

# Healthy People Healthy Bay

*Partnering For A Healthier Bay*

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Today, we will discuss:

- how the ACA has changed the way hospitals provide community health programs & services
- “CHNA” and what this means for you
- developing an implementation strategy
- the partnership between the Bay County Health Department and McLaren Bay Region and why it’s a “win-win” for both partners

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- The role of a community hospital has expanded from simply treating illness to improving the overall health of patients & local residents
- This role continues to evolve as the population ages and health care reform encourages changes to the way health care is delivered & paid for
- The mission of community hospitals has maintained a consistent theme over the years: improve the health of the community that it serves, but now that mission comes with many more rules & regulations

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- For many years, Michigan hospitals have provided and reported publicly on community benefit programs
- However, health care reform has taken the concept of community benefits to a new level
- The 2010 Affordable Care Act (ACA) calls for nonprofit hospitals to conduct extensive community health needs assessments (CHNAs) and to develop an implementation strategy to address the needs identified through the process.

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- Even though this new requirement is a departure from traditional methods, the CHNA and implementation strategy can benefit from a hospital's existing community benefit programs and related expertise.
- Existing community benefit programs should be considered assets.

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- So, what is a CHNA?

*A CHNA is a process by which hospitals must gather information about the health needs of their communities and develop/implement a plan to address those needs.*

- The ACA requires tax-exempt hospitals to conduct a CHNA at least once every three years.
- Goal is to improve community health.

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- CHNA must include input from broad representation of community, including those with expertise in public health (such as local health departments).
- By combining the expertise of the local health department with the existing hospital community benefit resources, a successful partnership between the Bay County Health Department and McLaren Bay Region was developed. This partnership has been in existence for many years, but has been renewed and strengthened with the recent CHNA.

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A CHNA can be briefly summarized in the following steps:

1. Plan & prepare; select community partners
2. Determine the scope & purpose of the CHNA
3. Gather data that will reveal community health needs
4. Analyze & interpret the data
5. Share findings with the community & invite feedback
6. Determine the health priorities
7. Produce the final CHNA document & share with the public
8. Develop & adopt an implementation strategy to address needs
9. Submit documentation to the Internal Revenue Service (IRS)

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### Leadership Model

- Project Facilitator

*Tracy Metcalfe, Community Health Educator  
Bay County Health Department*

- Leadership Team

*Comprised of dedicated staff from community agencies & businesses with a mission to improve the health of Bay County*

- Workgroups developed based on priority areas:

- 1. Access to Care*
- 2. Behavioral Health*
- 3. Children's Health*
- 4. Chronic Disease*

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- Workgroups facilitated by members from Leadership Team
- Each workgroup tasked with developing goals & objectives for their priority area, based on data & needs identified through the CHNA, as well as developing an implementation plan
- The implementation plan is used when completing the required hospital reports submitted to the IRS

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- The implementation plan (or strategy) must identify which health needs the hospital itself will address, and in what way, and must be attached annually to the hospital's Form 990.