



August 29, 2018

## 2019 Budget Engagement Report

### Background

On Tuesday, July 31, Central Health conducted a Community Conversation to discuss the proposed 2019 budget and obtain feedback from residents on 2019 financial priorities. The event took place from 6-8 p.m. at Central Health’s administrative offices. As participants arrived, they received a packet outlining FY 2019 strategic objectives and financial priorities. They were then encouraged to read through the materials and provide their input via post-it notes on foam boards displayed on easels.

After an overview of Central Health by President and CEO Mike Geeslin, Central Health staff described 10 different financial priorities for 2019 to attendees. For each financial priority, a staff member outlined the topic and led a brief discussion with the audience. Following the discussion, participants used an Audience Response System to vote on the following question, “How much do you believe this activity is needed in Travis County at this time?” Participants responded by voting, *Not at All*, *Very Little*, *Neutral*, *Somewhat*, and *To a Great Extent*, and a tally of their responses was displayed on a large screen, which was seen by the entire audience.

Additionally, Central Health VP and Chief Finance Officer Jeff Knodel presented the 2019 proposed budget and tax rate and answered audience questions.

Before the meeting ended, participants were asked to vote on whether the amount they pay in property taxes to support health care in Travis County is *too much*, *too little* or *about right*. Nearly 50 percent of participants said *about right* while 31 percent said *too little* and 22 percent said *too much*.

Topic	Too much	Just about right	Too little
Is amount you pay in property taxes to support health care in Travis County <i>too much</i> , <i>too little</i> , or <i>just about right</i> ?	22%	47%	31%

In closing, we asked participants to encourage their friends and neighbors to learn about our 2019 proposed budget and get involved by taking our online survey at [CentralHealth.net/2019Budget](http://CentralHealth.net/2019Budget). More than 200 community members responded through the online survey or by completing in-person surveys, and the results are discussed below.

### Event Promotion

Central Health staff promoted the event using a variety of outreach tactics. All outreach efforts were conducted in English and Spanish, and included:

- **E-newsletter:** A total of 6,672 individuals were invited via email to the event.
- **Social Media:** The event was shared on Facebook and Twitter.



- **Community Outreach:** Staff distributed flyers to community organizations, neighborhood associations, and Central Health service expansion advisory committees.
- **Media:** A media alert was sent to all local news outlets (English and Spanish). The event was posted in several community newspapers, including Austin Chronicle and El Mundo. Representatives from the Austin Chronicle and the Austin Bulldog attended the event.

**Attendees**

Forty-six people attended the event representing 27 organizations, including health care providers, nonprofit organizations, institutions of higher learning, and public agencies. Organizations included the Asian American Resource Center, Austin Child Guidance Center, Austin Interfaith, Austin Public Health, Center for Health Empowerment, Del Valle ISD.

An average of 40 event attendees participated in the survey exercise during the event. In addition, Central Health staff collected 155 paper surveys at CommUnityCare clinics, Central Health MAP Eligibility Offices and community outreach events, and received 64 online submissions. Combined, a total of **259 community members participated in the 2019 budget engagement process.**

When adding up both the online and paper survey participant percentages from Central Health high-concentration ZIP codes (those with high concentrations of Central Health patient population), we see they represent 51 percent of total participants. High-concentration ZIP codes and additional ZIP codes with high participation are noted below.

<b>High-Concentration ZIP Codes</b>	<b>% of Total Participants</b>
78758	10.50%
78723	9.59%
78753	7.76%
78745	6.39%
78741	5.94%
78744	4.11%
78660	3.20%
78724	2.74%
78617	0.46%
78752	0.46%
<b>Total % High-Concentration ZIP Codes</b>	<b>51.15%</b>

<b>% of Other High Participation Zip Codes</b>	
78725	9.59%
78704	5.94%



78702	3.65%
78653	2.74%
78727	1.83%
78735	1.83%
78748	1.83%
78757	1.83%
78759	1.83%
78703	1.37%
78721	1.37%
78728	1.37%
78731	1.37%
78751	1.37%

**Budget Survey Results**

Attendees at the Budget Community Conversation were asked to give their feedback on ten financial priorities via a surveying system. For each financial priority, they were asked to vote on *‘How much do you believe this activity is needed in Travis County at this time?’* There were 46 community members present. However, not everyone voted on each financial priority.

To capture feedback from individuals beyond those who attended the Community Conversation, Central Health conducted an online survey, and administered paper surveys through various community partners and direct outreach. Combined, 219 community members participated through the online and paper surveying tools. The majority of participants, 81% took the survey in English, while 19% selected the Spanish version.

Below are the combined results for each financial priority. The results below are rounded to the nearest whole percentage point.

<b>Topic</b>	<b>Not at all</b>	<b>Very little</b>	<b>Neutral</b>	<b>Somewhat</b>	<b>To a great extent</b>
Expand Health Services	1%	1%	6%	11%	81%
Ensure everyone who needs healthcare can get it	1%	0%	5%	6%	88%
Ensure everyone in Travis County knows how to get health care	0%	1%	3%	9%	88%
Support collaboration on prevention programs and non-clinical services	1%	0%	6%	15%	79%



Support a coordinated health care system for Travis County residents with low income	1%	0%	3%	12%	84%
Improve patient wait times, health outcomes and patient experience	1%	1%	6%	18%	74%
Improve continuity of care through integrated technology and information exchange	2%	2%	9%	19%	69%
Expand specialty care	1%	0%	6%	14%	78%
Improve access to women’s reproductive health	2%	0%	6%	12%	80%
Develop an effective revenue model—one that focuses on the health of the patient	1%	1%	9%	14%	75%
Maximize revenue from real estate	2%	3%	17%	22%	56%
Develop workforce and talent.	1%	3%	7%	15%	75%

**Open-Ended Comments – Themes**

As participants arrived at the Budget Community Conversation, they received a packet outlining strategic objectives and financial priorities. They were then encouraged to read through the materials and provide their input via post-it notes on foam boards. Central Health collected 29 comments through this exercise. Online survey participants were asked to give general comments. Most comments centered on the six themes below.

1. **Expand health services**, specifically noting mental health and behavioral health, telehealth, subspecialty medical surgical care, contraception, and preventative dental care.
  - a. **Example:** *I’d like to support Central Health’s LARC [long-acting reversible contraception] program (free through PP & other clinics) and the expansion of this program and hope there will be increased advertising about it.*
  - b. **Example:** *Help in Eastern Travis County is needed.*
2. **Collaborate with local health partners**
  - a. **Example:** *Seek to partner with and support local nonprofits doing population health work.*
3. **Focus on serving low-income populations**
  - a. **Example:** *Make sure to spend more reaching the most under-served in Travis County.*
4. **Reduce patient wait times**
  - a. **Example:** *Really reduce the time patients are on hold waiting to get an appointment.*



- b. **Example:** *Sería fantástico que se trabaje en que se puedan programar citas a más corto plazo y que las den muy extensas. It would be great to be able to schedule an appointment on a timely fashion and be able to see a provider for an appropriate length of time.*
5. **Mission.** Many comments expressed agreement with and gratitude for Central Health's mission, stating that our work was important work in this community.
  - a. **Example:** *All services are very much needed in Travis County.*
6. **Specialty care,** especially mental health, women's health and LGBTQ health
  - a. **Example:** *Need LGBTQ healthcare/transhealth initiative, better forms.*

**Additional comments included:**

- *I'd like to support the statements tonight regarding the pressing need for clinics and/or additional services in Eastern Travis County.*
- *Provide more information about ambulatory care settings.*
- *Interested about Central Health's plan to address maternal mortality and morbidity*
- *Eastside Memorial pipeline = workforce.*

**Conclusions**

Overall, 77 percent of participants or more agreed to a great extent with Central Health's priorities for 2019. The two priorities that garnered lower support were 'improve continuity of care through integrated and information technology' and 'to maximize revenue from real estate.' However, when including participants who "somewhat agreed" with these priorities, 87% and 78% agreed with these priorities, respectively.

During the event, attendees made it clear they wanted more information on the status of the Downtown Campus, expressed a desire to stay involved, and had questions about how previous community engagement efforts – specifically the Master Plan - would be reflected in the project. Central Health is dedicated to keeping the community informed and providing opportunities to share feedback on the future of the Downtown Campus. At the event, Central Health staff committed to hosting a Community Conversation in early 2019 to provide updates on the need and purpose of the campus redevelopment, project status, and ensure the voice of the community is reflected in the decision-making process, as public participation opportunities arise.

**Next Steps**

The budget engagement process will continue through September 5, 2018 as outlined below.

- **Aug. 29:** First public hearing on the 2019 budget
- **Aug. 31:** Budget Engagement report posted on [CentralHealth.net/2019Budget](http://CentralHealth.net/2019Budget)
- **Sept. 5:** Second public hearing on the 2019 budget
- **Sept 12:** Central Health board of managers votes on final draft
- **Sept 18:** Commissioners court votes on final budget