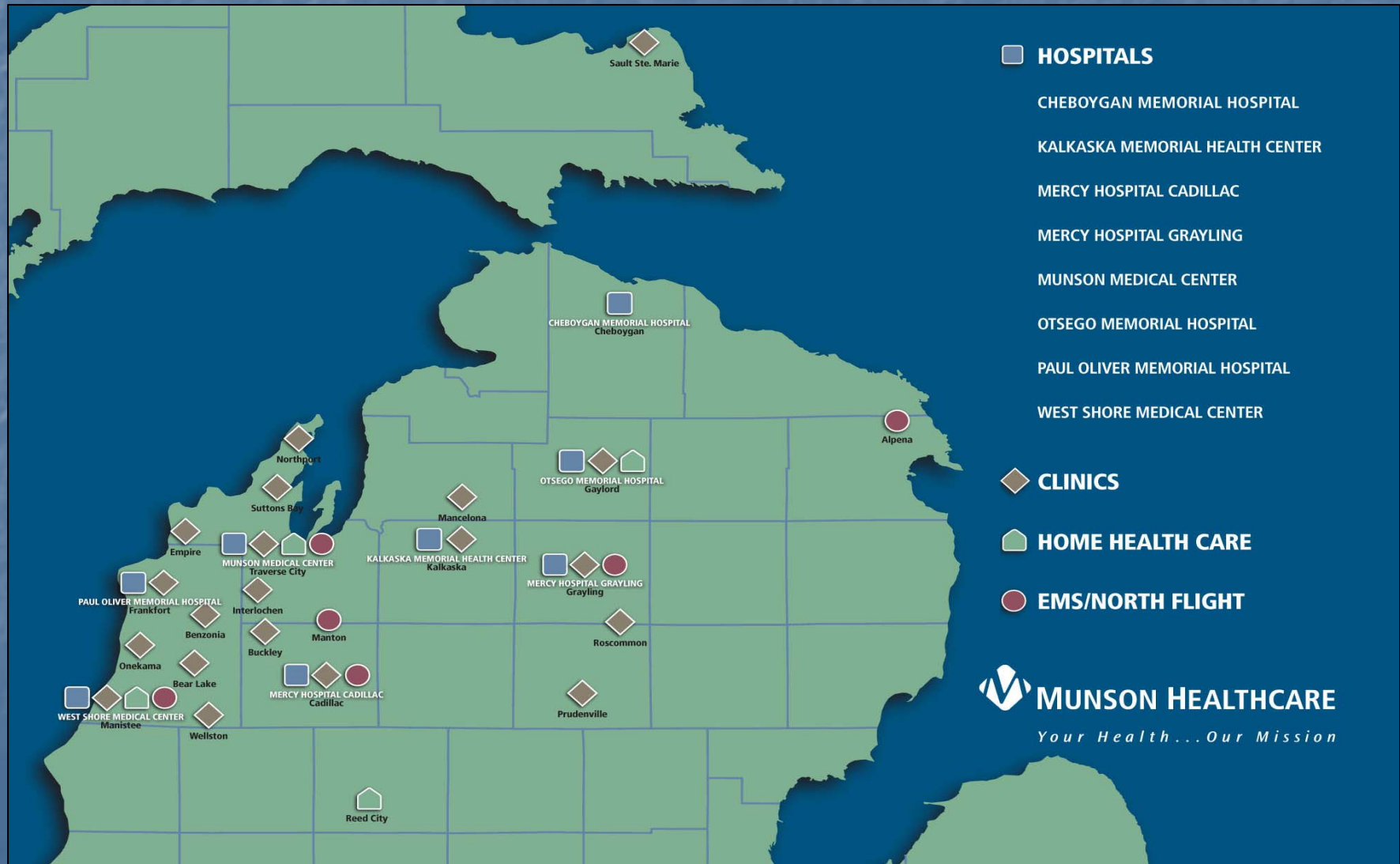


# Munson Healthcare Community Benefit Presentation

AHA Teleconference Dec 9, 2008

# Munson Healthcare System Description



**HOSPITALS**

- CHEBOYGAN MEMORIAL HOSPITAL
- KALKASKA MEMORIAL HEALTH CENTER
- MERCY HOSPITAL CADILLAC
- MERCY HOSPITAL GRAYLING
- MUNSON MEDICAL CENTER
- OTSEGO MEMORIAL HOSPITAL
- PAUL OLIVER MEMORIAL HOSPITAL
- WEST SHORE MEDICAL CENTER

**CLINICS**

**HOME HEALTH CARE**

**EMS/NORTH FLIGHT**



# History of Organizational Focus on Community Health Initiatives

- CEO created Initiative in 1996
- Board Committee formed – regional and multi-disciplinary
- Initial Funding commitment – Investment earnings from \$10M

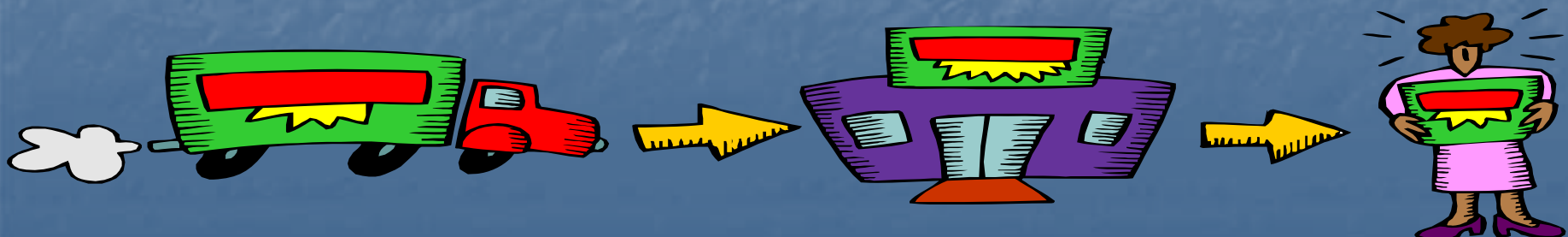


# Community Health Program Components



# Community Benefit – A Process

- A planned, managed and measured approach to meeting identified community health needs. It implies collaboration with a “community” to “benefit” its residents – particularly the poor, minorities and underserved groups – by improving health status and quality of life.



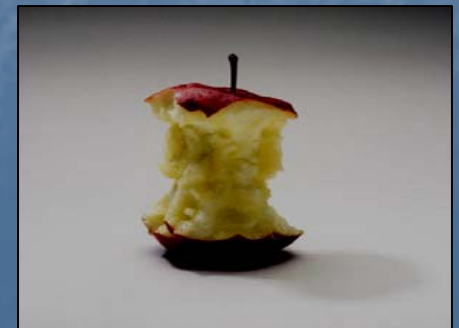
# Community Health Initiative Philosophy

- Describes Munson's commitment
- Defines Terms: Community Benefit, Community Health Initiatives, Community Health Education
- Specific areas of Focus



# Community Health Initiatives: Core Principles

- Reflects Mission and Values
- Focus on Improving Access, Promoting Health and Wellness, Preventing and Addressing Chronic Diseases
- Based on unmet needs identified in Community Health Assessment
- Will leverage outside Resources and Collaboration
- Will be Evaluated Regularly
- Efforts will be Communicated both Internally and Externally





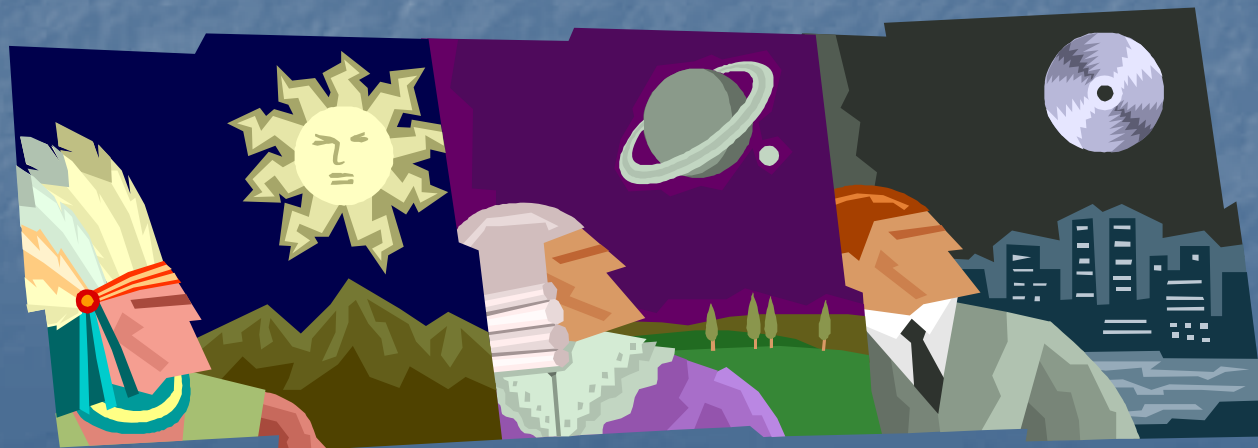
# Structure

- Board Level Committee – regional and multi-disciplinary
- Administrative Oversight
- Staff Committed to Community and Programs
- Links to Finance and other system hospitals



# Community Needs Assessment

- History of Assessments - collaboration
- Used in program development
- Major findings



# Planning and Program Development

- Meds
- Healthy Futures
- Transportation
- Access to Care
- Diabetes Initiative
- Let's Get Moving Northern Michigan



# Community Collaboration

- County Community Collaboratives
- Poverty Reduction Initiative
- North Central Council of the MHA
- Youth Programming – School Initiatives



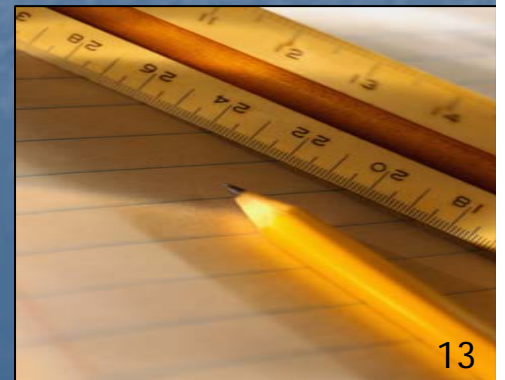
# Program Evaluation and Decision Making

- Criteria
- Oversight committee
- Outcomes Measurements

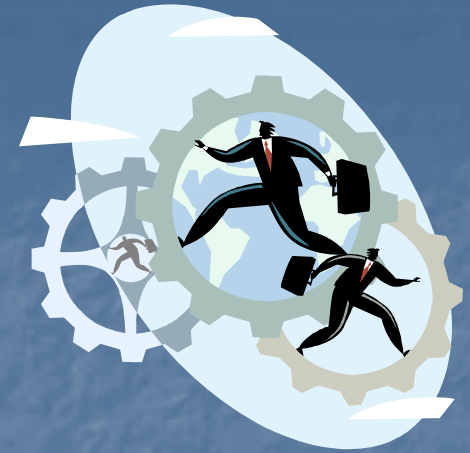


# Tracking and Measurement

- Consistent definitions – Community Benefits/Community Health Initiatives
- Data tracking at individual institutions
- Software – Community Benefit Tracker Event Module
- 990 Schedule H: plan dry run in 08/09
- Challenges



# What Works...



- Designated Leader for CB
- Continuous Staff Education – Communication!
- Quarterly Data Capture
- Close Collaboration with Finance

# Data Collection – Programs/Other/Non-traditional

- Internal Forms – on the Intranet
- Quarterly Email Reminders
- Data Review and Entry on Tracker by CH Staff
- Reminders for Usual Suspects – Year end push
- Will begin training Super-users on Tracker
- Feeds into MHA Survey Automatically!



# Data Collection for Unpaid Cost of Services

- Finance is Integral
- Consistent Definitions
- Estimate Unpaid Cost for Medicaid, Charity, Medicare and Bad Debt separately
- Entered into MHA Survey and joins information on Programs, etc from "Tracker"





# Benefits of "Tracker"

- Eliminated Duplicate Data Entry - Huge
- Definitions Correspond to CHA, AHA, etc
- Flexibility
- Ability to include other Entities (Air Ambulance, Home Care, etc)
- Ability to Roll up Hospitals
- Future ability for Automatic Completion of Schedule H



# Communication & Reporting

- Annual Update to Board of Trustees
- Community Benefit Annual Report to Public
- Share Programs, Stories, Commitment, Expenditures
- System-wide Focus & Distribution
- Have Included Program Descriptions on 990 in past



# Questions and Discussion

