ANCHOR INSTITUTIONS & HEALTHY COMMUNITIES

KENDRA N. SMITH
DIRECTOR, SOCIAL DETERMINANTS OF HEALTH
PROMEDICA
Social underfunding probably has more long-term implications than underinvestment in medical care.

Gerard Anderson, Johns Hopkins
New York Times, May 14, 2018

Socioeconomic status and social factors exert larger influences on longevity.
20 percent of health and well being is related to access to care and quality of services.
Embracing an Anchor Mission

PROMEDICA’S JOURNEY IN SOCIAL DETERMINANTS OF HEALTH

PROMEDICA

NATIONAL SOCIAL DETERMINANTS OF HEALTH INSTITUTE

- Community Health Needs Assessment
- Healthcare Reform
- ProMedica’s Mission, Vision & Values
- Obesity Maps

Interventions
- Food at Discharge
- Food Reclamation
- Food Clinic
- Financial Coaching
- SDOH Screening

Hunger as a Health Issue
- The beginning of ProMedica’s journey in social determinants of health
- Tenacious Problems
- Food Deserts
- Access to Affordable Housing
- Infant Mortality
- Education
- National Summit
- Advocacy
- Research

The Root Cause Coalition
- ProMedica + AARP Foundation

Clinical
- Treating the Whole Person
- Screening Patients and Employees
- Clinical and Social Intervention
- Develop New Payor Models
- Reduce Health Costs and Improve Outcomes

Community
- Beyond Our Four Walls
- $50 Million EBD Promise
- Place Based Investing
- LISC
- $35 Million
- Living Wage
- Inclusive Local Hiring
- School Nurses

Research
- Measuring Impact
- SDOH Impact
- Innovative Healthcare Model
- Philanthropy and Grants
- Stronger Communities

Catalytic Community Economic Investments
- During this journey, our community has joined us in investing in our region’s future.
- Some of those projects include:
  - Renaissance Hotel
  - Convention Center Expansion
  - Partnerships with the Arts
  - The Chop House
  - Barry Bagels
  - Colony Development
  - Marina District Development
  - Fort Industry Square Development
  - Adrian Michigan Angel Fund
  - Defiance Industrial Park
  - And more to come

JOIN US AND OUR SDOH JOURNEY CONTINUES

= Totalling $750 M to Date

STRONGER COMMUNITIES
STRONGER PROMEDICA
TOGETHER, TRANSFORMING HEALTH CARE FOR SENIORS
ProMedica and HCR ManorCare

TWO MISSION-DRIVEN ORGANIZATIONS, ONE VISION

MARKET OPPORTUNITY

85+
Within 20 years, the 85+
population will double.

OLDER ADULTS are expected to outnumber children for the first time in U.S. history.

TOGETHER, WE WILL DELIVER...

HIGH-QUALITY, PATIENT-CENTERED CARE

A SEAMLESS AND COORDINATED EXPERIENCE

CARE IN A SETTING THAT MEETS THE NEEDS OF THE PATIENT

A NEW PERSPECTIVE THAT INCLUDES THE ROLE OF SOCIAL DETERMINANTS IN HEALTHY AGING
Going beyond:
Ebeid Center

- Food market – 1st Floor
- Teaching kitchen – 2nd Floor
- New Call Center – 3rd Floor
- Job training/career skills
- Financial literacy classes
- Parenting classes
- Nutrition counseling
- Diabetes education
- Block by block community empowerment/improvement
Neighborhood Revitalization

HEALTHY PEOPLE, HEALTHY NEIGHBORHOODS
ONE NEIGHBORHOOD, TAKING WHAT WORKS, ALIGNING RESOURCES & PARTNERS
Neighborhood Revitalization: Uptown

- 1900 Individuals
- 850 Households
  - 260 families
- 83+% renters
- 70% have annual income less than 25K
- 36% ages 0-18
- 63% ages 18-65
- High patient costs
- Higher discharges
- Higher ED visits
- Higher Non-Admit ED Visits
- Double rate of babies born at low-birth weight
- Higher readmission rates
- Higher asthma rates
- High presence of social service agencies
Resident Engagement

- Residents at the table driving strategy for ENP
- Equitable leadership development using arts & culture to revitalize neighborhoods
- Working with—not-for community residents
- Implementation Planning
- Trust Building

Arts Commission AmeriCorps from neighborhood empowering resident leaders
- Ongoing process
- Training for residents, community organizations to build capacity and knowledge
Priority Areas

• Investment that Improves Health Outcomes
  • ProMedica/LISC Investment Loan Pool
  • Investment health scoring matrix and reporting tools

• Housing Development & Preservation
  • Mixed-Income Development Strategy
  • Preservation of Affordability: LIHTC compliance period effects
  • Homeless to Housed

• Workforce Development/Financial Stability
  • Healthcare Anchor Partnership
  • Goodwill Job Connection Center Collaboration
  • Financial Opportunity Center

• Education
  • Universal Preschool Education
Long Lasting Impact

• Change the way we deliver healthcare

• Help neighborhoods, community organizations & partners build capacity and impact

• Spur opportunities for economic development

• IMPROVE HEALTH AND WELL-BEING