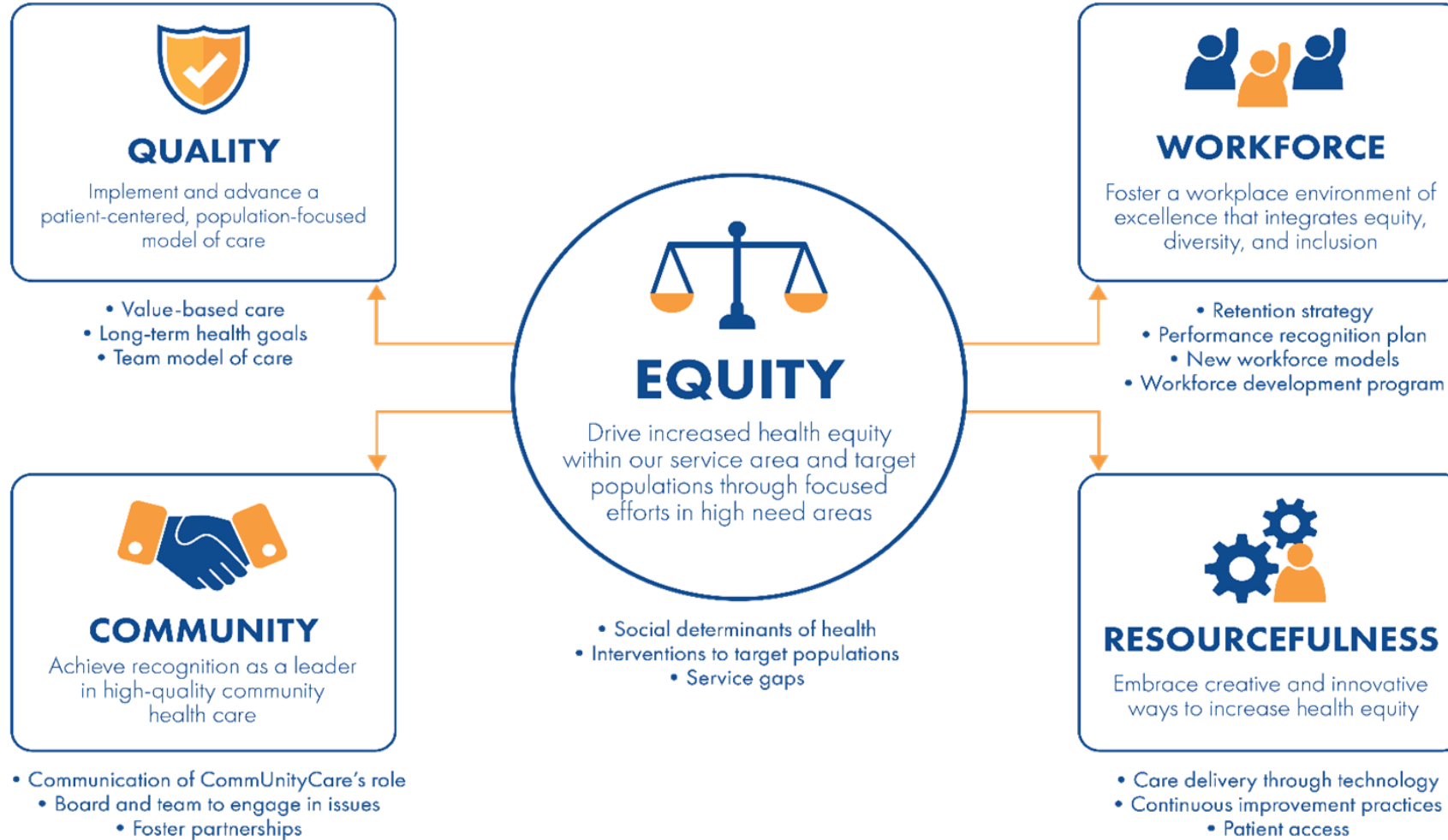
CENTRAL HEALTH

Form Prepared By/Date
Submitted:

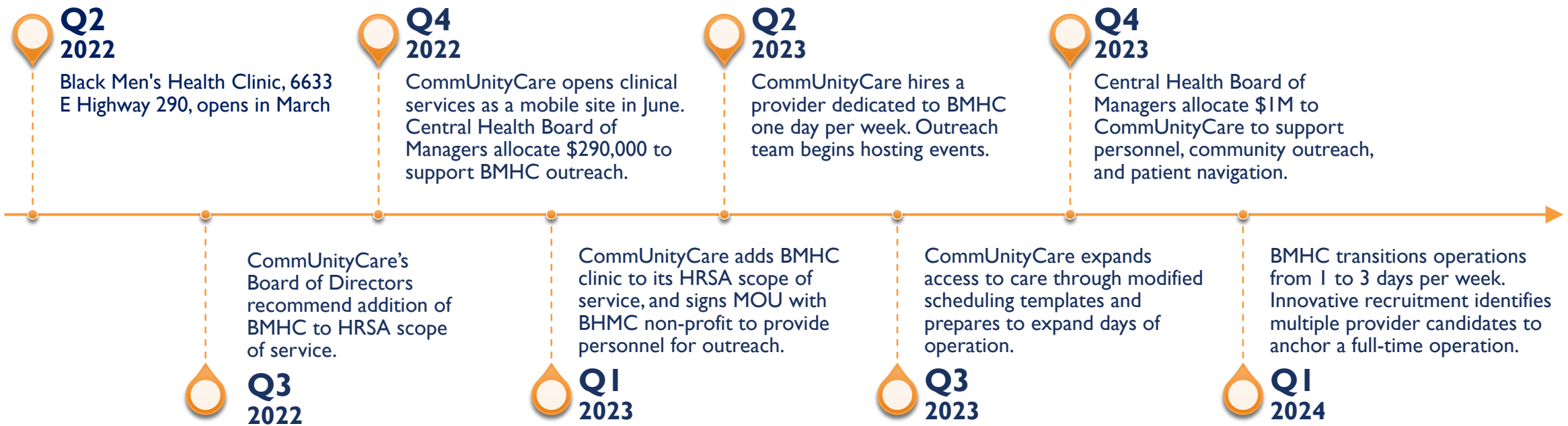
Nicholas Yagoda, 1/12/2024

UPDATE: BLACK MEN'S HEALTH CLINIC JULY 1, 2023 TO DECEMBER 31, 2023 (FY23 Q4 – FY24 Q1)

Nick Yagoda, MD; Chief Medical Officer, CommUnityCare



PROJECT MILESTONES




CENTRAL HEALTH-FUNDED ACTIVITIES

- **Expanded operations** yield more visits for our focus population.
- **Increased scope of practice** now includes mental health
- **Outreach impact** broadened to now includes:
 - MAP enrollment
 - ECHO coordinated assessment
- **Diversified sustainability** – outside grant funding secured:
 - St. David's Foundation
 - Austin Public Health
 - Austin ECHO
 - Hogg Foundation
- BMHC staffed more than **250 outreach events** (demographic and geographic focus):
 - Pop-up street outreach
 - Huston-Tillotson
 - Man in Me
 - Manor ISD
 - Juneteenth events
 - Community sporting events
 - Church events and Goodwill Central Texas.
 - EMS pop-up resource fairs
 - Barber shop events
 - Building A Promise re-entry program (resumes, skills).

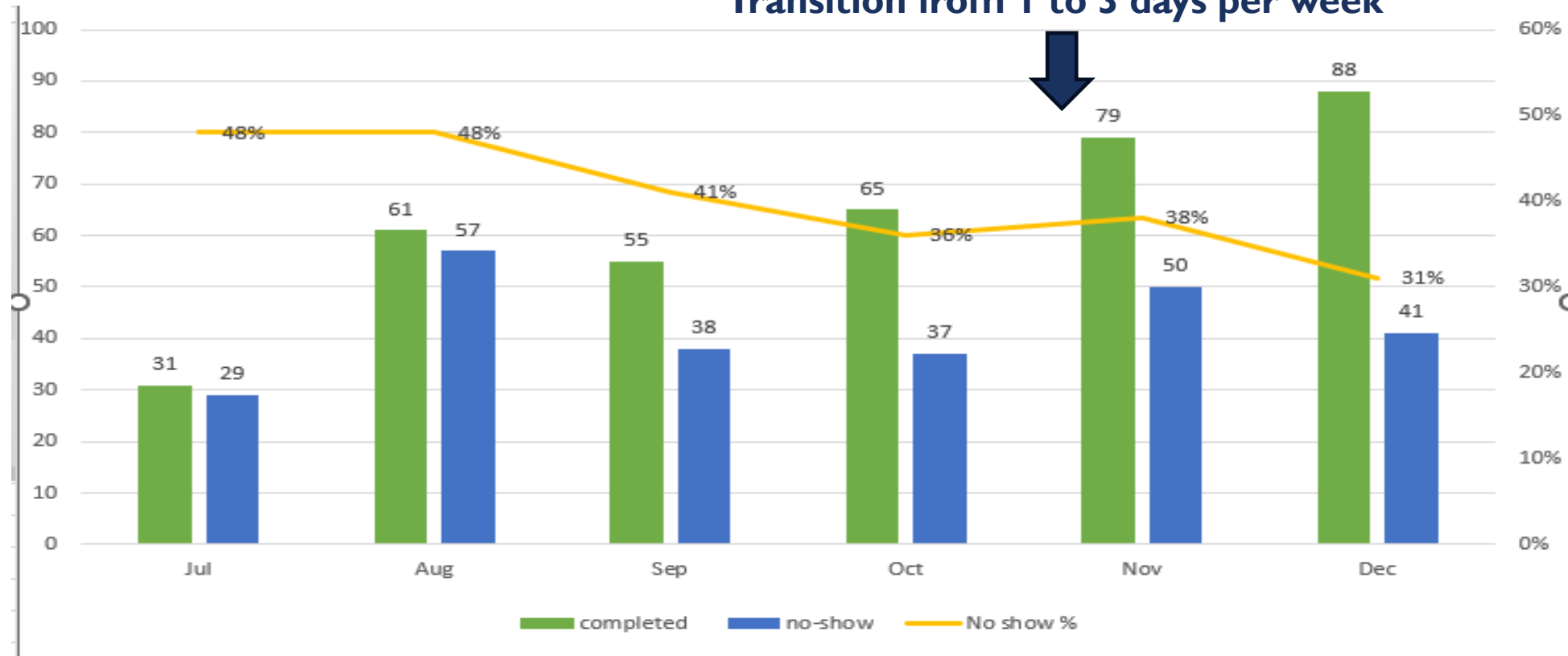
CLINICAL PROGRESS

- Activity in the CUC clinic continued to increase, with 379 completed visits in last 6 months.
- A handful of female patients are accessing the clinic. Anecdotally: spouses and partners of male patients. We have scripting to redirect to appropriate medical homes, but we do not turn away patients.
- Primary diagnoses track closely with the health profile of men of color: Hypertension, diabetes and chronic pain.

	Number of Visits
 Jul 1 – Dec 31, 2023	379
Essential (primary) hypertension(ICD-10-CM: I10)	79
Encounter for general adult medical examination without abn...	47
Persons encountering health services in other specified circu...	25
Type 2 diabetes mellitus wout complications(HHS)(ICD-10-C...	16
Other chronic pain(ICD-10-CM: G89.29)	14
Type 2 diabetes mellitus with other specified complication(I...	10
Elevated blood-pressure reading, without diagnosis of hypert...	8
Palpitations(ICD-10-CM: R00.2)	7
Pain in right knee(ICD-10-CM: M25.561)	6
Gastro-esophageal reflux disease without esophagitis(ICD-1...	5
None of the above	168

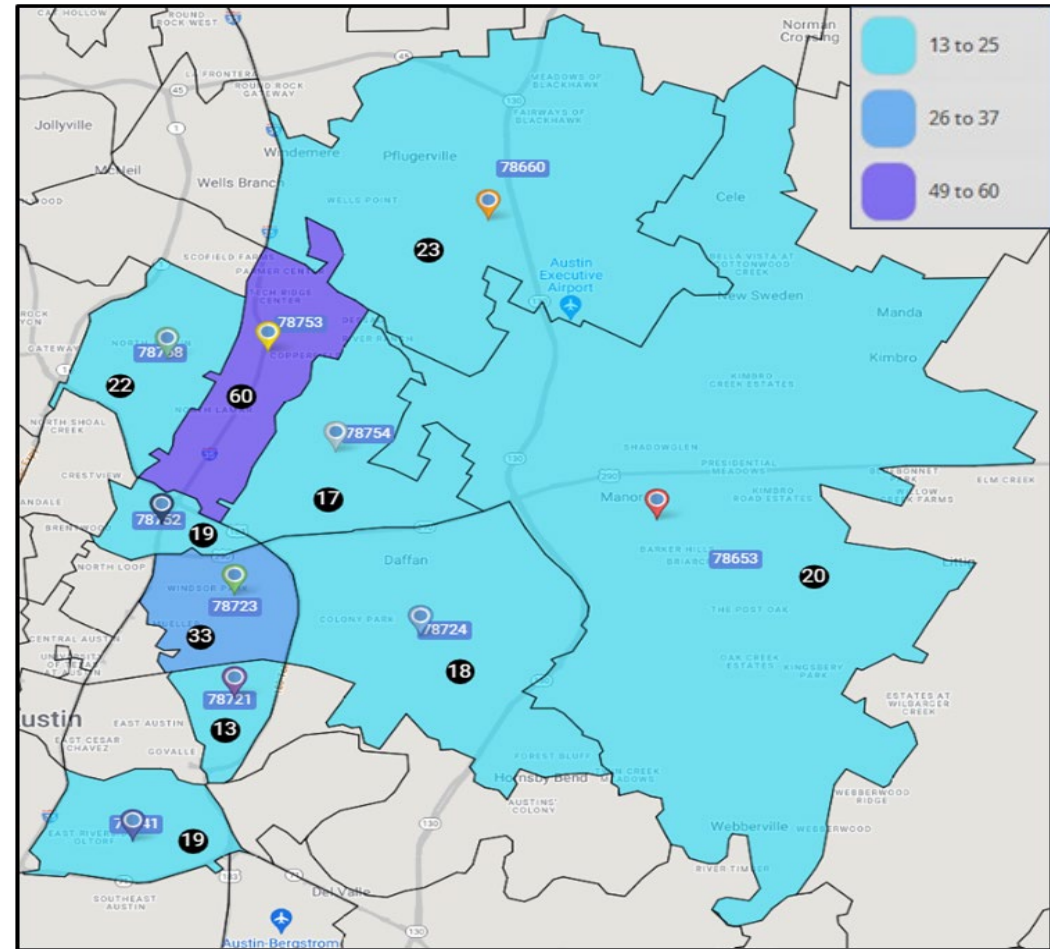
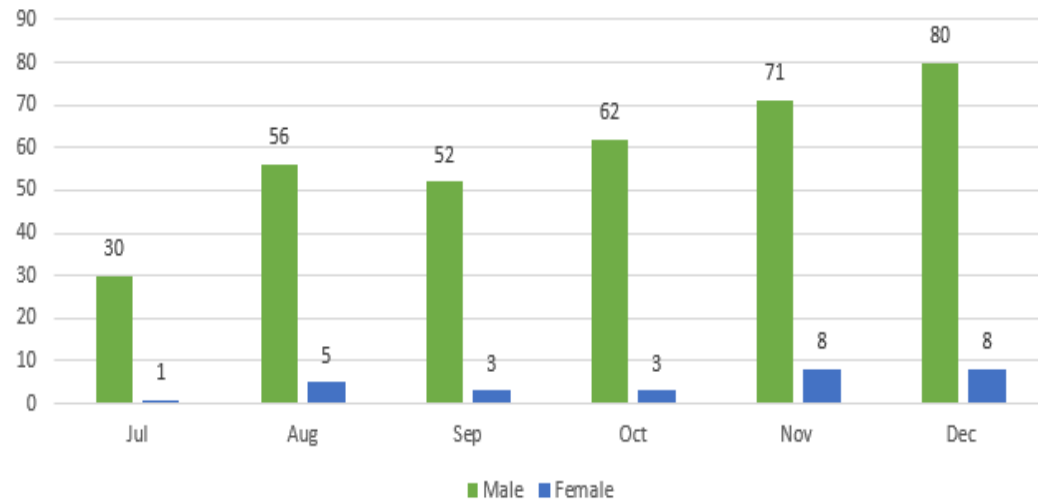
IMPROVING NO SHOW RATE - STILL HIGH

Transition from 1 to 3 days per week



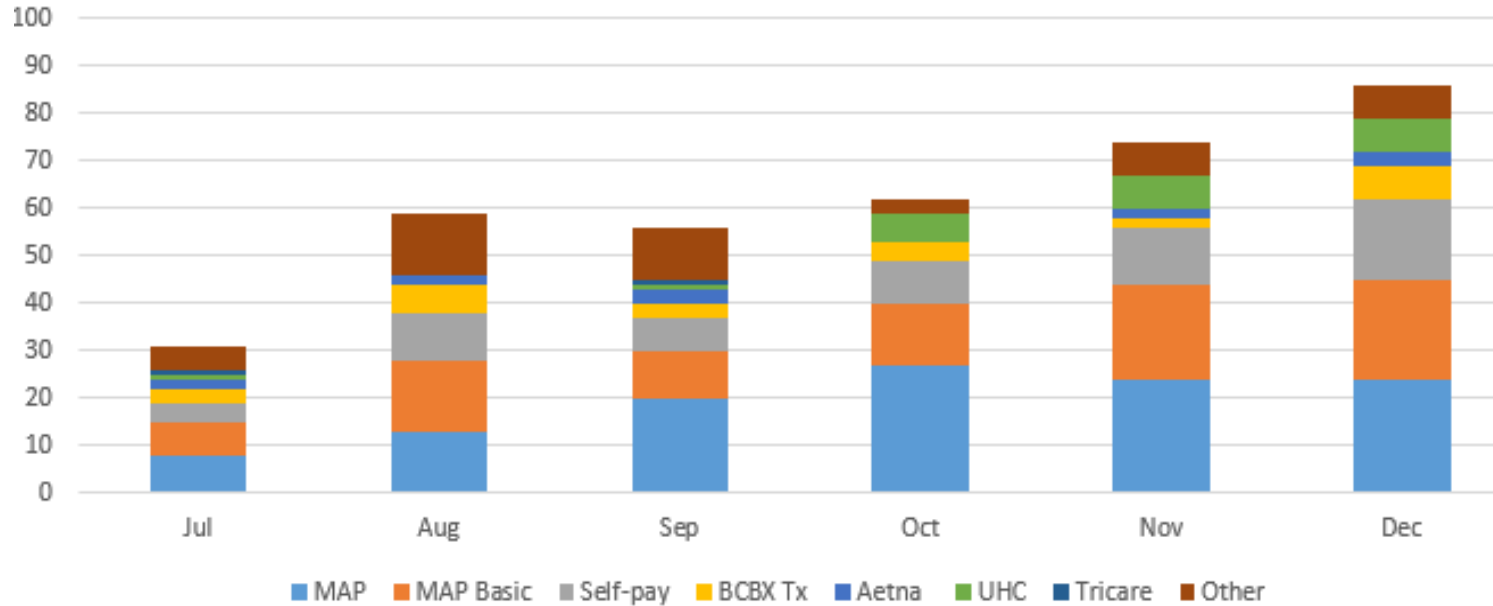
MAJORITY OF BMHC PATIENTS ARE MALE & FROM EAST OF I-35

BMHC Patients by Legal Gender



MAJORITY OF BMHC PATIENTS ARE UNINSURED*

BMHC Patients by primary Coverage



Primary Payer

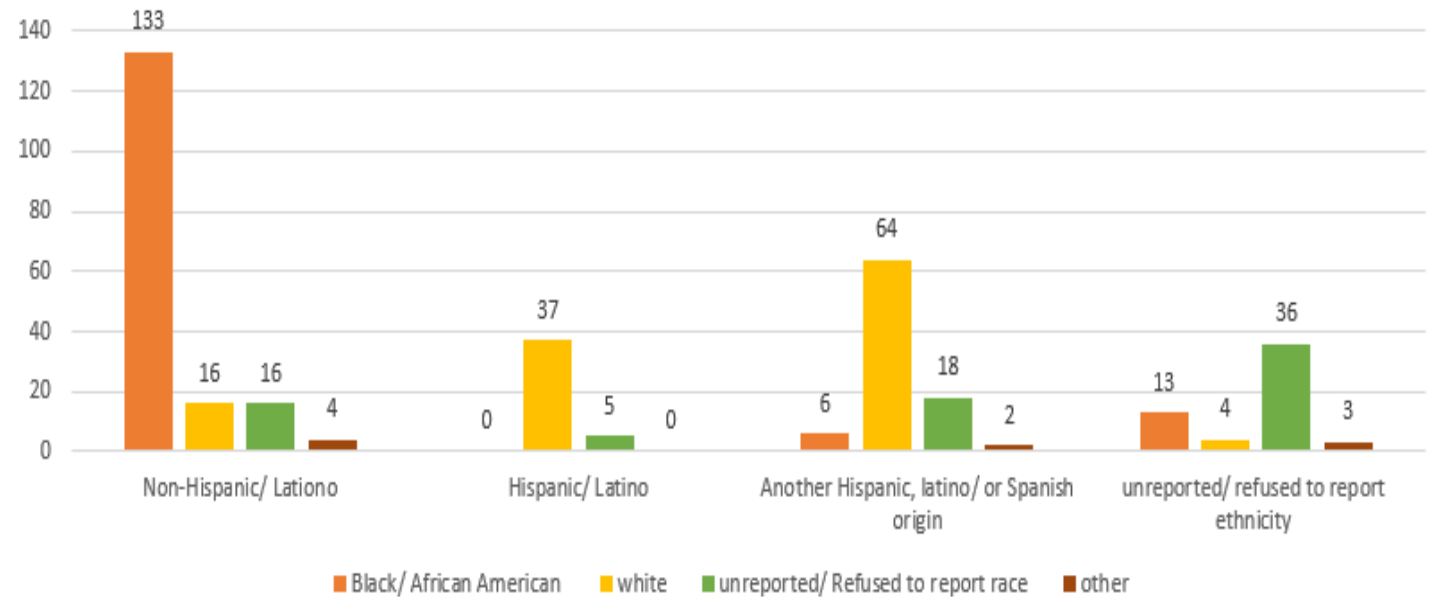
- MAP/MAP Basic patients make up the largest and fastest growing proportion of patients.
- Self-pay is second depending on the month.

*includes MAP & MAP Basic

MEN OF COLOR

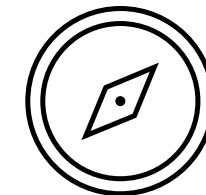
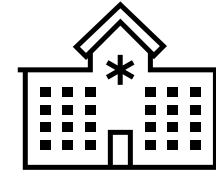
- The clinic is primarily accessed by black/African American men, but a sizeable Hispanic and Latino population is also utilizing the clinic.
- Despite the name of the clinic referencing the key focus group, all men of color face health disparities, and thus are welcome.

Visits by Patient Ethnic Group and Patient Race



BMHC: A THREE-FOLD CARE MODEL

- **Dedicated "Brick-And-Mortar" Clinic:** an inclusive, culturally-aligned environment housing a full scope, patient-centered medical home.
- **Robust Outreach & Navigation Operation:** build the trust, knowledge base, and partnerships to deliver most effectively on the promise of equitable health outcomes.
- **Team-Based Care:** following the successes of CommUnityCare's general primary care model, we support patient care with an integrated team, available in person or virtually, inclusive of clinical pharmacy, behavior health, clinical nutrition, case management, community health workers, and more.



OBJECTIVES FOR 2024

- **Provider Recruitment:** ideally a black male physician or advance practice provider.
- **Facilities:** updated to meet Joint Commission requirements.
- **Access Expansion:** in 11/2023, we transitioned from 1 day per week to 3 days per week (8am-5pm); as we build engagement with the community, further expansion of days and/or hours is contemplated.
- **Outreach:** building trust and awareness. Focus demographics and geography. Word of mouth activated.
- **Engagement & Navigation:** accompaniment through a complex health system, including bias and structural barriers.
- **Patient Experience:** micro-surveys. Community-inform healthcare practice.

QUESTIONS?



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

January 17, 2024

AGENDA ITEM 3

Receive a 2023 year-end update on Central Health communications. (*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 January 17, 2024

Who will present the agenda item? (Name, Title) Ted Burton, Chief Communications Officer; Iván Dávila, Sr. Director of Marketing and Communications; Mike Clark-Madison, PR Manager; Anastassia Sims, Content Manager

General Item Description Receive a year-end update on 2023 Central Health communications efforts including earned media, social media, and advertising.

Is this an informational or action item? Informational

Fiscal Impact None

Recommended Motion (if needed – action item) None

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

- Using best practice methods, Central Health's Communications Department developed tactics and actions to support the work fulfilling Central Health's strategic priorities. In 2023, Central Health continued to build its strategic marketing capabilities to deepen the impact of all communications initiatives.
1)
2) The Communication's Team tripled the number of media mentions (1,510) compared from the previous year.
3) Through paid media (advertising), the Communications Team increased clicks by 55%, landing and page views by 46% from the previous year.
4) Through social media, the Communications Team increased engagement by 17% and link clicks by 46% from the previous year.

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

Estimated time needed for presentation & questions? 20 minutes

No



Is closed session recommended? (Consult with attorneys.)

Form Prepared By/Date Submitted:

Ted Burton, Jan. 10, 2024

COMMUNICATIONS REPORT: FY 2023

Ted Burton, Chief Communications Officer

Iván Dávila, Sr. Director of Marketing and Communications

Mike Clark-Madison, Public Relations Manager

Anastassia Sims, Content Manager



CENTRAL HEALTH

**HEALTHCARE IS
GETTING BETTER**



The #DreamTeam: Communications, Community Engagement, Community Outreach



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



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

EXECUTIVE SUMMARY



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

EARNED MEDIA: FY 2023 REPORT

FY 2022

Total Mentions
558
 Impressions
1.4B
 AVE(USD)
33.8M

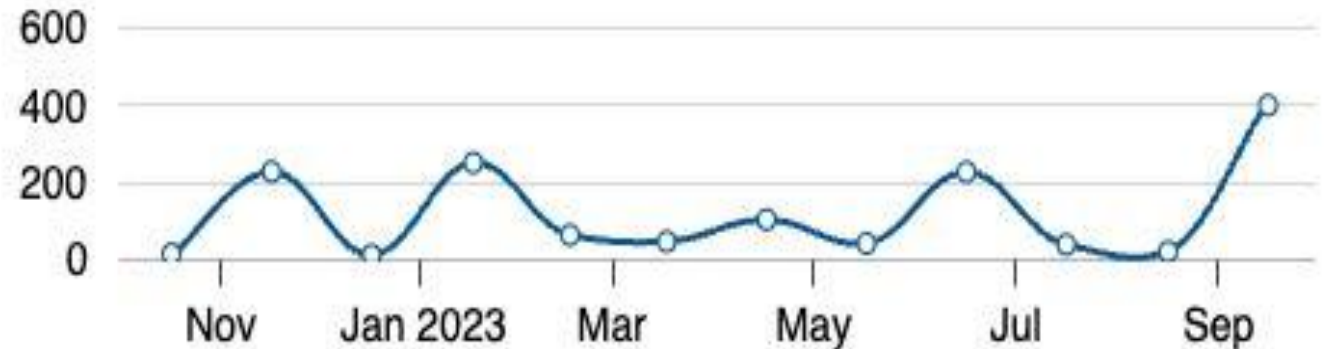
FY 2023

Total Mentions
1,510 +171% over FY 22
 Impressions
1.7B +21% over FY 22
 AVE(USD)
43.0M +27% over FY 22

Volume Trend

2022/10/01 - 2023/09/30

Central Health



Turkey event (Sendero)

Ascension lawsuit

Seton nurses strike + Cameron Center

FY 2024 budget



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

CityLab
Economy

Austin Wealth Boom Expands Health Care for Poor Seeking Relief

- Travis County hospital district sold \$100 million of bonds
- Texas has the highest percentage of uninsured residents in US



Austin, Texas. Photographer: Brandon Bell/Getty Images

Sendero Health Plans y sus socios comunitarios llevan la alegría festiva de Acción de Gracias a los residentes del área de Austin

USA - español

CENTRAL HEALTH FUNDING

\$744 million budget for Central Health

22 seconds left

- ▶ HEALTH CARE DELIVERIES
- ▶ ADMINISTRATION COST
- ▶ CONTINGENCY RESERVES
- ▶ UNIVERSITY OF TEXAS AFFILIATION AGREEMENT.

FOX 7
12:06 88°

\$744 million budget for Central Health

Travis County commissioners approved a \$744 million budget for Central Health, the county's hospital district that provides health care for low-income people.

Posted September 28, 2023

NEWS

Central Health, Ascension Take Each Other to Court

Each claims the other is breaching their contract

BY MIKE CLARK-MADISON, FRI., JAN. 27, 2023

Share 19 Post print write a letter

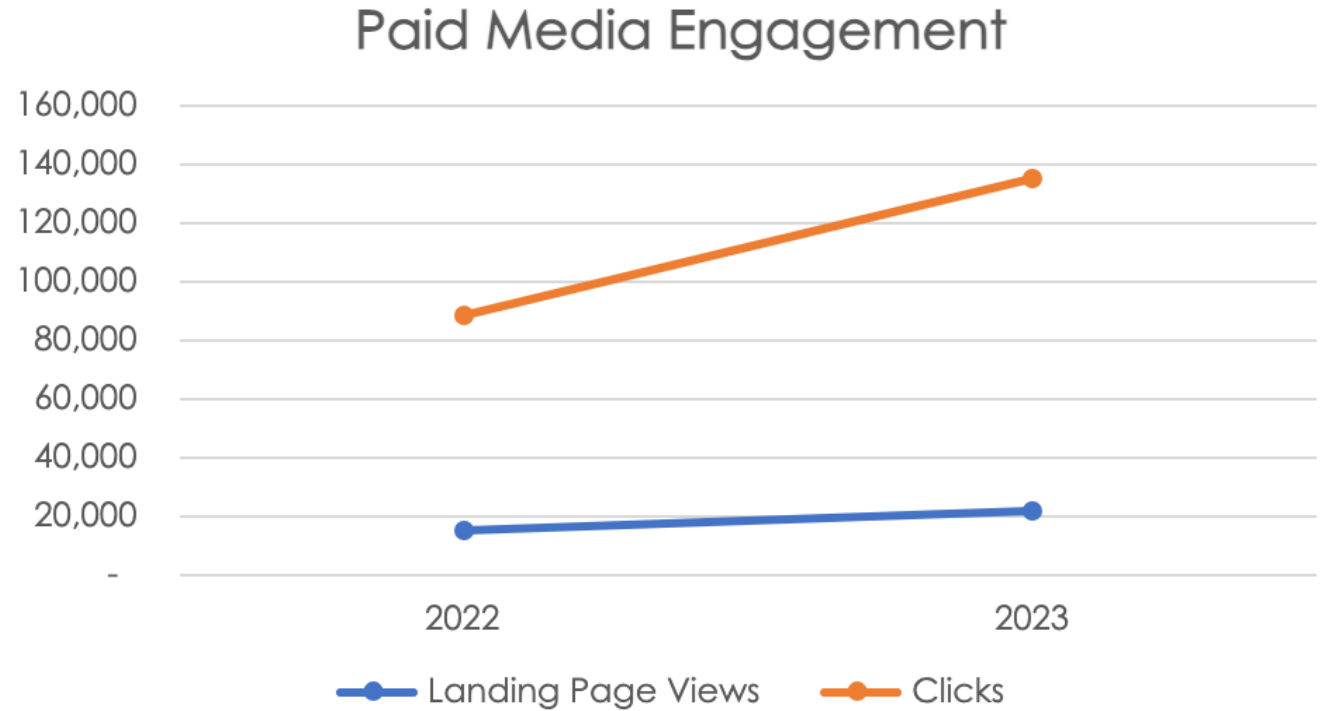


CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

PAID MEDIA: CONNECTING PEOPLE TO CARE, COVERAGE AND THE WORK OF CENTRAL HEALTH

- FY 2023 Budget: \$749,000
- Improvement on KPIs (FY 2023):
 - 55% increase in clicks
 - 46% increase in landing page views
- FY 2024 Budget: \$817,000



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

PAID MEDIA CONNECTING PEOPLE TO CARE, COVERAGE AND THE WORK OF CENTRAL HEALTH

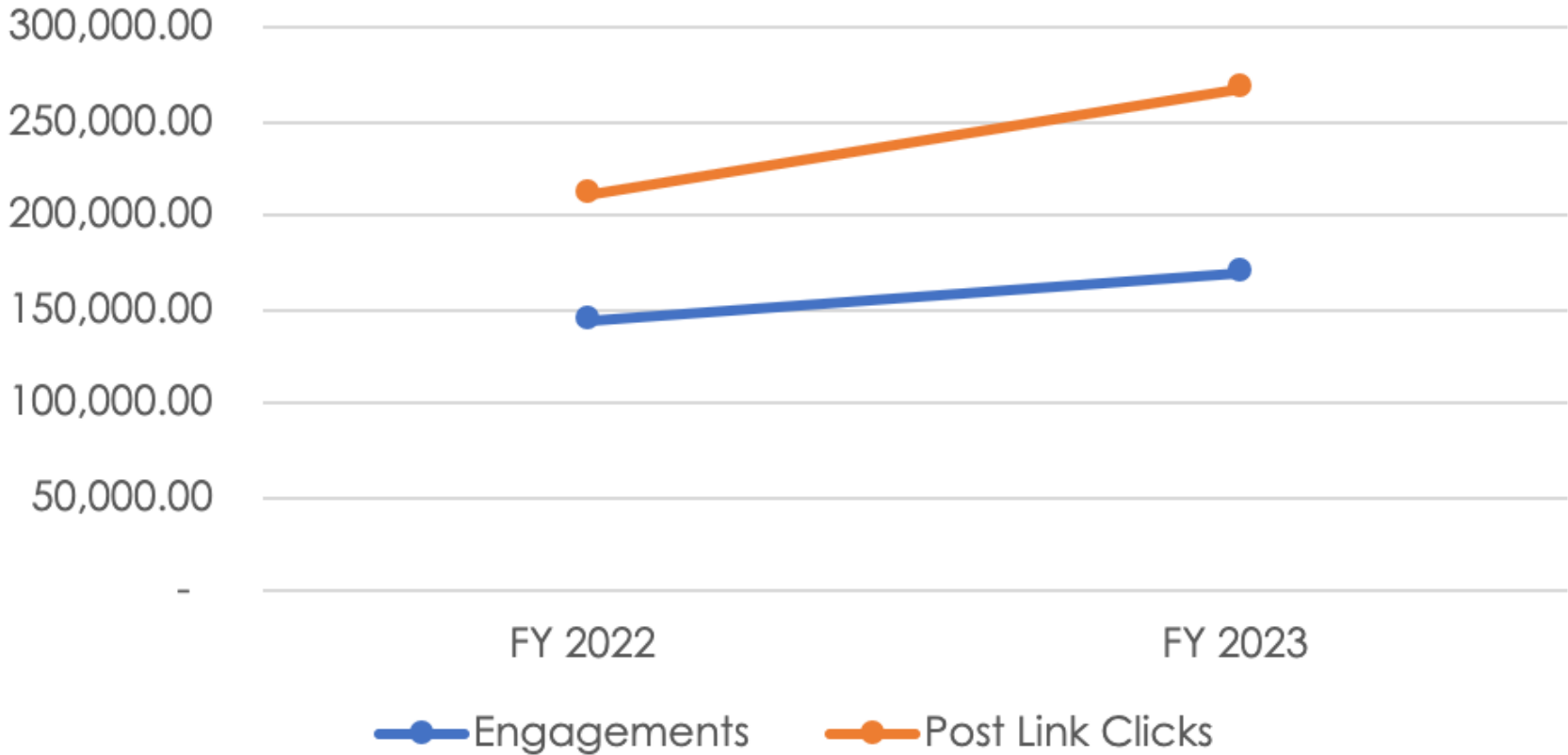


CENTRAL HEALTH

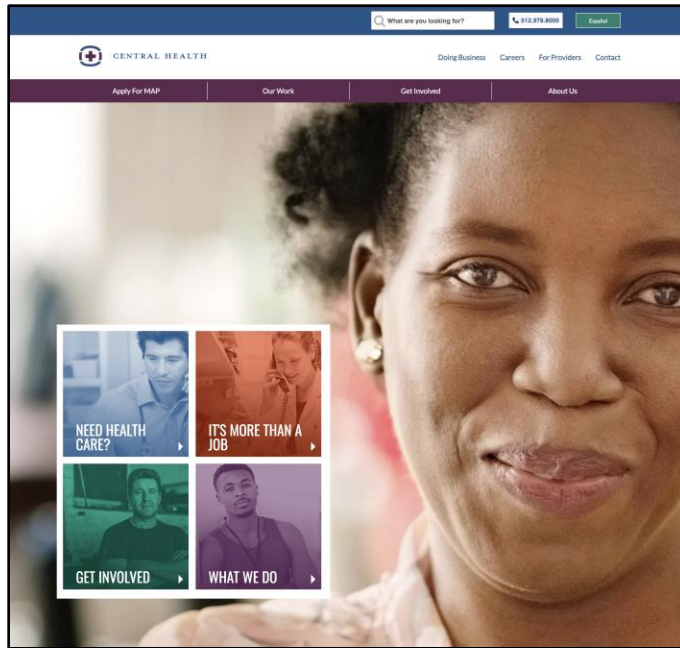
HEALTHCARE IS GETTING BETTER

SOCIAL MEDIA: FY 2023 REPORT

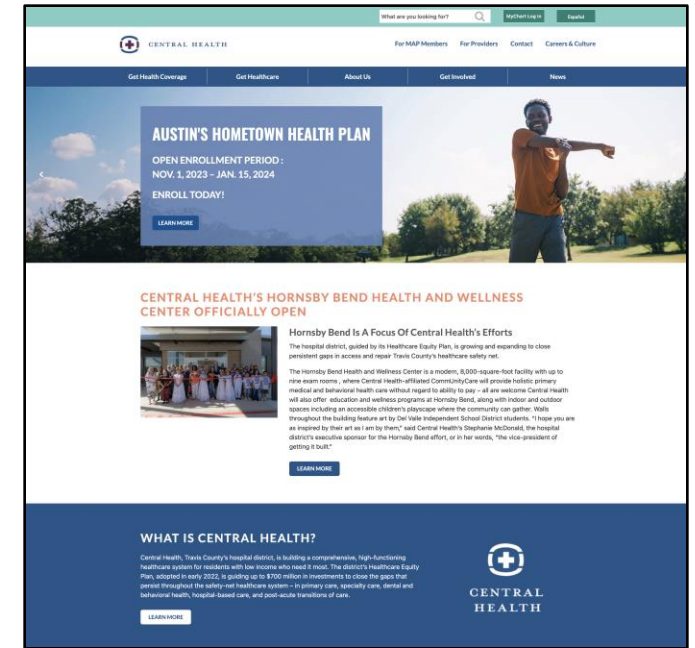
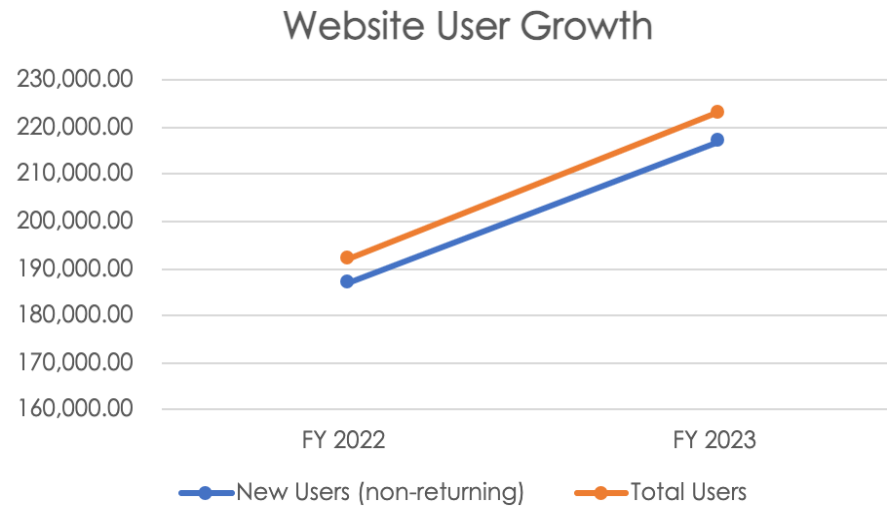
Organic Social Media Engagement



WEBSITE: FY 2023 REPORT



2022 Homepage



2023 Homepage

- In the summer we launched an updated website that featured more user/patient-focused navigation and content as well as a more streamlined mobile version, as more than 60% of all users are on a mobile device.
- **Most popular page:** Centralhealth.net/MAP (605,710 views from 89,452 users)
- **Second most popular:** CentralHealth.net (291,539 views from 52,601 users)
- **Third most popular:** CentralHealth.net/es/MAP (160,136 views from 25,953 users)



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

STRATEGIC IMPERATIVE: ACCESS & CAPACITY

Market Strategy Supported:

Continued site expansions with new health centers in Hornsby Bend, Del Valle, and Colony Park, as well as specialty care service expansions both contracted and direct, including the multispecialty clinic at Rosewood-Zaragosa, and enhanced behavioral health and substance use treatment with methadone services.



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

SUPPORT: CENTRAL HEALTH HORNSBY BEND AND DEL VALLE HEALTH & WELLNESS CENTERS

Hornsby Bend

Objectives:

1. Keep Travis County taxpayers and stakeholders informed and excited about the progress of the center leading up to its grand opening
2. Increase awareness of the new Hornsby Bend Health & Wellness Center among MAP members and CommUnityCare patients.

Approach: a multimedia campaign, including regular community updates and community events

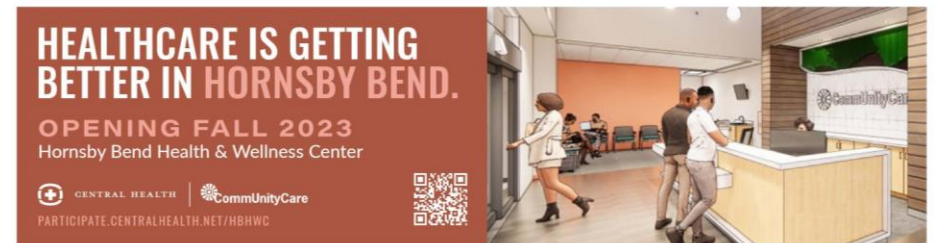
Geo-Target: Hornsby Bend

Dates: Aug. 21, 2023 – Sept. 30, 2023

2 million impressions
1,541 landing page views

Del Valle

Objective: Keep Travis County taxpayers and stakeholders informed and excited about the progress of the center leading up to its grand opening



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

SUPPORT: CENTRAL HEALTH EAST AUSTIN SPECIALTY CLINIC

Objective: Support Clinical Operations Team on the creation of signage and materials leading up to the opening of the clinic.

CENTRAL HEALTH
EAST AUSTIN MULTISPECIALTY CARE CLINIC

HOURS OF OPERATION Monday-Friday: 8:00 a.m. - 5:00 p.m.	HORAS DE OPERACIÓN Lunes a Viernes: 8:00 a.m. - 5:00 p.m.
For After Hours Call: 512-978-8130	Fuera de horas llamar al 512-978-8130

For Emergencies, please dial 9-1-1 Para Emergencias llamar al 9-1-1


**NO HAND WASHING
IN THIS SINK**
CENTRAL HEALTH


EYE WASH STATION
PLEASE USE COLD WATER
CENTRAL HEALTH

DIRTY SINK
**DO NOT WASH HANDS
IN THIS SINK**


CENTRAL HEALTH

EYE WASH STATION
PLEASE USE COLD WATER


CENTRAL HEALTH


TIME OUT


SAFETY FIRST
UNIVERSAL PROTOCOL: PROCEDURAL SAFETY

Every procedure team member must verbally confirm:

- Correct patient identity
- Correct side and site are marked
- An accurate procedure consent form
- Agreement on procedure to be performed
- Correct patient position
- Relevant images and results are properly labeled and displayed
- Availability of any special equipment or requirements
- Safety precautions based on patient history or medication use

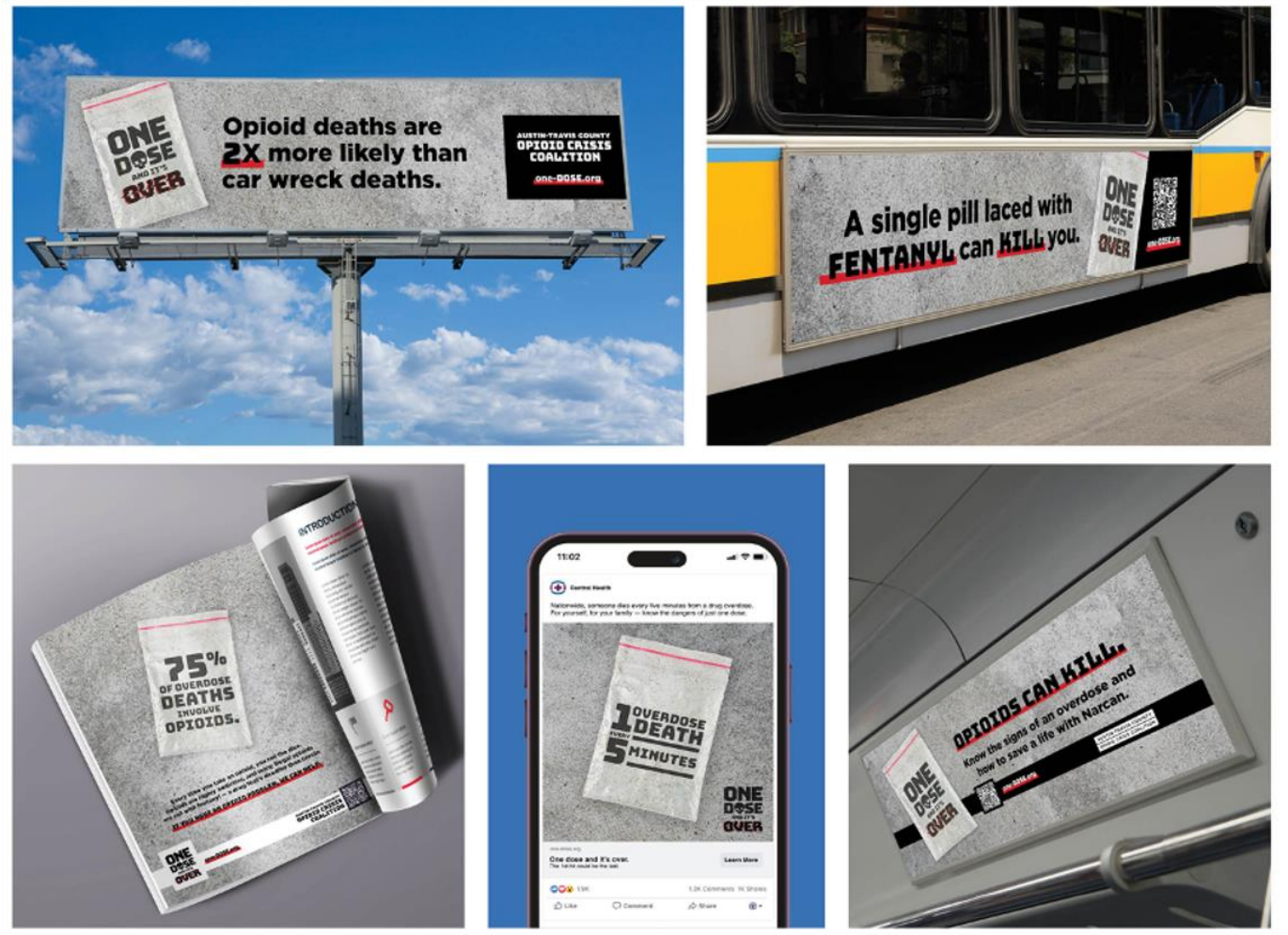
CENTRAL HEALTH

**HAND WASH
- ONLY -**


CENTRAL HEALTH

SUPPORT: ENHANCED BEHAVIORAL HEALTH & SUBSTANCE USE TREATMENT

Objective: Collaborate with Travis County, Integral Care, and other safety-net healthcare organizations to raise awareness of the opioid crisis and prevent deaths caused by opioid



STRATEGIC IMPERATIVE: CARE COORDINATION

Market Strategies Supported:

- Continued implementation of the Epic electronic health record for Central Health
- Continued expansion of the transitions of care program within Central Health's practice of medicine



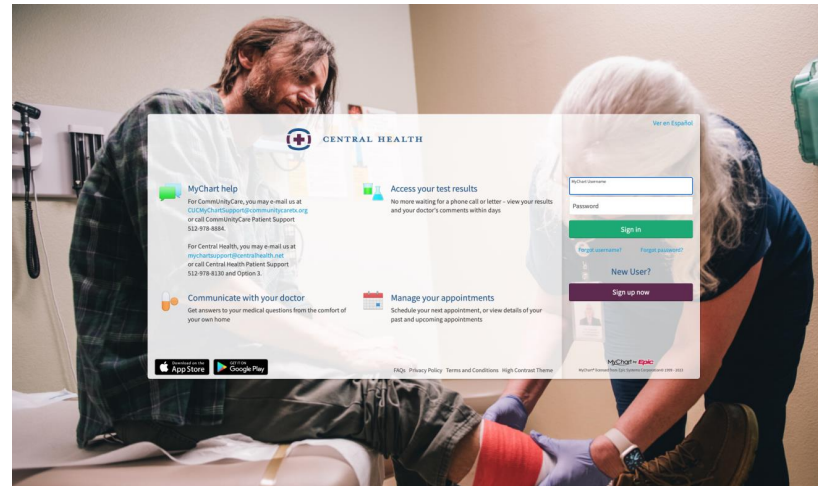
CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

CREATIVE SERVICES SUPPORT FOR EPIC & TRANSITIONS OF CARE PROGRAM

Objectives:

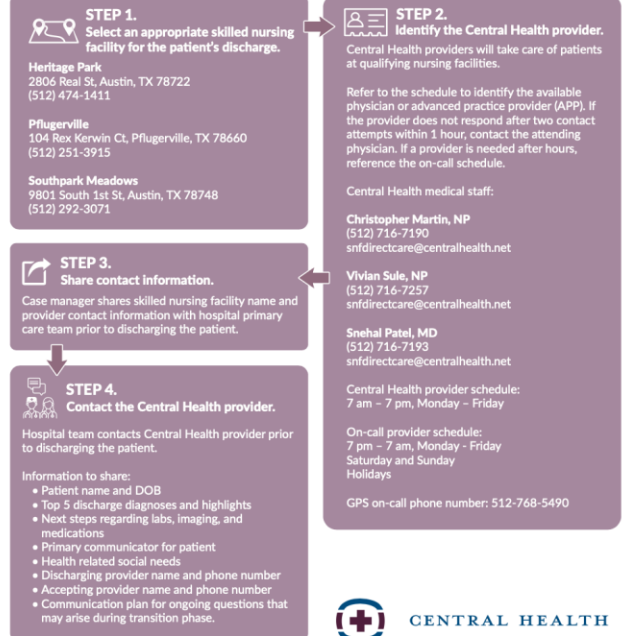
1. Support the Clinical Operations Team on the implementation of the Epic electronic health record system.
2. Support the Clinical Operations Team on enhancing communication to facilitate improved transitions of care for MAP members.



LET'S WORK TOGETHER

Central Health is now serving its patients in skilled nursing facilities across Travis County through the Skilled Nursing Facility (SNF) Direct Care Program.

As you are working on discharging a Medical Access Program (MAP) patient to skilled nursing, follow this guide to ensure a seamless transition of care. All MAP patients are eligible to participate.



HEALTHCARE IS GETTING BETTER

STRATEGIC IMPERATIVE: MEMBER ENGAGEMENT

Market Strategies Supported:

- Continued implementation of the MyChart patient portal
- In collaboration with CommUnityCare, highlight their work with the Black Men's Clinic
- Enhanced engagement in high-need planning and assessment regions



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

SUPPORT FOR ENHANCED MEMBER ENGAGEMENT: MAP & MAP BASIC AWARENESS

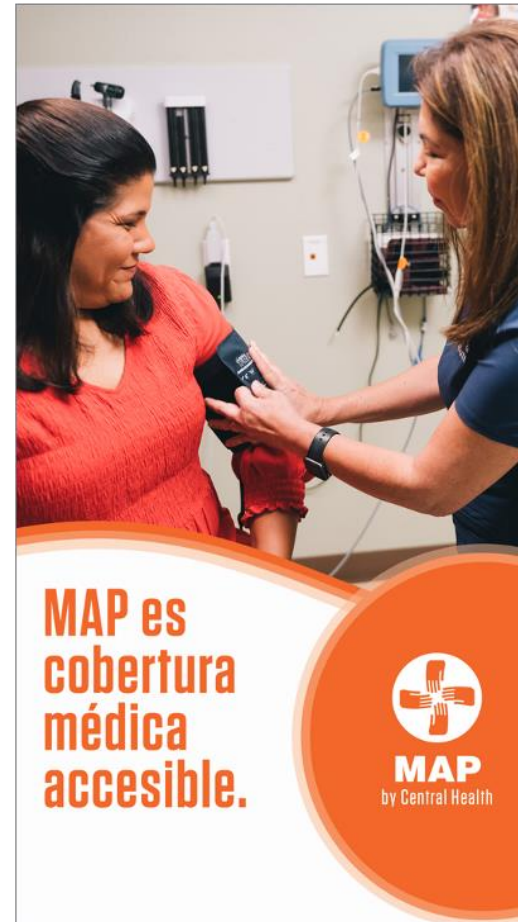
Objective: Increase awareness of MAP and MAP Basic among Travis County residents living at or below 200% FPL

Approach: a multimedia campaign

Geo-Target: ZIP codes with lower-than-expected enrollment per Central Health's 2022 Demographic Report

Dates: July 10, 2023 – Sept. 24, 2023

4.9 million impressions
6,651 landing page views



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

SUPPORT FOR ENHANCED MEMBER ENGAGEMENT: ACA OPEN ENROLLMENT

Objective: Raise awareness of open enrollment, focusing on individuals who are a good fit for health coverage through the Health Insurance Marketplace

Approach: a multimedia campaign

Geo-Target: Hyper-focused on top 20 ZIP codes where 90% of MAP members reside

Dates: Nov. 14, 2022 – Jan. 13, 2023

6.1 million impressions
1,672 landing page views



YOU CAN'T BE DENIED FOR
PRE-EXISTING CONDITIONS.



CENTRAL
HEALTH



ES UN AÑO NUEVO.
ESCOJA UN NUEVO PLAN.



CENTRAL
HEALTH



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

STRATEGIC IMPERATIVE: SYSTEM OF CARE INFRASTRUCTURE

Market Strategies Supported:

- Completion of the development and adoption of service delivery operational implementation and financial sustainability plans, alignment, and accountability (Healthcare Equity Implementation Plan)
- Continued development of direct clinical practice infrastructure



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

SUPPORT: CONTINUED DEVELOPMENT OF DIRECT CLINICAL PRACTICE

Objective: Raise awareness of Central Health as an employer of choice

Approach: a multimedia campaign leveraging the message "It's more than a job. It's a passion"



CENTRAL HEALTH

WE'RE HIRING THE FUTURE OF HEALTHCARE

IT'S MORE THAN A JOB

MISSION
Central Health - Travis County's Hospital District – ensures people with limited incomes and no insurance can get quality healthcare. We're building an equity-focused system of care that will transform the way we deliver healthcare.



BENEFITS
We offer a competitive benefits package and customizable options that support your lifestyle, health, future, and career goals.



HEALTH

- Employee Assistance Program
- Medical
- Dental
- Vision

LIFESTYLE

- Paid Time Off
- Wellness Days
- Back-up Adult & Childcare Program
- Fitness Program

FUTURE

- Career Advancement
- Retirement Plans

CAREER

- Competitive Compensation Package
- Employee Rewards Recognition Program

OPPORTUNITIES
We're hiring providers and care teams to help us transform healthcare now and in the future.

Join our team and help us make a difference in the communities we serve.



PASSION
"My motivation for my work comes from a core belief that every life is of equal worth"

Dr. Audrey Kuang
Humanitarian of the Year (2022)





SCAN QR CODE TO VIEW ALL JOB OPENINGS & START YOUR APPLICATION



centralhealth.net | @CentralHealthTX

IT'S MORE THAN A JOB. IT'S OUR PASSION.

"My motivation for my work comes from a core belief that every life is of equal worth"

Dr. Audrey Kuang | Humanitarian of the Year (2022)

JOIN OUR TEAM. MAKE A DIFFERENCE.





CENTRAL HEALTH




SUPPORT: CENTRAL HEALTH AWARENESS AND HEALTHCARE EQUITY IMPLEMENTATION PLAN

Objectives:

- Raise awareness about the value Central Health brings to Travis County through its Healthcare Equity Implementation Plan
- Connect people with low income to care and coverage

Approach: an organic social and paid media campaign and a Community Conversation – leveraging the message "healthcare is getting better"

- 1.9 million impressions
- 21,955 clicks
- 80 people attended the Community Conversation
- As of Aug. 31, the Facebook Live recording had 394 views



FY 2023 BUDGET PRIORITY: FOCUSED OPERATIONAL IMPROVEMENTS

Market Strategies Supported:

- Evaluation and implementation of CLAS (Culturally and linguistically appropriate services) standards
- Expansion of joint technology, including additional technology and security systems
- Development and implementation of HUB policy recommendations, including a HUB program
- Continue strengthening communications to inform the community of Central Health's work and the value it brings to the people of Travis County, as well as to connect people with low income to care and coverage



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

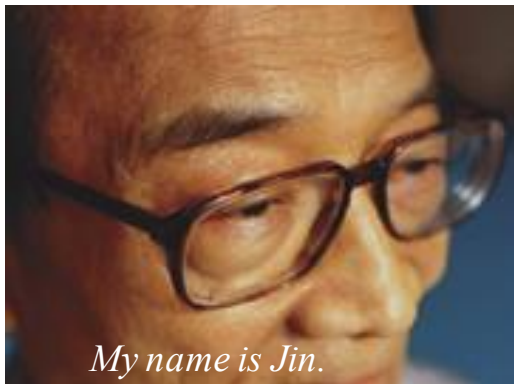
SUPPORT: EVALUATION AND IMPLEMENTATION OF CLAS STANDARDS

Objective:

Assess Central Health's language access capabilities.

Approach: leveraging a contracted national expert on health equity and language access matters and a multidisciplinary, interdepartmental group, Communications staff guided and supported this work by gathering information from internal and external resources.

Results to-date: our Clinical Operations Team has broadened the scope of our language access vendor and is hiring clinical interpreters; Compliance is developing policies and procedures following recommendations from the assessment.



SUPPORT: PROCUREMENT HUB PROGRAM

Objective: Increase awareness of Central Health's Historically Underutilized Business (HUB) Program.

Approach: targeted email campaigns supporting contractor walk-throughs for multiple projects and the development of marketing materials.



CENTRAL HEALTH

FAIR AND EQUAL PROCUREMENT OPPORTUNITIES

Central Health's Historically Underutilized Business (HUB) Program encourages minority and woman-owned companies to do business with us.

The program promotes race- and gender-conscious principles to encourage minority- and woman-owned companies to do business with us.

Central Health recognizes all local and state certifications, including:

- City of Austin Small Minority Business Resources Department (MBE/WBE)
- State of Texas Comptroller Office (HUB)
- South Central Texas Regional Certification Agency (SCTRCA)

SIGN UP TO LEARN ABOUT UPCOMING OPPORTUNITIES:
[CENTRALHEALTH.NET/BUSINESS-OPPORTUNITIES](https://centralhealth.net/business-opportunities)
To learn more, contact Margaret A. Castillo at 512.978.8247 or HUB@centralhealth.net.



Visit us online at centralhealth.net, and follow us on social media @CentralHealthTX.



FAIR & EQUAL PROCUREMENT OPPORTUNITIES

Central Health's Historically Underutilized Business (HUB) Program encourages minority and woman-owned companies to do business with us.

ARE YOU HUB-CERTIFIED?



SIGN UP TO LEARN ABOUT UPCOMING OPPORTUNITIES

CENTRAL HEALTH
[CENTRALHEALTH.NET/BUSINESS-OPPORTUNITIES](https://centralhealth.net/business-opportunities)



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

CONTINUE STRENGTHENING COMMUNICATIONS: BRANDING

 CENTRAL HEALTH | HEALTHCARE IS
GETTING BETTER



COLOR
EXPLORATION:
LEGACY BLUE +
BRIGHT BLUE



COLOR
EXPLORATION:
BLUE + GREEN



CONTINUE STRENGTHENING COMMUNICATIONS: CENTRAL HEALTH AWARENESS



YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
A COMMUNITY CONVERSATION IN NORTHEAST AUSTIN

THURSDAY, AUGUST 17
6:30 - 7:30 p.m.
Asian American Resource Center
8401 Cameron Rd, Austin, TX 78754

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA PARA EL NORESTE DE AUSTIN

JUEVES 17 DE AGOSTO
6:30 a 7:30 p.m.
Asian American Resource Center
8401 Cameron Rd, Austin, TX 78754

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
A COMMUNITY CONVERSATION IN SOUTHEAST AUSTIN

MONDAY, AUGUST 28
10:00 a.m. - Noon
Southeast Health & Wellness Center
2901 Montopolis Dr, Austin, TX 78741

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA PARA EL SURESTE DE AUSTIN

LUNES 28 DE AGOSTO
10:00 a.m. a medio día
Southeast Health & Wellness Center
2901 Montopolis Dr, Austin, TX 78741

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

What questions do you have for our CEO candidates?

CENTRAL HEALTH



BÚSQUEDA DE GERENTE GENERAL: CONOCE A LOS FINALISTAS

FINALISTA A
27 DE NOVIEMBRE
11 A.M. - 12:30 P.M.

FINALISTA B
29 DE NOVIEMBRE
11 A.M. - 12:30 P.M.

3

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

CEO SEARCH: MEET THE FINALISTS

FINALISTA A
NOVIEMBRE 27
11 A.M. - 12:30 P.M.

FINALISTA B
NOVIEMBRE 29
11 A.M. - 12:30 P.M.

Central Health Administrative Office
1111 E. Color Street St. Austin, TX 78702

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER



HEALTHY HABITS: HAPPY HEARTS

5 ways for kids to form healthy food habits.

3 STEPS TO RENEW
your MAP and MAP Basic membership

MEDICAL ACCESS PROGRAM Group MAP	
ID# 331123 Group MAP EFF: 05/12/2022 Joe Deer Angler PCIP: CornerOnlyCare PCIPSPCAUC \$105/105/10 DR: Form/NotForm \$75/10 TX EN: 019462 PCN: CHC1	Group ID: 12312000 Plan: MAP 100 EXP: 1/1/2022 DOI: 4/1/1978 11/2/2015 OPIERIP \$10/25/30 DIS/SPOEN \$10/10 OPI ID.



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

QUESTIONS?



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

CONTINUE STRENGTHENING COMMUNICATIONS: FY 2024 BUDGET DEVELOPMENT PROCESS

YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
JOIN US FOR A COMMUNITY CONVERSATION.

THURSDAY, AUGUST 17 Asian American Resource Center	TUESDAY, AUGUST 22 Pflugerville Community Center	MONDAY, AUGUST 28 Southeast Health & Wellness Center
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+ CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER



YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
A COMMUNITY CONVERSATION IN NORTHEAST AUSTIN

THURSDAY, AUGUST 17
5:30 - 7:30 p.m.
 Asian American Resource Center
 8401 Cameron Rd, Austin, TX 78754

+ CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER



TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA PARA EL NORESTE DE AUSTIN

JUEVES 17 DE AGOSTO
5:30 a 7:30 p.m.
 Asian American Resource Center
 8401 Cameron Rd, Austin, TX 78754

+ CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER




TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
ACOMPÁÑANOS EN UNA PLÁTICA COMUNITARIA.

JUEVES 17 DE AGOSTO Asian American Resource Center	MARTES 22 DE AGOSTO Pflugerville Community Center	LUNES 28 DE AGOSTO Southeast Health & Wellness Center
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+ CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER



YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
A COMMUNITY CONVERSATION IN SOUTHEAST AUSTIN

MONDAY, AUGUST 28
10:00 a.m. - Noon
 Southeast Health & Wellness Center
 2901 Montopolis Dr, Austin, TX 78741

+ CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER



TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA PARA EL SURESTE DE AUSTIN

LUNES 28 DE AGOSTO
10:00 a.m. a medio día
 Southeast Health & Wellness Center
 2901 Montopolis Dr, Austin, TX 78741

+ CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER




CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER


CONTINUE STRENGTHENING COMMUNICATIONS: COMMUNITY HEALTH CHAMPIONS



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

SUPPORT: JOINT TECH CYBER SECURITY

 CENTRAL HEALTH


THE PULSE
The Central Health E-Newsletter

October 18, 2023

IS YOUR PASSWORD GAME WEAK?
Cyber Security Awareness Month Special Edition

If you're still using "qwerty" or "1234" as a password, your password game is weak and you should start using a password manager.

What is a password manager?
It is a secure vault that helps create and store usernames and passwords for your various accounts.



Here at work, we have [Keeper](#) to assist us in collecting and storing our usernames and passwords for all our accounts. By now you should have a Keeper account set up and received training on how to use it.

If you still haven't had a chance to set up or learn to use Keeper, or have issues with it, you can contact user Support at 512-978-8457 or head over to the [ServiceNow User Portal](#).

There are also great Keeper resources on the [Cyber Security Team's Sharepoint site](#).

You are at least covered at work, but what about your personal life? Are you using a password manager there? If not, why not?

Several free and paid services are available for password managers, and you should be utilizing one.

Here are a few free versions recommendations:

- [Bitwarden](#) is an excellent free password manager and works on mobile devices.
- [Nordpass](#) and [Norton Password Manager](#) are also good choices.

Free versions may not offer you enough, here are a few password managers with subscriptions:





- [Dashlane](#)
- [1Password](#)
- [Nordpass Premium](#)

Looking for more ways to improve your cybersecurity?
Make the Central Health Enterprise Intranet your first stop for news and tips, and be sure to bookmark the Intranet for easy, future reference.

[VISIT NOW](#)



THE ENTERPRISE CYBERSECURITY TEAM WANTS TO REMIND EVERYONE OF THE WAYS TO INCREASE YOUR CYBERSECURITY HYGIENE AT WORK AND HOME.

 <p>Turn on Two-Factor Authentication.</p> <p>By taking an extra step to confirm your identity you are making your accounts safer from hackers.</p>	 <p>Use The Keeper Password Manager.</p> <p>Keeper is our secure password manager that creates and stores usernames and passwords for your accounts.</p> <p><i>Questions or problems with Keeper? Call User Support at 978-8457 or use the ServiceNow User Portal.</i></p>	 <p>Don't Get Phished.</p> <p>Always report suspected phishing emails; do not just let them sit in your inbox.</p> <p>We can only protect the Enterprise with your help.</p>	 <p>Update Software Regularly.</p> <p>Run your Microsoft Auto updater whenever you receive an alert.</p> <p>Be sure to keep your web browsers up to date, including on your phones.</p> <p><i>Don't know how? Call User Support at 978-8457.</i></p>
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Learn More at centralhealthtx.sharepoint.com/sites/CH-EnterpriseCyberSecurity

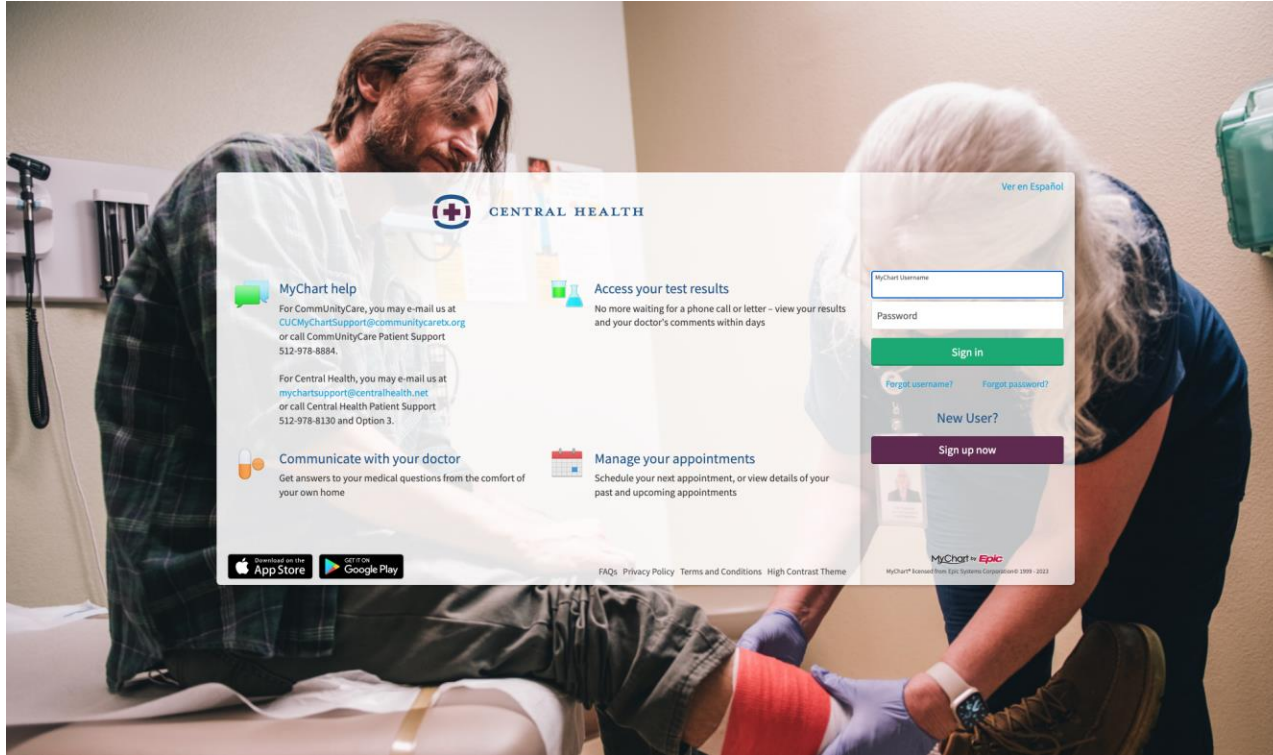


- Email #1: Online Personal Hygiene
 - Total Recipients: 2,240
 - Opens: 493
 - Total Clicks: 89
- Email #2: Weak Password
 - Total Recipients: 2,221
 - Opens: 453
 - Total Clicks: 208
- Email #3: Take Cybercare of your Devices
 - Total # of Recipients: 2,411
 - Opens: 569
 - Total Clicks: 60

SUPPORT: CENTRAL HEALTH DEL VALLE HEALTH & WELLNESS CENTER



SUPPORT FOR MYCHART AND THE BLACK MEN'S CLINIC



MyChart Central Main Page Logo.png



MyChart Favicon Logo.png



MyChart Happy Together Logo.png



MyChart Login Logo.png



MyChart Logo_white.svg



MyChart Logo.svg



MyChart Lucy Logo.png



MyChart Mobile Home Page Logo.png



MyChart Mobile Organization Book.png



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

FY 2023 COMMUNITY ENGAGEMENT REPORT

Strategic Planning Committee
Meeting

September 6, 2023

centralhealth.net/get-involved



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



COMMUNITY ENGAGEMENT GOALS



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

1. Educate members and the public about Central Health's functions, how it pays for medical services, the Healthcare Equity Plan, and its budget priorities for FY 2024.
2. Gather community input on strategic initiatives of interest to the public and the proposed budget.

COMMUNITY ENGAGEMENT TACTICS



CENTRAL HEALTH



COMMUNITY
HEALTH
CHAMPIONS



COMMUNITY
CONVERSATIONS



LISTENING SESSIONS



INTERCEPT INTERVIEWS
AND SURVEYS

PROJECTS

Healthcare Equity Implementation Plan

- Patient Experience Survey
- Community Conversation

Hornsby Bend Health & Wellness Center

- Intercept Interviews and Online Survey

Del Valle Health & Wellness Center

- Intercept Interviews and Online Survey

Language Access Assessment

- Focus Groups
- Interviews



PROJECTS

2022 Demographic Report:

- Community Conversation

FY 2024 Budget

- Community Health Champions Workshop
- Community Conversations
- Listening Sessions
- Public Hearing

CEO Search

- Phone and Online Survey
- Community Engagement



MARKETING & OUTREACH TACTICS



Newsletter/Email Invitations



Social Media



Community Outreach



Paid Advertising



Phone Calls



Media Relations



Weekly Emails

SAMPLE ADS, FLYER, POSTER



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
JOIN US FOR A COMMUNITY CONVERSATION.

THURSDAY, AUGUST 17 Asian American Resource Center	TUESDAY, AUGUST 22 Pflugerville Community Center	MONDAY, AUGUST 28 Southeast Health & Wellness Center
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HEALTHCARE IS GETTING BETTER

TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
ACOMPÁÑANOS EN UNA PLÁTICA COMUNITARIA.

JUEVES 17 DE AGOSTO Asian American Resource Center	MARTES 22 DE AGOSTO Pflugerville Community Center	LUNES 28 DE AGOSTO Southeast Health & Wellness Center
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HEALTHCARE IS GETTING BETTER

YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
A COMMUNITY CONVERSATION IN NORTHEAST AUSTIN

THURSDAY, AUGUST 17
5:30 – 7:30 p.m.
Asian American Resource Center
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HEALTHCARE IS GETTING BETTER

TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA PARA EL NORESTE DE AUSTIN

JUEVES 17 DE AGOSTO
5:30 a 7:30 p.m.
Asian American Resource Center
8401 Cameron Rd, Austin, TX 78754

HEALTHCARE IS GETTING BETTER

YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE:
A COMMUNITY CONVERSATION

Join us over lunch or dinner for a conversation regarding Central Health's proposed 2024 budget and how it helps ensure healthcare is getting better in Travis County.

THURSDAY, AUGUST 17, 2023
5:30 - 7:30 p.m.
Asian American Resource Center
8401 Cameron Rd, Austin, TX 78754

TUESDAY, AUGUST 22, 2023
5:30 - 7:30 p.m.
Pflugerville Community Center
15822 Foothill Farms Loop, Pflugerville, TX, 78660

MONDAY, AUGUST 28, 2023
10 a.m. - noon
Southeast Health & Wellness Center
and via Facebook Live
2901 Montopolis Dr, Austin, TX 78741

RSVP NOW

Text "Budget" to (512) 855-6227 for updates.

HEALTHCARE IS GETTING BETTER



TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA

Acompáñanos a comer o almorzar en una plática sobre el presupuesto propuesto para 2024 de Central Health y sobre cómo este mejorará la atención médica en el condado de Travis.

JUEVES 17 DE AGOSTO DEL 2023
5:30 - 7:30 p.m.
Asian American Resource Center
8401 Cameron Rd, Austin, TX 78754

MARTES 22 DE AGOSTO DEL 2023
5:30 - 7:30 p.m.
Pflugerville Community Center
15822 Foothill Farms Loop, Pflugerville, TX, 78660

LUNES 28 DE AGOSTO DEL 2023
10 a.m. - noon
Southeast Health & Wellness Center
and via Facebook Live
2901 Montopolis Dr, Austin, TX 78741

CONFIRMA TU ASISTENCIA

Envía "Presupuesto" al (512) 855-6227 para mantenerse actualizado.

HEALTHCARE IS GETTING BETTER



YOUR VOICE. YOUR TAX DOLLARS. YOUR HEALTHCARE.
A COMMUNITY CONVERSATION IN SOUTHEAST AUSTIN

MONDAY, AUGUST 28
10:00 a.m. - Noon
Southeast Health & Wellness Center
2901 Montopolis Dr, Austin, TX 78741

HEALTHCARE IS GETTING BETTER

TU VOZ. TUS IMPUESTOS. TU ATENCIÓN MÉDICA.
UNA PLÁTICA COMUNITARIA PARA EL SURESTE DE AUSTIN

LUNES 28 DE AGOSTO
10:00 a.m. a medio día
Southeast Health & Wellness Center
2901 Montopolis Dr, Austin, TX 78741

HEALTHCARE IS GETTING BETTER

SAMPLE ADS, FLYER, POSTER



**COMMUNITY CONVERSATION:
HEALTHCARE IS
GETTING BETTER**

**THURSDAY, JULY 13, 2023
8:30 a.m. - Noon**

Austin Community College
Eastview Auditorium

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

**PLÁTICA COMUNITARIA:
LA ATENCIÓN MÉDICA
ESTÁ MEJORANDO**

**JUEVES, 13 DE JULIO DEL 2023
8:30 a.m. - 12 p.m.**

Austin Community College
Auditorio Eastview

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

**COMMUNITY
CONVERSATION
HEALTHCARE
IS GETTING BETTER**

Join us as Central Health unveils its 10-year plan to build a better safety-net healthcare system in Travis County.

- Breakfast
- Keynote address *Building Better Safety-net Hospital Systems* by Jewel Mullen, M.D., MPH
- Panel discussion with audience questions
- Central Health career and involvement opportunities

**THURSDAY, JULY 13, 2023
8:30 a.m. - noon**

Austin Community College
Eastview Multipurpose Room

RSVP NOW

Text "HealthcareGettingBetter" to (512) 855-6227 for updates.

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

**PLÁTICA
COMUNITARIA
LA ATENCIÓN
MÉDICA ESTÁ
MEJORANDO**

Acompáñanos y aprende sobre el plan de Central Health para desarrollar un mejor sistema de cuidados médicos para las personas de escasos recursos en el condado de Travis.

- Desayuno
- Discurso de apertura *Construyendo Mejores Sistemas Hospitalarios Públicos* por Jewel Mullen, M.D., MPH
- Panel de discusión con preguntas de la audiencia
- Oportunidades de empleo y de participación pública de Central Health

**JUEVES 13 DE JULIO DEL 2023
8:30 a.m. - medio día**

Austin Community College
Eastview Multipurpose Room

RSVP YA

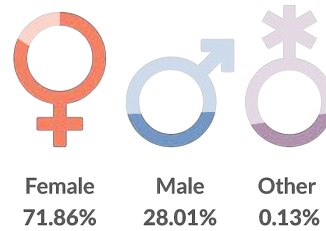
Envía "MejorAtencionMedica" al (512) 855-6227 para mantenerse informado(a).

CENTRAL HEALTH | HEALTHCARE IS GETTING BETTER

PARTICIPANT BREAKDOWN

1014
PARTICIPANTS

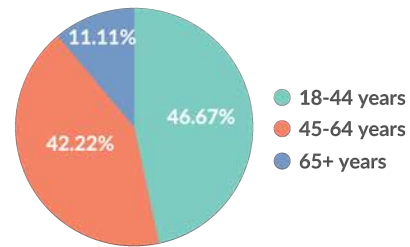
RESPONSES BY GENDER
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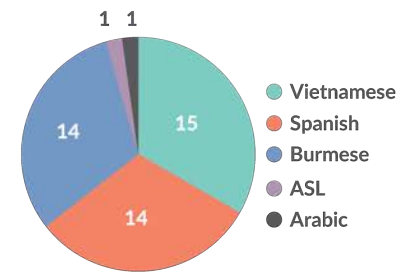
RESPONSES BY RACE/ETHNICITY
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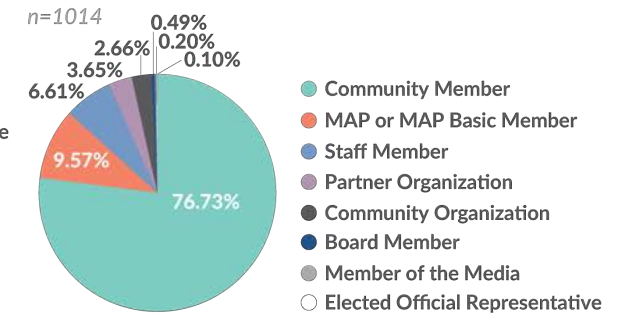
RESPONSES BY AGE
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INTERPRETATION SERVICES
n=45



AFFILIATION
n=1014



PARTICIPATION BY ZIP CODE

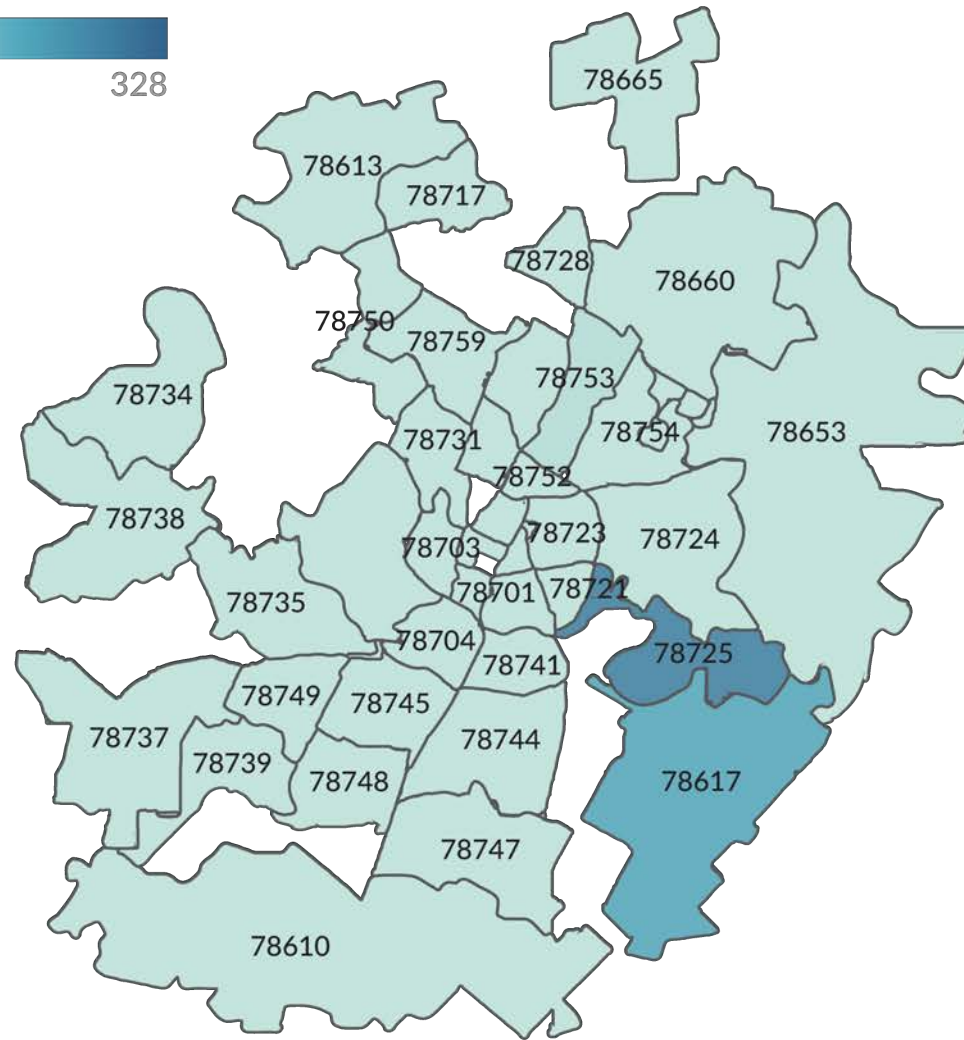
n=606



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

Number of People



The #DreamTeam: Communications & Community Engagement



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



Thank you



CENTRAL HEALTH

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

August 9, 2023



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



The #DreamTeam: Communications & Community Engagement



Ted Burton



Aida Cerda-Prazak



Mike Clark-Madison



Iván Dávila



Edwin Evans



Blanca Gonzalez



Isela Guerra



Mike McKinnon



Anastassia Mitchell



Christian Nelson



Yesenia Ramos

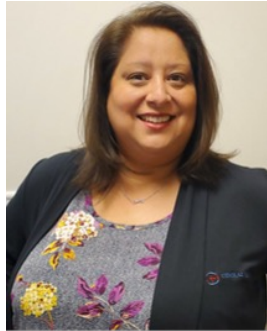


Camilla Rodriguez

Community Health & Wellness Initiatives Team



Jesus
Chavez



Monica
De La Cruz



Leonor Do
minguez



Olga
Grimaldo



Sonia
Reyes



Monica
Rodriguez



Elizabeth
Marrero



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

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



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

OUR OUTREACH TEAM IN ACTION



CENTRAL HEALTH

HEALTHCARE IS
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COMMUNITY OUTREACH

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



CENTRAL HEALTH

HEALTHCARE IS
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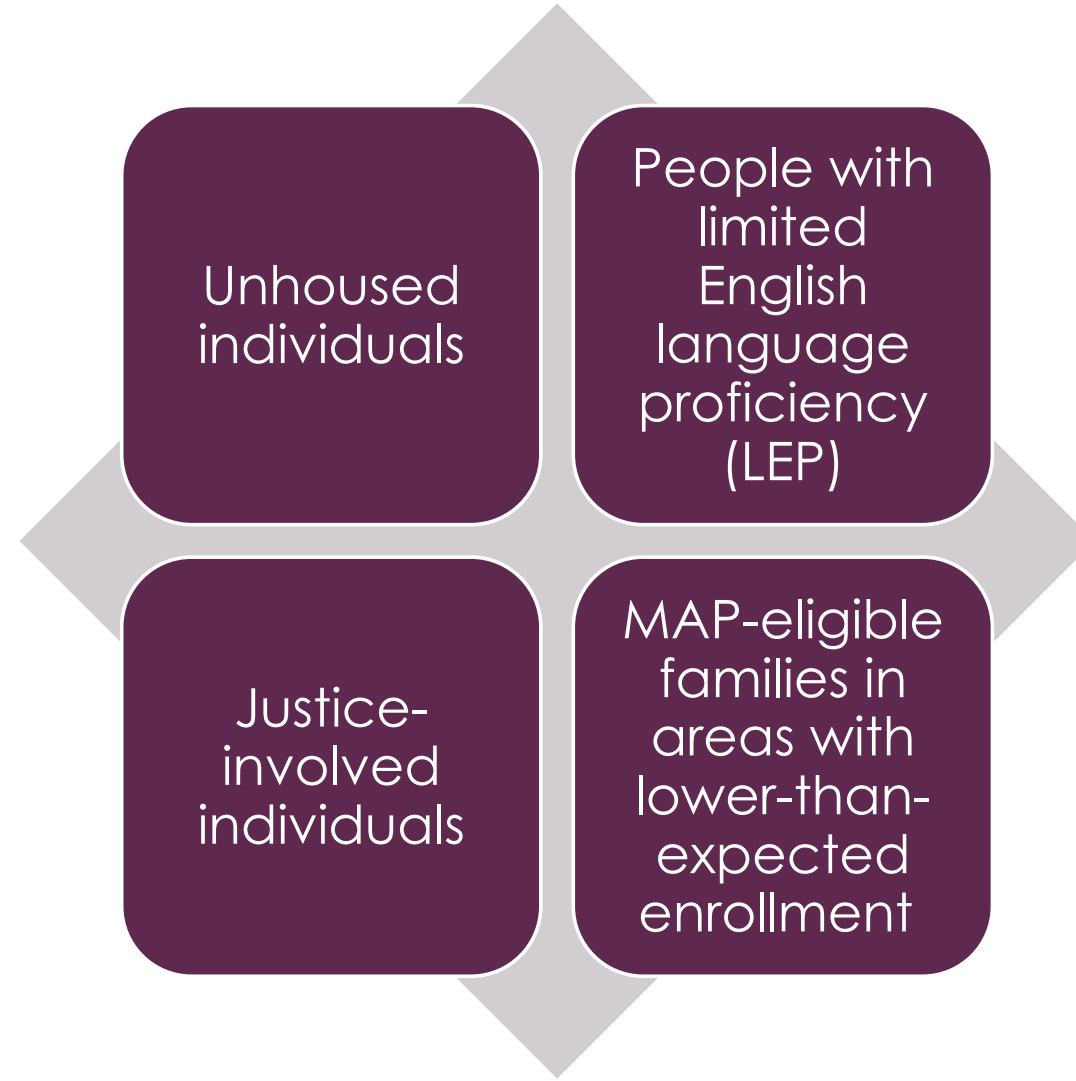


OUR PRIORITY POPULATIONS



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COMMUNITY OUTREACH TACTICS & ACTIONS



CENTRAL HEALTH

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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:

OUTREACH



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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



CENTRAL HEALTH

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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.



CENTRAL HEALTH

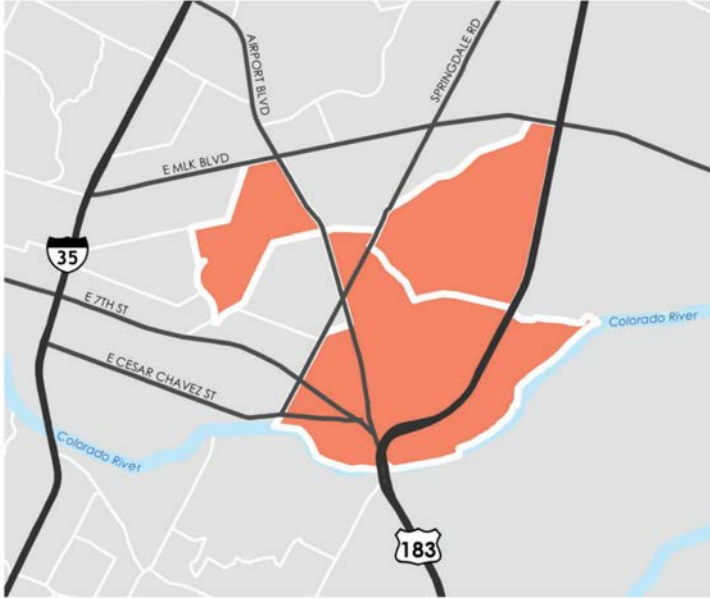
HEALTHCARE IS
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AREAS WITH LOWER-THAN-EXPECTED ENROLLMENT

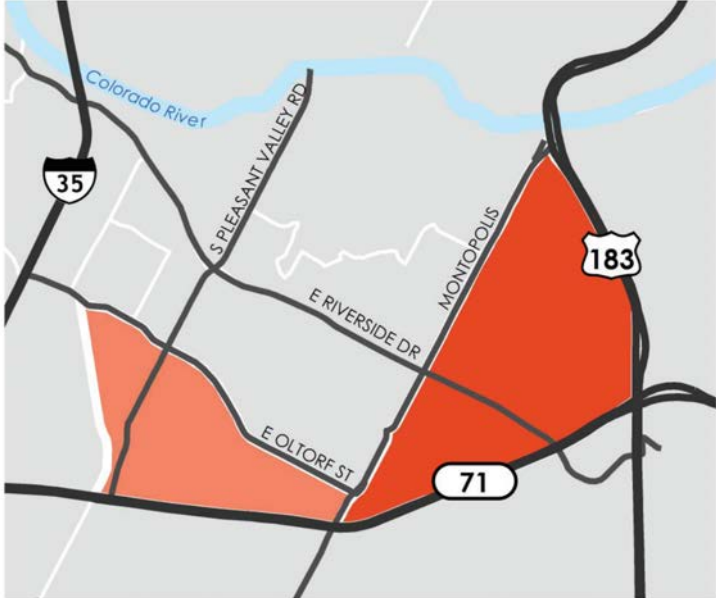
EAST CENTRAL AUSTIN

POPULATION: 14,418



SOUTHEAST AUSTIN

POPULATION: 16,342



ZIP CODES
78702
78721
78722
78723
78724
78725
78741
78742

FOCUS AREAS

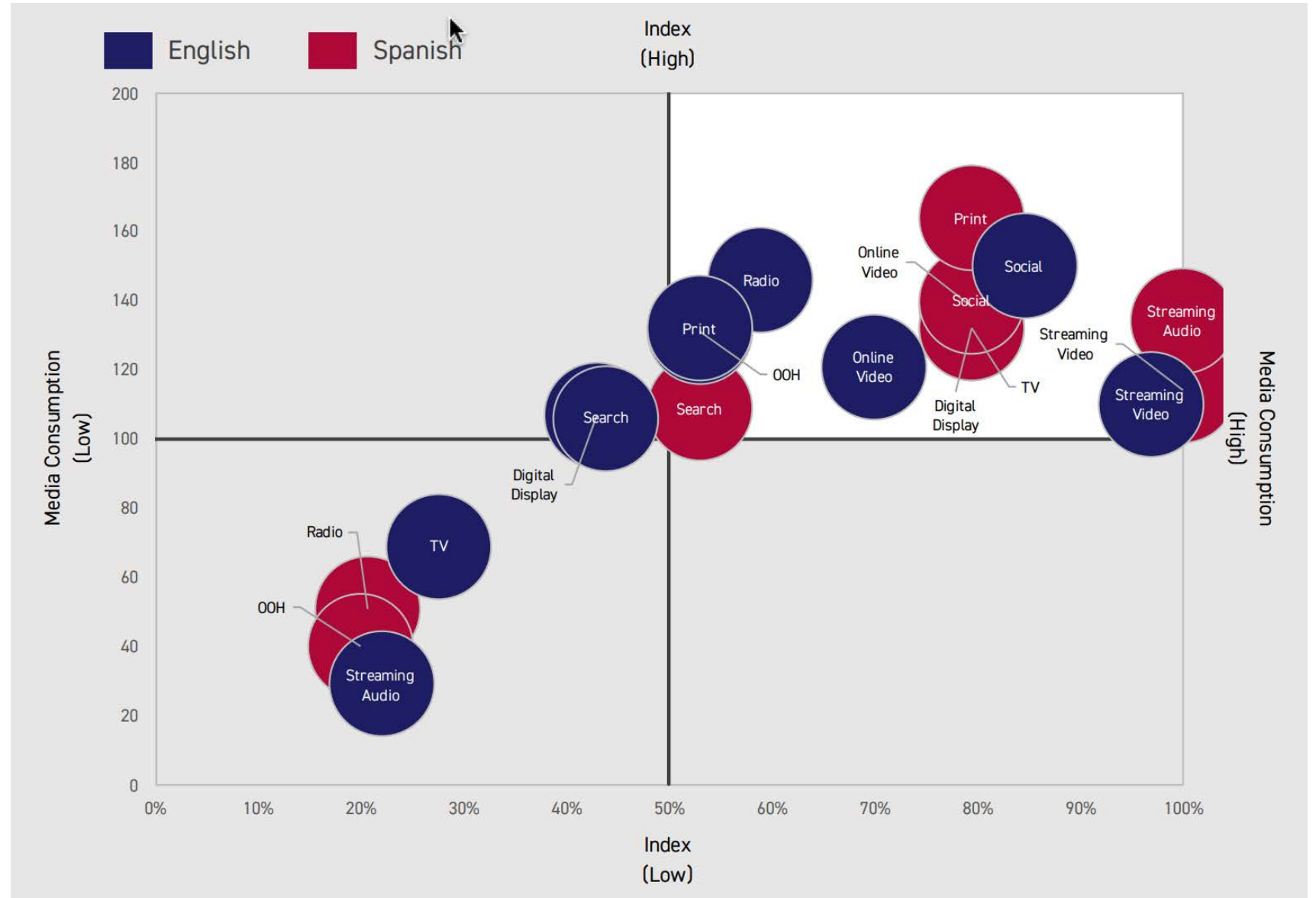
Source: Central Health's 2022 Demographic Report

MEDIA USAGE: FOCUS AUDIENCES



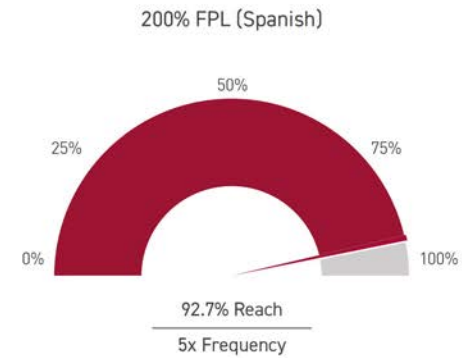
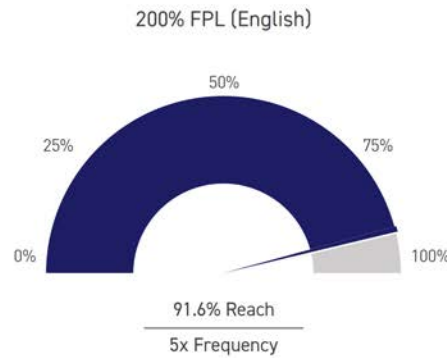
CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER



MEDIA TACTICS & TIMELINE

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



CENTRAL HEALTH

HEALTHCARE IS GETTING BETTER

CREATIVE SAMPLE



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

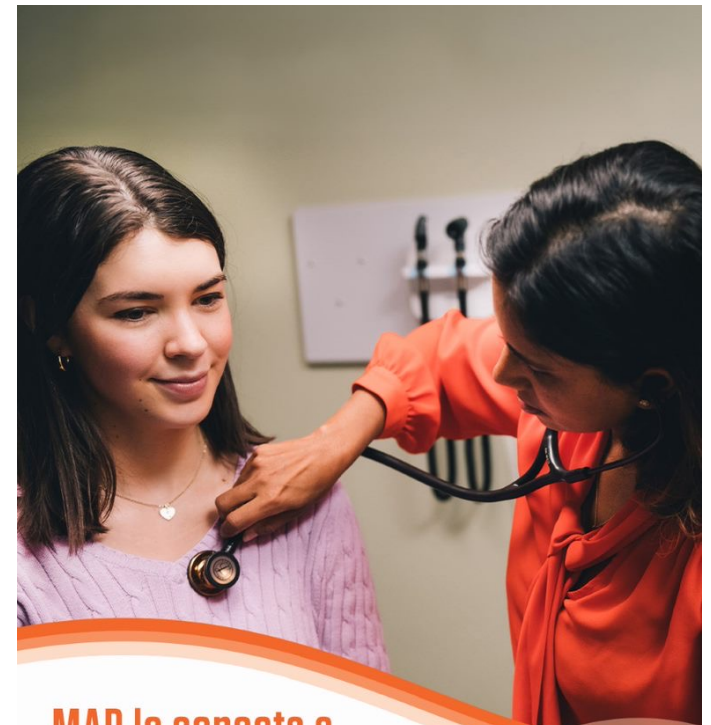


MAP connects you to healthcare.

- 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



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



**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



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

CLINIC PROMOTION



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER

- **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 HEALTH & WELLNESS INITIATIVES: OUTREACH

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



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



COMMUNITY OUTREACH

CLINIC PROMOTION

July 29

Hornsby Bend Access Event

- 21 families served
- 24 well-child exams scheduled
- 16 new adult patient appts.
- 7 completed eligibility applications

August 5

Hornsby Bend Back-to-School Drive-Thru

- 200 families served
- 541 backpacks with school supplies and hygiene kits distributed

August 5

Del Valle ISD Back-to-School Bash

- Distributed information about the new Hornsby Bend Health & Wellness Center
- Shared information about MAP & MAP Basic



MARKETING

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



CENTRAL HEALTH

HEALTHCARE IS
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FOCUS AREA

SOURCE: CENTRAL HEALTH'S
2020 DEMOGRAPHIC REPORT



CENTRAL HEALTH

HEALTHCARE IS
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Hornsby Bend

Population: 12,737



ZIP CODES

78724

78725

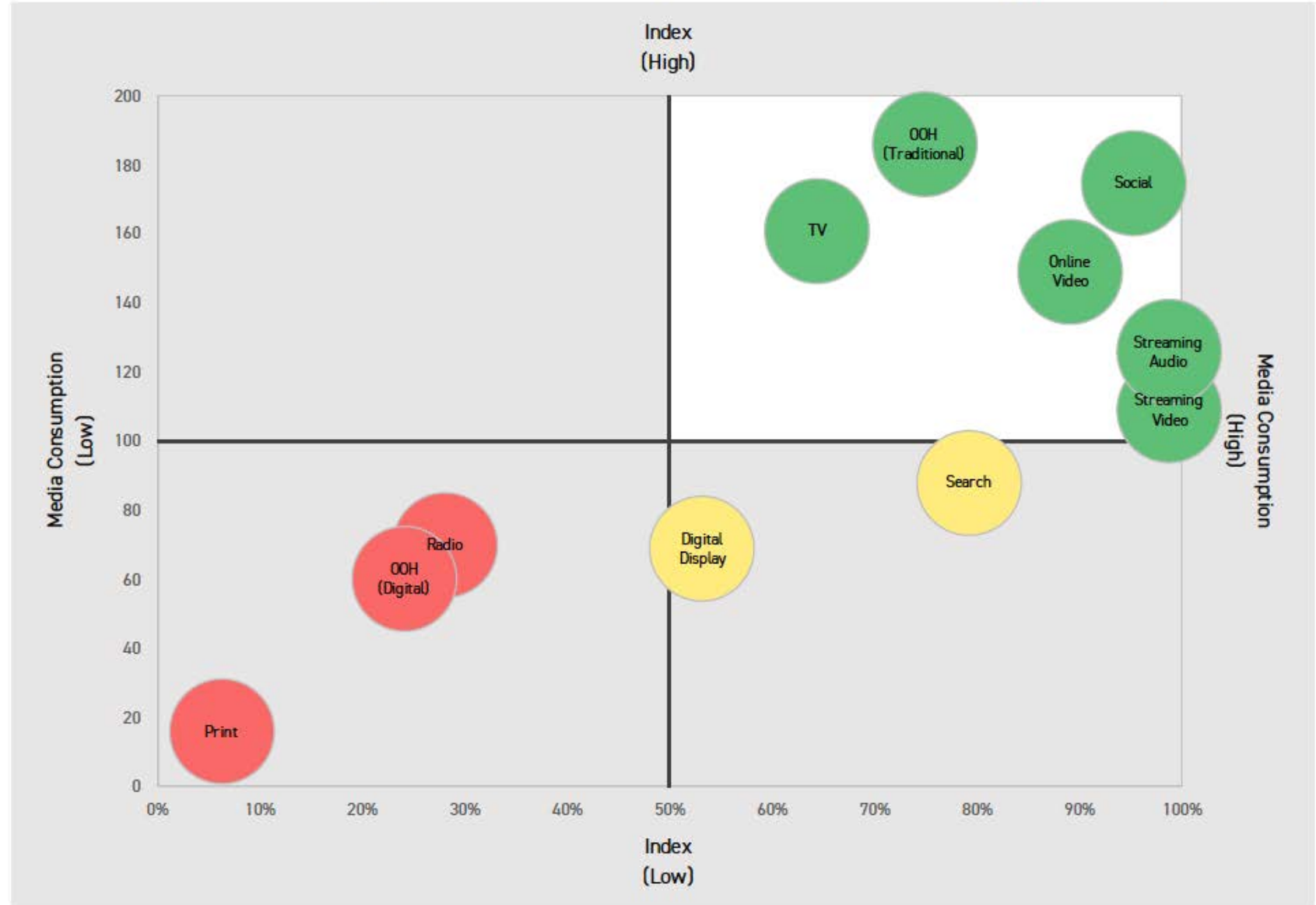
MEDIA USAGE: BY AUDIENCE



CENTRAL HEALTH

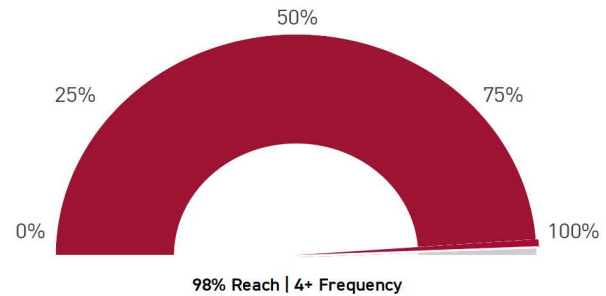
HEALTHCARE IS GETTING BETTER

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
Streaming Video :30 video Pre-, mid-, & post-roll; streaming live & premium VOD content	8.28.23 – 9.30.23								
Online Video YouTube :06 Bumper & :15 Skippable In-stream	8.28.23 – 9.30.23								
Streaming Audio 1,000+ pureplay streaming services, streamed terrestrials, and podcasts	8.14.23 – 9.30.23								
Paid Social Facebook / Instagram	8.14.23 – 9.30.23								
OOH (Traditional) Traditional Door Hangers (9,179 homes)	8.28.23 – 9.30.23								

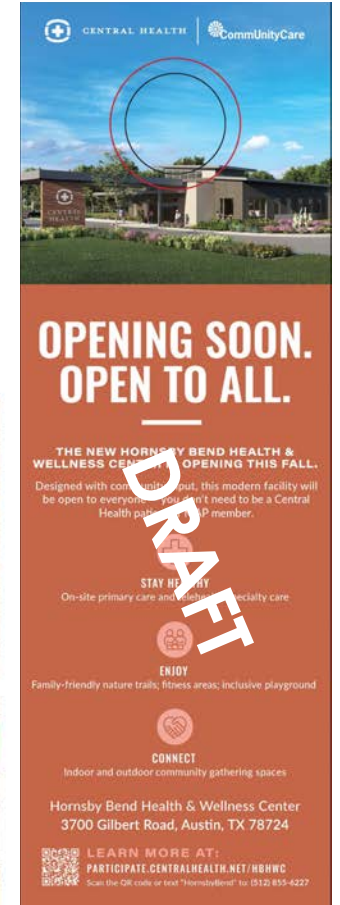
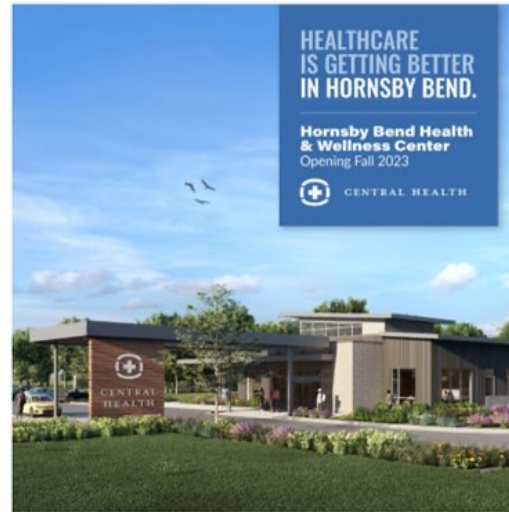


ONLINE, MOBILE, & OUT-OF- HOME ADVERTISING



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



PROMOTIONAL FLYER/POSTER



HEALTHCARE IS GETTING BETTER

CENTRAL HEALTH | CommUnityCare

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/HBHC
Scan the QR code or text "HornsbyBend" to: (512) 855-6227

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

CENTRAL HEALTH | CommUnityCare

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/HBHC
Escanee el código QR o tectee "HornsbyBend" al (512) 855-6227

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

GRANDING OPENING FLYER/POSTER



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



CENTRAL HEALTH



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.



CENTRAL HEALTH



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.

QUESTIONS?



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

January 17, 2024

AGENDA ITEM 4

Receive an update on the Central Health Latino Family Support Conference. *(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 January 17, 2024

Who will present the agenda item? (Name, Title) Ted Burton, Chief Communications Officer; Iván Dávila, Sr. Director or Marketing and Communications; Yesenia Ramos, Community Engagement Supervisor

General Item Description Receive an update on the Central Health Latino Family Support Conference.

Is this an informational or action item? Informational

Fiscal Impact NTE \$125,000 (approved as part of FY24 Budget)

Recommended Motion (if needed – action item) None

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

- 1) In Sept. 2023, the Central Health Board directed staff to plan an event serving bilingual Latino and other non-English-speaking Travis County residents, focusing on mental health needs and healthcare disparities, and modeled after a similar event for African American families that’s been held in Austin for more than two decades.
- 2) The Latino Family Support Conference aims to address the unique health challenges faced by Latinos and people of color living at our below 200% of the Federal Poverty Level, destigmatizing chronic conditions such as mental health, and provide them with valuable information, resources, and support to manage and prevent mental health disorders and other chronic health conditions.
- 3) Staff will provide recommendations regarding format, interactive workshops, content and more.

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

Estimated time needed for presentation & questions? 20 minutes

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



CENTRAL HEALTH

Form Prepared By/Date
Submitted:

Ted Burton, Jan. 10, 2024

CENTRAL TEXAS LATINO FAMILY SUPPORT CONFERENCE

Ted Burton, Chief Communications Officer

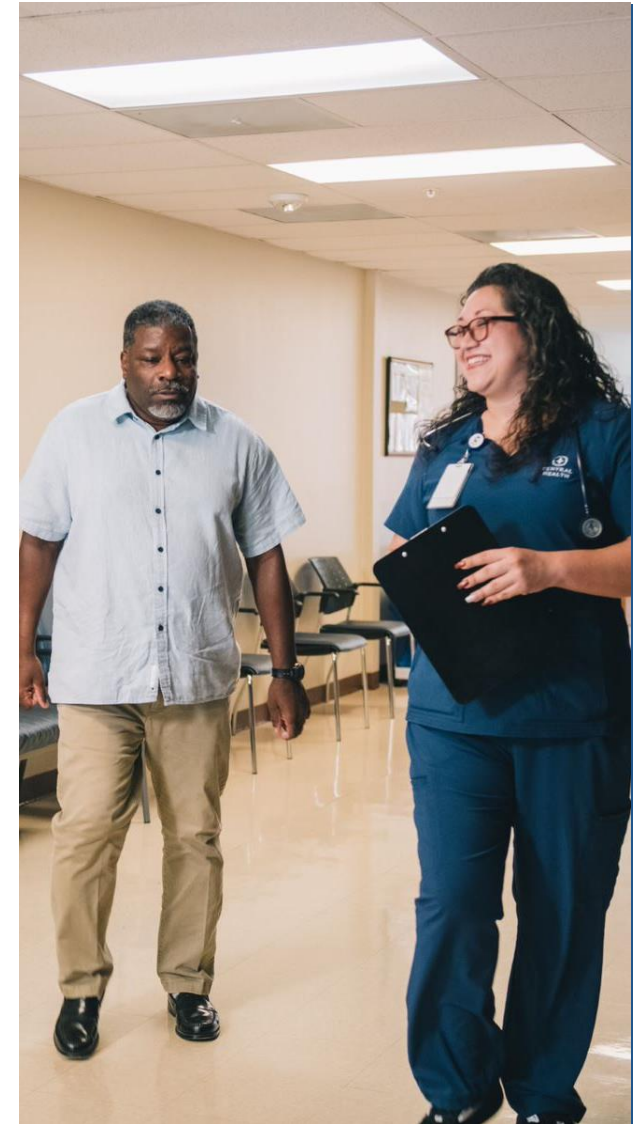
Iván Dávila, Sr. Director of Marketing and Communications

Yesenia Ramos, Community Engagement Supervisor



CENTRAL HEALTH

HEALTHCARE IS
GETTING BETTER



BACKGROUND



CENTRAL HEALTH

In September 2023, the Central Health Board of Managers adopted an amendment to the FY 2024 budget spending plan to include \$125,000 to plan a "Latino Family Support Conference."

The Board defined this conference as *an event serving bilingual Latino and other non-English-speaking Travis County residents, focusing on mental health needs and healthcare disparities, and modeled after a similar event for African American families that's been held in Austin for more than two decades.*

ETHNICITY

- In areas of low income in Travis County, the Hispanic/Latino population is the dominant ethnicity, representing 60.2 percent in high and moderate-poverty census tracts.*
- Comparatively, 34.2 percent of Travis County's overall population is Latino as of 2022.*

*Source: Central Health 2022 Demographic Report (pg. 30)

COMBINED FOCUS AREAS



TRAVIS COUNTY

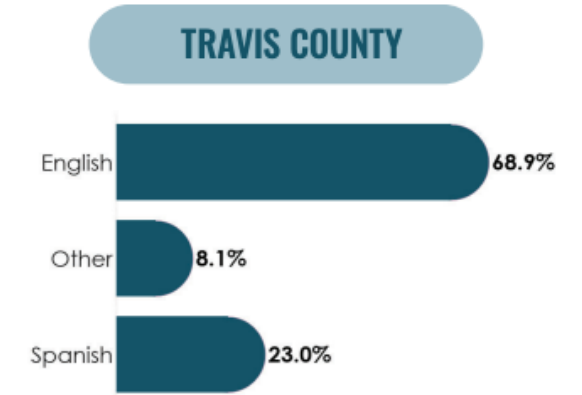
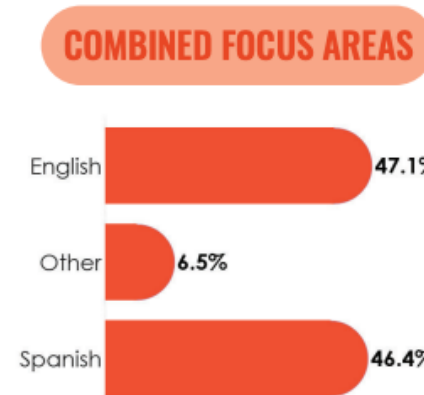


CENTRAL HEALTH

LANGUAGE

- In areas of high and moderate levels of poverty, English and Spanish are the primary language of almost equal percentages of residents (47.1 percent and 46.4 percent, respectively).*
- Comparatively, across all of Travis County, English is the predominantly spoken language (68.9 percent).*
- The most widely spoken language other than English or Spanish in high- and moderate-poverty areas in 2022 was Vietnamese (1.5 percent).*

*Source: Central Health 2022 Demographic Report (pg. 31)



EVENT CONCEPT RECOMMENDATIONS



CENTRAL HEALTH

- The conference should be 100% bilingual (Spanish/English), making simultaneous interpretation services available in Vietnamese and other languages.
- Health disparity data of Central Health's Latino MAP enrollees should guide the content of the conference.
- Among Central Health's MAP enrollees, Latinos are most impacted by these long-term health conditions:
 - Heart disease
 - High blood pressure
 - Mental health and drug abuse
 - Diabetes

EVENT OBJECTIVE



CENTRAL HEALTH

Address the unique health challenges faced by Latinos living at or below 200% of the Federal Poverty Level (FPL) in Travis County by:

- Destigmatizing chronic illness and mental health conditions.
- Providing valuable information, resources, and support to manage and prevent chronic mental and physical health conditions.

DESIRED OUTCOMES



CENTRAL HEALTH

- **Improved Health Literacy:** Increase awareness and understanding of chronic disease prevention and management, leading to improved health outcomes.
- **Enhanced Community Networks:** Strengthen community bonds and support systems, fostering a sense of belonging and mutual assistance.
- **Increased Access to Care:** Enable better access to healthcare services by bridging gaps and addressing barriers.
- **Cultural Sensitivity:** Cultivate a culturally sensitive environment, benefiting both patients and healthcare providers.

NEXT STEPS

1. Staff will form a planning workgroup and a community advisory committee to further develop and refine the concept of the Latino Family Support Conference.
2. These groups will be tasked with outlining specific details, such as event logistics, potential speakers, and collaboration with community partners.
3. Staff will continue updating the Board of Managers through the event planning process.



CENTRAL HEALTH

Thank you

Iván Dávila

Sr. Director, Marketing and Communications

Yesenia Ramos



Community Engagement Supervisor

CENTRAL HEALTH



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

January 17, 2024

AGENDA ITEM 5

Review tentative reporting schedules for Fiscal Year 2024. *(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 January 17, 2024

Who will present the agenda item? (Name, Title) No presentation

General Item Description Review the tentative reporting schedules for Fiscal Year 2024.

Is this an informational or action item? Informational Item

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:

- Review the tentative reporting schedules for Fiscal Year 2024 activities and programs pursuant to the strategic directions established in the Fiscal Year 2024 budget resolution adopted by the
- 1) Board of Managers.
- 2) _____

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

Estimated time needed for presentation & questions? No presentation

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

Form Prepared By/Date Submitted: Briana Yanes/January 11, 2024

DRAFT FOR DISCUSSION PURPOSES ONLY.

Increase Access and Capacity			
Executive Sponsor(s)	Strategic Priorities	Format	Report Out Month(s)
Stephanie McDonald Jon Morgan Dr. Schalscha	SITE EXPANSIONS. Continue site expansions with opening new health centers in Hornsby Bend and Del Valle and commencing with engineering and design for Colony Park Launch, and initial phases of multispecialty services at the East Austin and the Rosewood-Zaragosa clinics.	Presentation/Memo Update	RZ: April or May ETC: As needed to report on critical milestones on site expansions.
Monica Crowley Jon Morgan	INCREASED FUNDING FOR BEHAVIORAL HEALTH AND SUD PROGRAMS/SERVICES PROVIDED BY INTEGRAL CARE. Enhance behavioral health and substance use treatment integration into comprehensive care models, including health related support for diversion or deflection services in conjunction with other local efforts. In addition, increase the funding amount in Integral Care’s FY2023 service agreement by \$7 million for program services that intersect and align with both Central Health’s and Integral Care’s missions to enhance services for low income residents and improve health equity. The Central Health CEO will determine appropriate program services in collaboration with the Integral Care CEO and report to the Board of Managers by October 4th the programs identified and funded as advancing the missions of both organizations. Central Health will work with Integral Care to include programs and services such as the following: 1. Crisis Hotline Services 2. Health Equity Through CCBHC Project (prioritizes expanded access to integrated system of care to address population health disparities) 3. Continued Mobile Crisis Outreach Teams (MCOT) and System of Care Services 4. Mood Treatment Center Services (intensive OP services to individuals with bipolar disorder) 5. Expanded Community Mental Health Center Services (to address continued growth of population and community needs) 6. Wellness Services (nutrition and tobacco cessation for individuals with SMI)	Verbal Update/Memo	December or January June or July
Jon Morgan Dr. Schalscha	MEDICAL RESPITE AT CAMERON ROAD. Develop and right size clinical and support services to support the direct practice of medicine, including expanding Medical Respite staff to support contracted services and to develop the future Cameron Road site.	Presentation	August/September
Jon Morgan Dr. Schalscha	STREET MEDICINE/MOBILE CLINICS. Increase health care services offered through street medicine and mobile clinic teams.	Presentation	March or April August or September
Dr. Schalscha Jeannie Virden	HIGHER-ED WORKFORCE RECRUITMENT. Coordinate with local secondary and higher education institutions to provide scholarships, internships, and employment to support development of culturally affirming workforce in fulfillment of Central Health’s mission.	Memo Update	Quarterly

DRAFT FOR DISCUSSION PURPOSES ONLY.

Enhance Care Coordination with a Focus on Transitions of Care and Enabling Meaningful Information Sharing			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Jon Morgan Dr. Schalscha	EPIC, PATIENT PORTAL AND MYCHART. Continue buildout of Epic electronic health record for Central Health, including utilization of a patient portal and MYCHART.	Presentation	April or May
Jon Morgan Dr. Schalscha	TRANSITIONS OF CARE. Expand transitions of care program within Central Health’s practice of medicine in expansion of care teams, Care at Home and in skilled nursing facilities.	Presentation	April or May
Jon Morgan Dr. Schalscha	CENTRAL HEALTH NAVIGATION CTR. Improve care coordination and member engagement through the continued development of the Central Health Navigation Center, focused on connecting and guiding patients and members to appropriate care and resources.	Presentation	April or May
Enhance Member Enrollment and Engagement			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Jon Morgan Dr. Schalscha	EXPAND ENROLLMENT SERVICES INCLUDING VIRTUAL ENROLLMENT. Expand enrollment services, including virtual enrollment, in support of new Central Health facilities and clinical practices.	Presentation	April or May
Ted Burton	HIGH NEED REGION ENGAGEMENT. Continue engagement in high-need planning and assessment regions.	Presentation/Memo Update	Q4
Continue to Develop System of Care Infrastructure			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Monica Crowley	PERFORMANCE TRACKING (KPI). Complete development of performance tracking plan and indicators to measure progress of core elements of the Healthcare Equity Implementation Plan.	Presentation	Q2 or Q3
Monica Crowley Jeff Knodel	OVERSIGHT PROGRAMS. Work to develop and implement oversight programs including hospital care and other service delivery programs.	Verbal Update/Memo	As needed
Monica Crowley	HOSPITAL CAPACITY. Implement work related to hospital capacity and hospital care coordination initiatives.	Verbal Update/ Presentation	Q2

DRAFT FOR DISCUSSION PURPOSES ONLY.

Continue to Develop System of Care Infrastructure			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Jon Morgan Dr. Schalscha	DIRECT PRACTIC INFRASTRUCTURE. Develop direct clinical practice infrastructure and continue building out clinical services teams.	Presentation	April or May
Stephanie McDonald (Lead) Executive Team	CENTRAL HEALTH INFRASTRUCTURE. Continue development of Central Health departmental infrastructure including department expansions to support organizational growth including, administrative support, recruitment, hiring, retention, workforce development, employee engagement, legal, strategy, compliance and risk management, marketing and communication, finance and procurement, joint technology, human resources and facilities management.	Memo Update and Recommendations for FY25 Budget	As needed and April 2024
Jeannie Virden	SURVEY TOOL. Acquire and implement a modern survey tool to support employee retention and satisfaction.	Memo Update	Quarterly
John Clark	JOINT TECH SYSTEMS. Expand joint technology systems and applications to provide operational support and address cyber security, infrastructure, support services, and data management, analytics and reporting systems.	Presentation/Memo	Quarterly
Support Operations			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Jeannie Virden	ORGANIZATIONAL GROWTH. Central Health prioritization of staffing to support organizational growth and enhancement of operational capabilities.	Memo Update	Quarterly
Monica Crowley Jeff Knodel	PERFORMANCE AUDIT. The Performance Review and Audit, conducted pursuant to an Interlocal Agreement with Travis County, as a means of obtaining a five-year performance review.	Verbal Update	February, May and June

DRAFT FOR DISCUSSION PURPOSES ONLY.

Support Operations			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Monica Crowley Jon Morgan Jeff Knodel Perla Cavazos	ENROLLMENT OF JAIL INMATES INTO CENTRAL HEALTH COVERAGE PROGRAMS. Staff coordination with Travis County, including the Sheriff’s Department, to allocate resources to the eligibility and enrollment of low-income county jail inmates in applicable care programs and pursue a shared-cost assessment regarding county jail inmate health needs and care models, including historical and ideal states and associated costs.	Verbal Update	End of Q2/Early Q3
Jon Morgan Monica Crowley	BLACK MEN'S HEALTHCARE CLINIC NTE (INITIAL). Resolved, that the Central Health Board of Managers provide financial support for the delivery of care and related support for low-income persons within the Black Mens’ Health Clinic. These funds will be provided in the services agreement with CommunityUnity Care, not to exceed \$500,000, to support expansion of clinical capacity, related outreach, and resources to include dedicated clinicians and support staff to offer services Monday thru Friday and extended evening, walk-up, or weekend hours to the greatest extent possible, with identified performance measures approved by Central Health and CommUnity Care.	Presentation/Memo Update	June-Sept
CEO Jon Morgan Monica Crowley Dr. Schalscha	INTEGRAL CARE SERVICE DELIVERY COORDINATION. Considering recent fiscal challenges facing Integral Care, Central Health staff will regularly coordinate with Integral Care to develop approaches to avoid disruptions or delays in the mental and behavioral health services for the low-income population in Travis County. Central Health staff will take steps to avoid, as expeditiously as possible, such service disruptions to eligible, low income persons and may utilize additional contingency reserves to do so, provided that Central Health staff seek Board approval prior to the expenditure of funds under this section. Central Health staff will report to the Board of Managers Budget Committee on a regular basis any allocation of reserves for this purpose, with the first report occurring at the next Budget Committee meeting. This section is intended to take effect if the additional funding specified in Paragraph B. subsection a.ii. is insufficient to avoid disruptions or delays in services.	Verbal Update	June/July/August/ September
Dr. Schalscha Jon Morgan	CANCER PREVENTIONS. Ensure cancer screening, diagnosis, and treatment services are developed for staging of priorities within the Healthcare Equity Plan, building on cancer services efforts supported by the Central Health FY 2023 Budget Resolution.	Memo Update	April or May

DRAFT FOR DISCUSSION PURPOSES ONLY.

Support Operations			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Monica Crowley Jon Morgan Jeff Knodel Perla Cavazos	<p>JAIL SERVICES.</p> <p>a. The Board of Managers is committed to partnering with the County to develop more effective and sustainable care models to address the needs onflow-income eligible incarcerated individuals. The BOM is committed to co-funding a joint study with Travis County, and other appropriate partners to assess physical, mental, behavioral, and Substance Use Disorder (SUD) care models for serving this population.</p> <p>b. Historic and current analysis of most common conditions, causes of conditions, including if they are pre-existing, treatment efficacy, and final outcomes. Cost analysis including funding sources and billing providers, this specifically would include a review, in the interest of both fiscal analysis and accuracy, including but not limited to health care services billed by providers to the Medicaid funding source when applicable for eligible patients and service billed by providers at "list price" or non-insured market rates.</p> <p>c. Substantial progress within 90-days to enroll individuals who are low-income, uninsured, and residing in Travis County in a health program and connecting to Central Health's contracted or provided services, whether incarcerated or at-risk of incarceration while in law enforcement custody at County jail facilities; commencement of 90-day period conditional on commitment and summary staffing plan from County to support planning and implementation and essential contracts with the Sherriff's' Department. The Board amends the Budget to add \$2 million to fund supplemental healthcare pilot for FY24 for eligible Travis County residents for the purposes stated above.</p>	Verbal Update	End of Q2/Early Q3
Jon Morgan	<p>INTERLOCAL SERVICES AGREEMENT WITH INTEGRAL CARE. The Board of Managers is committed to continued partnership with Integral Care and will collaborate with Integral Care to consider development of an ongoing Interlocal Agreement or services agreement to provide mental, behavioral, and SUD services for low income eligible persons.</p>	Verbal Update	June/July August/September
Monica Crowley Jon Morgan Dr. Schalscha	<p>FUNDING FOR DIVERSION SERVICES. The Board of Managers has committed to \$1.5 million for a diversion services pilot as allocated in Schedule B of the FY 2024 budget.</p>	Verbal Update	December

DRAFT FOR DISCUSSION PURPOSES ONLY.

Support Operations			
Executive Sponsor	Strategic Priorities	Format	Report Out Month(s)
Monica Crowley Jon Morgan Dr. Schalscha	ADDITIONAL FUNDING SUPPORT FOR BLACK MENS HEALTHCARE CLINIC. The Board of Managers adds an additional \$500,000 to the CommUnityCare contract for the purposes of supporting and enhancing the Black Men's Healthcare Clinic to provide additional services, additional outreach, and to work with the Latino and non-English speaking populations, particularly on Latino outreach efforts, focusing on men of color and non-English speaking populations for the next FY24 budget.	Presentation	Q2 & Q3
Monica Crowley Dr. Schalscha Jon Morgan Jeff Knodel	HEALTHCARE EQUITY. The Board of Managers commits to analyzing the ability to accelerate the implementation of the projects in the health equity plan and other programs that support the goals of a more equitable health system.	Presentation	Q2/February
Jon Morgan	EXTEND MAP ELIGIBILITY PERIOD. The Board of Managers reiterates its commitment to extend the eligibility period for MAP patients from 6 to 12 months as soon as it is legally possible to do so and will consider amending the budget as necessary to fund such extension.	Verbal Update	As Needed



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

January 17, 2024

AGENDA ITEM 6

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