



Provide the Right Level of Care Across Diverse Patient Populations

Encourage population health across a diverse network by assessing risk, implementing prevention measures, and standardizing best practices with the MedBridge population health management solution.

www.medbridgeed.com/enterprise/solutions/population-health-management/

Population Health Management: A New Framework for Rehab Organizations

Todd E. Davenport, PT, DPT, MPH, OCS



MEDBRIDGE

Learning Goals

1. Differentiate between medical care and population health care
2. Discuss structural determinants of health, health outcomes, and medical care
3. Compare and contrast population-level social determinants and individual-level social needs
4. Identify key resources for population-level social determinants assessment and individual-level social needs screening
5. Formulate specific organizational strategies and business practices to ensure inclusion for vulnerable and underrepresented populations

Audience Poll

Chapter 1

What Is Population Healthcare?

Characteristics of Populations

People have different characteristics and experiences that can affect their health

- Age
- Race
- Sex
- Gender
- Household income
- Education
- Occupation
- Built environment

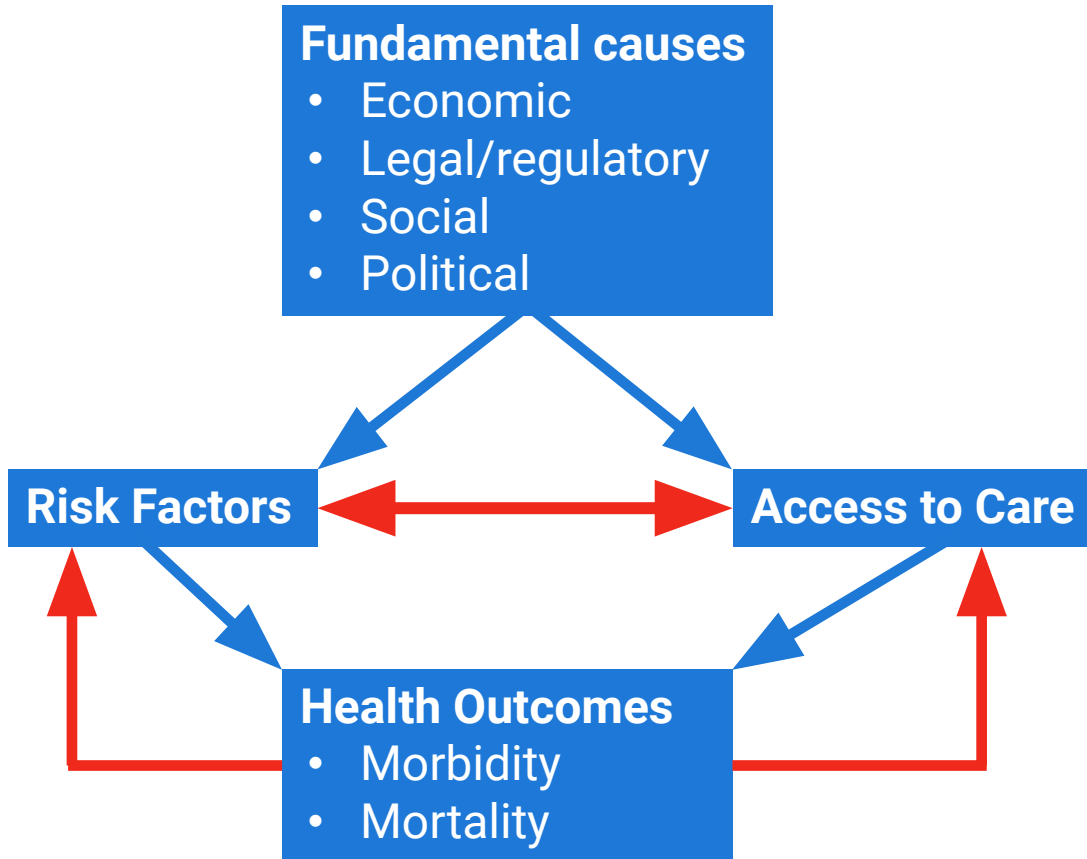
These characteristics and experiences may affect their

- Health
- Health outcomes
- Health care

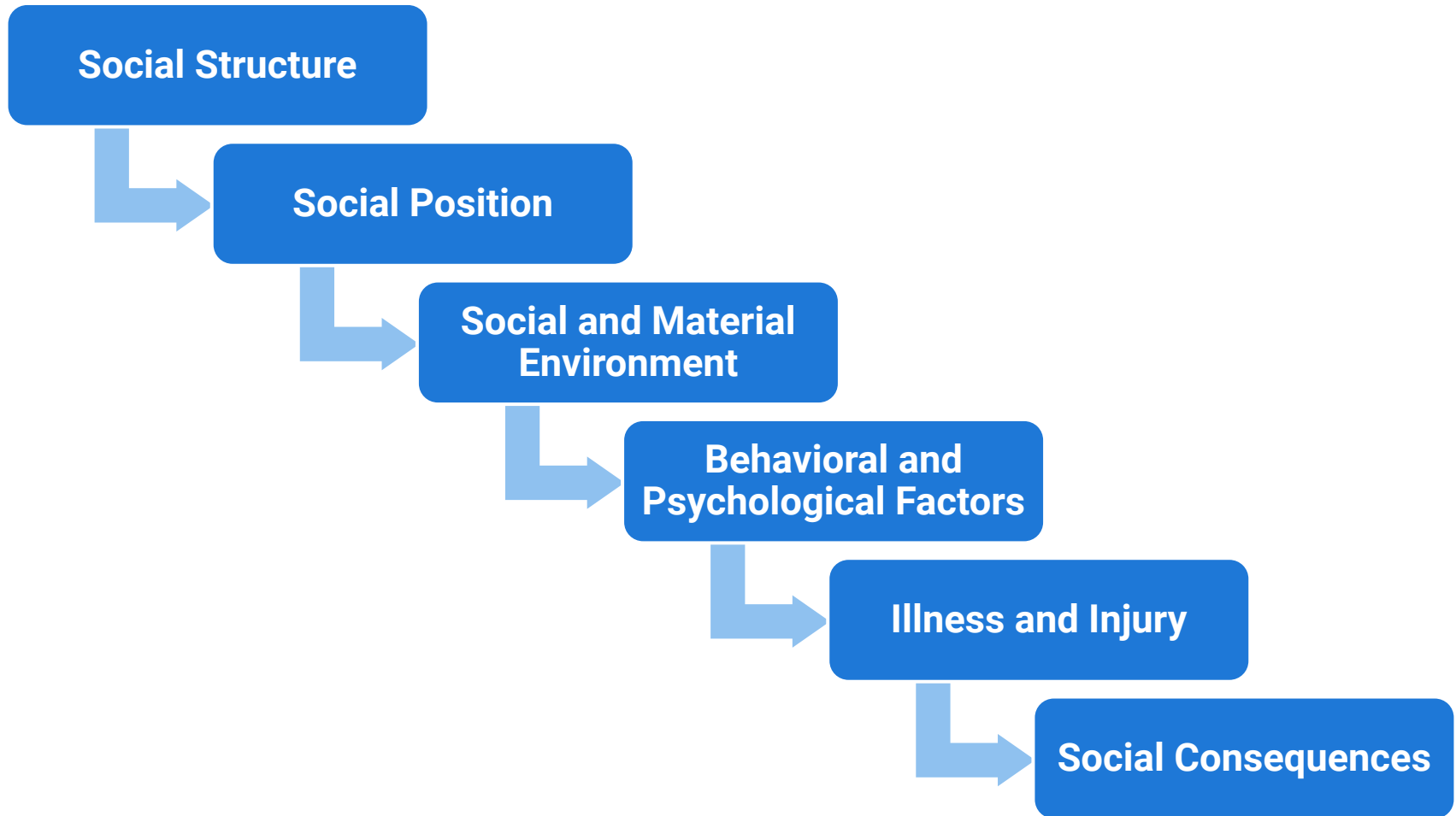
What is Health?

- Health is “a **state of equilibrium** that an individual has established **within** her/himself and **between** her/himself and the **social and physical environment.**”

Causal Streams of Health



How Fundamental Causes Affect Health



Graham, 2004

Domains of Population-Based Practice

Advocacy and Policy Development

Consultation and Collaboration

Health Teaching and Coaching

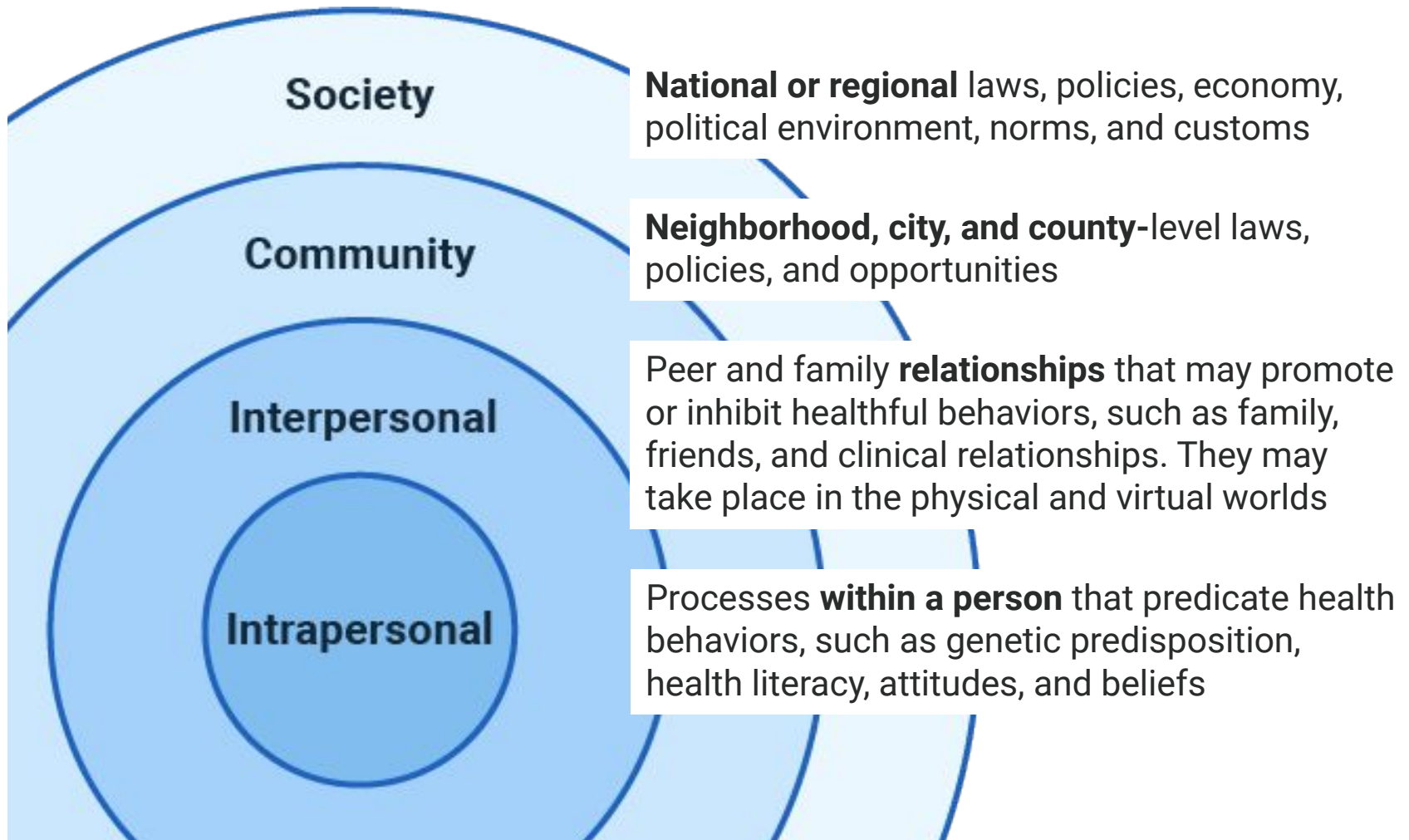
Referral and Follow-Up

Screening and Outreach

Social Marketing

1. Keller et al., 2004
2. Giuffre et al., 2020

Our Spheres of Influence



McLeroy et al., 1988

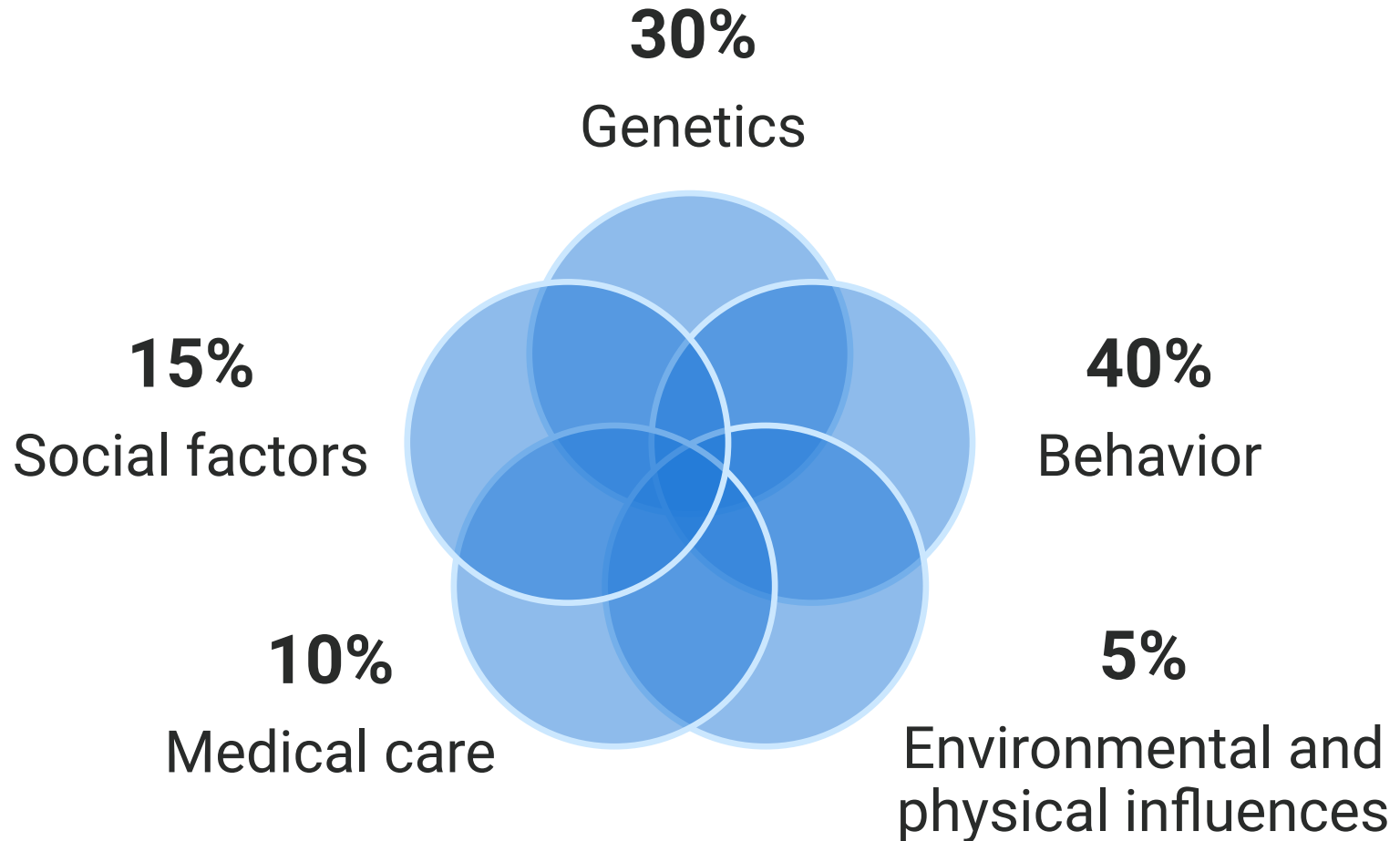
Chapter 2

Why Is Population Healthcare Important?

The United States Medical System

- Per capita, the United States spends by far the most for its medical care as a percentage of gross domestic product
- In exchange, people in the United States receive
 - **Last** in affordability
 - **Last** in change in avoidable deaths
 - **Last** in cost-related access to care
 - **Last** in equity
 - **Last** in healthcare system performance compared to spending

How Important Are the Various Determinants of Health?



Schroeder, 2007

Chapter 3

Getting to Know Your Community

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger, submerged part is below. The sky is blue with light clouds, and the water is a deep blue. The text "What we see in clinic" is positioned above the water line, and "What's out there in our population" is positioned below the water line.

What we see in clinic

**What's out there in
our population**

Practice Populations May Not Reflect Your Community



- Female gender
- Non-Hispanic White race and ethnicity
- Increased education attainment
- Urban environment
- Can access transportation
- Employed
- High socioeconomic position
- Private insurance

Community Health Needs Assessment

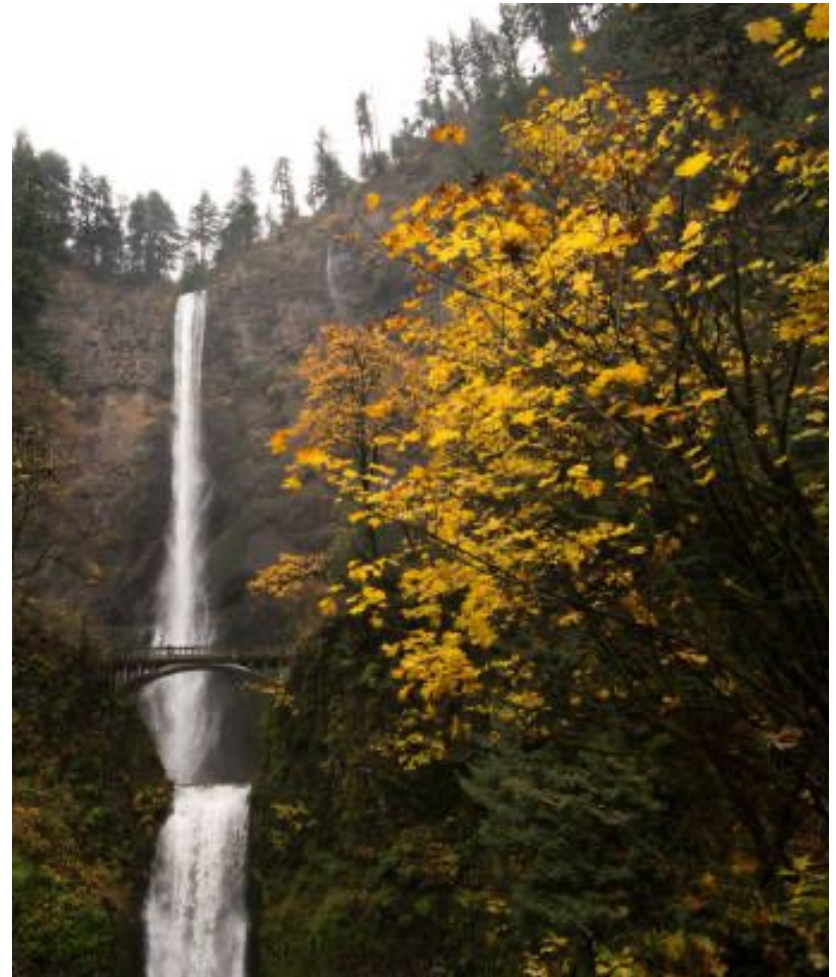
- Nonprofit hospitals are tax-exempt under IRS Section 501(r)(3)
- Nonprofit hospitals are mandated to complete a community health needs assessment (CHNA) every three years
- To conduct a CHNA, a nonprofit hospital must complete the following steps:
 1. Define the community it serves
 2. Assess the health needs of that community
 3. In assessing the community's health needs, solicit and take into account input received from persons who represent the broad interests of that community, including those with special knowledge of or expertise in public health
 4. Document the CHNA in a written report (CHNA report) that is adopted for the hospital facility by an authorized body of the hospital facility
 5. Make the CHNA report widely available to the public

Chapter 4

Real-World Examples:
From Large Hospital Systems to
Small Private Businesses

Social Determinants vs. Social Needs

- Social determinants of health are **population** level
- Social risks and social needs are **individual** level
- A combination of upstream and midstream programs is needed



Action Items for Getting Upstream



At the patient level

- Be alert to clinical flags
- Ask patients about social challenges in a sensitive and caring way
- Find out about benefits and support services, and help patients access them



At the practice level

- Offer culturally safe services
- Use patient navigators where possible
- Ensure that care is accessible to those most in need
- Use clinical decision aids, and practice guidelines in day-to-day practice



At the community level

- Partner with local organizations and public health
- Get involved in community needs assessments and health planning
- Advocate for more supportive environments for health
- Use clinical experience and research evidence to advocate for social change

Andermann, 2016

Patient-Level Social Risk Assessment

- “Social Determinants of Health: If You Aren’t Measuring Them, You Aren’t Seeing the Big Picture”¹
- Valid and reliable assessment tools
- Patients who screen positive for social needs often decline assistance
- Motivational interviewing may be needed to assess barriers and determine acceptable options
 - Reflect
 - Empathize
 - Assess
 - Plan

1. Rethorn et al., 2019
2. American Academy of Family Practice
3. De Marchis et al., 2020

Video

Interview With Dr. Kelly Clark

Video

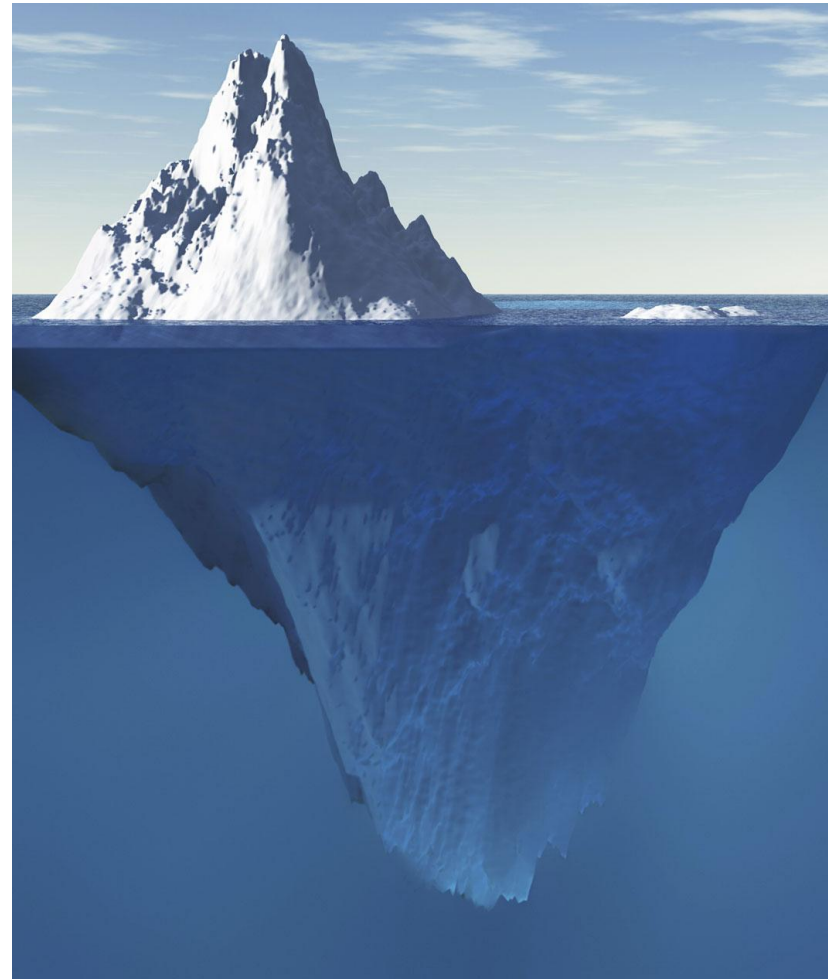
Interview With Dr. Marc Rubenstein

Video

Interview With Dr. Ryan Shelton

Examples of Community-Based Programs

- Paid rides for pregnant people to attend prenatal appointments
- Subsidized farmers markets
- Exercise programs hosted in local parks
- Housing and health care coordination



Webinar Summary

- Health happens outside our clinics and facilities
- Reaching beyond our four clinic walls can include more of our community in a culture of health
- Our community's population may have different needs than our clinical population
- There are a variety of ways to get involved

Audience Poll

Question & Answer



MEDBRIDGE



[White Paper] Taking Action on Social Determinants of Health

Learn strategies to address social determinants of health, decrease disparities in care, and promote health equity in our free white paper.