



## Improve Results for the Community and the Hospital While Meeting Affordable Care Act Requirements

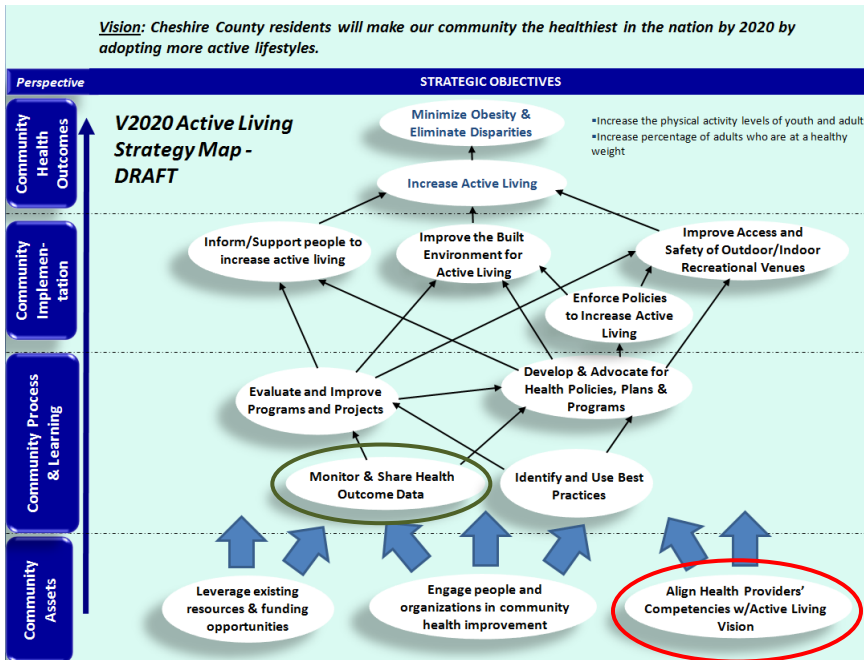
### National Health Reform Outlines New Expectations for Non-Profit Hospitals

The Patient Protection and Affordable Care Act not only requires nonprofit hospitals to conduct periodic community health needs assessments, but also **adopt an implementation strategy** to meet the needs identified. The act also requires hospitals to include input from people representing broad interests of the community in their assessments and make the assessments widely available to the public.

### Community Balanced Scorecards (CBSCs) for Strategies that Benefit the Hospital and Community

- Tools to develop and manage collaborative strategies needed to improve community health.
- Manage collaborative assessment and strategy development, and manage implementation so the **result is more than a plan: it is improvement in community health.**
- Focus on systemic improvements (e.g., better access to care) and community health outcomes (e.g., reduced obesity, reduced chronic disease) that no single organization can achieve on its own.
- Improve the hospital’s standing as a respected and appreciated partner in community improvement.
- Some CBSC strategies (e.g., improved indigent access to primary care, better coordinated care) can produce **large scale savings to hospitals** (e.g., reduced uncompensated emergency room use).

### Examples of CBSC Strategies to Improve Community Health:



### The Cheshire Medical Center (CMC) in Keene, NH, Vision 2020 Healthy Community Initiative:

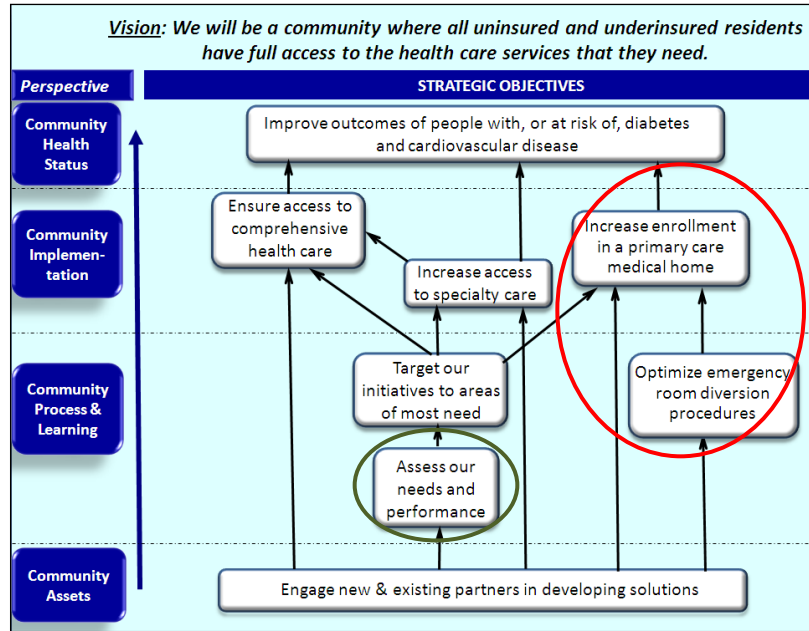
- 5 community action planning groups are developing CBSC strategies, as in this strategy map.
- Addressing issues identified in a community health assessment and community health summit.
- The hospital (CMC) may only play a lead role in a few of the objectives (as in red oval).
- By pulling together a broad-based coalition, the hospital has positioned the community well to implement the entire strategy.

- In this strategy, implementing the objective “Monitor & Share Health Outcome Data” (green oval) will:
  - Help partners target their efforts to increase active living;
  - Produce data for future community health assessments, thereby **integrating the assessment, strategy development, and health improvement processes together in a seamless longer-term strategy** to keep improving community health.

A well-developed CBSC strategy map is a **powerful communication tool** to ensure all partners understand their roles, to recruit more partners, and to engage investors, media, and residents to support the strategy.

## A Community Health Partnership in Osceola County, FL, to Improve Access to Care

- Health department, nonprofit Community Vision, four nonprofit hospitals, Area Agency for the Aging, faith-based clinics, & others.
- Weaves regular needs assessment into the strategy itself for better targeting of solutions (green oval).
- Includes emergency room diversion and increased enrollment in medical homes (red oval) which can improve service to patients and save hospitals millions of dollars in uncompensated care.



## Use InsightVision to Manage CBSC Implementation

Community Health Status					
Name	Prior Period	Current Value	Change	Target Value	
T-CO: Minimize Childhood Obesity					
T-CO: % of Children in School who are Obese	21.0%	22.0%	↑ 2	15.0%	
T-CO: Improve Child Nutrition and Reduce Calories Consumed					
T-CO: % of students achieving nutritional goals	45.0%	71.0%	↑ 1	80.0%	
T-CO: Increase Age Appropriate Activity					
T-CO: % of youth doing more than 1 hour exercise per day	33%	41%	↑ 1	0%	
Community Implementation					
Name	Prior Period	Current Value	Change	Target Value	
T-CO: 3-Promote Family Nutrition & Fitness to Parents & Kids					
T-CO: % Parents signing Nutrition Compacts	24%	72%	↑ 1	75%	

## InsightVision is Insightformation's award-winning balanced scorecard software.

It is web-based, easy to use and implement, and affordable. Use InsightVision to:

- Easily manage multiple strategy maps and scorecards;
- Use interactively with partners and edit CBSC information with them in meetings for real time updates;
- Quickly and easily make strategy presentations on demand ("presentation ready");
- Use trends of leading indicators to make strategic decisions that will improve future outcomes.

## Use CBSCs to Take Advantage of New Expectations on Public Health Departments

New pre-requisites for health department accreditation include a community health assessment and a community health improvement plan. If a health department near you wants to be accredited, you can collaborate with them on *one assessment* and *one improvement plan* that meet both of your needs, rather than make separate, fragmented efforts. CBSC provides ideal tools for an effective collaboration in community health assessment, strategy development, and implementation, creating powerful alignment among partners' efforts to achieve measurable improvements in community health outcomes.

**To find out how to get a Community Balanced Scorecard project started in your community:**

- Contact Paul Epstein at [paul@RTMteam.net](mailto:paul@RTMteam.net) or (212) 349-1719

**Results That Matter Team: [www.RTMteam.net](http://www.RTMteam.net)**