Collaborative Innovation for Community Health Improvement

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Key Points

• We need better health at lower cost in every community.
• Community health improvement is essential for achieving the goals of health care reform.
• Collaborative innovation can be a powerful strategy for community health improvement.
We need better health at lower cost

We can no longer afford business as usual.
We need better health at lower cost

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Source: CountyHealthRankings.org. Rankings are for 131 Virginia cities and counties.
We need better health at lower cost

• Even in the highest ranking cities and counties there is room for improvement in:
  – Health behaviors
  – Health supports
  – Access to services
  – Quality of services
  – Health outcomes
Community health and health reform

- The goals of health care reform are better access, better quality, and lower costs.
- Health care reform is aimed primarily (though not exclusively) at the health care system.
- The determinants of health are broader than health care services.
- The drivers of cost are broader than health care services.
Community health and health reform

Determinants of Health
Source: Healthy People 2020
• Drivers of Cost
  – Largely preventable and highly manageable chronic diseases account for 75 cents of every dollar we spend on health care in the U.S.
  – Without a dramatic change, a third of American adults will have diabetes by 2050 (up from 1 in 10 today).
  – Obesity already accounts for 10 to 20 percent of the rise in health care spending and obese adults cost 35 percent more than their normal-weight counterparts.
  
  • Source: Partnership to Fight Chronic Disease
Community health and health reform

• We could dramatically improve health and reduce costs by:
  • Exercising more
  • Eating better
  • Avoiding tobacco
  • Improving systems of care
  • Aligning payment to reward value.
• Much of this work can be accomplished at the community level.
• No single organization or sector can accomplish these improvements by itself.
The power of collaborative innovation

• A definition:
  – Collaborative innovation occurs when multiple stakeholders work together to systematically design, test, and spread improvements.
The power of collaborative innovation

Choose a Focus  ↔  Engage Stakeholders

Measure  ↓  Assess
Spread  ○  Learn
Refine  ←  Design
Test

A Model for Collaborative Innovation
The power of collaborative innovation

• Some examples – how would we use collaborative innovation to design, test, and spread improvements in:
  – Nutrition and physical activity?
  – Tobacco cessation?
  – Care coordination?
  – Service integration?
  – Payment reform?
The power of collaborative innovation

The potential investment:
• Commitment
• Time
• Research
• Development
• Facilitation
• Leadership
• Funding

The potential payback:
• Better health
• Better access
• Better services
• Reduced costs
• Better value
• Better productivity
• Better quality of life
• New collaborative relationships
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