Improving Community Health Through Innovations in Financing

Glenn Landers, ScD, MBA, MHA
Georgia Health Policy Center
Georgia State University
Mission

• The Georgia Health Policy Center integrates policy, research, and programs to advance health and well-being.
Bridging for Health

Collaboration & Collective Impact

Innovations in Financing

Health & Health Equity

Georgia Health Policy Center
Robert Wood Johnson Foundation
SITES

- Allegheny County Health Department
- The Health Collaborative in Bexar County
- Way to Wellville Spartanburg
- Yamhill Community Care Organization
- San Bernardino & Riverside Counties*

www.ghpc.gsu.edu/bridging
Bridging for Health Tools and Resources

• Modules across four domains
  • Innovations in Financing
  • Stewardship
  • Health Equity
  • Strategy

• Evaluation Technical Assistance
  • Local and Bridging for Health Evaluators

• Communications & Dissemination
  • Peer Learning Network
  • Bridging for Health Feature Stories
  • Dissemination & Partner Channels
Current treatment strategies might create a *vicious cycle* (aka bad Reinforcing Loop!)
More demand & spending for treatments on the *Chronic Population* means less spending on the *At Risk Population* means more *Chronic Population* needing treatments.

**Background: Upstream Health**

- **Healthy & Safe Population**
- **At Risk Population**
- **Becoming Afflicted**
- **Afflicted & Chronic Population**
- **Dying From Chronic Complications**
- **Spending On Afflicted & Chronic**
- **Demand For Spending On Afflicted & Chronic**
- **Reinforcing Loop**
- **$ Per Afflicted & Chronic**
- **Mortality %**
- **Prevention**
- **Returning To Healthy & Safe**

**Current treatment strategies might create a vicious cycle (aka bad Reinforcing Loop!)**
More demand & spending for treatments on the *Chronic Population* means less spending on the *At Risk Population* means more *Chronic Population* needing treatments.

**Georgia Health Policy Center**

**Robert Wood Johnson Foundation**
National Initiatives to Improve Health

The BUILD Health Challenge

Bridging For Health

Communities Joined In Action

Moving Health Care Upstream

Community-Centered Health Homes

Bridging the gap between health services and community prevention

AHEAD

Alignment for Health Equity and Development

100 Million Healthier Lives

Spartanburg’s Way to Wellville

Pathways

ReThink Health®
The “Buckets” of Prevention Framework

1. Traditional Clinical Prevention
   - Increase the use of evidence-based services

2. Innovative Clinical Prevention
   - Provide services outside the clinical setting

3. Total Population or Community-Wide Prevention
   - Implement interventions that reach whole populations

Source: Auerbach, 2016
Buckets 1 and 2
traditional clinical | innovative clinical

THE 6|18 INITIATIVE
Accelerating Evidence into Action

SIX WAYS TO SPEND SMARTER FOR HEALTHIER PEOPLE
- Reduce Tobacco Use
- Control Blood Pressure
- Prevent Healthcare-Associated Infections (HAI)
- Control Asthma
- Prevent Unintended Pregnancy
- Control and Prevent Diabetes
Bucket 3
community-wide prevention

- How do we improve population health in our states and communities?
- What is the best evidence of health *and* cost impact?
- What can we do that will begin to show results soon?
14 evidence-based community-wide population health interventions:

- Improve health of community (not clinical/patient-oriented)
- Demonstrate positive health impact in 5 yrs or less & cost effectiveness & savings over time
14 Evidence-Based, Community-Wide Interventions

Address the Social Determinants of Health
- Early Childhood Education
- Clean Diesel Bus Fleets
- Public Transportation System Introduction or Expansion
- Home Improvement Loans and Grants
- Earned Income Tax Credits
- Water Fluoridation

Change the Context: Making Healthy Choice the Easy Choice
- School-Based Programs to Increase Physical Activity
- School-Based Violence Prevention
- Safe Routes to School (SRTS)
- Motorcycle Injury Prevention
- Tobacco Control Interventions
- Access to Clean Syringes
- Pricing Strategies for Alcohol Products
- Multi-Component Worksite Obesity Prevention
The Range of Innovations in Financing
Innovation occurs in effectively influencing the flow of funds in your community to drive impact.

Financing Innovation involves the application, combination, and creation of financing tools and methods.
Three Examples of Finance Innovations

- **Wellness Trust**
  - State of Massachusetts

- **Pay for Success**
  - Utah example

- **Low Income Housing Tax Credits**
  - State of Georgia example
Your Turn
Discussion Questions

• What are the strengths of this approach?
• What are the challenges?
• What role could we play in bringing this financing mechanism to fruition?
Contact

• Glenn M. Landers
• glanders@gsu.edu
• Ghpc.gsu.edu
• 404-413-0294