Welcome to the webinar!
We will begin at 2:30 pm EST
By the end of this webinar….

- Purpose and process
- Policy priorities and recommendations
- Use Beyond Medical Care materials
- Next steps
- Q & A
Emerging opportunities to advance prevention

Goal: Improve health value and health equity in Ohio

Stable investments in evidence-based upstream prevention
Community-based, primary prevention that addresses the social, economic and physical environments that shape our health

1. Change incentives within healthcare system
2. Leverage potential new sources of funding
3. Nurture cross-sector partnerships and perspectives

Inside the healthcare system | Balanced portfolio of strategies and financing mechanisms | Outside the healthcare system
Goal: Improve health value and health equity in Ohio

What is health value?

Population health outcomes  | Health value  | Healthcare costs
Infant mortality in Ohio

by race/ethnicity, 2012

<table>
<thead>
<tr>
<th>Race</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
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<td>6.37</td>
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<tr>
<td>Black</td>
<td>13.93</td>
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</tbody>
</table>

Source: Ohio Department of Health
Goal: Improve health value and health equity in Ohio

Stable investments in evidence-based upstream prevention
Community-based, primary prevention that addresses the social, economic and physical environments that shape our health

Going upstream to improve population health

Upstream
Focus on wellness, with emphasis on primary prevention

Downstream
Focus on treatment of specific diseases and conditions
Diabetes prevention example

Optimal health
- Healthy community environments: Access to healthy food and places to be active
- Healthy behaviors: Physical activity, healthy eating, no tobacco use
- Healthy weight

Prediabetes
- Blood glucose or A1C levels higher than normal but not high enough to be classified as diabetes.
- Risk factors include overweight or obesity, lack of physical activity, tobacco use, high blood pressure, past diabetes, and family history.

Diabetes
- A disease that disease management can help to control blood glucose levels and mitigate further complications.
- Downstream impacts include:
  - Heart disease
  - Stroke
  - Blindness
  - Loss of legs, feet, or toes
  - Kidney failure

Primary prevention strategies to help children and adults stay healthy, such as enhanced physical education and healthy food incentives for SNAP participants.

Secondary prevention strategies to stop or delay transition to type 2 diabetes, such as Diabetes Prevention Programs (education and follow-up support from a trained lifestyle coach for healthy eating, physical activity and other behavior changes).

Disease management strategies, such as Patient-Centered Medical Homes, case management and chronic care model (proactive, team-based care).

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1. Change incentives within healthcare system
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Inside the healthcare system Balanced portfolio of strategies and financing mechanisms Outside the healthcare system
Out of balance

Factors that influence health

- Physical environment: 10%
- Clinical care: 20%
- Social and economic environment: 30%
- Health behaviors: 40%


State health agency spending in Ohio

- 94% Clinical care/treatment
- 6% Prevention


Emerging policy opportunities

1. Change incentives within the healthcare system
2. Leverage potential new sources of funding
3. Nurture cross-sector partnerships and perspectives
1. Paying for value over volume through payment reform

Increasing incentives for primary and secondary prevention

<table>
<thead>
<tr>
<th>Fee for service</th>
<th>Pay for performance</th>
<th>Care coordination payments</th>
<th>Bundled or episode-based payment</th>
<th>Global payment</th>
</tr>
</thead>
</table>

2. Leverage potential new sources of funding

Wellness trusts

Hospital community benefit for upstream prevention

Pay-for-success financing
Recommendations for:

- State-level policymakers
- Healthcare leaders
- Philanthropy, employers, other private sector leaders
- Public health leaders, advocates, community-based prevention organizations
- Local-level policymakers
Beth Tsvetkoff
Ohio Alliance of YMCAs
Community-based organizations, clinical-community linkages

Dave Ciccone
United Way of Central Ohio
Philanthropy

Martha Halko
Cuyahoga County Board of Health
Public health
Paying for value over volume through payment reform

- Tie payment to risk-adjusted outcome measures, not just process measures
- Explore section 1115 waivers for community-based prevention
- Coordination between Medicaid managed care plans, local health departments, and community-based social service and behavioral health organizations
- ACOs (Accountable Care Organizations)
- Upstream PCMH (Patient Centered Medical Homes)
Wellness trusts

- Identify source or sources of funding
- Identify administrative body
- Considerations regarding goals, fund allocation, collaboration, community engagement and sustainability

Leverage hospital community benefit for upstream prevention

- Raise awareness of upstream prevention activities that can be reported as community benefit
- Devote some community benefit dollars to evidence-based primary prevention
- Collaboration between hospitals, local health departments and other community-based organizations
Pay-for-success financing

• Build knowledge and capacity
• Cultivate champions
• Identify private investors
• Identify projects
• Reduce barriers
Health and Equity in All Policies approach to decision making

- Build knowledge and capacity
- Embed HEIAP in grant requirements
- Identify situations where Health Impact Assessments could be encouraged or required
- Formalize agency collaboration
- Develop healthy community charters

Community integrators and backbone organizations

- Build knowledge and capacity
- Fund integrator/backbone functions
- Embed backbone role in grant requirements
- Sustain momentum through ongoing support
Beyond Medical Care

Download report

Executive summary

In addition to medical care, health is shaped by our behaviors and social, economic and physical environments, upstream prevention strategies that address the causes of health problems rather than just the downstream consequences can help improve health status in Ohio.

The new HPIO report provides actionable ideas to improve Ohio’s commitment to upstream prevention through a balanced portfolio of health improvement activities that include and extend beyond the healthcare system. The report and a series of fact sheets provide policymakers and health leaders with a roadmap to expand the health policy agenda in Ohio to include a more balanced focus on the factors that shape our health both inside and outside the healthcare system.

Fact Sheets

- Preventing type 2 diabetes: How Ohio can improve health value and health equity
- Paying for value: Aligning payment reform
- Addressing health disparities
- Improving the hospital community benefit for upstream prevention
- Ohio’s focus on community health
- The “Healthy and Wealthy in All Places” approach to decision making
- Community integration and collaborative organizations
- Key messages for talking about prevention policy opportunities

Defining the problem

- Characterized by less healthy life despite spending more on health care
- People are in worse health in most other states
- We do not get good value for our health care dollars in Ohio
- This generation of kids is sicker today than children born during the New Deal—let’s learn how to care better

Solutions and action

- The belief that more evidence-based interventions that Ohio can implement to improve health. Refer to sources such as the HPIO Fact Sheet: Improving Health, Ohio’s Focus on Community Health.
- The belief that we need to integrate health care into our daily lives. Refer to sources such as the HPIO Fact Sheet: Improving Health, Ohio’s Focus on Community Health.
- A comprehensive approach to improve the health status in Ohio. Refer to sources such as the HPIO Fact Sheet: Improving Health, Ohio’s Focus on Community Health.

Beyond the health policy agenda in Ohio to include a more balanced focus on the factors that shape our health both inside and outside the healthcare system.

Preventive health care is critical to improving health outcomes. By focusing on prevention, we can improve the health of Ohioans and reduce health disparities.

Key messages for talking about prevention policy opportunities

- Preventing health issues: Education, community, behavior, lifestyle
- Preventing illness: Tobacco, alcohol, obesity, injury, violence
- Preventing disease: Cancer, diabetes, heart disease, asthma
- Preventing disability: Work-related injuries, mental health, substance abuse

Social determinants of health

- Health status is deeply influenced by factors outside of medical care, such as education, employment, and social support.
- Preventing illness and disease through health education, community health, and social support is essential for improving health outcomes.
- Addressing the social determinants of health, such as poverty, education, and access to healthcare, is crucial for improving health equity and reducing health disparities.

By taking a comprehensive and integrated approach to health policy, we can improve the health of Ohioans and reduce health disparities.
Health and Equity in All Policies recommendations

Public and private partners can help build capacity for cross-sector collaboration in Ohio by supporting:

1. Training sessions and ongoing technical assistance on Health and Equity in All Policies and Health Impact Assessments (HIA).
2. Peer-to-peer information sharing and mentoring between experienced organizations and those that are new to Health and Equity in All Policies.

Public and private funders can:

3. Institute grant requirements or Request for Proposal (RFP) components that encourage and support grantees or applicants to partner across multiple sectors, conduct HIAs, or to embed health considerations in decision-making processes.

State and local-level policymakers can:

4. Identify projects or situations when formal HIAs or "rapid HIAs" could be encouraged or required.
5. Formalize collaboration between agencies through memoranda of understanding or task forces.
6. Develop charters, such as the Summit County Health in All Policies Charter, to be voluntarily adopted by public and private organizations. Such charters can provide guidance on municipal or organizational policies that promote health, such as inclusion of sidewalks in development projects, availability of healthy food at meetings and events, or family-friendly workplace policies.

About us

The Ohio Wellness & Prevention Network is an information-sharing group made up of Ohio prevention organizations working together to build skills, capacity, and coordination in order to effectively communicate the critical importance of investing in prevention and ensuring that all Ohioans live in healthy communities that support healthy behaviors.

Mission

Strengthen and unite Ohio's prevention community to build new partnerships, effectively engage policymakers, and elevate wellness as a policy priority.

Vision

Ohio policymakers value wellness and prevention and make decisions that promote and support healthy communities and healthy behaviors for all Ohioans.

Prevention policy priorities

OHPP's policy priorities are described in the report: Beyond medical care: Emerging opportunities to advance prevention and improve health value in Ohio.

Get involved

The Ohio Wellness and Prevention Network is open to all organizations in Ohio that work to prevent disease and promote health, including: public health agencies, community prevention organizations, trade associations, coalitions, health care organizations, employers, philanthropies, grass-roots groups, and others who are working in the areas of prevention, wellness, population health, or health promotion.

If you would like to join the Ohio Wellness and Prevention Network, click this link to fill out a brief membership form. Network members receive a newsletter with updates 1-2 times each month on prevention policy issues, and are invited to participate in "lunch and learn" webinars on policy topics. Please contact support@healthpolicyohio.org if you have any questions or comments.
Spread the word
• Disseminate report
• Key messages
• Slides and presentations
• Sign up for OWPN e-news
• Policymaker meetings
• Act on recommendations

HPIO mission

To provide the independent, unbiased and nonpartisan information and analysis needed to create sound health policy
HPIO thanks our core funders, who are helping advance the Health of Ohioans through informed policy decisions.

- Interact for Health
- Mt. Sinai Health Care Foundation
- The Cleveland Foundation
- The George Gund Foundation
- Saint Luke's Foundation of Cleveland
- HealthPath Foundation of Ohio
- Sisters of Charity Foundation of Canton
- Sisters of Charity Foundation of Cleveland
- United Way of Greater Cincinnati
- Mercy Health
- CareSource Foundation
- SC Ministry Foundation
- United Way of Central Ohio
- Cardinal Health Foundation
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