



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, July 27, 2022, 4:00 p.m.

Videoconference meeting¹

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

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

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

<https://meetings.ringcentral.com/j/1491205436?pwd=SFZzdkdDeW9BRFZvT0tJdThyVC84UT09>

Password: 6373767

Or to participate by telephone only:

Dial: (888) 501-0031

Meeting ID: 149 120 5436

Effective September 1, 2021, Governor Abbott has rescinded emergency waivers allowing Open Meetings to be conducted virtually. To reduce the possibility of infection as a result of attendance at in-person meetings, the Committee will meet via videoconference with a quorum present in person and allow public participation via videoconference and telephone as allowed under the Open Meetings Act. Although a quorum of the Committee will be physically present at the location posted in this meeting notice, we strongly encourage all members of the public to observe the meeting virtually and participate in public comment, if desired, through the virtual meeting link or telephone number listed on this meeting notice.

Members of the public who attend in person should conduct a self-assessment before coming to the building to ensure they do not have a high temperature or any symptoms of COVID-19.

Anyone who is symptomatic and/or has a fever should contact their healthcare provider for further instructions. Symptomatic members of the public can still participate, if desired, through the virtual meeting link or telephone number listed on this meeting notice. Resources related to COVID-19 can be found at the following link:

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

A member of the public who wishes to make comments virtually during the Public Communication portion of the meeting must properly register with Central Health **no later than 2:30 p.m. on July 27, 2022**. 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 June 8, 2022 meeting of the Strategic Planning Committee. (*Action Item*)
2. Discuss and take appropriate action to approve a consultant contract for the next phase of Central Health's ongoing Equity-Based Systems Planning work, which includes developing operational implementation and financial sustainability plans in support of the Board adopted Healthcare Equity Plan (aka Equity-focused Service Delivery Strategic Plan). (*Action Item*)
3. Receive and discuss an update on Communications and Community Engagement activities and initiatives. (*Informational Item*)
4. Receive an update on the Central Health Community Healthcare Initiatives Fund (CHIF). (*Informational Item*)
5. Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)

¹ Although emergency orders allowing for fully virtual meetings have expired, the Travis County area continues to have some COVID-19 infections. This meeting may include one or more members 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

July 27, 2022

AGENDA ITEM 1

Review and approve the minutes of the June 8, 2022 meeting of the Strategic Planning Committee.
(*Action Item*)

MINUTES OF MEETING – JUNE 8, 2022
CENTRAL HEALTH
STRATEGIC PLANNING COMMITTEE

On Tuesday, June 8, 2022, a meeting of the Central Health Strategic Planning Committee convened in open session at 12:08 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 Museitif, and Manager Valadez

Board members present via audio and video or in person: Manager Bell, Manager Zamora, and Manager Motwani

Absent: Manager Greenberg

PUBLIC COMMUNICATION

Clerk's Notes: Public Communication began at 12:08 p.m. Yesenia Ramos announced that no speakers signed up for Public Communication.

COMMITTEE AGENDA

1. **Review and approve the minutes of the March 9 and May 11, 2022 meetings of the Strategic Planning Committee.**

Clerk's Notes: Discussion on this item began at 12:09 p.m.

Manager Valadez moved that the Committee approve the minutes of the March 9 and May 11, 2022 meetings of the Strategic Planning Committee.

Manager Museitif seconded the motion.

Chairperson Brinson	For
Manager Greenberg	Absent
Manager Jones	For
Manager Museitif	For
Manager Valadez	For

2. **Receive and discuss an update on the next phase of Central Health's ongoing Equity-Based Systems Planning work which includes developing operational implementation and financial sustainability plans in support of the board adopted Healthcare Equity Plan (aka Equity-focused Service Delivery Strategic Plan).**

Clerk's Notes: Discussion on this item began at 12:11 p.m. Ms. Monica Crowley, Chief Strategy Officer & Senior Counsel, briefly updated Managers to let them know that on May 26, 2022, Central Health was informed that its grant proposal to Episcopal Health Foundation for \$600,000 for Phase II Operational Implementation and Financial Sustainability Planning was approved. Lastly, she let them know that the RFP process for consulting services is ongoing and should be complete within the next few weeks.

3. **Receive and discuss updates on the proposed Fiscal Year (FY) 2023 Strategic Priorities, including multi-specialty clinic services at the Rosewood Zaragosa Health Center, direct**

clinical practice infrastructure, and Central Health's implementation of the Epic electronic health record software.

Clerk's Notes: Discussion on this item began at 12:16 p.m. Mr. Mike Geeslin, President & CEO; Dr. Alan Schalscha, Chief Medical Officer; and Mr. Jonathan Morgan, VP & Chief Operating Officer, presented on this item. First, the presentation looked at the Rosewood-Zaragosa multi-specialty clinic services, which included scope of services and specialties; onsite diagnostics; expanded capacity and planned staffing; and opportunities for enhanced patient experience and outcomes and partner collaboration. Next, the presentation reviewed direct clinical services infrastructure, which included an overview of functions and dependencies, planned staffing, and scalable function and anticipated efficiencies. Lastly, the presentation looked at the Central Health implementation of the Epic electronic health record system, which included alignment and collaboration with CommUnityCare, care continuity and data integration, and timeline/phases.

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

Manager Valadez moved that the Committee adjourn.

Manager Museitif seconded the motion.

Chairperson Brinson	For
Manager Greenberg	Absent
Manager Jones	For
Manager Museitif	For
Manager Valadez	For

The meeting was adjourned at 1:18 p.m.

Cynthia Brinson, Chairperson
Central Health Strategic Planning Committee

ATTESTED TO BY:

Cynthia Valadez, Secretary
Central Health Board of Managers



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

July 27, 2022

AGENDA ITEM 2

Discuss and take appropriate action to approve a consultant contract for the next phase of Central Health's ongoing Equity-Based Systems Planning work, which includes developing operational implementation and financial sustainability plans in support of the Board-adopted Healthcare Equity Plan (aka Equity-focused Service Delivery Strategic Plan). (*Action 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 July 27, 2022

Who will present the agenda item? (Name, Title) Monica Crowley, Balena Bunch

General Item Description Discuss and take appropriate action to approve a consultant for the next phase of Central Health's ongoing Equity-based Systems Planning which includes developing operational implementation and financial sustainability plans in support of the Board adopted Healthcare Equity Plan (aka Equity-focused Service Delivery Strategic Plan).

Is this an informational or action item? Action

Fiscal Impact \$400,000 (\$600,000 of the funding is grant supported)

Recommended Motion (if needed – action item) Delegate authority to the President and CEO to negotiate and execute a contract for up to \$975,000 on the terms identified in the staff presentation or terms at least as favorable to Central Health as those discussed.

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

- 1) In FY21, the Episcopal Health Foundation awarded Central Health a grant of \$600,000 to support equity-focused system of care planning including the engagement of consultants to assist with: a Voice of the Community Engagement; a community needs assessment focusing on the needs of the safety-net population in Travis County; a capabilities and gap assessment; and the development of a Service Delivery Strategic Plan (aka Healthcare Equity Plan).
- 2) In February of 2022, the Central Health board adopted an Equity-focused Service Delivery Strategic Plan (aka Healthcare Equity Plan) based upon the work described above.
- 3) Central Health took action on June 15, 2022 to accept an additional \$600,000 grant from Episcopal Health Foundation to support Central Health in implementing and operating a financially sustainable, comprehensive, high functioning and affordable safety-net system of care for Travis County.
- 4) An RFP for assistance in developing an operational implementational and financial sustainability plan related to the goals and imperatives of the Equity-Focused Service Delivery Strategic Plan was issued in April of 2022. The RFP was advertised on BidSync, Central Health's website and in community newspapers and websites. The solicitation closed on May 5, 2022. 38,117 vendors were notified including 6788 HUB vendors.
- 5) Guidehouse submitted the responsive proposal and it was scored based upon qualifications and overall value to Central Health. The Guidehouse team has extensive experience working with Central Health and healthcare systems serving low income populations in Texas and across the United States. Terms presented by staff include that the contract will be for a fixed fee of up to \$950,000 with a contract term of 1 year with 4 possible renewal options.



CENTRAL HEALTH

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

Presentation

Estimated time needed for presentation & questions?

25 minutes

Is closed session recommended? (Consult with attorneys.)

No

Form Prepared By/Date Submitted:

Monica Crowley, July 22, 2022

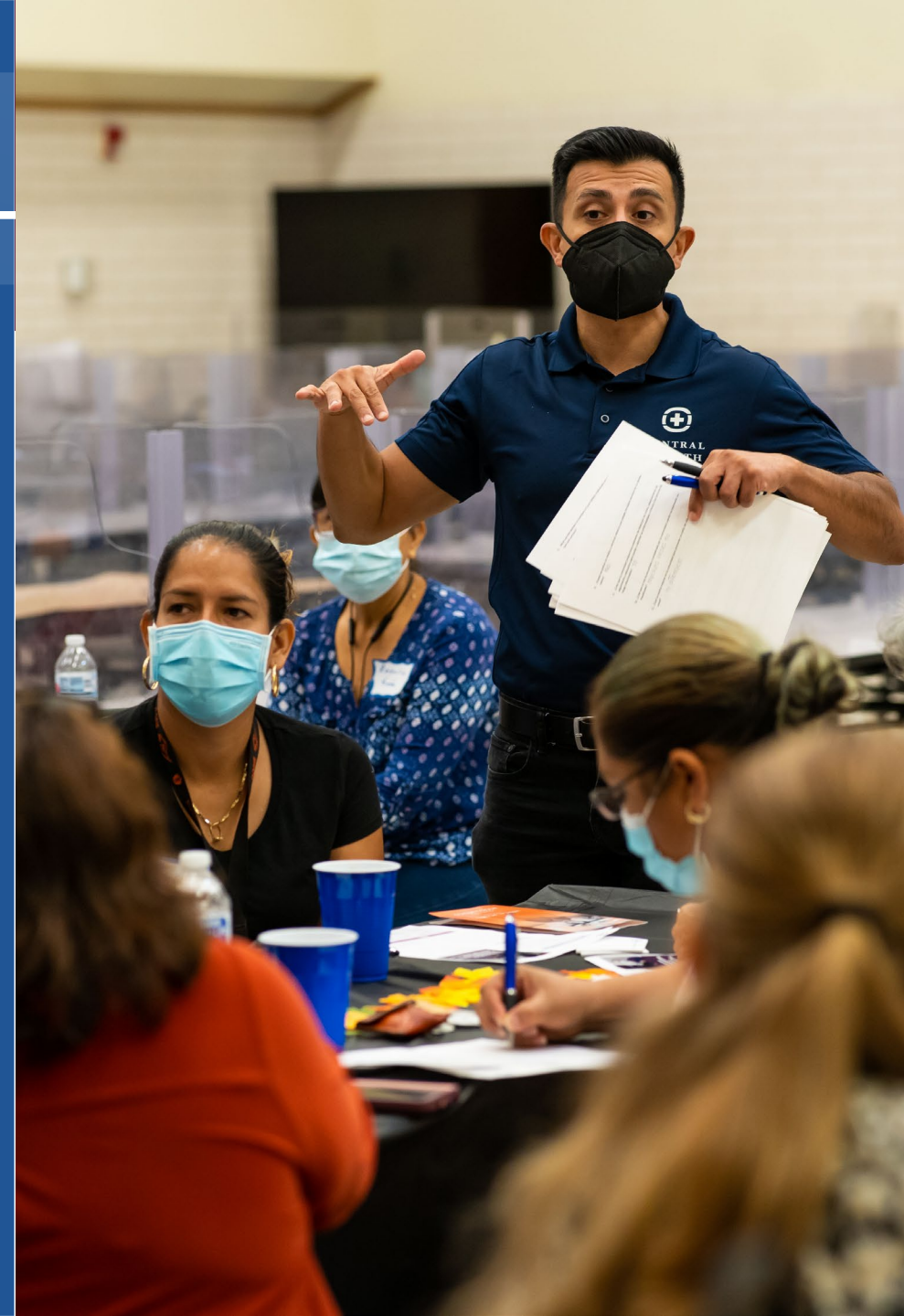


CENTRAL HEALTH

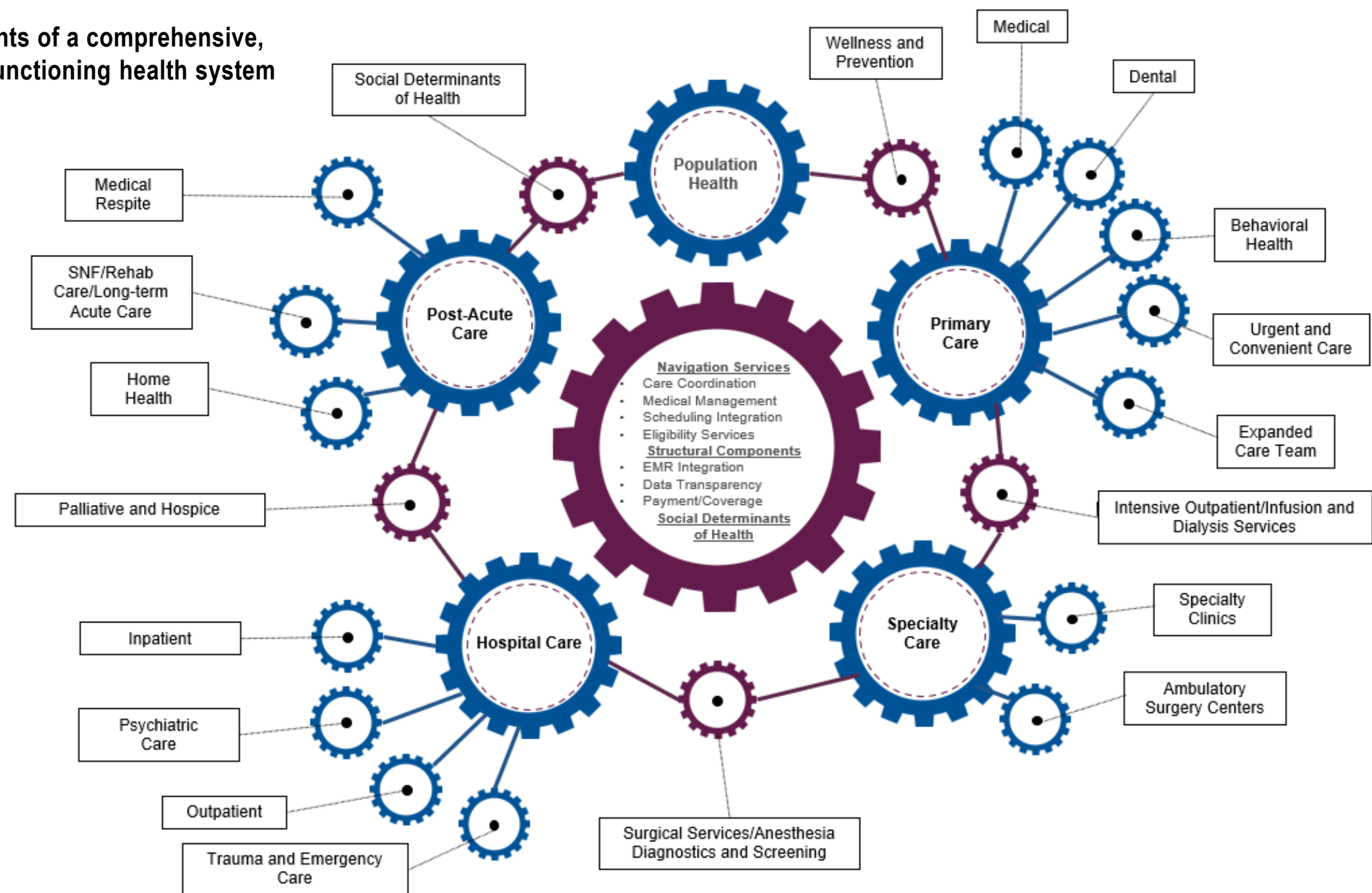
CommUnityCare | Sendero

Equity-based Systems Planning – Operational Implementation and Financial Sustainability Plan Consulting Engagement

Strategic Planning Committee
July 27, 2022



Elements of a comprehensive,
high-functioning health system



Healthcare Equity Plan

Goal: Develop an equitable system of care that is comprehensive and accountable, while optimizing the collective use of capabilities and resources to serve the safety-net population.

STRATEGIC IMPERATIVES



**ACCESS &
CAPACITY**



**CARE
COORDINATION**



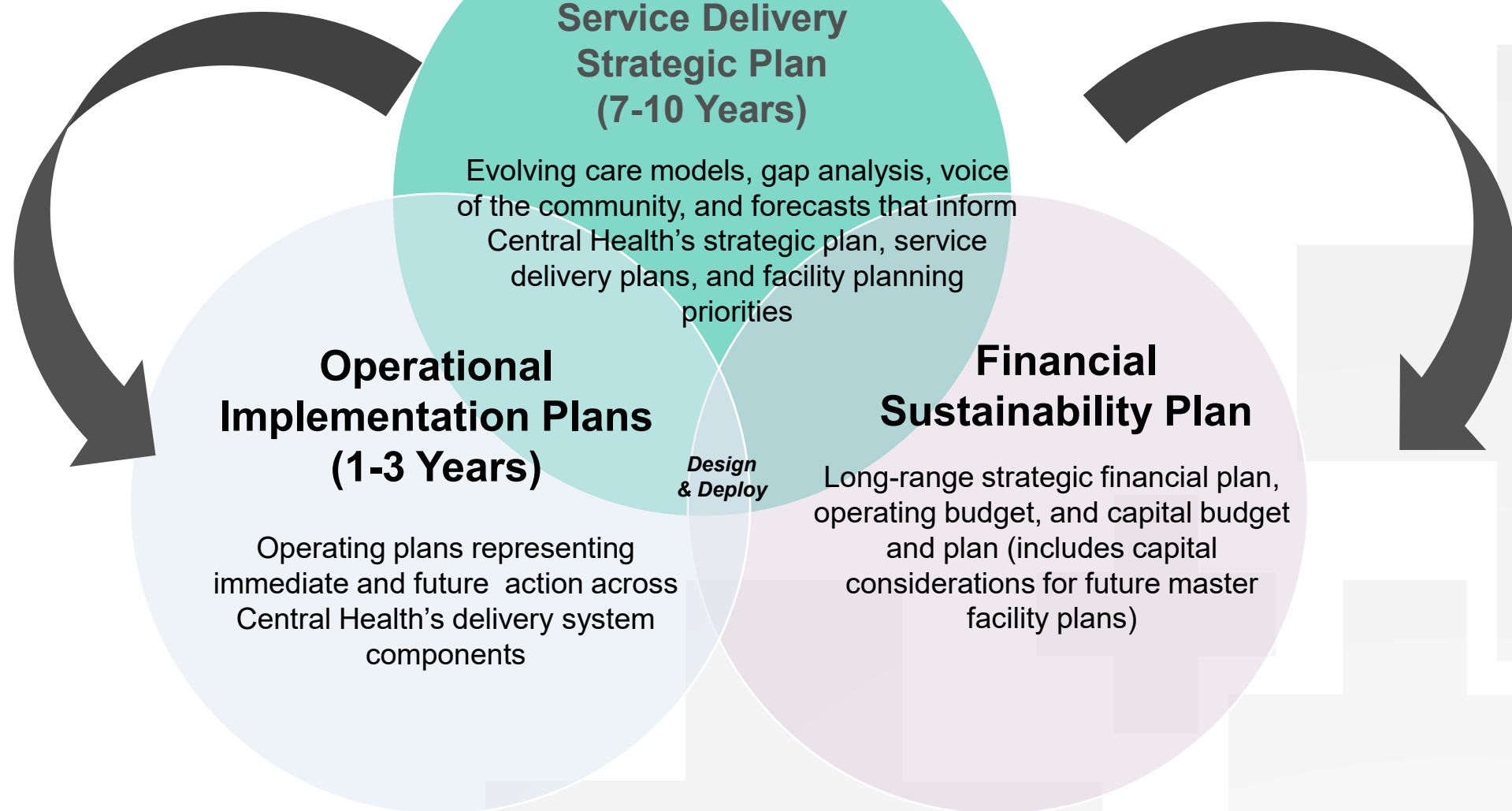
**MEMBER ENROLLMENT
& ENGAGEMENT**



**SYSTEM OF CARE
INFRASTRUCTURE**



The Equity-focused Service Delivery Strategic Plan will influence and drive operational and financial sustainability planning efforts



Primarily Grant Funded

- **Applied for additional Episcopal Health Foundation grant to fund this operational implementation and financial sustainability planning work earlier this year**
- **Awarded \$600,000 grant to support implementing and operating a financial sustainable, comprehensive, high functioning and affordable safety-net health care system in Travis County**
- **Central Health board of managers accepted the grant at its June 15, 2022 board meeting**



Procurement Process

- April, 2022- Issued RFP looking for Consultants to provide operational implementation and financial sustainability for the Equity focused Service Delivery Strategic Plan resulting from the 2021 Phase I work.
- Advertised in The Villager, LaVoz (English and Spanish), EIMundo (Spanish), and the Austin American Statesman and on BidSynch, Central Health's website and the ESBD-State website. In addition, Central Health emailed an advertisement notice to 765 vendors registered with the State Comptroller's office under "Consulting Services"
- Solicitation closed May 5, 2022 – 38,117 vendors were notified including 6788 HUB vendors
- Evaluation Committee comprised of eleven CH Executives and staff – all culturally diverse with experience working directly with the population targeted in this proposal
- One responsive proposal was received and evaluated by the evaluation team for qualifications and best overall value
- Notice of intent to award was sent to Guidehouse Inc.



Terms

- Initial contract term of 1 year with 4 possible renewals
- The contracts was negotiated at an amount not to exceed \$ 975,000– funded primarily through a \$600,000 grant from Episcopal Health Foundation and supplemented by funding that is budgeted in FY2022 and FY2023 budget priorities



Request

- **Delegate authority to the President and CEO:**
 - to negotiate and execute a consultant contract
 - for the next phase of the Equity-Based Systems Planning Work
 - which includes developing operational implementation and financial sustainability plans in support of the Healthcare Equity Plan.





CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

July 27, 2022

AGENDA ITEM 3

Receive and discuss an update on Communications and Community Engagement activities and initiatives. (*Informational Item*)



AGENDA ITEM SUBMISSION FORM

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Agenda Item Meeting Date	<u>7.27.22</u>
Who will present the agenda item? (Name, Title)	<u>Ted Burton, VP of Communications; Ivan Davila, Dir. of Communications and Community Engagement</u>
General Item Description	<u>Update on Communications, Community Engagement and Community Outreach Efforts</u>
Is this an informational or action item?	<u>Informational</u>
Fiscal Impact	<u>N/A</u>
Recommended Motion (if needed – action item)	<u>N/A</u>

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

- 1) Upcoming Community Conversations (FY23 Budget & Strategic Priorities)
- 2) MAP awareness/enrollment campaign (paid media)
- 3) MAP member campaign
- 4) MAP enrollment efforts (outreach)
- 5) Healthcare Equality Index Press Conference
- 6.) Health Champions Program

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.)	<u>PPT</u>
Estimated time needed for presentation & questions?	<u>10 minutes</u>
Form Prepared By/Date Submitted:	<u>Ted Burton, 7.21.22</u>



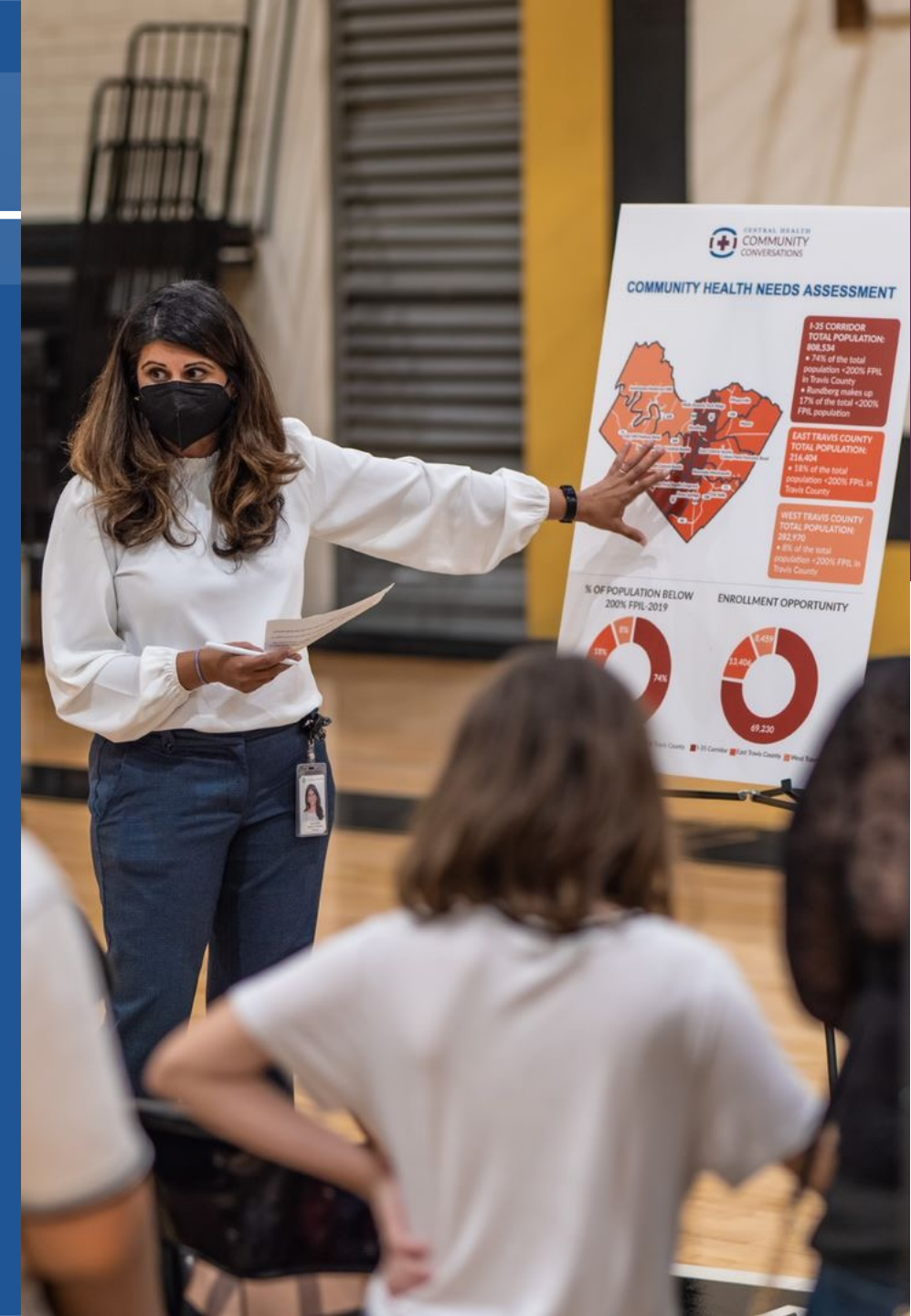
CENTRAL HEALTH

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COMMUNICATIONS UPDATE

*Board of Managers Meeting
July 27, 2022*

Presenters:
Ted Burton, VP of Communications
Iván Dávila, Dir. of Communications and Community
Engagement



AGENDA

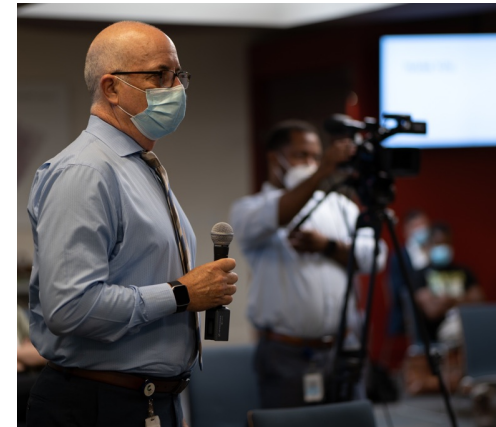
1. Community Engagement
2. MAP Marketing and Outreach
3. Social Media
4. Media Relations

COMMUNITY ENGAGEMENT

Community Conversations & Community Health Champions

HEALTHCARE EQUITY PLAN COMMUNITY CONVERSATIONS

- **Thursday, June 9** | 6 – 7:30 p.m.
 - English & Spanish
Navarro Early College H.S.
- **Thursday, June 16** | 11 a.m. - 12:30 p.m.
 - Central Health Headquarters - 1111 E Cesar Chavez St. & streamed on [Facebook Live](#)
- **Thursday, June 23** | 11 a.m.-12:30 p.m.
 - English & Spanish
Southeast Health & Wellness Center - 2901 Montopolis Dr.



FY 2023 BUDGET COMMUNITY CONVERSATIONS

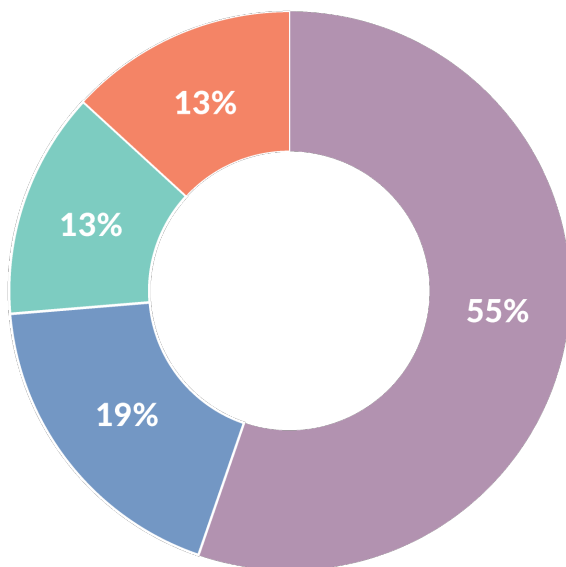
- **Thursday, August 4** | 6:30-8 p.m.
 - English & Spanish
Turner Roberts Recreation Center - 7201
Colony Loop Dr.
- **Tuesday, August 9** | 11 a.m.-12:30 p.m.
 - English & Spanish
Southeast Health & Wellness Center - 2901
Montopolis Dr.
- **Thursday, August 18** | 11 a.m. - 12:30 p.m.
 - Central Health Headquarters - 1111 E
Cesar Chavez St. & streamed
on [Facebook Live](#)



COMMUNITY HEALTH CHAMPIONS: 2022 CLASS

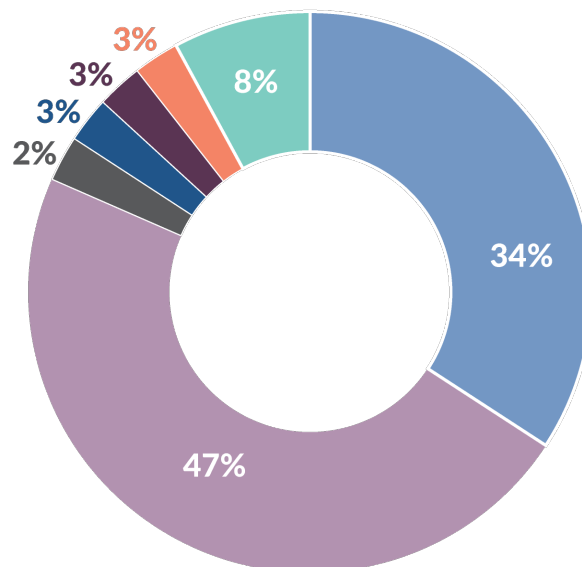
COMMUNITY HEALTH CHAMPIONS DEMOGRAPHICS

RACE/ETHNICITY IDENTITY
n=38



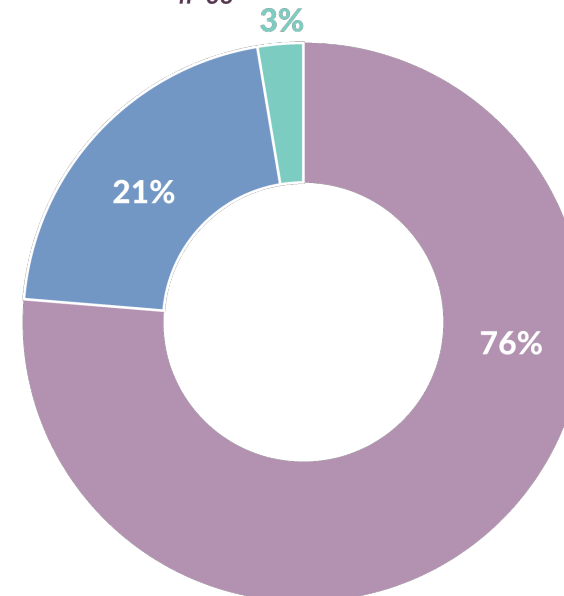
55% Latino
19% White Non-latino
13% Asian or Pacific Islander
13% Black Non-latino

LANGUAGE PREFERENCE
n=38



47% English/Spanish
34% English only
8% Spanish only
3% English/Portuguese
3% English/Hindi
3% English/Vietnamese
2% English/French

GENDER IDENTITY
n=38



76% Female
21% Male
3% Non-binary

COMMUNITY HEALTH CHAMPIONS: PUBLISHED ALUMNI PROFILES



RICARDO A. GARAY

Ricardo A. Garay serves as a program manager for the community engagement and health equity team under the Department of Population Health. He also serves as a facilitator for Dell Medical School's Community Strategy Team and serves as an advocate for community health workers in Central Texas.



NORA DE HOYOS COMSTOCK

Nora de Hoyos Comstock, Ph.D., is an entrepreneur, business leader, and pioneer in utilizing social media to build a community for Latinas. Nora believes that education, which translates into hope and opportunity, is the single most important factor that can transform lives.



MARAM MUSEITIF

Maram Museitif is a public health and health care professional with more than 10 years of experience working in large research, academic, and government health settings, and has a solid understanding of the challenges facing health care delivery in the United States and globally.



AMIT MOTWANI

Amit Motwani was appointed to the Central Health Board of Managers by Travis County and the City of Austin in November of 2020. His participation in Central Health's Community Health Champions program in 2017 provided him with a thorough understanding of the complexities around providing healthcare for Travis County residents with low income.

MAP MARKETING & OUTREACH

COMMUNITY OUTREACH

- **GOAL:** Increase awareness of MAP/MAP Basic
- **OBJECTIVE:** Increase the number of leads generated and converted
- **RESULTS:** From Jan. 1 – April 30, 15% of the 350 leads became members.



MAP MARKETING

GOAL: Increase awareness of MAP/MAP Basic

OBJECTIVES: Increase the number of website page views and activity on this page; generate leads

TIMELINE: Aug. 1 – Sept. 30

METHODS:


- Grassroots Community Outreach
- Social Media
- Gas Station Toppers
- Bus Stops
- Bus Ads



**Uninsured?
MAP can help.**

MAP is the way to quality health care for those who are uninsured and have low income. Call or visit us online today to see if MAP is right for you.

Apply for MAP today.
512.978.8130 | apply4map.net

 CENTRAL HEALTH |  MAP



**¿Sin seguro médico?
MAP le puede ayudar.**

MAP es el camino hacia atención médica de calidad para aquellos sin seguro médico y de bajos ingresos. Llame o visítenos en línea para ver si MAP es apropiado para usted.

Aplique a MAP hoy.
512.978.8130 | inscribaseamap.net

 CENTRAL HEALTH |  MAP

MAP MEMBER EDUCATION & ENGAGEMENT

GOAL: Inform existing MAP/MAP Basic members about the services they can access and how to access them, the importance of establishing care once enrolled, and when and how to renew their coverage.

OBJECTIVES: Establish benchmarks for calls to action – e.g.: make your first appointment, renew your coverage.

TIMELINE: Ongoing

METHODS:

- Community Outreach Specialists
- Branded Emails
- Text Messages
- Direct Mail
- Videos
- Social Media
- New member tool kits
- Various brochures

SOCIAL MEDIA

SOCIAL MEDIA SUMMARY

Social Media Metrics (June-July)

272 published posts

- Twitter: 90
- Facebook: 112
- Instagram: 70

661,084 Impressions

9,828 Engagements

Top Performing Facebook Post

- Eastern Travis County service expansion
- Reached 35,918 people



MEDIA RELATIONS



PRESS CONFERENCE: CENTRAL HEALTH EQUITY POLICY COUNCIL HEALTHCARE EQUALITY INDEX INITIATIVE



CENTRAL HEALTH
ADVANCING LGBTQIA+ HEALTHCARE EQUALITY



Travis County Launch of Healthcare Equality Index (HEI)

Healthcare leaders will make a public pledge to earn Healthcare Equality Index (HEI) national ranking for providing the optimum level of care for the LGBTQ2IA+ community

Organizations: CommUnityCare, People's Community Clinic, Integral Care

Date: Week of Aug 15th

Location: Central Health Southeast Health & Wellness Center



MEDIA RELATIONS SUMMARY

Press Releases (English/Spanish:

- Community Health Champions Recruitment (5.17.22)
- Opioid Crisis (6.2.22)
- Summer Lunch Program Promotion Summer meals (6.7.22)
- Healthcare Equity Plan Community Conversations (6.4.22)
- Central Health FY23 Tax Exemptions (6.21.22)
- Announcing New Community Health Champions (7.24.22)

Media Briefings and Support

- **Nicole Villapando, Austin American-Statesman.** Topics: Upcoming Central Health performance review; FY23 budget; Upcoming Dell Med presentation and funding model; and Healthcare Equity Plan.
- **Seema Mathur, KUT.** Topics: General overview of Central Health and history; Clinic expansion; Community Health Champions; Healthcare Equality Index; Upcoming Dell Med presentation; Upcoming Community Conversations; and Healthcare Equity Plan.

Letter to the Editor

- Submitted letter to the editor on behalf of Dr. Bell and Dr. Brinson (5.3.22) following critical op-ed.

THE AUSTIN CHRONICLE

Central Health Responds

RECEIVED TUE., MAY 3, 2022

Dear Editor,

An op-ed appeared in the April 22 edition of *The Austin Chronicle* about Central Health [["When It Comes to Health Care in Austin, There Can Be No Equity Without Accountability"](#)] that included misleading and inaccurate statements about our mission to serve people with low income and combat health care inequities in Travis County. We at Central Health want to set the record straight.

Unfortunately, pending litigation involving some members of Health Equity First, the group responsible for the editorial, prevents us from delving into specifics about some of the issues raised. The op-ed is based on the group's "Red Flag Report" and contains misinformation and misleading allegations, some of which are related to that lawsuit against Central Health.

Created by Travis County voters in 2004, Central Health's mission is to improve the health of the community by caring for those who need it most. We are empowering communities with care by building a better health care system.

Within the last month, Central Health has broken ground on two new health centers in eastern Travis County that are scheduled to open next summer. These health centers, located in Hornsby Bend and Del Valle, augment health care in some of the most underserved communities in Travis County, and residents who live in those communities are helping us design the spaces and the services that will be offered.

[We were proud to break ground with members of the Travis County Commissioners Court, Austin City](#)



THANK YOU





CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

July 27, 2022

AGENDA ITEM 4

Receive an update on the Central Health Community Healthcare Initiatives Fund (CHIF).
(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	<u>July 27, 2022</u>
Who will present the agenda item? (Name, Title)	<u>Mike Geeslin, Balena Bunch</u>
General Item Description	<u>Receive and discuss an update on the Request for Proposals for the Community Healthcare Initiative Fund (CHIF)</u>
Is this an informational or action item?	<u>Informational</u>
Fiscal Impact	<u>TBD</u>
Recommended Motion (if needed – action item)	<u>N/A</u>

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

- 1) The Central Health Board developed the CHIF to contract for needed services provided by community groups, nonprofits, and private businesses working to address health inequities among Travis County residents with low incomes.
- 2) An RFI was released as part of this effort. The information gathered from the RFI was combined with the Healthcare Equity Plan and Safety Net Community Health Needs Assessment findings to develop an RFP.
- 3) The RFP was posted April 27, 2022 and the solicitation is still open.

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.)	<u>Verbal Update</u>
Estimated time needed for presentation & questions?	<u>20 minutes</u>
Is closed session recommended? (Consult with attorneys.)	<u>Update board on an open solicitation</u>
Form Prepared By/Date Submitted:	<u>Balena Bunch, July 21, 2022</u>



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

July 27, 2022

AGENDA ITEM 5

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