

Show Me the Money!

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Reinvestment
PARTNERS
PEOPLE • PLACES • POLICY

Cross Disciplinary Acronym Test

CMS	HUD	SEC
FQHC	CAP	B2B
CMO	ED	CFO
MCO	HFA	LLC
A1C > 9	LTV 80%	ROI – 10%
SDOH	CED	Externalities
ACA	CRA	SBA
CAP – C, CAP-DA	USDA Section 504	MBS



Rationale for Health Investments in SDOH

Moral Argument

- It's the right thing to do

Economic Argument

- It will reduce medical costs
- It is in the self-interest of providers and payors (but, not yet true)

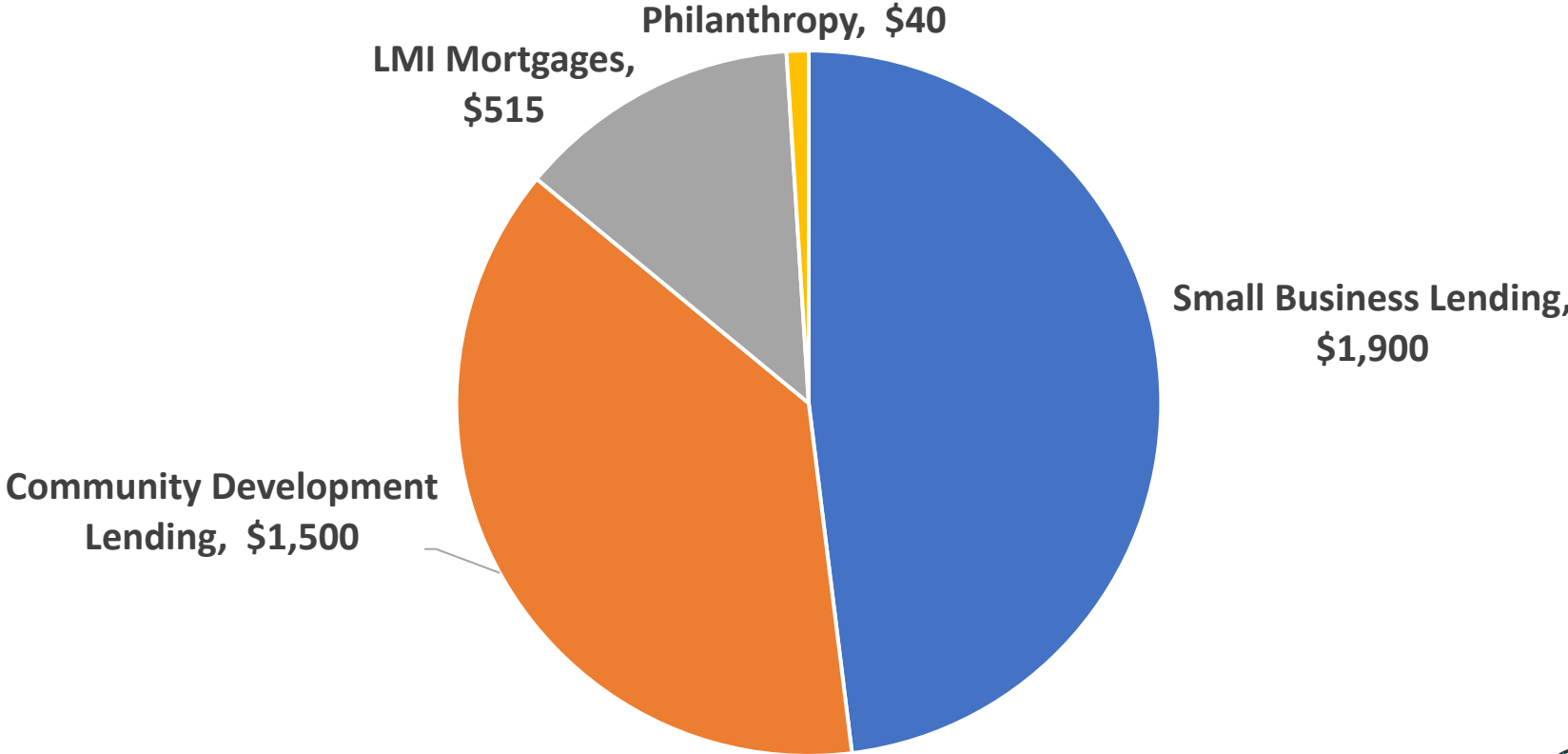
Regulatory Argument

- Regulatory requirements
- Oversight, measurement, accountability
- Penalties if noncompliance

Lessons from CRA: The Big Money is Making Money

First Horizon Bank CRA Commitment

\$ in millions



Triangle Area Investments by Health Systems

	UNC Hospital	WakeMed	Rex	Duke Hospitals Combined	Total
Charity Care	\$ 54,404,289	\$ 67,708,576	\$ 22,322,268	\$ 81,503,715	\$ 225,938,848
Unreimbursed Medicaid	30,922,055	42,552,146	4,793,911	86,398,287	164,666,399
Unreimbursed costs of other means-tested government programs	-	299,060	-	-	299,060
Community health improvement services & community benefit operations	922,916	8,002,426	-	-	8,925,342
Health professions education	57,087,464	3,048,271	949,676	62,835,326	123,920,737
Subsidized health services	3,542,708	-	-	-	3,542,708
Research costs	-	-	345,803	-	345,803
Cash and in-kind contributions to community groups	-	665,106	973,129	11,592,329	13,230,564
Community building activities	740,049	3,340,029	-	-	4,080,078
Total Community Benefits	\$147,619,481	\$125,615,614	\$29,384,787	\$242,329,657	\$ 544,949,539
Charity Care, Unreimbursed Costs	85,326,344	110,559,782	27,116,179	167,902,002	390,904,307
Community Health Improvement Services, Contributions to Community Groups, Community Building Activities	1,662,965	12,007,561	973,129	11,592,329	26,235,984
	UNC Hospital	WakeMed	Rex	Duke Hospitals Combined	Total
Percent of Total Community Benefits					
Charity Care	36.9%	53.9%	76.0%	33.6%	41.5%
Charity Care & Unreimbursed Costs	57.8%	88.0%	92.3%	69.3%	71.7%
Community Health Improvement Services, Contributions to Community Groups, Community Building Activities	1.1%	9.6%	3.3%	4.8%	4.8%

If hospitals increased their spending on community health improvement services and community activities from 0.4% of their operating expenses to 1.0% of operating expenses, it would increase investments into local communities by nearly **\$32MM**.



**Education**

- \$120 GED voucher

Prenatal

- Up to \$450 in rewards for baby products

Wellness

- \$75 yearly in rewards gift cards
- 20% CVS discount card
- 24-week voucher for Weight Watchers®

Youth

- Boy Scouts, Girl Scouts or 4-H Club membership

Other

- Hearing aid (up to \$300 value)
- Up to \$120 yearly value for over-the-counter drugs
- Cell phone with 1,000 monthly minutes, free texts and 1GB of data
- Rides to classes and events

**Education**

- Life skills training

Prenatal

- Free breast pump
- Up to \$100 in rewards for baby products

Wellness

- Up to \$75 yearly in rewards gift cards
- 13-week voucher for Weight Watchers®

Youth

- \$75 yearly for youth club membership

Other

- \$100 yearly value in alternative healing, acupuncture, massage therapy
- Up to \$150 for hypoallergenic mattress cover and pillowcase for asthma
- Cell phone with 350 monthly minutes, free texts
- Free meal delivery up to 14 days, if qualify

**Education**

- \$50 annual gift card for school supplies
- GED exam voucher (up to \$160 value)
- 24 hours of online tutoring for members ages 6-18, if qualify

Prenatal

- Up to \$75 yearly rewards for doctor visits

Wellness

- Yearly adult dental exam and cleaning
- \$40 a month for groceries, if qualify
- 13-week voucher for Weight Watchers®

Youth

- \$75 yearly for youth club membership

Other

- Cell phone with monthly data, minutes and bonus minutes
- \$20 Uber or Lyft gift card for college students for grocery stores, local events

**Education**

- GED exam voucher

Prenatal

- Home visits for high-risk pregnancy

Wellness

- \$75 yearly in rewards gift cards
- 13-week voucher for Weight Watchers®

Youth

- Boys & Girls Club membership at participating locations for members under 19

Other

- Acupuncture, massage therapy, biofeedback
- Extra pair of glasses and eye exam every 2 years for members ages 21 and older
- Free meal delivery up to 7 days after hospital stay, if qualify
- Home visits and supplies such as pillow case covers for asthma
- Cell phone with 1,000 monthly minutes, free texts

**Education**

- GED exam practice supplies

Wellness

- Virtual care visits
- \$75 yearly value in rewards
- \$20 monthly for approved foods
- YMCA membership
- 10-week voucher for Weight Watchers® with 14 weeks of online tools

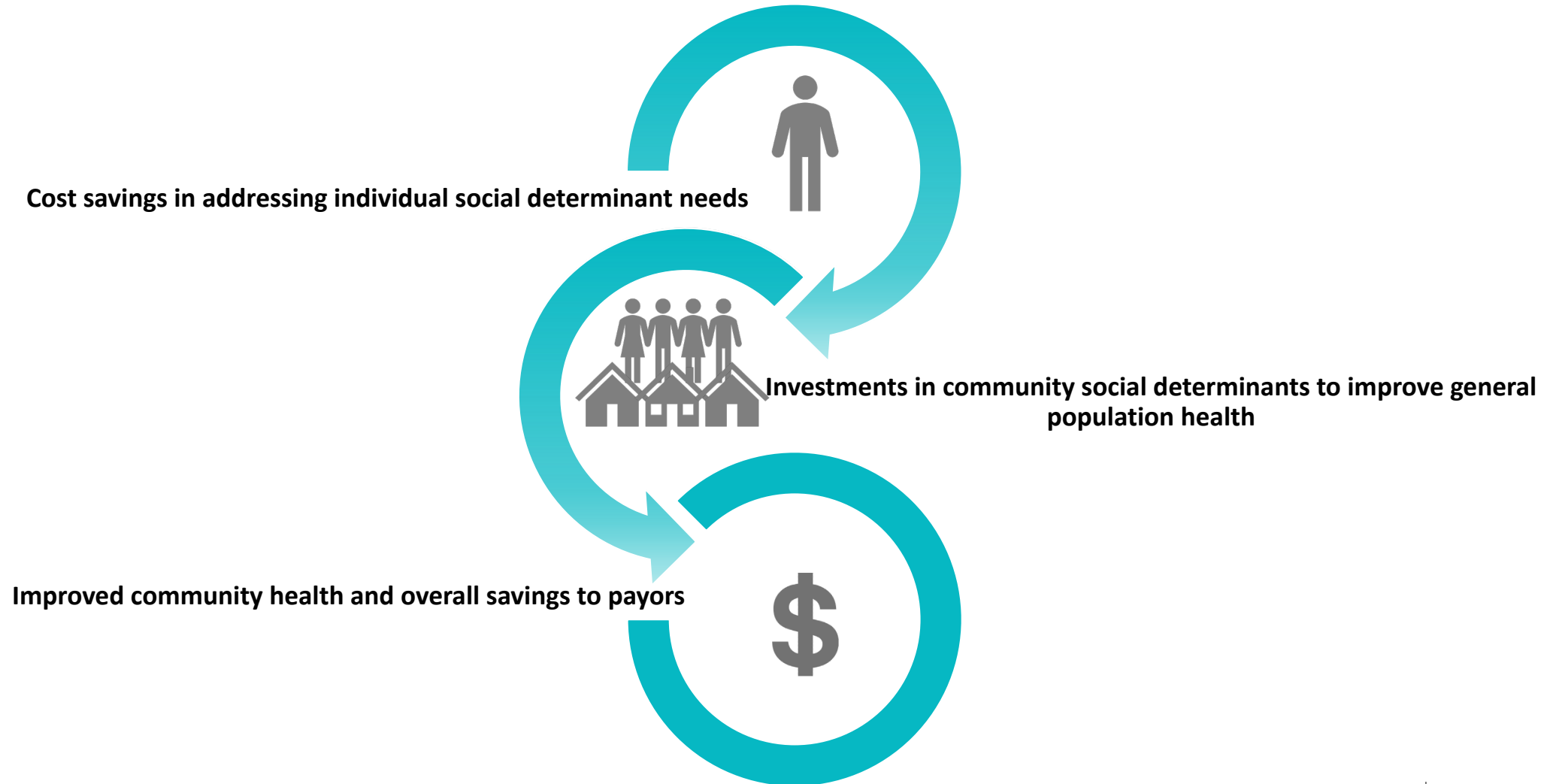
Youth

- Boys & Girls Club membership for members ages 6-18

Other

- \$125 yearly for vision items for members ages 21 and older
- \$30 quarterly value per household for over-the-counter drugs
- Home visits and supplies such as air filters and mattress covers for asthma

Healthcare Investments: A Virtuous Cycle



Does it work for Payor, Provider, Patient?

Measurable



- Is it effective?
- Does it have measurable, positive health outcomes?
- Is the patient better off?
- Can you measure the cost savings?

Scalable



- Can it reach larger geographic areas?
- Can it reach broader populations?
- Will patients adopt it?
- Technology

Replicable



- Is there a delivery system in place?
- Is it efficient and affordable?
- Is it easily adopted by providers?

Cost Savings



- Does it save money in the short term and long term?
- Who realizes the savings?



Key Elements of Scalable Program

