

SOCIAL DETERMINANTS OF HEALTH CARE

Brenda Rooney, PhD, MPH
Gundersen Health System,
Office of Population Health

Minneapolis/
St Paul 1-94:

3 miles could
add up to 13
year life span
difference

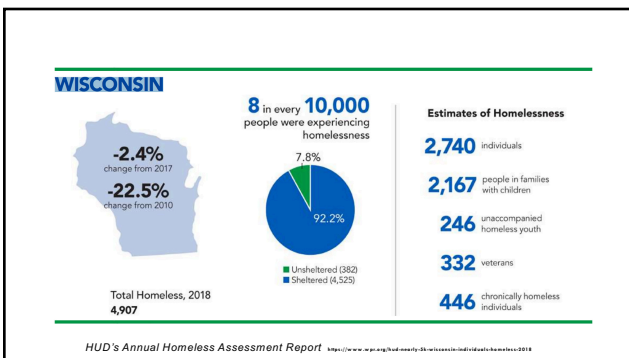
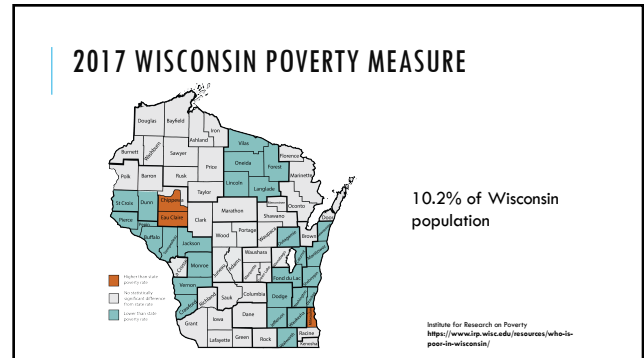
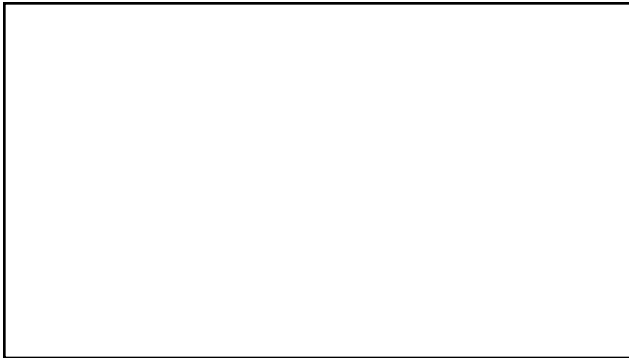
New Orleans:

Life span
varies by 25
years across
neighborhoods
just a few miles
apart

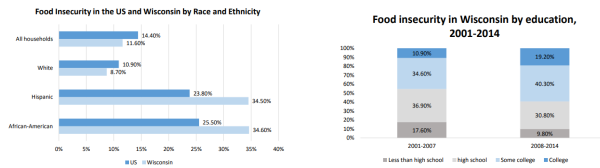
Chicago: 16 year difference in life
expectancy between Washington Park
and the Loop

MAKING THE CONNECTIONS: OUR CITY, OUR SOCIETY, OUR
HEALTH

<https://www.youtube.com/watch?v=n-2mUjQ16bA&feature=youtu.be>

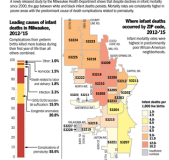


FOOD INSECURITY IN WI BY RACE & EDUCATION



Hunger & Food Security in Wisconsin and Dane County, June 2016
<https://www.dhs.gov/easypolice/data/visualizations/files/20160601-hunger-and-food-security-in-wisconsin-and-dane-county>

Milwaukee struggles with infant mortality



Comparing infant mortality rates among black and white births

The disparity between black and white infant mortality rates peaked at the turn of the century, but black babies are still roughly three times more likely to die than white babies.

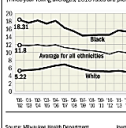
City of Milwaukee infant mortality rates show how many more times a black baby is likely to die than a white baby, 1997-2015 (three-year rolling averages)



Comparing infant mortality rates

Infant mortality rates have declined for all ethnic groups in Milwaukee, though a large disparity persists between the black and white rates.

Milwaukee infant mortality rates, 2000-15 (three-year rolling averages, 2015 rates are preliminary)



Source: Milwaukee Health Department, Journal Sentinel

Milwaukee Journal Sentinel 5/21/2017
<https://www.jsonline.com/story/news/health/2017/05/20/milwaukee/322003001/>

HOW CAN HEALTHCARE ADDRESS THESE ISSUES?

HEALTHCARE ANCHOR NETWORK

The long-term goal is to reach a critical mass of health systems adopting as an institutional priority to improve community health and well-being by leveraging all their assets, including hiring, purchasing, and investment for equitable, local economic impact. By doing so, we can powerfully impact the upstream determinants of health and help build inclusive and sustainable local economies

Community Partnerships

45 Health Systems nationwide

HOUSING EXAMPLES

Bon Secours Baltimore – helped build more than 800 units of affordable housing using Low-income Housing Tax Credits.

Boston Medical Center – designated \$4.5 million over five years to support affordable housing initiatives

- Interest-free loan for a healthy affordable grocery store at a housing development
- Support for on-site resident services to elderly and family housing developments

Dignity Health – operates a \$140 million loan fund which supports economic development in low income communities

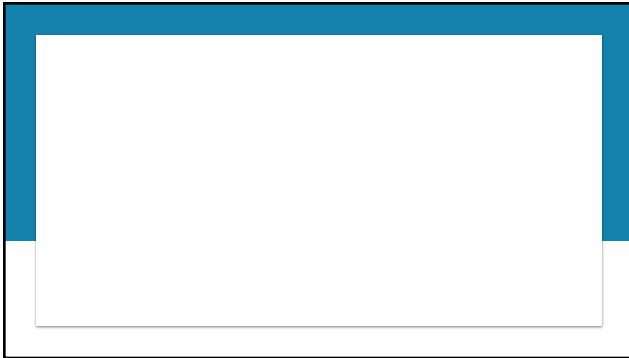
Kaiser Permanente – impact investing commitment of up to \$200 million through its Thriving Communities Fund to address housing stability and homelessness

Providence St Joseph Health – low interest loans to community development financial intermediaries

Healthcare Anchor Network, Healthy and Affordable Housing

GUNDERSEN HEALTH SYSTEM HOUSING PROJECTS

- ❖ Gund Brewery Lofts – 85 unit housing (68 affordable)
- Gundersen provided the land and building to a private developer who used Low-income Housing Tax Credits and Historic Tax Credits
- ❖ Resident housing in Neighborhood
- ❖ La Crosse Promise
- ❖ Tax Incentives for Employees who live in the neighborhood
- ❖ Habitat homes in the Neighborhood
- ❖ Project RENEW
- ❖ La Crosse Collaborative to End Homelessness



DETROIT — ASTHMA AND LEAD POISONING PROJECT

The Healthy Homes and Asthma Program addresses lead hazards, asthma and allergy triggers, and home safety for Detroit families who have children five years old or younger with diagnosed asthma.

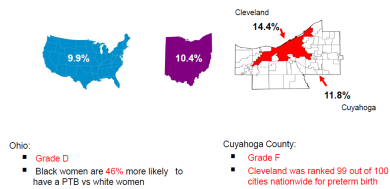
The asthma prevalence rate for children in Detroit is approximately 30%, three times the national average; and asthma is the leading chronic condition causing school absenteeism and preventable hospitalization for children under 18

1. Case manager identifies hazards and provides education
2. Family Action Plan is customized, listing products to reduce triggers, etc
3. Referral to partner agencies

Work with Community Based Development Corporation (CBDG) for help with funding programs

<https://clearcorp.detroit.org/programs/healthy-homes-detroit/>

March of Dimes 2018 Preterm Birth Report Card



Healthcare Anchor Network, Spring Convening 2019

The UH Rainbow Center for Women & Children opened July 9th, 2018

- The UH Rainbow Center for Women & Children, a LEED Platinum Certified newly constructed facility of UH Rainbow Babies & Children's Hospital and UH MacDonald Women's Hospital, serving a federally designated medical/dental underserved area.
- The Center is a highly accessible medical home, with wraparound services, within an academic center of education and research
- Programs include:
 1. Pediatric Primary Care
 2. OB/Gyn/Midwifery Care
 3. Maternal Fetal Medicine & Imaging
 4. Well Woman Care
 5. Retail pharmacy
 6. Optometry
 7. Women/Infant/Children (WIC) Office
 8. Community/ Group education rooms
 9. Dental screening
 10. Social needs navigation
 11. Medical/Legal Partnership
 12. Integrated mental health and embedded Social Work



Extended hours:
Sat-Spm M-F, women's starts at 8a, pediatrics at 8:30a
Saturday morning pediatrics 9a-noon

Healthcare Anchor Network, Spring Convening 2019

Collaborative Programs



Health & Nutrition

- Food programs (Food Bank, local grocers)
 - Healthy Harvest
 - Dave's Supermarket teaching kitchen

Family Support

- Community doula program (Birthing Beautiful Communities)
- Home visiting – Centers for Families & Children
- Diversity & inclusion
 - "Supporting Families & Community"

Social needs

- Medical/Legal Partnership
- Social needs navigation
- Transit planning for new Midtown campus

Healthcare Anchor Network, Spring/Summer 2019

TRANSPORTATION

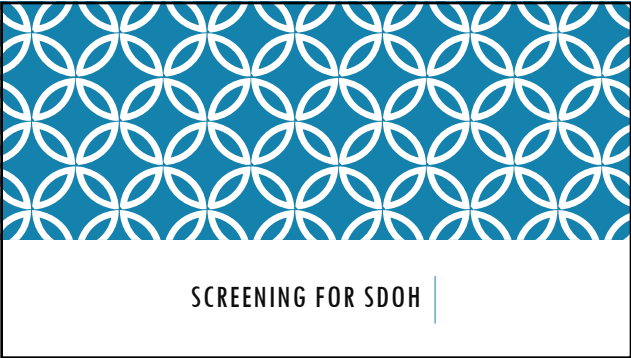
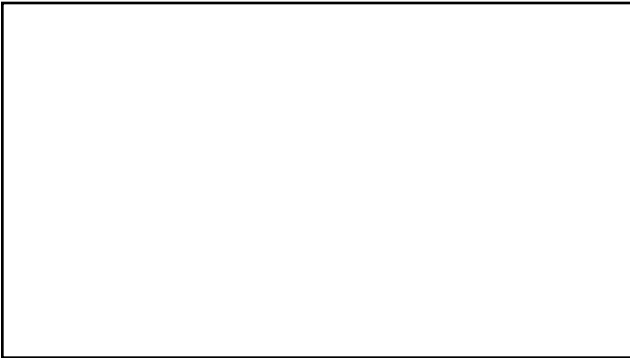
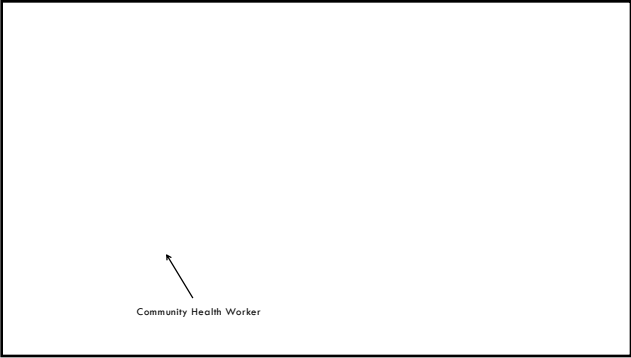
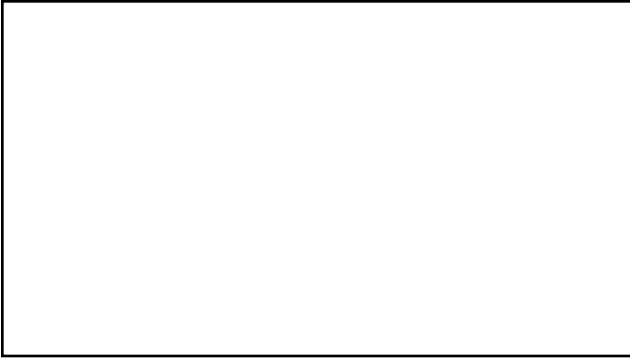
- ❖ No Show rate 5-30% or more
- ❖ 3.6 million Americans miss appointments due to a lack of reliable transportation
- ❖ Lyft and Hitch Health (tech company) conducted a pilot study at Hennepin Healthcare in Minneapolis and were able to reduce no-shows by 27% in previous patients with no-shows (2018)
- ❖ Used texting technology to offer Lyft rides to patients in need.
- ❖ Increased revenue by \$270,000 (297% ROI)
- ❖ Uber Health – allows healthcare providers, clinics, and hospitals assign rides for their patients from a centralized dashboard – without requiring the patient have the Uber app or smartphone
- ❖ Boston Medical Center reported \$500,000 in transportation savings by using Uber Health

MANAGEMENT OF COMPLEX SOCIAL NEEDS

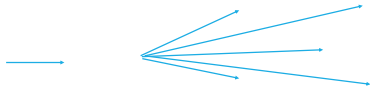
Community Pathways HUB model

Community Hubs – Pathways Model

- Understand the interplay of measured risk and measured health outcomes
- Hubs situated between community health workers (CHW's) and the health care system- public, provider, payer, government
- Find those in need in a community
- Assess elements of risk: modifiable and social risk properly weighted
- CHW's/community navigators who know the community and the clinical aspects
 - Create connections to services
 - Mitigate risk directly/indirectly
 - Educate
 - Connect to care



SCREENING FOR SDOH



One person's data is another person's difficult life experience.

SCREENING FOR SDOH

1. Screening for SDOH

Practices should consider the social determinants prevalent in the population they serve and whether those SDOH needs are issues that the practice can assess and refer for within their workflow constraints

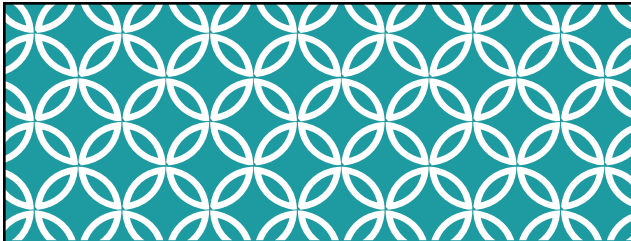
2. Referral to Community-Based Organizations

What organizations can handle referrals? Know where your patients live to make referrals convenient for them.

3. Get Patients the Needed Services

Making sure the patient follows through on referrals.

4. Closing the Communication Loop



WHAT CAN YOU DO?

Small scale

OTHER WAYS TO HELP YOUR PATIENT

- Pick a topic
- Don't wait for perfection or system solutions.
Refer your patients.
Empower your staff to refer.
Use your local community resource listings – 211
- Get involved in systemic issues in your community
Habitat, food pantries, Boys & Girls, Salvation Army, United Way
Your presence provides credibility & power

QUESTIONS?