Strategic and Sustainability Planning For Population Health Collaborative

University of Chicago Medicine - Urban Health Initiative

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MEDICAL CENTER
- Admissions 29,809
- Patient Days 188,494
- Surgical Cases 19,425
- Emergency Room visits 90,736
- $312 million Community Benefit (FY15)

SOUTH SIDE
- UCM Service Area - 12 zip codes
- 640,000 residents
- 80% African American

*Figures as of June 30, 2016
http://www.graphatlas.com/chicago_map_district.jpg
Urban Health Initiative

- Urban Health Initiative—UCM’s umbrella for the wide-ranging research and patient-care programs that seek to understand the social determinants of health, reduce or eliminate disparities in access to and outcomes of care, and provide residents with tools to manage their health and wellbeing, all with an eye toward developing scalable models and solutions that can be replicated in similar environments.

- Care Delivery—Initiatives and programs that provide direct health and wellness services to community members through multiple channels, including UCM’s campus and community-based clinics across our service area.

- Community Benefit Grants—A program that provides competitive grants and capacity-building support to community-based organizations offering health-related services and programs to community members in UCM’s service area.

- Community Education & Outreach—Programs, events, and forums of varying size that provide health-related information to improve health self-management practices and outcomes.

- Medical Education—Classroom and experiential training for medical students, fellows, and postdocs that builds proficiency in researching and treating health issues in at-risk, poor communities.

- Partnerships—Innovative research and care-delivery partnerships with collaborators across campus and throughout the community.
Strategic and Sustainability Planning

Impactful Population Health Initiatives

- Focused work
- Appropriate use of resources
- Stakeholder engagement
- Buy-in

- Stakeholder support
- Operational infrastructure
- Financial and human resources
- Flexibility to adapt

Strategic Planning

Sustainability Planning
Discovery Phase

- Needs Assessment: Identifies challenges of the target population
- Asset Mapping: Identifies resources available in the community
- Market Assessment: Includes consideration and understanding of market dynamics
Seven Elements of an Effective Strategic Plan

1. Identify goals and objectives
2. Prioritize goals
3. Write a charter
4. Establish a governance structure
5. Develop an evaluation framework
6. Build a logic model
7. Design solutions/initiatives
Elements of Sustainability Planning

- Flexible Programming
  - Use timely and effective communication
  - The power of inclusion
  - Identify and manage conflict quickly
  - Manage turnover
  - Build capacity
  - Maintain your initiative after the funding ends
  - Manage sunsetting of an initiative
Conclusion

Engage & Explore

Collaborate & Strategies

Execute

Needs Assessment

Market Assessment

Asset Mapping

Strategic Plan

Sustainability Plan

Population Health Initiatives