

Update on strategic approach to primary care service planning

Under the direction of the Central Health Board of Managers and in conjunction with the Eastern Travis County Health & Wellness Collaboration, the Central Health Strategy department is utilizing research and data to support primary care service delivery planning. This planning includes determining the best locations, resources and services for serving Central Health's patient population.

To achieve these goals, we have identified multiple steps:

Step 1: Understand where families in poverty are located in Travis County

Strategy: Central Health released its second Demographic Report in November 2017. The report provides census tract-level analysis of where families in poverty reside today, as well as projections for 2022. Utilizing this report, Central Health identified nine Travis County focus areas where the highest concentrations of poverty are projected to be in 2022.

Step 2: Understand the demographic and socioeconomic profile of the areas of high poverty as well as their health outcomes and health needs

Strategy: In conjunction with Austin Public Health and Travis County, Central Health created the Collaborative Health Planning (CHP) group in 2015 to share data and better align planning efforts. Recently, the CHP developed a neighborhood profile of Colony Park—one of the focus areas of Central Health's Demographic Report—to better understand the health risks specific to the area's population. The neighborhood profile identified critical indicators affecting Colony Park, such as diabetes, birth outcomes, household structure, language barriers and preventable hospitalizations. Utilizing 2-1-1 call data provided by the United Way, the CHP was also able to better understand the services residents in Colony Park were seeking. Going forward, Central Health plans to complete neighborhood profiles in Pflugerville, Del Valle and other areas where new services are being considered.

Step 3: Understand:

- **What resources are available (capacity)**
- **Where people are accessing care and what kind (service lines)**
- **Where barriers exist**
- **What solutions are possible**

Strategy: Once we better understand the health needs in areas of high poverty, Central Health will perform case-by-case studies of what can and should be done to serve those populations. Creating a comprehensive inventory of clinical and non-clinical assets will inform our planning efforts about what services are currently available and being accessed by residents and where there are gaps. Central Health plans to utilize the CHP group, our current providers, and our community advisory

groups and other neighborhood resources to help maintain a complete and accurate inventory of community-based resources. Finally, Central Health is undertaking research to understand and learn what are evidence-based best practices to serve areas of high need.

Step 4: Develop plans to address need:

Implementing improvements in service delivery will require collaboration across multiple departments within Central Health, with Enterprise partners, and throughout the community. To operate successfully, these decisions will require support and planning from Central Health's finance, real estate, operations and outreach teams as well as with CommUnityCare and the Community Care Collaborative. External partnerships with Austin Public Health and Travis County must also be leveraged to lower facility costs and co-locate essential services. Finally, Central Health must develop sound business and care strategies with its health care partners, so that decisions result in measurable health improvements.