HEALTH IS CENTRAL
Transforming care for a healthier community
2017–2019 STRATEGIC PLAN
Who We Are

In 2004, Travis County voters approved the creation of Central Health as a hospital district under Chapter 281 of the Texas Health and Safety Code. Central Health is a separate political subdivision of the State of Texas and is governed by a nine-member volunteer Board of Managers. Central Health’s geographical boundaries are contiguous with those of Travis County. Central Health’s primary source of revenue is local property taxes, which it dedicates toward improving the quality of health care and outcomes, as well as increasing the volume of services.

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 health care access.

RESPECT: We honor our relationship with those we serve and those with whom we work.

COLLABORATION: We partner with others to improve the health of our community.
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Dear friends, colleagues and neighbors,

We are proud to present to you the Central Health 2017-19 Strategic Plan. This plan serves as both a bridge from our previous plan and a guide for our future work as we embark upon new efforts to measurably improve the health of the community we serve.

Our work is vital to our community and never complete. While Travis County’s economy is thriving in many ways, there remains a large number of our neighbors in need of access to the health care services Central Health provides. To ensure our critical work keeps pace with community needs and we remain good stewards of taxpayer funding, we dedicate significant time and resources toward developing a new plan every three years, as well as monitoring and reporting our progress on those plans.

We cannot achieve all of our goals alone. Therefore, this plan incorporates the work of our affiliated entities—CommUnityCare Health Centers, the Community Care Collaborative, and Sendero Health Plans. Each entity has a tremendous role in helping us improve the health of our low-income and uninsured populations. Fulfilling our mission also requires collaboration with local partners in the health care community, such as the Seton Healthcare Family and the Dell Medical School at The University of Texas at Austin, as well as the continued support of the residents of Travis County.

During the development of the Central Health 2017-19 Strategic Plan, we received invaluable feedback from patients, community leaders and health care experts. Our staff and board members utilized their input to develop three guiding principles—Transformation, Stewardship, and Partnership—that we believe reflect the unique needs and assets of our community. At the end of the plan, you will find the eight unique measures we developed to gauge our work and sustainable progress over the life of this plan and into the future.

As you know, Central Health is an indispensable asset for the residents of Travis County. Our work is a reflection of our residents’ values and commitment to care for those most in need. We hope you take the time to review this plan, and continue to offer us feedback and opinions on how we can achieve our vision of transforming Central Texas into a model healthy community.

PATRICIA A. YOUNG BROWN, CPA  
Central Health President and CEO

WILLIAM “KIRK” KUYKENDALL, J.D.  
Central Health Board of Managers,  
Strategic Planning Committee Chair
Our new plan and our new mission

Central Health was created in 2004 by the voters of Travis County to ensure the availability of quality health care to low income and uninsured residents. To help establish benchmarks and ensure Central Health adapts to the changing local health care environment, every third year Central Health’s Board of Managers adopts a new strategic plan. The 2017-19 Central Health Strategic Plan represents the fourth iteration of this guiding document.

Since starting operations, Central Health has emphasized increasing the volume of health care services it funds for Travis County’s low income and uninsured residents. For example, in 2015 Central Health funded more than 376,000 primary care visits, more than double the total from 2005. Additionally, Central Health continues to increase the number of unduplicated patients it provides funding for, with a five-year increase of more than 32,000 patients from 2011 to 2015.

Going forward, Central Health is placing added emphasis on improving the outcomes of patients, as well as increasing the volume of services it provides. Central Health’s updated mission statement—

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

reflects this added focus on the quality and volume of health care.

Central Health continues to deliver on the promises made to the voters of Travis County who supported a 2012 referendum to increase local property taxes. The added revenue allows Central Health to leverage hundreds of millions of dollars in federal funds and support Austin’s first medical school—the Dell Medical School at the University of Texas at Austin.

Central Health’s funding is being felt in Travis County communities through increased access to primary care; innovative community clinics such as the Central Health Southeast Health & Wellness Center; and transformative projects that are curing Hepatitis C, delivering new access to care for the homeless population, redesigning treatment for chronic diseases such as diabetes, and more.

This work requires the alignment of Central Health’s affiliated organizations and community partnerships. This strategic plan reflects Central Health’s changing role, establishes high-level priorities and measures, and maintains accountability through the reporting and performance measures of affiliated organizations and key partners. There is still work to do to achieve our vision of a model healthy community. This strategic plan guides Central Health’s path forward to transform health care in Travis County.
MISSION: Create an integrated health care delivery system for identified vulnerable populations in Travis County that considers the whole person, engages patients as part of the care team, focuses on prevention and wellness and utilizes outcome data to improve care delivery.

The Community Care Collaborative (CCC) is a non-profit partnership formed in 2013 between Central Health and Seton Healthcare Family to better manage the care of the shared patient population. The partnership is further enhanced through an affiliation with the Dell Medical School at The University of Texas at Austin, and Austin Travis County Integral Care, the region’s largest provider of behavioral health services.
MISSION: Work with the community as peers with open eyes and a responsive attitude to provide the right care, at the right time, at the right place.

CommUnityCare is Central Health’s affiliated Federally Qualified Health Center (FQHC) system. At over 20 separate locations in Travis County, CommUnityCare provides integrated primary care services with pediatrics, women’s services, HIV care, behavioral health, dental, nutrition counseling, and clinical pharmacy services. These services are available to Travis County residents who qualify based on income and others who are in need of access to care. CommUnityCare continues to expand its volume of patients and visits, with an 84 percent increase in patients served from 2006 to 2016. As the largest community health center system in Travis County and one of the largest FQHC systems in the nation, CommUnityCare continues to be an essential component of Central Heath.

MISSION: To provide comprehensive health care coverage and to arrange for innovative, high quality and cost-effective medical services for health plan members within Central Texas. At Sendero Health Plans we understand, and we treat our members and their families with compassion and respect. We understand that your family’s needs are unique.

Created by Central Health in 2011, Sendero Health Plans serves as Central Texas’ local community-based health plan. Through Sendero, Central Health coordinates and manages health care services and enhances the provider network in local communities. Sendero is also a health plan provider for the Travis Service Delivery Area Medicaid STAR and CHIP programs. As a Qualified Health Plan under the Affordable Care Act, Sendero provides its IdealCare individual health insurance plan through the Health Insurance Marketplace.
VALUE-BASED CARE: Across the country, there is agreement that the way we currently pay for health care—primarily by paying a fee for each service a health care provider gives—does not incentivize improvements in the health of our communities and the overall quality of care, nor does it allow us to contain unsustainable growth in health care spending. Nationally, the federal government and many major health care plans are making the shift to value-based care, which focuses on creating incentives for better results in cost, quality and health outcomes, rather than rewarding volume.

Central Health, as a steward of Travis County residents’ tax dollars, sees the importance of the movement toward value-based care, and has begun work with affiliated organizations to implement payment methodologies that effectively support financial goals.

INTEGRATED DELIVERY SYSTEMS: Part of the efforts to incentivize value over volume includes work to build health systems that allow patients to access the care they need seamlessly across a network of primary care, hospital and social service providers. The Community Care Collaborative (CCC) was created with the goal of integrating care across a local network of primary care, specialty care, hospital and social service providers to better manage the care of patients. Through these collaborative partnerships, the CCC is laying the groundwork for an integrated delivery system—a centralized resource of services to provide more and better health care for Travis County’s low income and uninsured population.

POPULATION HEALTH AND SOCIAL DETERMINANTS OF HEALTH: Accessing health care is often difficult for low income or uninsured community members. Social determinants of health include issues such as transportation barriers, housing status, crime rates in a community, and education. These issues may come into play when someone tries to access care or address a health issue. Many communities are finding new ways to promote health and prevent disease throughout populations by taking into account the many factors that impact health.

Although Central Health’s role is centered on the delivery of health care services, working with key partners to determine our role in managing population health and influencing social determinants of health will remain an area of attention. Two key partners in this effort are the Austin/Travis County Health and Human Services Department and the Dell Medical School Department of Population Health. Central Health will continue to work with collaborative health planning groups to address and influence critical issues that reduce health disparities for its covered population.

INTEGRATING BEHAVIORAL AND PHYSICAL HEALTH CARE: An environmental scan of key demographics and health indicators for Travis County shows rates of depression in the county are comparatively high. Throughout the behavioral health and medical communities, there is recognition that many primary care patients suffer from unrecognized and unaddressed behavioral health issues, just as those in the behavioral health system often suffer from chronic medical illnesses. Across the country, the increasing focus on population
health has drawn attention to the integration of behavioral health—mental health and substance use disorders—with physical health as an important way to reduce costs and improve the quality of care. Central Health continues to work with its partners to improve and expand the integration of behavioral health services toward a holistic approach to health.

THE CENTRAL HEALTH BRACKENRIDGE CAMPUS: In May 2017, the Dell Seton Medical Center at The University of Texas will open and begin serving as the primary teaching hospital for the Dell Medical School. As a result, University Medical Center Brackenridge hospital will relocate operations to the new hospital across 15th Street, and 14.3 acres—the Central Health Brackenridge Campus—will become available for phased redevelopment. Central Health has worked extensively with consultants, stakeholders and the community to prepare the Central Health Brackenridge Campus Master Plan to inform development opportunities on the site. The vision includes a high-density, mixed-use development oriented to pedestrian-friendly streets, a public market and public spaces connecting to green spaces and trail systems. Central Health will retain ownership of the site, while earning revenue through leases to developers. Central Health envisions housing, office, hotel and retail space on the site, as well as opportunities for health and medical related uses, including technological innovation.

THE DELL MEDICAL SCHOOL AT THE UNIVERSITY OF TEXAS AT AUSTIN: In 2012, Travis County voters passed a unique ballot referendum to invest additional funds in a health system transformation that would better meet the needs of the population. Less than four years later, the central catalyst for that transformation—a community-founded medical school at UT Austin—has validated the public’s vision by opening its doors, welcoming its first students, and beginning the work of transformation.

The medical school is being supported in part by a $35 million annual payment from the Community Care Collaborative (CCC). By providing funding to the Dell Medical School today, Central Health is keeping our promise to the taxpayers by making a long-term investment in the health of all Travis County residents. The Dell Medical School is an essential partner in Central Health’s mission to provide health care services to the low-income and uninsured populations who need them most in Travis County.

1115 MEDICAID TRANSFORMATION WAIVER: The 1115 Medicaid Waiver has allowed for the most significant transformations of health care ever undertaken in Central Texas. Since its inception in 2011, the Waiver has provided more than $521 million to Travis County hospitals to care for uninsured and Medicaid patients and more than $336 million to support local health care transformation through the Delivery System Reform Incentive Payment (DSRIP) program. The waiver uses funding from local entities—including Central Health—to draw down larger federal matches that support health care transformation projects and hospital-based care. Central Health will continue long-term planning efforts for the continuation of the 1115 Waiver.
Strategic Planning Process

Every three years Central Health develops a comprehensive, coordinated plan to support its ability to operate an effective system of health care that maximizes the value of taxpayer funds. The success of this process requires extensive research and active participation from hundreds of individuals within Central Health and throughout the community. The planning process for this plan began early in 2016 with a series of sessions to identify past and present successes, challenges, and goals, and develop a planning strategy that includes all of our community partners and stakeholders.
Identification of Community Health Issues and Needs

To assess the health status of the community and identify prevalent health conditions and challenges to accessing care for the people we serve, Central Health reviewed an array of local, state and national reports providing population health data and information specific to our community. In October 2015 Central Health released the first in an ongoing series of reports covering the latest geographical analysis of Travis County, including current and projected trends relative to age, poverty and race/ethnicity.

Findings from the report include:
- The number of Travis County families living below the poverty line is projected to increase 12.8 percent, or 4,285 families, from 2014-2019.
- Travis County’s overall population is expected to grow 25 percent from 2014-2019.
- The eastern half of Travis County is projected to experience the largest increases in families living in poverty from 2014-2019.

Based on the findings, Central Health staff identified key areas of need and health priorities to guide the discussion process and inform the Central Health Board of Managers and stakeholders participating in the strategic planning discussions.

To download a copy of Central Health’s demographic reporting, please visit www.centralhealth.net/initiatives/plans-reports-data.

Community Engagement and Participation

The people Central Health serves represent a diverse population with varying needs and priorities. To ensure effective strategies, community participation in the planning process is a top priority and ongoing function. To make it easier for individuals to participate in this planning process, Central Health hosted two forums in the community with over 90 people in attendance. Central Health also solicited feedback through its website and email lists, receiving feedback from over 120 community members. Central Health staff also worked closely with the 60-member Central Health Community Health Champions health leadership group whose members represent many of the organizations Central Health partners with and who provided valuable guidance and suggestions.

Community feedback assisting the development of this plan included:
- Social determinants of health should be coordinated and aligned with health care service delivery strategies,
- Health care service delivery should be redesigned to include a broad array of health workers and professionals, and
- Central Health should ensure communications are clear and consistent about its role in large initiatives (such as the Central Health Brackenridge Campus) and work with our partners.

Flexibility and Limitations in Planning

Central Health’s strategic planning process has evolved over time to reflect the addition of new partners, and to increase stakeholder participation. Central Health worked to ensure its vision and goals accurately reflect the role and responsibilities to the people it serves. Through this public process, Central Health made every effort to identify key priorities, and incorporate diverse opinions and perspectives representative of the community. Central Health realizes this plan does not incorporate or address every recommendation or idea offered, and will not alone meet all the needs in the community. Nevertheless this plan will best enable the healthcare district to improve the quality and availability of vital health care services for residents in need.

This plan is not static, and will be regularly reviewed and updated when necessary to achieve the goals and mission of Central Health. Whatever those changes may be, this plan will be adapted as appropriate to ensure it remains a relevant and effective tool.
Strategic Principles, Priorities and Initiatives

As Central Health conducted its planning sessions, several key principles emerged that capture the direction toward which Central Health needs to be moving as it operates in the ever-evolving health care environment. Over the next three years, Central Health will focus on three principles: Transformation, Stewardship and Partnership. All of these create momentum as Central Health focuses on its mission to improve the health of our community by caring for those who need it most. From these principles, Central Health created priorities and strategic initiatives to drive its efforts over the next three years.

STRATEGIC PRINCIPLES

TRANSFORMATION
Create a healthy community through the development and implementation of an integrated health care delivery system

STEWARDSHIP
Utilize local tax dollars to leverage other sources, including matching funds and partnerships, for maximum community benefit

PARTNERSHIP
Increase health equity through innovative collaborations and collective impact
Create a healthy community through the development and implementation of an integrated health care delivery system

To deliver on the overall goal of improving the health of our population and reducing health care costs, Central Health must transform the fragmented health care system into one that operates seamlessly across a network of providers and is primarily focused on the patient. Through its affiliated organizations and community partners, Central Health has all the components of a clinically and financially integrated delivery system. By strategically approaching integration, and building on and supporting the necessary work of its affiliates—particularly the Community Care Collaborative—Central Health will improve its effectiveness by focusing on specific priorities and initiatives in this strategic planning period.
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<td><strong>Integrated Delivery System</strong></td>
<td>Demonstrate progress on the development of a clinically and financially integrated delivery system that pursues the triple aim—improved patient experience, improved population health and lower cost—through support of the areas of focus of Community Care Collaborative planning.</td>
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<td><strong>Primary Care</strong></td>
<td>Expand access to integrated primary care through care redesign and development of a broader continuum of care—convenient care, urgent care, virtual care etc.—and a broader array of health workers who can and will address social determinants of health.</td>
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<td><strong>Mental Health</strong></td>
<td>Increase integration of mental health and substance use disorder services into community based providers.</td>
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<td><strong>Specialty Care</strong></td>
<td>Improve specialty care access for safety net patients (for specific specialties defined by the Community Care Collaborative) through innovation and care redesign.</td>
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<td><strong>Benefit Redesign</strong></td>
<td>Expand the benefit plan, currently know as Medical Access Program, for the safety net population.</td>
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<td><strong>Population Health Management</strong></td>
<td>Begin working with key stakeholders to define roles and responsibilities for population health management of multiple, complex, and overlapping populations served through the Integrated Delivery System to make a long-term impact on health.</td>
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<td><strong>Value Based Payment Reform</strong></td>
<td>Transition safety net health care system to value-based payment models.</td>
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<td><strong>Cancer Care</strong></td>
<td>Determine the role of Central Health in the cancer treatment continuum of care necessary to support the safety net population.</td>
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<td><strong>Women’s Health</strong></td>
<td>Maintain support and funding of women’s health for the safety net population.</td>
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Utilize local tax dollars to leverage other sources, including matching funds and partnerships, for maximum community benefit.

As the steward for local tax dollars dedicated to providing health care for Travis County’s low income and uninsured residents, Central Health is committed to maintaining public trust through fiscal discipline and open and transparent communication. Funding mechanisms at the state and federal level are complex, transitional and driven by evolving regulations. It is therefore important for Central Health to secure ongoing funding sources. Central Health’s priorities and initiatives under this strategic principle will support its ongoing stewardship of local tax dollars.
### Financial Sustainability

**INITIATIVE:** Maximize available local tax dollars by leveraging available federal, state, local, and other funds, with a focus on sustainability and value.

**INITIATIVE:** Provide leadership to statewide long-term planning for the 1115 Waiver and develop future programs that leverage funds to transform care.

### Brackenridge Campus

**INITIATIVE:** Implement the Central Health Brackenridge Campus Master Plan and develop financial models to support long-term goals and ensure clear messaging about the role of Central Health in the project.

**INITIATIVE:** Complete and evaluate the feasibility of a public market for the Central Health Brackenridge Campus redevelopment.

### CommUnityCare

**INITIATIVE:** Develop shared financial, quality, and access measures with CommUnityCare that support innovation and transformation by changing financial and care delivery models.

### Sendero Health Plans

**INITIATIVE:** Develop shared financial, quality, and enrollment measures with Sendero that support innovation and transformation through health coverage.

### Community Care Collaborative

**INITIATIVE:** Develop shared dashboard for Integrated Delivery System development progress, care transformation priorities, and financial analysis of system costs with the Community Care Collaborative.

### Information Technology and Data

**INITIATIVE:** Develop data analytics to support care redesign, patient outcomes, and quality to achieve the triple aim.

**INITIATIVE:** Collaborate to increase the clinical usability of the community health information exchange.

### Infrastructure and facilities

**INITIATIVE:** Use data from community, facilities, and demographic reports to inform service expansion, relocation, or innovative health care redesign.
Since its inception, Central Health has worked with key stakeholders as a convener of collaborative work efforts as well as a purchaser of services through key partners in the community. As the shift occurs in Travis County and across the country to more integrated health care delivery—with a focus on improved patient experience, improved population health and reduced cost—Central Health’s partnerships become even more important. By collaborating across the local network of community health care partners, Central Health will continue to see the benefits of an integrated care delivery system on patient outcomes. In addition, Central Health’s need to act as good stewards of local tax dollars is dependent on its ability to leverage relationships and funding opportunities with key partners and stakeholders. Central Health’s success under this principle will be determined by the impact of its leadership and relationships with partners.
PRIORITY 1

Strategic Alignment with Partners e.g., the Dell Medical School at The University of Texas at Austin, Seton Healthcare Family, Austin/Travis County Integral Care, the community

INITIATIVE: Align goals, strategies, and financial models that demonstrate efficient use of taxpayer resources with our key partners: Seton Healthcare Family, Dell Medical School at The University of Texas at Austin, Austin/Travis County Integral Care, and other health care providers.

INITIATIVE: Develop and communicate clear messaging and communication strategies through multiple channels for Travis County taxpayers and other community members about the role and positive impact of Central Health and affiliated partners.

INITIATIVE: Collaborate in the development of Capital City Innovation, Inc.

INITIATIVE: Work with partners to change the financing of safety net health care in Central Texas through the advancement of changes to state and federal policy and regulation.

PRIORITY 2

Health Policy, Programs and Data

INITIATIVE: Continue in role of convener and participate in new and existing health and community planning (at multiple levels) in ways that are aligned with Central Health priorities, and that support a model healthy community and address social determinants of health.

PRIORITY 3

Regional Healthcare Partnership 7—Anchor

INITIATIVE: Continue to serve as regional leader, convener, and expert on the Federal and State 1115 Medicaid Waiver developments.
Strategic Plan Measures

The Strategic Plan Measures were developed by Central Health staff and the Board of Managers as a tool to gauge progress toward achieving our Guiding Principals: Transformation, Stewardship and Partnership. These measures will assist Central Health in maintaining accountability during the life of this Strategic Plan.

**TRANSFORMATION**

**MEASURE 1**
Work with affiliated partners to prioritize and establish health care transformation targets and receive regular reports on progress.

**MEASURE 2**
Increase the percent of current major health care provider contracts that include value-based payments to improve access, patient experience, quality and cost efficiency.

**STEWARDSHIP**

**MEASURE 3**
Increase year-over-year enrollment of under-insured and uninsured in health coverage programs.

**MEASURE 4**
Fully implement the Community Care Collaborative’s (CCC) Organized Health Care Arrangement, including data collection and use of information by the CCC to develop data-driven strategies that improve the provision of health care and health outcomes.

**MEASURE 5**
Establish a methodology to quantify, monitor and report the cost and cost-efficiency of tax-supported safety-net health care with our partners.

**PARTNERSHIP**

**MEASURE 6**

a. Increase the community’s awareness of Central Health year-over-year, through the ongoing implementation of communication strategies
b. Increase the breadth and depth of community engagement.

**MEASURE 7**
Establish, measure and report on the value of Dell Medical School’s obligations.

**MEASURE 8**
Develop Central Health’s role in addressing social determinants of health with community partners toward the elimination of health disparities.
For more information, visit any of Central Health’s web sites:

www.CentralHealth.net
Central Health’s primary web site. Find information about our history, our Board of Managers and Executive Leadership team, upcoming meeting schedules, budget and financial documents, links to health care resources, health care planning updates and data, news and press releases, job openings, and more.

www.CCC-IDS.org
The home for information about the Community Care Collaborative—the Central Health and Seton Healthcare Family non-profit partnership—including meetings, financing, current projects and careers.

www.CommUnityCareTX.org
The site is a resource for locations, services and contact information to any of CommUnityCare’s 20-plus health centers. Visitors may also access links to a patient portal, eligibility and career resources.

www.SenderoHealth.com
Sendero Health Plans is an Austin-based nonprofit organization providing a locally based health maintenance organization (HMO) tailored to the needs of Central Texas communities. Visit the site to learn more about Sendero’s health coverage options.

www.MedicalAccessProgram.net
This site provides information about the Medical Access Program (MAP), Central Health’s own health coverage program for Travis County residents at or below 100 percent of federal poverty level. Learn about the benefits, where to seek care, and more.

www.CHEligibility.net
Find out if you might qualify for MAP, or any of the other health plans offered by the State of Texas, including Medicaid and CHIP. You can also learn about the process for enrolling and details about information necessary to begin.

www.TexasRHP7.org
The home for 1115 Medicaid Waiver-related information, specific to Region 7, the region anchored by Central Health. The latest news and updates for participants, as well as essential information, forms and data is all available here.

www.HealthyATC.org
This web portal brings unbiased data, local resources and a wealth of information to one, accessible, user-friendly location. The intent is to give our community the tools we need to read and understand the public health indicators that affect the quality of our residents’ lives.

@CentralHealthTX  www.facebook.com/CentralHealthTX

CENTRAL HEALTH