Supporting Community Engagement, Collaboration and Health Equity: State Action in Maryland

Frances B. Phillips, RN, MHA
Deputy Secretary for Public Health (Ret.)
Maryland Department of Health and Mental Hygiene

“Moving Forward Together to Benefit Our Communities”
April 9, 2013
Community Health Improvement in Maryland

History, institutions, laws and culture support strong public health and local government.
Current “Special” Local-State Engagement Initiatives

• State Health Improvement Process (SHIP)
• Health Enterprise Zones (HEZ)
• Community Transformation
• Institute for Healthiest Maryland
• State and Local Public Health Accreditation
• Maryland Health Benefit Exchange
• State Innovation Model Design Grant
State Health Improvement Process (SHIP)  
www.dhmh.maryland.gov/ship

• **Accountability**  
  39 Core Measures in 6 Vision Areas

  ▪ **Local Action**  
    18 Local Health Improvement Coalitions

  ▪ **Public Engagement**  
    Website, Newsletter, Toolkits, Community Meetings
## Local Health Improvement Coalitions’ Bottom Line

<table>
<thead>
<tr>
<th>18 LHICs’ Annual Expenditures</th>
<th>ROI? Priorities account for excess death, disability and health care costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,085,000 (2011-2012)</td>
<td></td>
</tr>
</tbody>
</table>

State government  
Local governments  
Hospitals  
Non-hospital private

Obesity  
Diabetes prevention and management  
Tobacco cessation  
Prescription drug abuse  
Behavioral health for adolescents  
Access to primary care  
HIV prevention and management
Health Enterprise Zones

www.dhmh.maryland.gov/healthenterprisezones

• Maryland Health Improvement and Disparities Reduction Act (2012)
• “Flood the Zone” with wellness and primary care resources in order to
  – improve health by focusing on chronic disease prevention and control,
  – reduce disparities, and
  – lower costs.
HEZ (cont.)

• Competitive selection process resulted in awards to 2 local health departments and 3 non-profit local health coalitions

• Innovative use of State resources
  – State grants
  – Tax credits for providers and employers
  – Loan repayment assistance
  – Priority to become Patient Centered Medical Home
  – Priority to receive HIT grants
State Policy Levers to Support Local Health Improvement

• Provide high quality, timely, very local data with mapping and analytics support.
• Use all opportunities to require reporting of standardized racial /ethnicity data.
• Modernize legal and business processes to encourage contracts and multi-year partnerships.
• Where desired, centralize contracting and credentialing.
• Engage with state hospital association to collectively support LHICs.
State Policy Levers (2)

• Promote transparency of hospitals’ annual community benefit investments and the outcome of those investments.
• Require LHIC support in all local grant applications.
• Engage with state professional and primary care associations to participate in LHICs.
• Establish institutional research and practice pathways between academia and LHICs.
• Foster collaboration between LHICs and health reform efforts (exchange navigators, community-integrated medical homes).
State Policy Levers (3)

• Advocate for policies to provide public health access to de-identified health information exchange data.

• Foster scope of practice innovation by professional boards through local pilot efforts.

• Promote LHICs within state government (education, aging, planning, economic development, law enforcement) as resources for addressing diverse community problems.
Thank you!

Fran Phillips

francesphillips@gmail.com