



RURAL HOSPITAL LEADERSHIP CONFERENCE

 Washington State
Hospital Association

 Association of Washington
Public Hospital Districts

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Community Health: Emerging Trends and New Reporting Requirements

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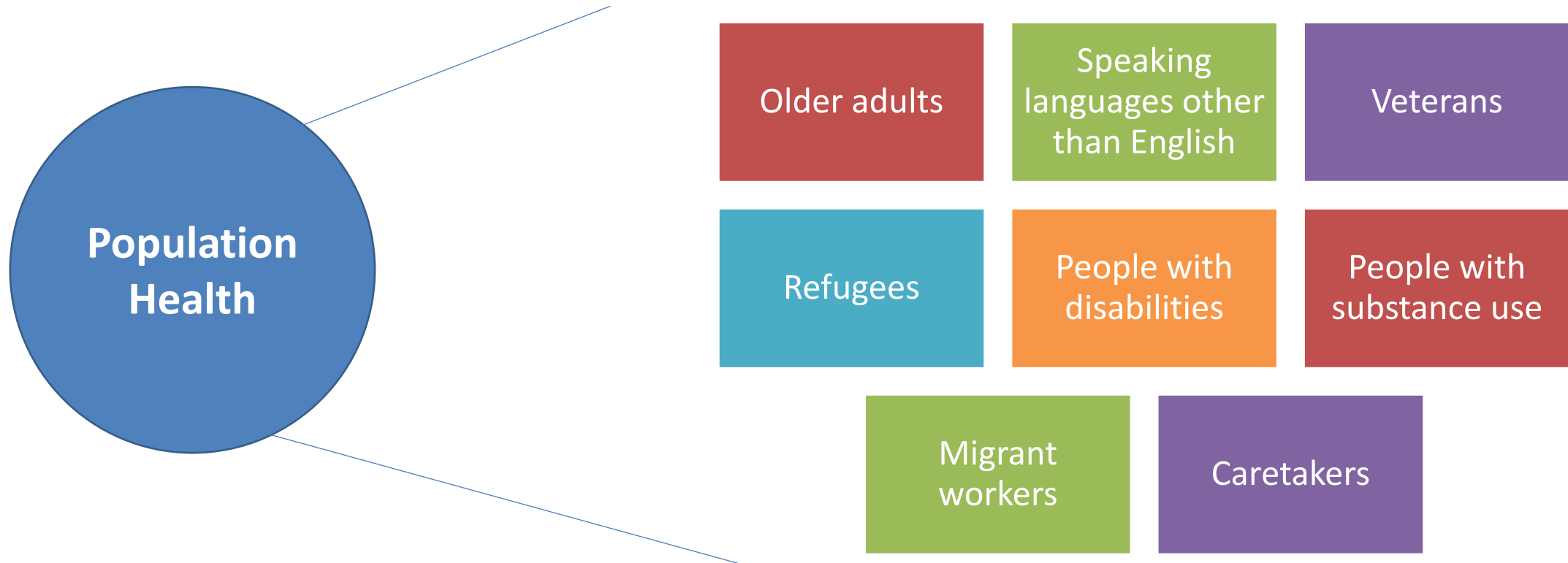
Learning Objectives

- Provide an overview of emerging trends in hospital leadership to address community health
- Introduce three new requirements for all WA hospitals
 - Collection of detailed patient demographic data
 - Health Equity quality measures
 - Public reporting of community health improvement services
- Highlight opportunities for recognition of exemplary work

What is a hospital's responsibility for community health?

Who do we serve?

What are their experiences with care?



Emerging Trend: Diversifying Board Leadership

- Agreeing on the **definition of board diversity** and about refreshing board composition is a critical first step in diversifying the board.
- A board should **compare its composition to the community** it represents.
- If the makeup is not reflective of its constituents, a **recruitment strategy** for identifying and inviting new and diverse board members should be developed that includes quantifiable goals.
- As part of the recruitment process, boards are encouraged to **work with community groups** and local businesses to identify potential candidates.

<https://trustees.aha.org/creating-more-diverse-and-inclusive-board>

Trustee Insights

BOARD COMPOSITION AND SELECTION



Recruiting for a Diverse Health Care Board

Practices and processes to better reflect community diversity

BY KARMA H. BASS

Health care governing boards have been working for years to become more diverse. Whether because of a lack of buy-in, inexperience in recruiting diverse members — or simply because they

demonstrates the need for a better understanding of what providing quality health care to a diverse population of patients entails.

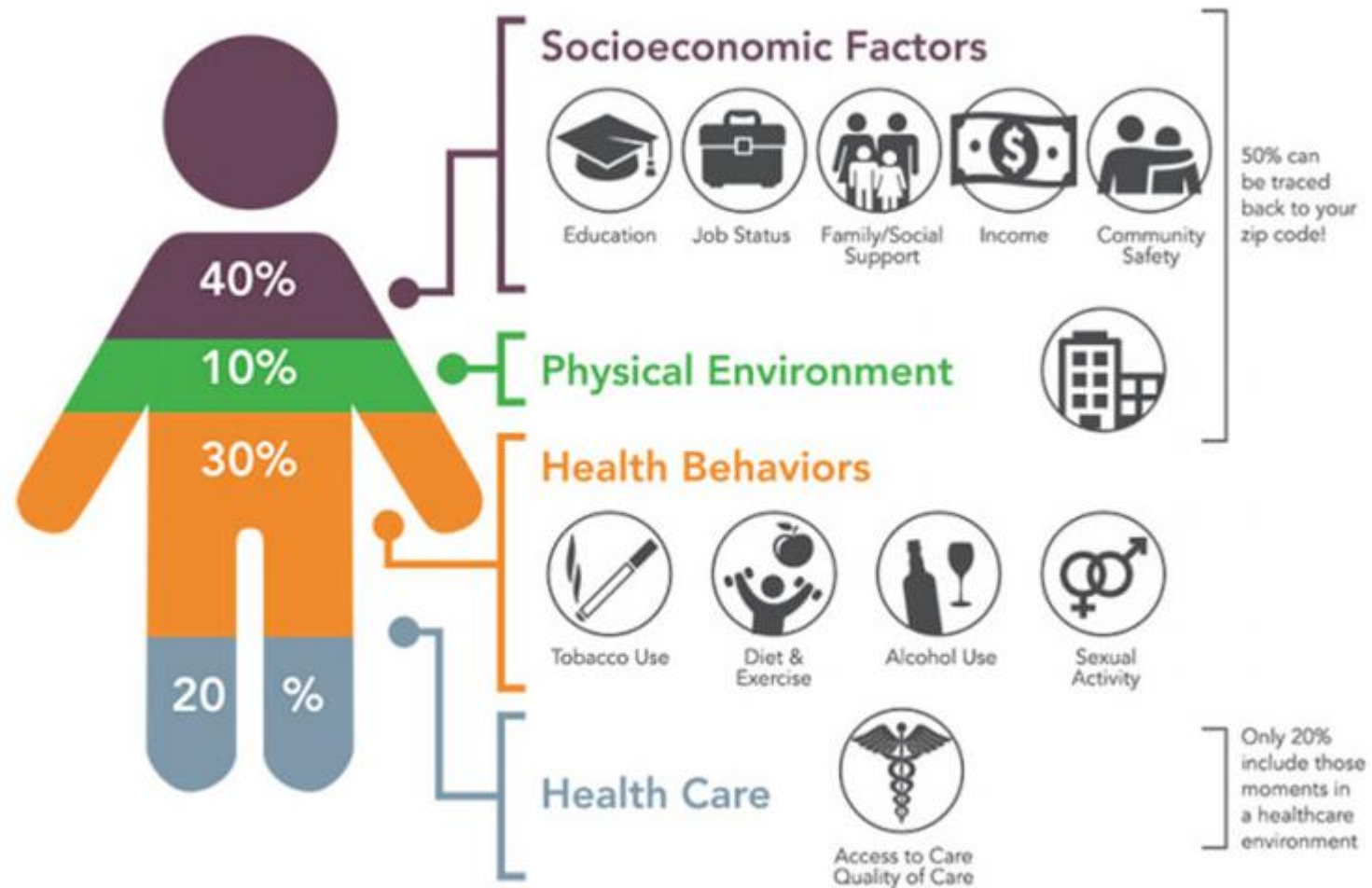
That understanding begins in the boardroom.

that is, same gender, ethnicity, age bracket, life experience.

Cultural insensitivity often arises from such a lack in diversity and can be a barrier to quality care for those populations that are not adequately represented; it also can keep an organization from achieving optimal quality outcomes. Raising scores for a quality indicator from the 80th percentile to the 90th percentile, for example, will be nearly impossible if improvement efforts fail to focus on segments of the organization's patient population whose outcomes rank in the 40th percentile. As the pandemic shows, COVID-19 patients with lower quality outcomes are disproportionately racial and ethnic minorities.

Rather than treating their diverse populations as a homogenous group, hospitals and health systems must do a better job of understanding how their care delivery practices affect segments of their populations differently. "We treat everyone the same" should not be the goal. A one-size-fits-all approach to health care delivery does not

What social issues are driving health?



Emerging Trend: Addressing Food Insecurity



How can a hospitals partner with community?

Community Benefit

Unreimbursed goods, services, and resources provided by health care institutions that address community-identified health needs and concerns, particularly of those who are uninsured or underserved.

Community Investment

Improve social, economic, and environmental conditions in disadvantaged communities while producing some **economic return for investors**.

<https://centerforcommunityinvestment.org/community-health-toolkit>

Emerging Trend:

How Community Investment Saved a Rural Health System

🏠 / Audio / Podcasts / Advancing Health Podcast

Serving a small rural community in upper Michigan, Mackinac Straits Health System was once in dire financial straits, operating on only a few days of cash reserves. Karen Cheeseman, Mackinac Straits president and CEO, explains how the health system turned things around thanks to strategic planning and critical investments from community partners.



The image shows a SoundCloud audio player interface. On the left is a green and white album cover for 'RURAL' with the subtitle 'COMMUNITY COLLABORATION CONVERSATIONS WITH RURAL HOSPITALS IN AMERICA'. The main player area features a red play button icon, the text 'Advancing Health' and 'How Community Investment Saved a Rural Health System', and a grey waveform. In the top right corner, there is a 'SOUNDCLOUD' logo, a download icon, and a 'Share' button. A progress bar at the bottom right shows a playhead at 14:30 and a total duration of 156 minutes.

Advancing Health - How Community Investment Saved a Rural Health System

New Reporting Requirements in Washington State

Strategic Planning Questions

WA Data Collection Requirements

Legislation passed in 2021 HB1272

Requires reporting of inpatient detailed patient demographic data including:

- **Race, ethnicity, language, disabilities, sexual orientation, gender identity**

Intent: To identify health disparities, guide population health initiatives and put focus on historically marginalized patient groups

Data collection began for most hospitals Jan 2023 unless received a waiver (extension)

Questions to Ask:

Are we creating respective inclusive experiences for the diverse patients we serve?

Is collection of self-reported demographics improving over time?

How is this data being incorporated into quality monitoring and action planning?

Dive Deeper



Learn about Gender Identity

Sexual Orientation and Gender Identity explained ([7 min video link](#))

HRC Explains Gender-Affirming Care ([3 min video link](#))

National LGBTQIA+ Learning Resources ([webpage link](#))

- Sexual and Gender Minority Health Inequities ([learning module link](#))
- Healthcare for Transgender and Gender Diverse People ([learning module link](#))
- Screening for SDOH for lesbian, gay, bisexual, transgender, queer, intersex, asexual and other gender minority (LGBTQIA+) patients ([learning module link](#))



Health Equity Quality Measures

CMS Inpatient Quality Reporting (IQR) and Joint Commission Hospital Accreditation Standards

Requires foundational health equity components:

- **Creating accountability**
- **Population analytics using demographic data**
- **Assessing patient social needs**
- **Strategic planning and reporting to stakeholders**

Intent: Hold hospitals accountable for identifying and addressing system inequities

CMS voluntary reporting begins this year, mandatory starting 2024, TJC currently mandatory

Questions to Ask:

Who has accountability to lead activities to reduce health care disparities?

Are we routinely reviewing key performance indicators stratified by demographics/or social factors?

How are we addressing the social needs identified through screening?

Is our strategic plan reviewed annually for progress achieving health equity?

Dive Deeper



Explore Health Equity Quality Measure Details

CMS Inpatient Quality Reporting (IQR) Program ([webpage link](#))

- A Guide to CMS's New Health Equity Measure: Hospital Commitment to Health Equity ([article link](#))
- An Intro to CMS's SDOH Measures ([article link](#))

The Joint Commission Health Care Equity Priorities ([webpage link](#))

- New requirements to Reduce Health Disparities ([R3 Report link](#))



Services Reporting

Legislation passed in 2021 HB1272

Requires IRS 501(c)(3) hospitals to submit an annual Addendum to WA DOH for public access including:

- **Community Health Improvement Services (CHIS) related to Community Health Needs Assessment (CHNA)**
- **Details for activities with a cost of \$5k or more, or for CAH, the 10 highest cost CHIS activities**
- **Participant demographics, outcomes, cost**

Intent: Increase transparency regarding CHIS funding and community impact, addressing CHNA priorities

CHIS Addendum is due 120 days after the end of the hospital's fiscal year.

Questions to Ask:

How are we investing in community health needs?

What is the impact of our Community Health Improvement Services?

Is our strategy reaching the desired target populations?

Dive Deeper



Review your Community Health Needs Assessment (CHNA)

501(c)3 hospitals complete CHNA and Implementation Plan at least every 3 years

Local DOH conducts regional Community Needs Assessment

Public measures of community health:

- County Health Rankings ([link](#))
- Community Commons-SparkMap Community Needs Assessment ([link](#))



Opportunities for Recognition



Healthcare Equality Index 2022

Promoting Equitable and Inclusive Care for Lesbian, Gay, Bisexual, Transgender & Queer Patients and Their Families



YEARS OF DRIVING CHANGE



2022 Healthcare Equality Leaders in WA State

- Multicare Auburn Medical Center
- MultiCare Covington Medical Center
- Swedish Medical Center - Edmonds
- Swedish Medical Center - Issaquah
- Jefferson Healthcare Hospital
- MultiCare Good Samaritan Hospital
- Valley Medical Center Renton
- Harborview Medical Center
- Kaiser Permanente Seattle - Capitol Hill Campus
- Northwest Hospital and Medical Center
- Seattle Children's Hospital
- Swedish Medical Center - Ballard Seattle
- Swedish Medical Center - Cherry Hill
- Swedish Medical Center - First Hill
- University of Washington Medical Center
- Virginia Mason Medical Center
- MultiCare Allenmore Hospital
- MultiCare Mary Bridge Children's Hospital and Health Center
- MultiCare Tacoma General Hospital
- Legacy Salmon Creek Medical Center

<https://www.hrc.org/resources/hei-2022-lgbtq-healthcare-equality-leaders>



New Health Care Equity Certification

Emphasize the structures and processes health care organizations need to decrease health care disparities in their patient population and promote diversity, equity and inclusion for their staff.

- Voluntary program for hospitals, separate from accreditation
- Do not have to be accredited by the Joint Commission to participate
- Can be a hospital compliant with applicable federal laws, including Medicare Conditions of Participation
- Recognize hospitals that go beyond the basic accreditation requirements and strive for excellence
- Plan to accept applications **July 2023**

- **Leadership**
- **Collaboration**
- **Data Collection**
- **Provision of Care**
- **Performance Improvement**

<https://www.jointcommission.org/our-priorities/health-care-equity/health-care-equity-prepublication/>



Washington State
Hospital Association

CAH Achievement of Quality Excellence

2023 Medicaid Quality Incentive Measures



SDOH Screening and Consultation



Health Disparities Action Plan



Bias Reporting System

Thank you!



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