Population Health Research: Meeting the Needs of Rural and Urban Communities

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Learning Objectives

• Describe two innovative models for population health research centers
• List three benefits of partnering with a University when establishing a population health center
• Characterize challenges associated with the development of community-engaged and health system embedded, population health research centers
Population Health and the Learning Health Approach

Knowing
• Characterizing the groups of people we serve

Learning
• What are the needs of our populations?
• What are the recommended best practices for addressing health, wellness, and prevention?

Doing
• Developing relevant strategies and interventions to improve the quality of care and outcomes for our populations in partnership with health care consumers, communities, providers, health care organizations, payers and others

Learning some more
• Assessing what is working, why it is working, what didn’t work and how to remove barriers to success...refine and continue the work
Who are we?

Main Line Health Center for Population Health Research

1889 Jefferson Center for Population Health
Conemaugh Health System (CHS) established a philanthropic arm – Conemaugh Health Foundation

Duke LifePoint Healthcare acquired CHS – became for-profit

Executive Director hired, opened the 1889 Jefferson Center for Population Health

1993

- Foundation received $110M from hospital sale
- Became independent Community Health & Wellness Foundation
- Renamed 1889 Foundation, Inc.

August 2014

March 2015

Mar. 2016 - Feb. 2017

Q3 & Q4 2017

2014

2014

2015

2015

2016

2016

2017

2017

2018

2018

1889 Foundation announced partnership and 5-year commitment of $7.5M to Thomas Jefferson University to establish 1889 Jefferson Center for Population Health

- Selected team
- 120+ community interviews
- Hub for PA PUBH 3.0

- Strategic plan
- RFP
Priorities

- Diabetes
- Obesity & inactivity
- Tobacco (drug & alcohol)
- Mental Health

Functions

- Facilitate collaboration and communication
- Build capacity
- Manage data and conduct research
Governance

- Steering committee
  - 1889 Foundation and Thomas Jefferson College of Population Health

- Community Engagement Teams—grassroots
  - Team leaders: advisory committee

- Department of Health Public Health 3.0 Hub
## County Demographics 2016

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cambria</th>
<th>Somerset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>134,700</td>
<td>75,000</td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>48%</td>
</tr>
<tr>
<td>% Poverty</td>
<td>15.6%</td>
<td>14.1%</td>
</tr>
<tr>
<td>Median Income</td>
<td>$43,614</td>
<td>43,938</td>
</tr>
<tr>
<td>Population Density</td>
<td>200</td>
<td>70</td>
</tr>
<tr>
<td>Health Systems</td>
<td>3 for-profit</td>
<td>1 nonprofit</td>
</tr>
</tbody>
</table>

Source:
- [U.S. Census Bureau](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk)
- [Central Pennsylvania](https://www.census.gov/data-tools/demo/saipe/saipe.html?s_appName=saipe&map_yearSelector=2016&map_geoSelector=aa_c&s_state=42&s_county=42021,42111&menu=grid_proxy)
What do we do at 1889 Jefferson?

• Facilitate collaboration among diverse organizations
• Educate community and professionals with goal of changing culture
• Evaluate, collect, and analyze data to improve decision-making and program effectiveness
• Test/research methods and interventions to impact health — disseminate to others
Community-centric

- Identify, implement, and evaluate interventions that improve health and wellbeing of communities
- FreeListing community engagement interviews
- Request for proposals
- Community education toward cultural change
- Building community engagement teams—grassroots
- Setting up infrastructures for integrating interventions
  - Communities in schools
  - Community health workers
  - RFP for innovative diabetes interventions—avoid reinventing the wheel
- Research opportunities
Main Line Health Center for Population Health Research
About our Health System – Main Line Health

• Founded in 1985, Main Line Health® is a not-for-profit health system serving portions of Philadelphia and its western suburbs.

• Four of the region’s most respected acute care hospitals—Lankenau Medical Center, Bryn Mawr Hospital, Paoli Hospital and Riddle Hospital

• Bryn Mawr Rehabilitation Hospital

• Mirmont Treatment Center for drug and alcohol recovery

• Main Line Health Centers including primary care doctors, specialists, laboratory, radiology, rehabilitation and other outpatient services

• Lankenau Institute for Medical Research, a non-profit biomedical research organization
The Center for Population Health Research in the Main Line Health System

- Represents a Partnership with Jefferson College of Population Health
- Joint steering committee of Main Line Health executive leadership and Jefferson leadership
- Significant study prior to the development of the center by an outside consultancy
- Dr. Norma Padron, Associate Director 2016
- Dr. Sharon Larson, Executive Director 2017
Center Mission

CPHR’s mission is to advance the understanding of population health by being a research and educational partner to Main Line Health, informing and assessing initiatives to improve the health status and quality of life in the communities it serves. CPHR’s researchers identify effective models to improve population health, as well as build evidence on successful implementation strategies.
Difficulty with Affording Meds

- 17.9% -- Other Phila County
- 20.0% -- Other
- 20.8% -- UW-19131
- 30.8% -- UW-Other
- 35.3% -- UW-19151
- 42.9% -- Suburban-LP
- 46.2% -- UW-19139

Source: LMC Social Needs Survey
Difficulty with Taking Care of Home

- 16.2% -- UW-19151
- 16.7% -- Other
- 18.5% -- Suburban-LP
- 29.6% -- Other Phila County
- 30.9% -- UW-19131
- 34.6% -- UW-19139
- 40.7% -- UW-Other
LCM Social Needs Survey: Personal Stress

MLH Acute Hospital

38.6% -- UW-19131 & 19151
42.3% -- UW-Other
42.9% -- Suburban-LP
44.8% -- Other
53.6% -- Other Phila County
57.7% -- UW-19139

Source: LMC Social Needs Survey V1 9-21-15
What are we doing at Main Line CPHR?

- Harm reduction among opioid substance abusers
- Depression care pathways
- Human trafficking – a project developed by a group of nurse residents
- Emergency department utilization
- Women’s heart health
- Cancer and the value of care coordination
- Promoting health professions among under represented minority students
- Building partnerships with clinicians and clinical departments
Mountains we are climbing CPHR

- New tools for research
- Identifying the silos and potential partners
- Partnerships with the clinical enterprise
- Data access
- Data development
- ‘Kid in the candy shop’ syndrome—Figuring out the questions
- Staffing
- Funding—internal and external
Mountains we are climbing 1889 Jefferson

• Focus: data vs. community story
• Partnerships with community organizations
  • For-profit hospital
• Transforming silos to collaboration—changing culture and territorial conflicts
• ‘Kid in the candy shop’ syndrome—selecting the focus
• Staffing challenges
• External matching funds to 1889 Foundation funding
• Frequent target of funding requests