

Community Health Needs Assessment



EXAMPLE INITIATIVES FOR CHNA IMPLEMENTATION STRATEGY DESIGN

- ✓ **ENHANCED CARE COORDINATION FOR IDENTIFIED DISEASE STATES**
- ✓ **IMPROVED ACCESS TO PRIMARY CARE**
- ✓ **EXPANDED MENTAL HEALTH AND SUBSTANCE ABUSE TREATMENT**
- ✓ **EFFECTIVE PREVENTIVE HEALTH SERVICES**

A Community Health Needs Assessment (CHNA) is an underutilized tool for guiding healthcare organizations and municipalities toward actions that improve the health of their communities.

The Patient Protection and Affordable Care Act (ACA) codified this process as a requirement for any hospital facility operated by a 501(c)(3) organization, with organizations mandated to complete their first CHNA no later than 2014. Organizations have now completed at least three CHNAs under the every-three-years stipulation, but many don't realize there is room for innovation in how they gather data—and that the findings from a robust CHNA can serve as a strategic asset.

While completion of a CHNA may be a statutory requirement, savvy organizations don't simply check the box to maintain compliance. Executed effectively, CHNAs can be a critical cornerstone of a broader strategic plan. A strong CHNA supports and helps guide organizations' approach to all aspects of healthcare delivery, from community resource development to healthcare strategic design. Consequently, it's important to use a solid methodology that takes into account the wide-ranging spectrum of healthcare trends and results in an implementation plan that will achieve the organization's prioritized goals for the next three years.

WHAT WE DO

For 50 years, ECG has served as a strategic adviser to healthcare organizations of all sizes, geographies, and demographic profiles. We help our clients develop effective and implementable strategies that will meet the specific needs of their patient community. Our extensive experience in provider network and community planning, service line development, and ambulatory care strategy offers a holistic perspective on the tools and resources needed to improve the overall health of a patient population. Additionally, we understand how intersectional issues such as social determinants of health, health equity, behavioral health, and access affect communities. This expertise, coupled with our collaborative decision-making approach, advances CHNA recommendations that ultimately translate into actionable and implementable plans to improve access to high-quality care.

WHO WE ARE




ECG's Provider Network and Community Planning practice is the nation's leading advisory group for addressing medical staff and community need. We understand the complexities and challenges involved in delivering comprehensive care to a patient community and have an established track record of helping clients achieve their immediate and long-term goals. Our consultants have subject matter expertise across all aspects of healthcare, which ensures that our recommendations are effective, market specific, and implementable, in addition to being regulatory compliant.



THE STRATEGIC IMPERATIVE

While the availability of strong data analytical capabilities is often a key decision point for determining who can best facilitate the development of an organization’s CHNA, it is only one of several that make a CHNA more than a “check the box” exercise. A CHNA should strongly guide a healthcare organization’s overarching strategy; it is critical that the process result in clear and actionable goals with effective supporting tactics. The table below highlights several examples of strategic initiatives and the potential tactics an organization could employ.

EXAMPLE INITIATIVES FOR CHNA IMPLEMENTATION STRATEGY DESIGN

	ENHANCED CARE COORDINATION FOR IDENTIFIED DISEASE STATES	<ul style="list-style-type: none">✓ Develop service line–specific offerings to address high-prevalence diseases and chronic conditions.✓ Recommend innovative provider incentives (e.g., value-based performance measures) to improve preventive care or increase diagnostic screening adherence.✓ Identify potential alignment opportunities that could be pursued.
	IMPROVED ACCESS TO PRIMARY CARE	<ul style="list-style-type: none">✓ Create plans for targeted outreach to underserved patient populations.✓ Identify key populations where health inequities may exist, and develop programs to improve access to primary care.✓ Explore innovative options to provide lower-cost care options and wellness-focused offerings.
	EXPANDED MENTAL HEALTH AND SUBSTANCE ABUSE TREATMENT	<ul style="list-style-type: none">✓ Pilot new partnerships with community resources to improve integration of mental health services.✓ Support virtual care platforms for counseling and social services to improve community access.✓ Participate in mental health initiatives targeted to school-aged children through local schools and community centers.
	EFFECTIVE PREVENTIVE HEALTH SERVICES	<ul style="list-style-type: none">✓ Provide innovative early-screening options for communities with elevated levels of obesity, smoking, and other behavioral factors tied to future disease incidence.✓ Identify viable options for empowering healthy lifestyle choices and addressing vaccine hesitancy.✓ Consider wraparound care models for disease-specific patient populations (e.g., diabetes, COPD) to embed preventive and primary care alongside specialty navigation.

Ultimately, organizations should view CHNAs as an essential tool to help them identify and prioritize their communities’ most pressing needs. Anchoring those findings to a broader strategic plan through implementable recommendations ensures that the appropriate care and due diligence is being applied to address these needs.

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ABOUT ECG



Strategy



Finance



Performance Transformation

Tackling today’s complex and interconnected healthcare problems requires knowledge and experience across multiple disciplines. That’s what ECG brings to every consulting engagement. With deep expertise in strategy, finance, operations, and technology, ECG builds multidisciplinary teams to meet the unique needs of every client from discrete operational issues to bigger-picture strategic and financial challenges. Learn more at www.ecgmc.com.