HIP Community Forum

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

Chaminade Resort and Spa

April 18, 2019

@hip_scc

Health Improvement Partnership of Santa Cruz County

www.hipscc.org

ANNOUNCEMENTS

Maritza Lara, MS, BSN, RN
Program Manager
Health Improvement Partnership

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

WELCOME

ELISA ORONA

HIP, EXECUTIVE DIRECTOR

STEPHANIE SONNENSHINE

CENTRAL CALIFORNIA ALLIANCE FOR HEALTH, CEO

@hip_scc

Health Improvement Partnership of Santa Cruz County

www.hipscc.org

HIP TEAM

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

*Not Pictured
Interns: Karina, Lissette, Patrick, Crystal

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Health Improvement Partnership
of Santa Cruz County

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HIP TEAM

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

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EVENT SPONSORS

Hospital Council of Northern & Central California

Excellence Through Leadership & Collaboration

Sutter Health
Palo Alto Medical Foundation

Dignity Health®
Dominican Hospital

LIGHTHOUSE BANK

FIVE BRANCHES UNIVERSITY
Graduate School of Traditional Chinese Medicine

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TABLE SPONSORS

Santa Cruz Women's Health Center

East Cliff Family Health Center

Santa Cruz Community Health Centers

live oak · cradle to career · de cuna a carrera

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Salud Para La Gente

Working Together for a Healthy Community

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HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

AWARDS CEREMONY

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COMMUNITY COLLABORATION IMPACT AWARD

Live Oak Cradle to Career Parent Leadership Committee

PROGRAM DESCRIPTION

LESLIE GOODFRIEND, MPH

SENIOR HEALTH SERVICES MANAGER

COUNTY OF SANTA CRUZ HUMAN SERVICES DEPARTMENT

live oak . cradle to career . de cuna a carrera .

EDUCATION

HEALTH

CHARACTER

COMMUNITY COLLABORATION IMPACT AWARD

Award Presentation

JOHN LEOPOLD
SANTA CRUZ COUNTY SUPERVISOR

LORIE CHAMBERLAND
LIVE OAK SCHOOL DISTRICT SUPERINTENDENT

DIANA VALADEZ
PLC PARENT LEADER

Health Improvement Partnership
of Santa Cruz County

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EDUCATION

HEALTH

CHARACTER

CHAMPION OF HEALTH IMPROVEMENT AWARD

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

Dr. Salem Magarian

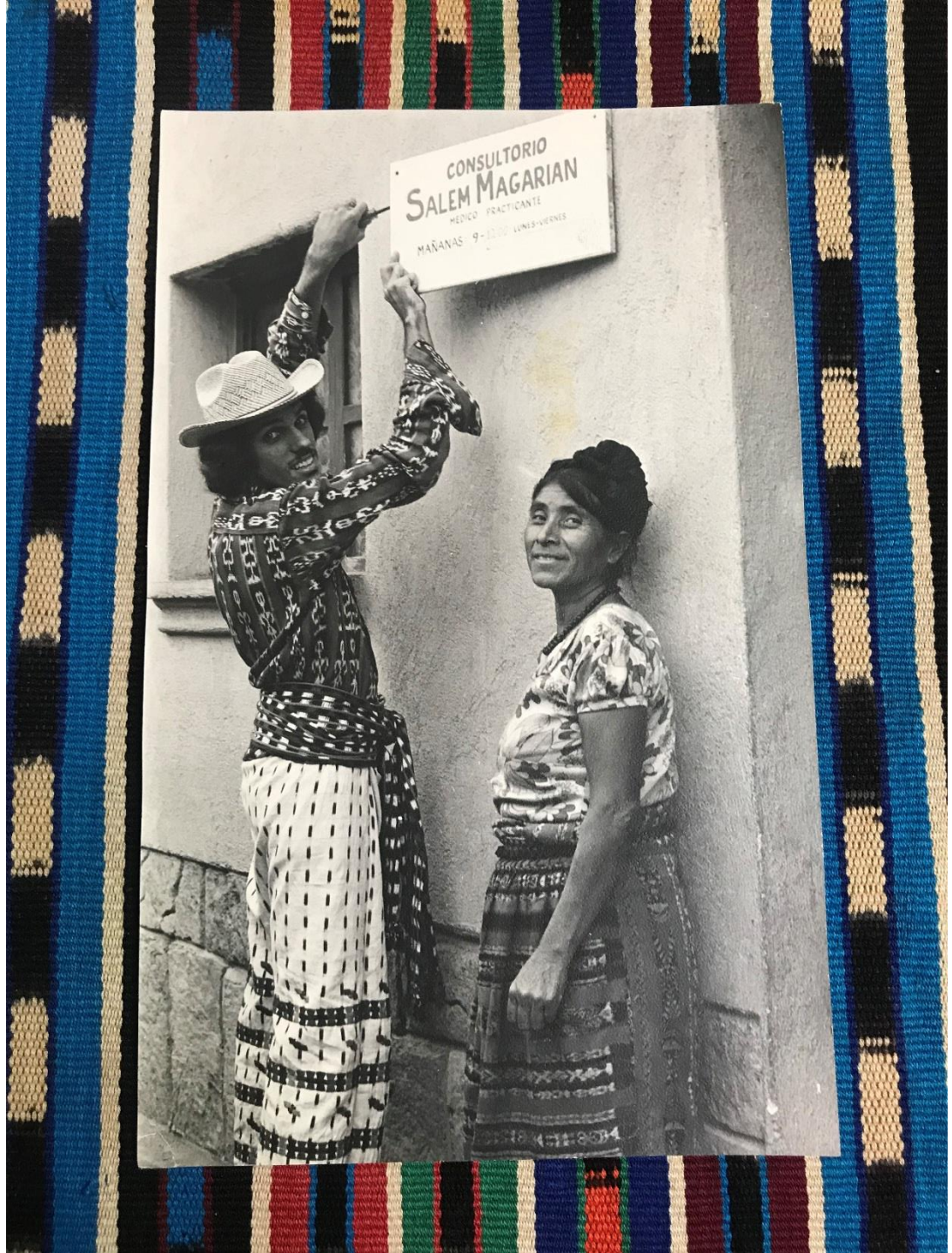
Pediatric Director for Santa Cruz Community Health Centers

AWARD PRESENTED BY:

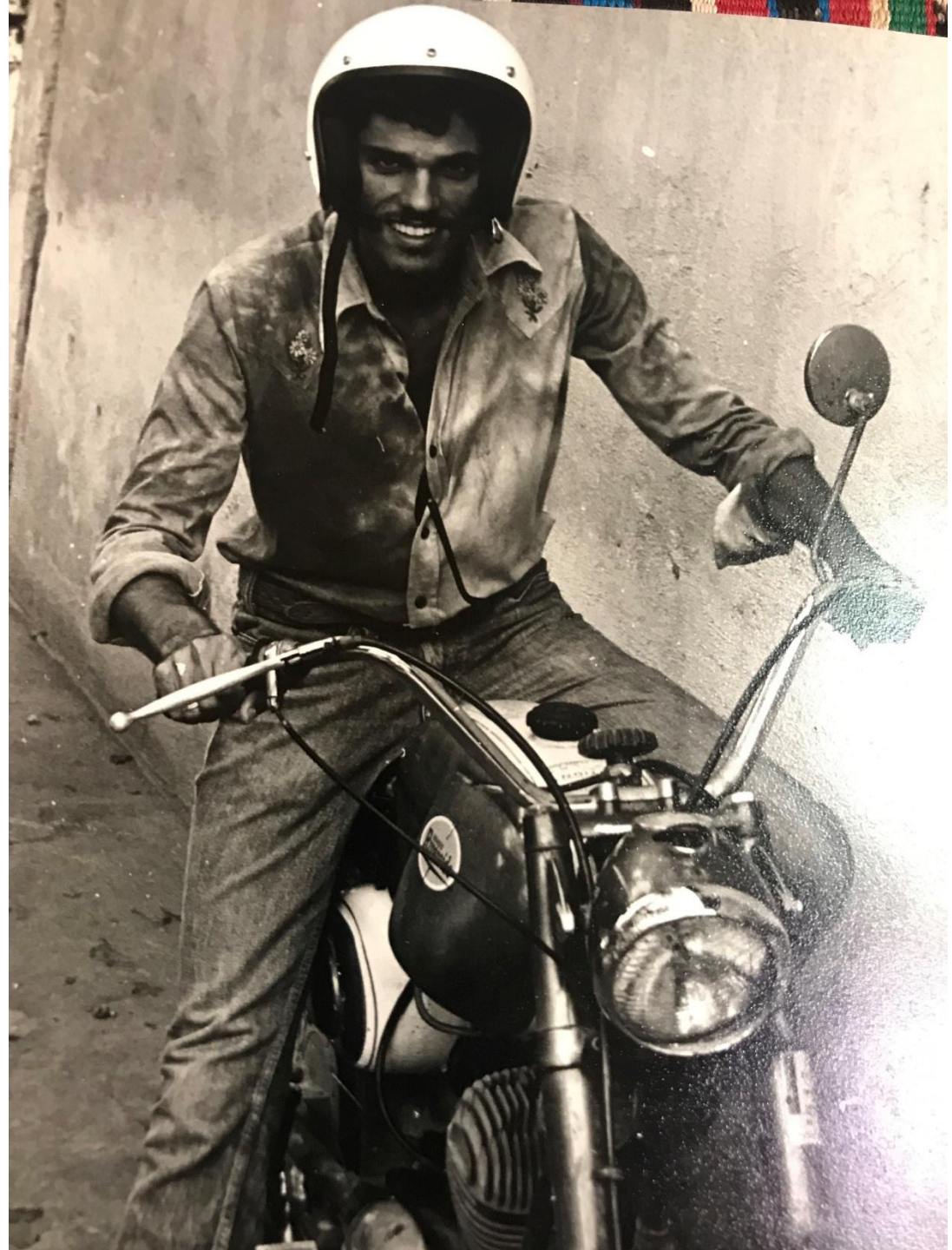
LESLIE CONNER

CHIEF EXECUTIVE OFFICER

SANTA CRUZ COMMUNITY HEALTH CENTERS


CONSULTORIO
SALEM MAGARIAN
MEDICO PRACTICANTE
MAÑANAS: 9-

BELLAS ARTES TIPICAS



CLEAN HANDS COUNT
Got Health?
¿Quieres Salud?
First Tooth, First Birthday
QUALITY STATE PRESCHOOL FOR 3 & 4 YEAR OLDS
MORNING & AFTERNOON SESSIONS AVAILABLE
Live Oak School District
Child Development Program
Apoyo Pasparto
"TAKE 3" ACTIONS TO FIGHT THE FLU

Centro de Salud
Familiar East Cliff
East Cliff Family
Health Center
Centros de Salud Comunitarios Santa Cruz
Santa Cruz Community Health Centers
21507
PARKING
ONLY
VAN
ACCESSIBLE
MINIMUM
FINE $250
PARKING
ONLY
MINIMUM
FINE $250

KEYNOTE SPEAKER

Zayna Khayat, Ph.D.
Future Strategist
SE Health

INTRODUCTION

DORI ROSE INDA

CHIEF EXECUTIVE OFFICER

SALUD PARA LA GENTE

Future of Health in the Community

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

18 APRIL 2019

Zayna Khayat, PhD
Future Strategist, SE Health

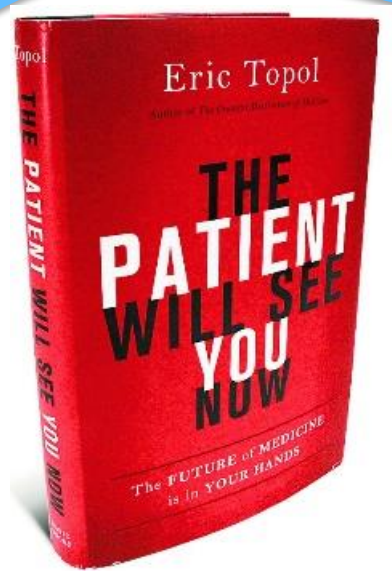
@ZaynaKhayat
@SEFutures
@SEHeath_SEHC

Health

Photo by rawpixel on Unsplash

Future of Health

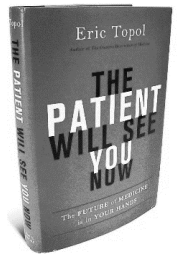
New paradigm:
The Person



Central paradigm:
The system

Future of Health

New paradigm:
The Person



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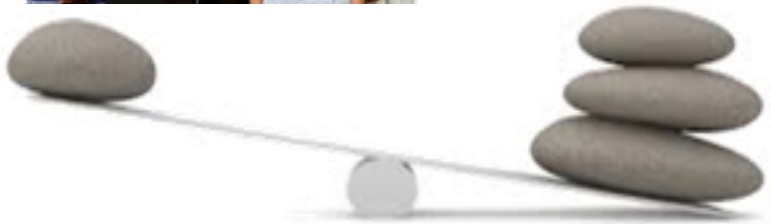
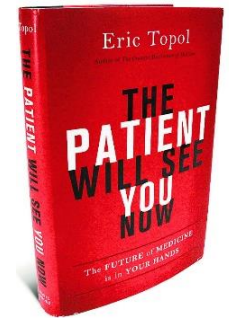


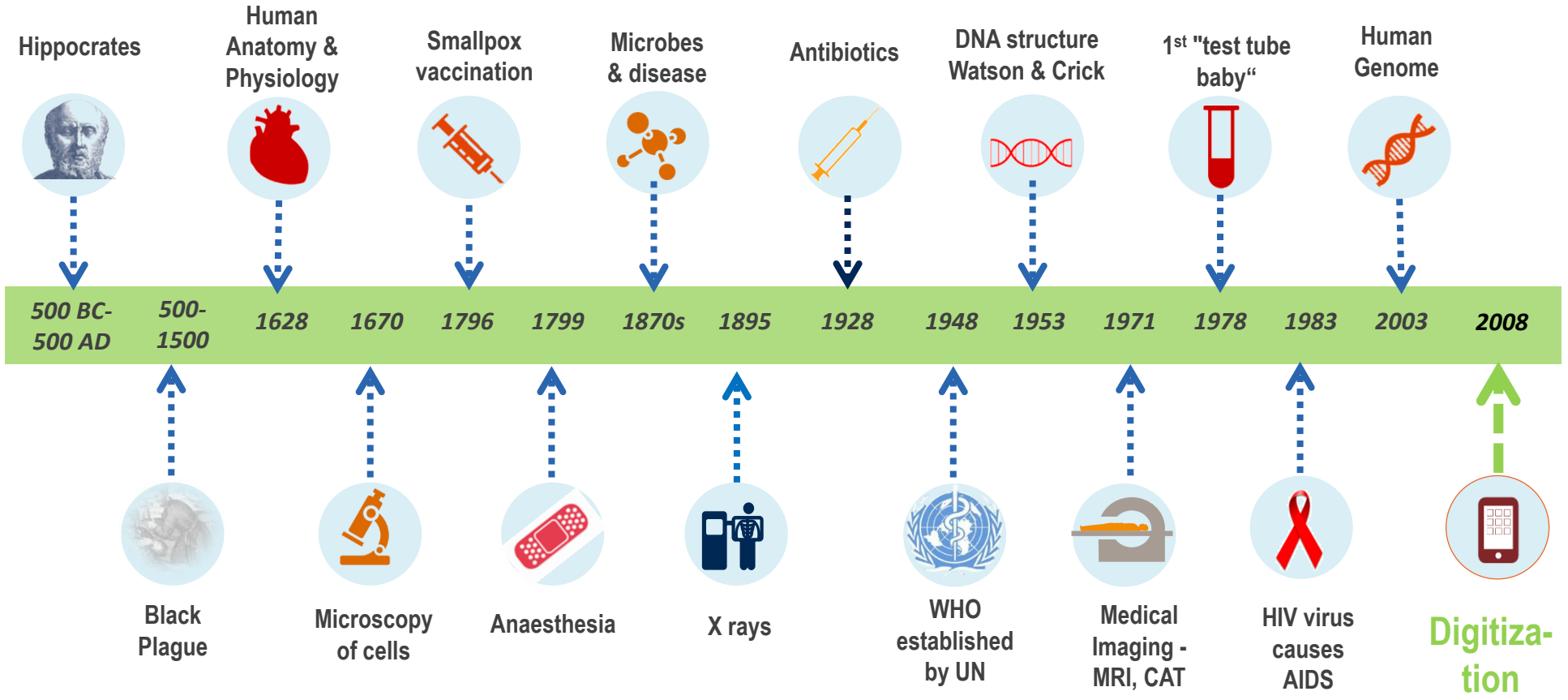
Central paradigm:
The system

Future of Health

New paradigm:
The Person



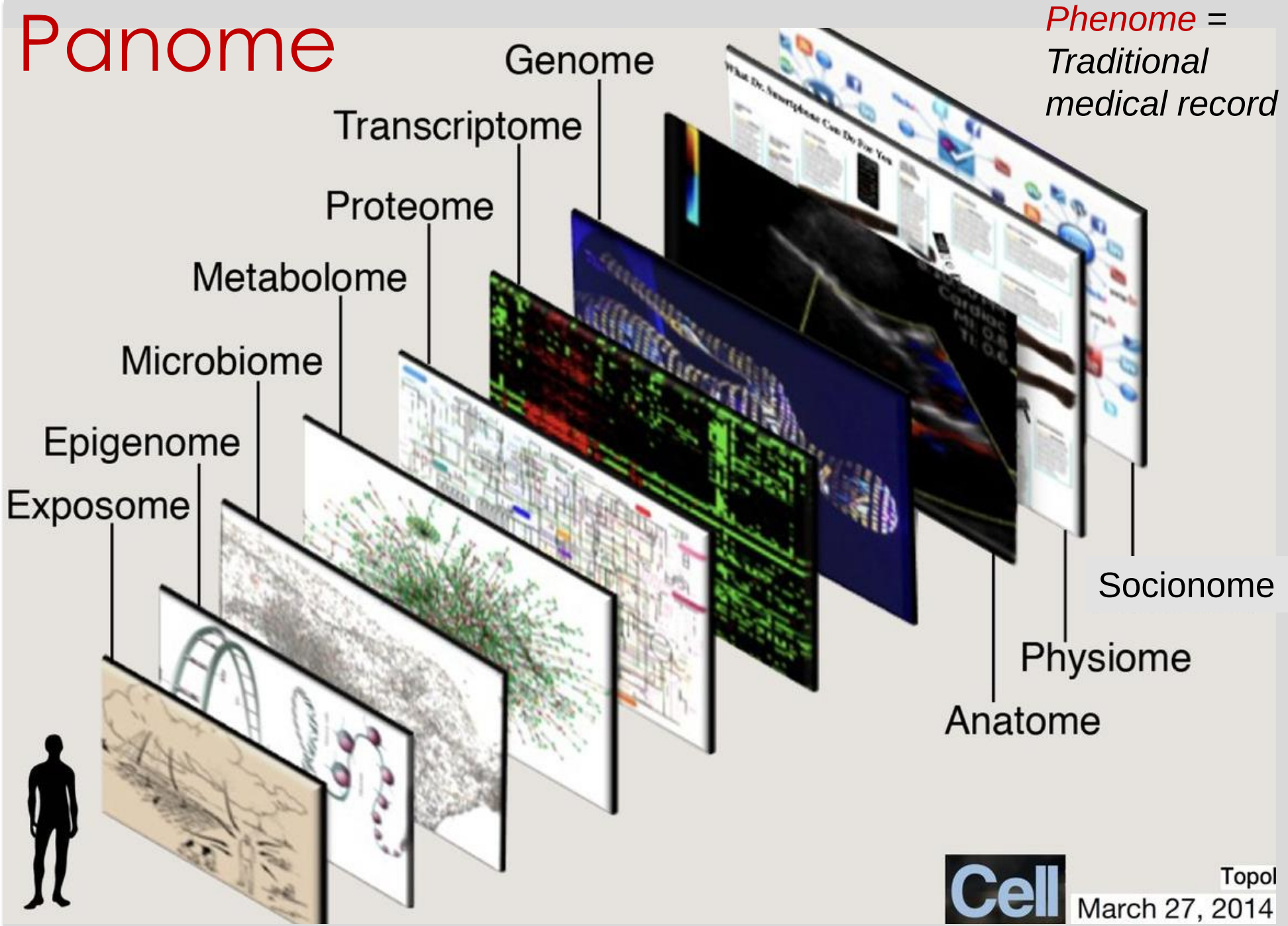
Central paradigm:
The system



Source: Adapted from PWC Health

@ZaynaKhayat

Panome



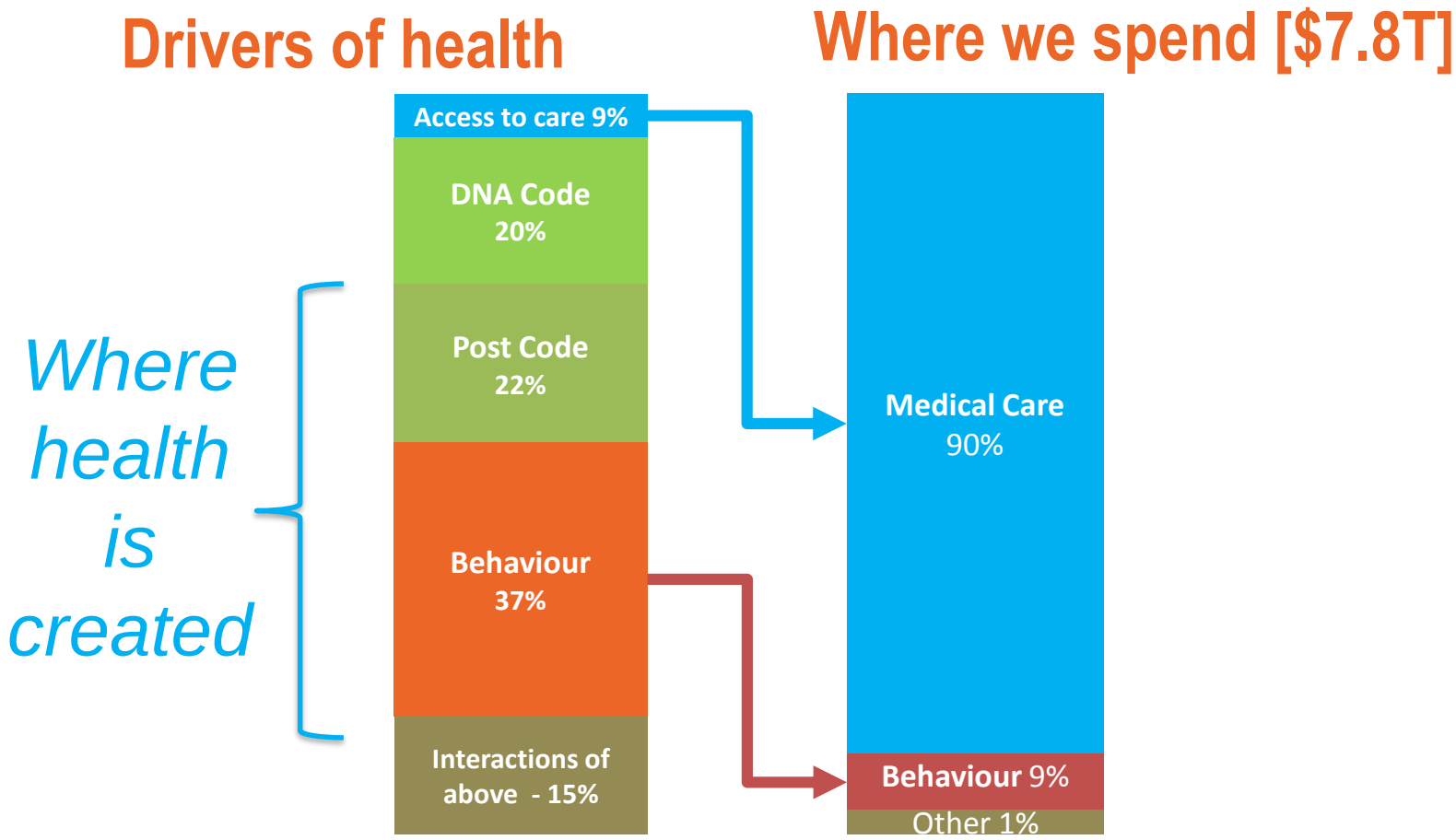
Phenome = *Traditional medical record*

Cell

Topol
March 27, 2014

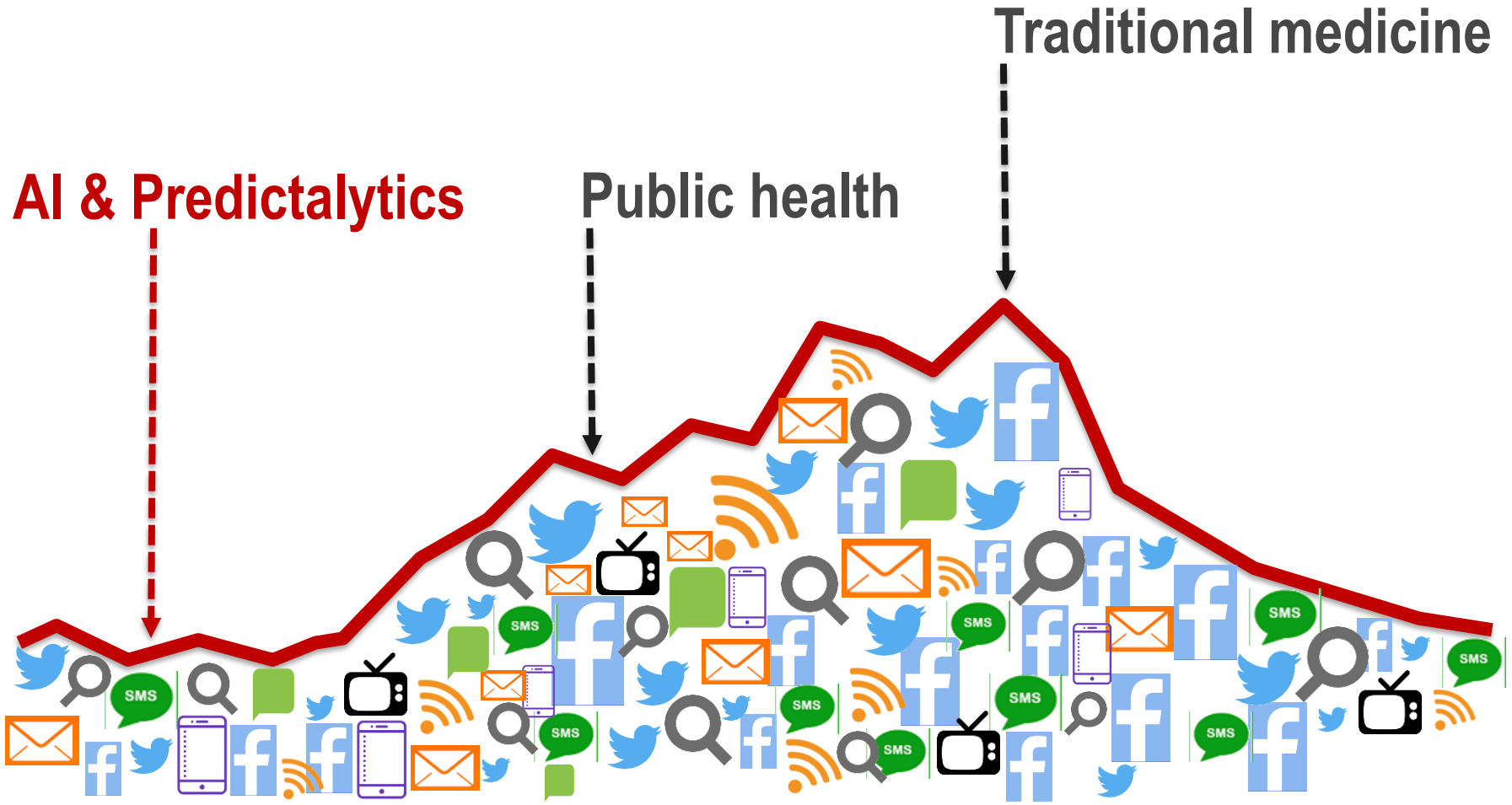
Future of Health

	Today: System	Future: Person
TIMING	Reactive, sick care	Proactive, preventative, **predictive**
PRECISION	1 size fits all, crude, analog	**Personalized, intelligent**
MODALITY	Institution-centred	Digi-cal | **decentralized**
DURATION	Episodic, intermittent, silo'd	**Continuous** | team
POWER	Provider	**People-powered**
CURRENCY	Volume, inputs, costs	**Value,** outcomes



Source: NEHI Analytics (2013)

Digital biomarkers: predictalytics



"has been a clinical science supported by data.
…becoming a data science supported by clinicians"

Dr. Brad Perkins, Chief Medical Officer, Human Longevity Inc.

Source of image: Precision Public Health Summit

~30-40% of spend = waste, duplication, unnecessary, harmful

= Netherlands' GDP

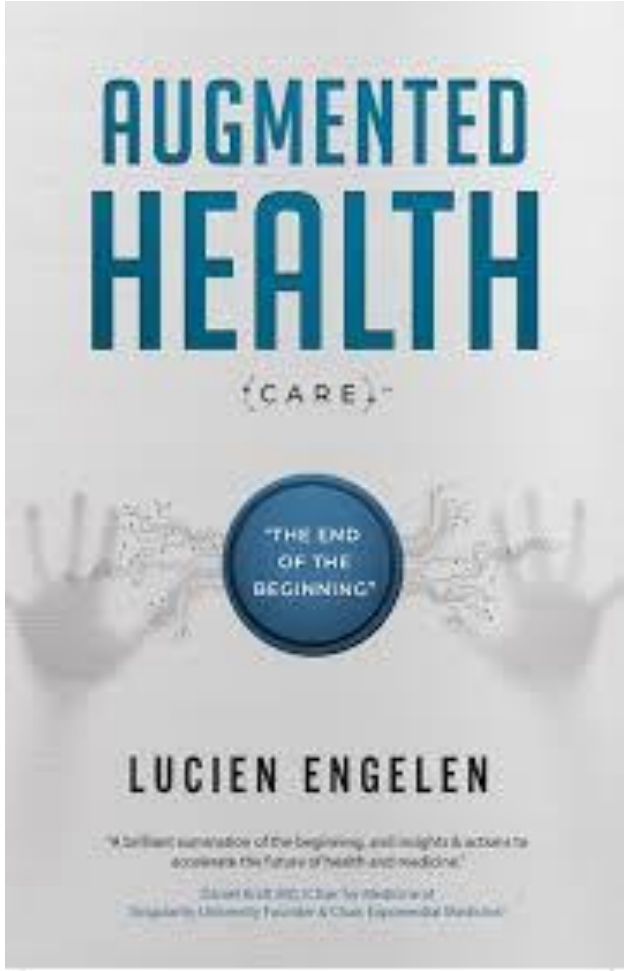
De-centralized
De-physicalized
De-materialized
De-monetized
Dis-intermediated
Digi-cal

Bricks

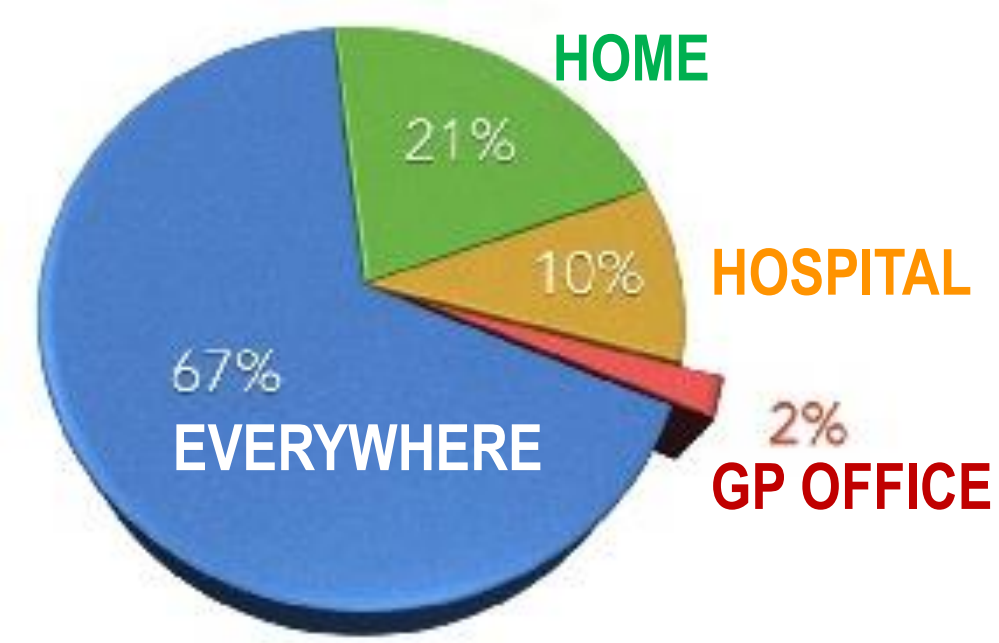
People

Paper & Pens

Fax Machines

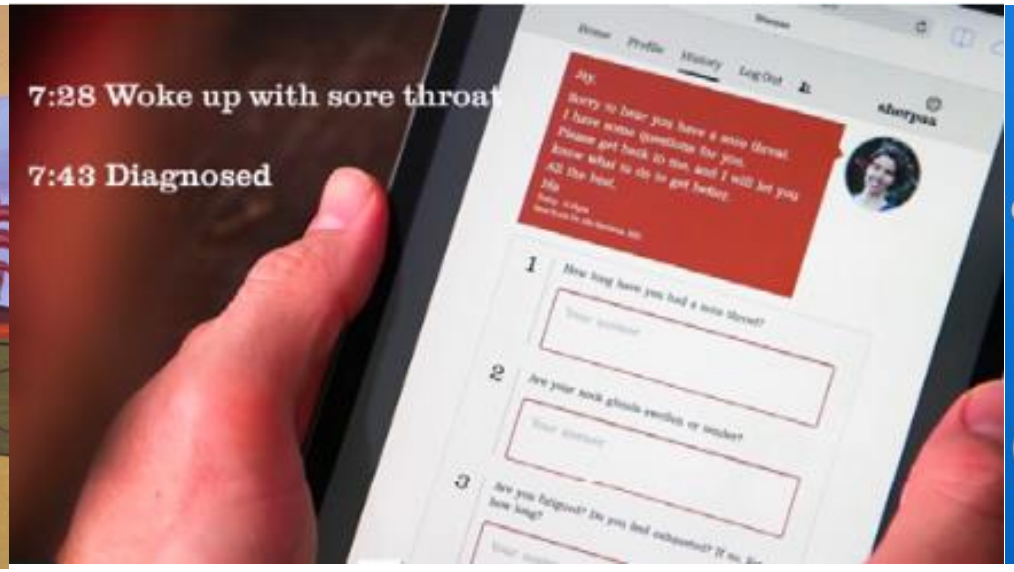


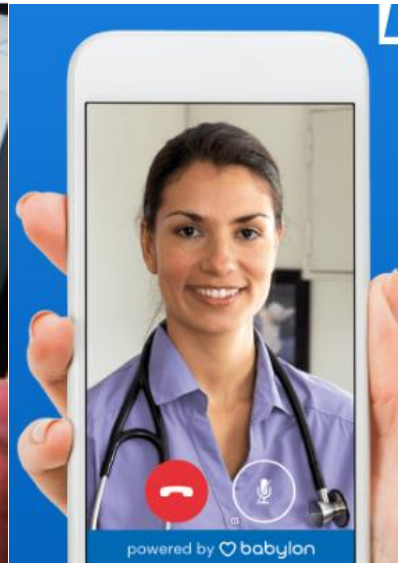
Where will good healthcare be delivered in the next 10 years? (n~2000)



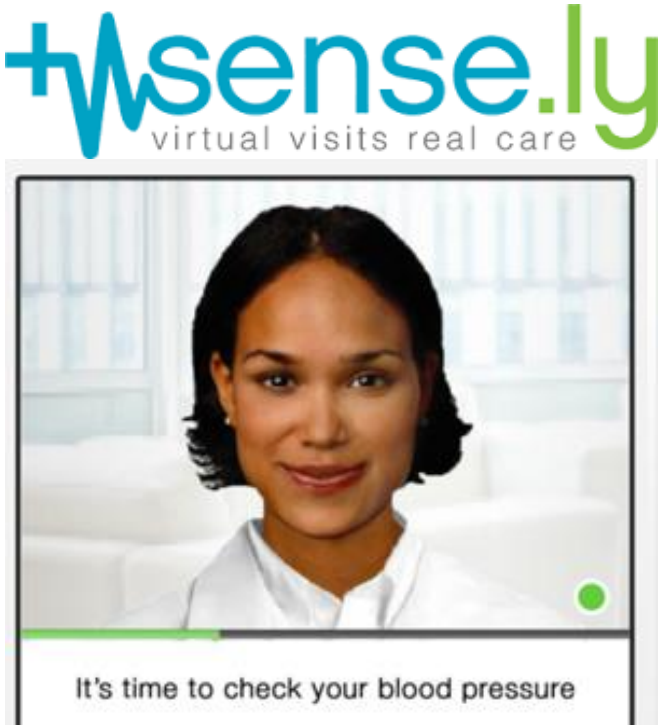
Lucien Engelen, Augmented Health(care), 2018

Clinician in your pocket



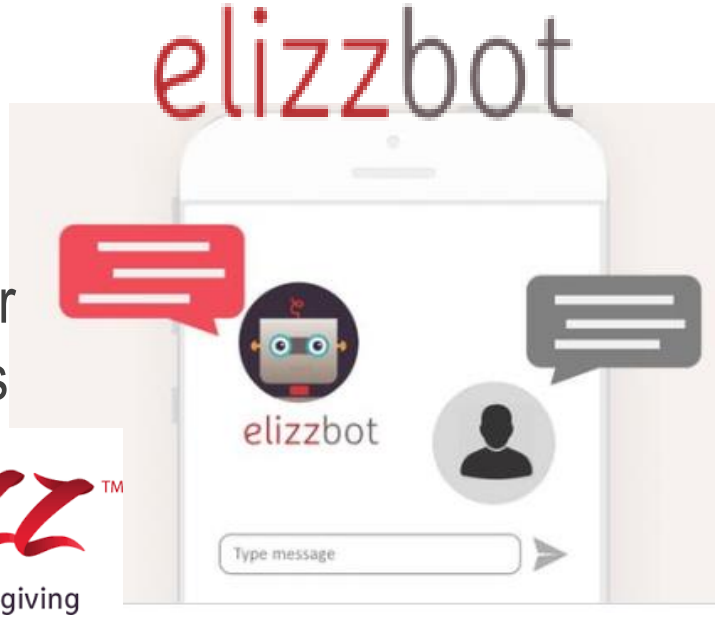


Digital assistants-companions



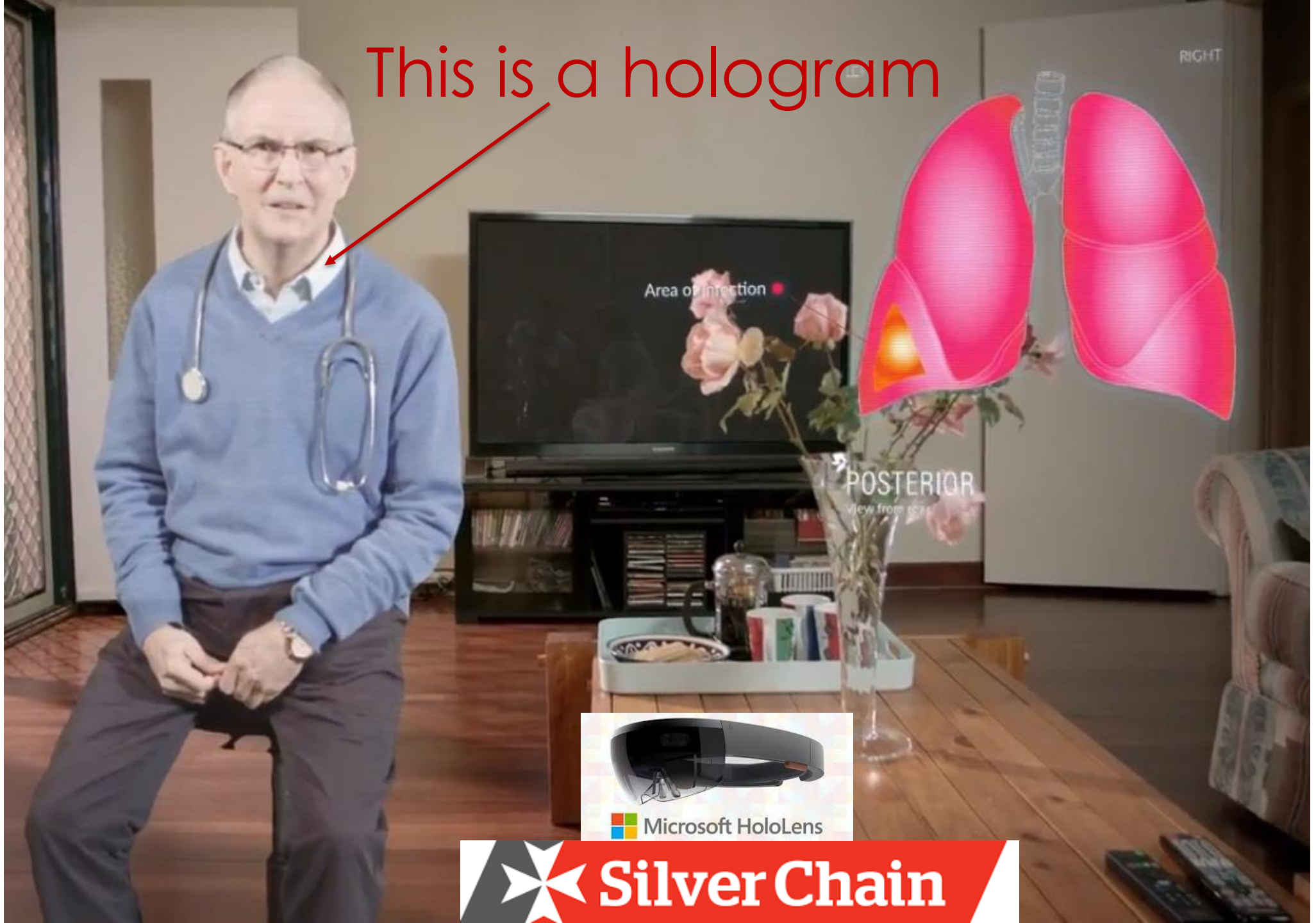
1st AI enabled chatbot for caregivers

elizz™
Smart Family Caregiving



@ZaynaKhayat

Health

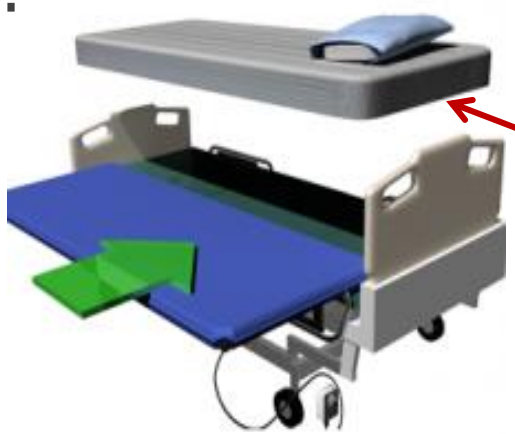

This is a hologram
RIGHT
POSTERIOR
Microsoft HoloLens
Silver Chain

Hours accessing formal care

Nesta; NEJM Catalyst – Rhoades DR, McFarland KF, Finch WH, Johnson AO. Family Medicine 33(7): 528-32 (2001); Image from Augmented Health(care) by Lucien Engelen (2018)

Sensors: 24/7 remote monitoring

Bed sensors: **presence, sleep pattern, heart rate, breathing, …**

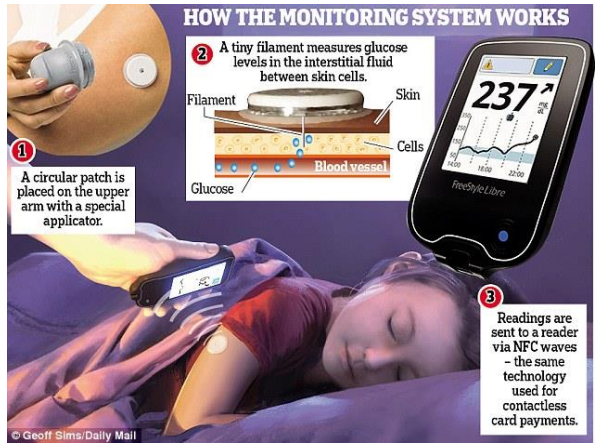


Person or home: **falls, wandering, meds, …**

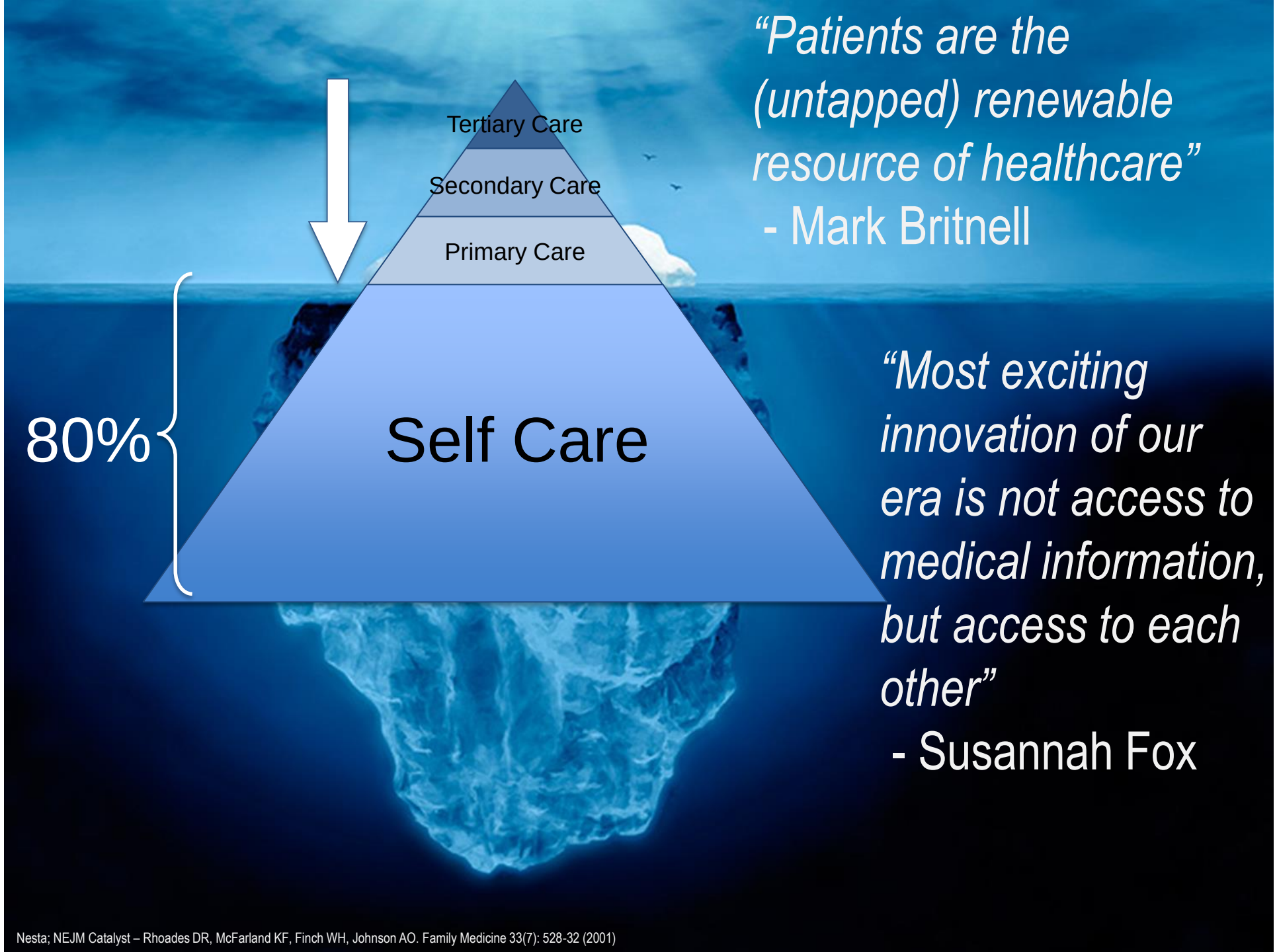
Patch **cardiac rhythm** monitor continuously for weeks

Formal & informal caregivers remote access to **vital signs** from anywhere

Continuous noninvasive – **glucose, other biomarkers**



Source: adapted from PWC



Nesta; NEJM Catalyst – Rhoades DR, McFarland KF, Finch WH, Johnson AO. Family Medicine 33(7): 528-32 (2001)

Personal diagnostics

Urinalysis (colorometrix)

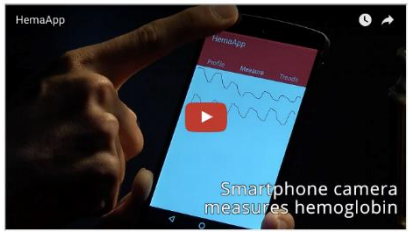
Dermatology

Otoscope

ECG

X-Ray

Opthalmology



Anemia

HIV Test

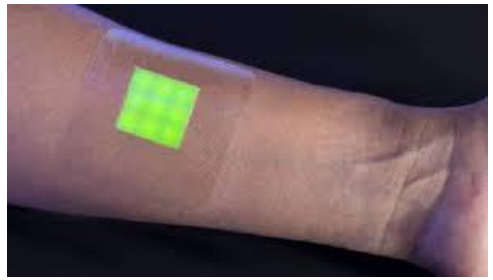
Ultrasound

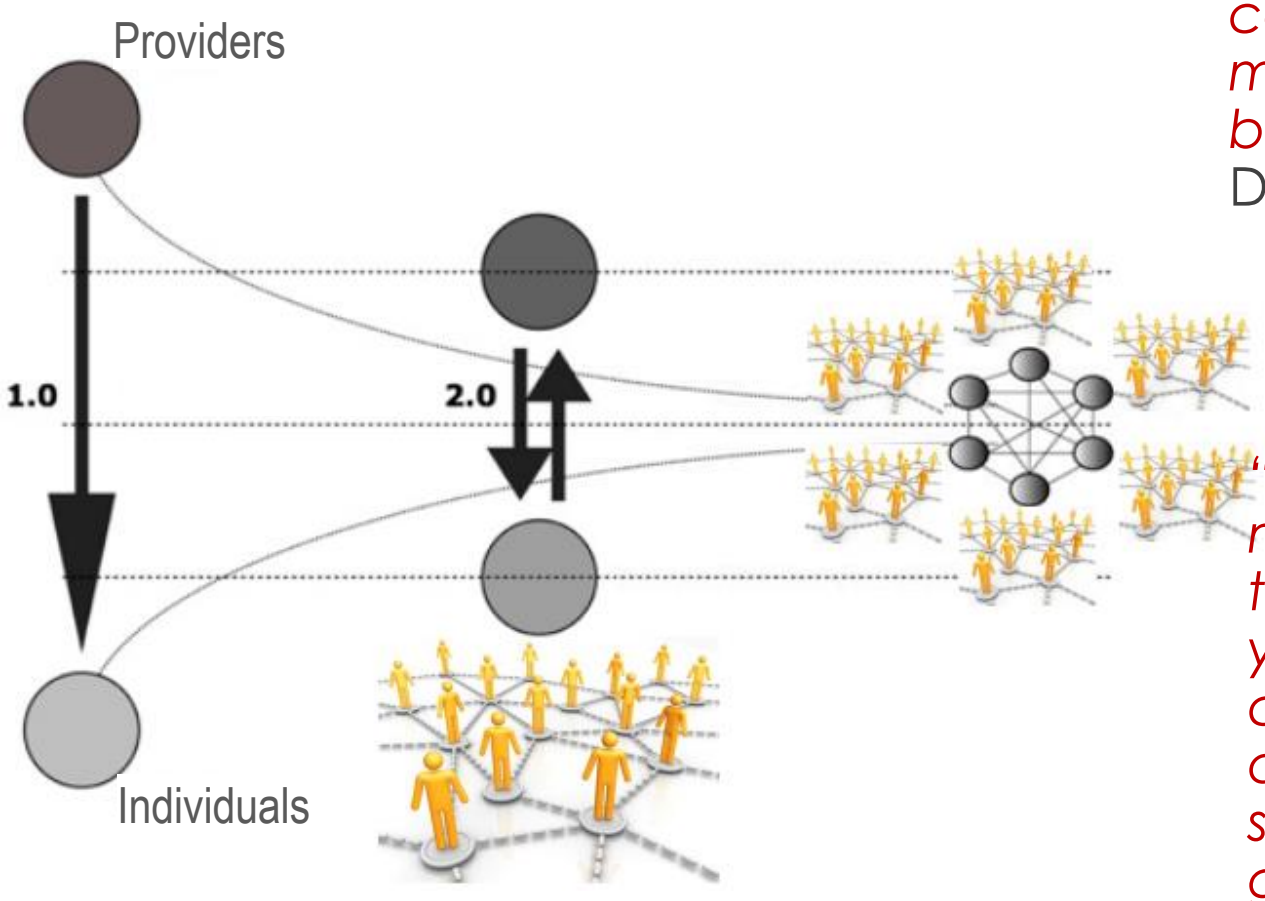
Pulse Ox

Smart scale

Smart thermometer patch

Infection monitoring





"If you can have a social network of 1.4 billion people, why can't you have a medical network of billions of people?"
Dr. Eric Topol

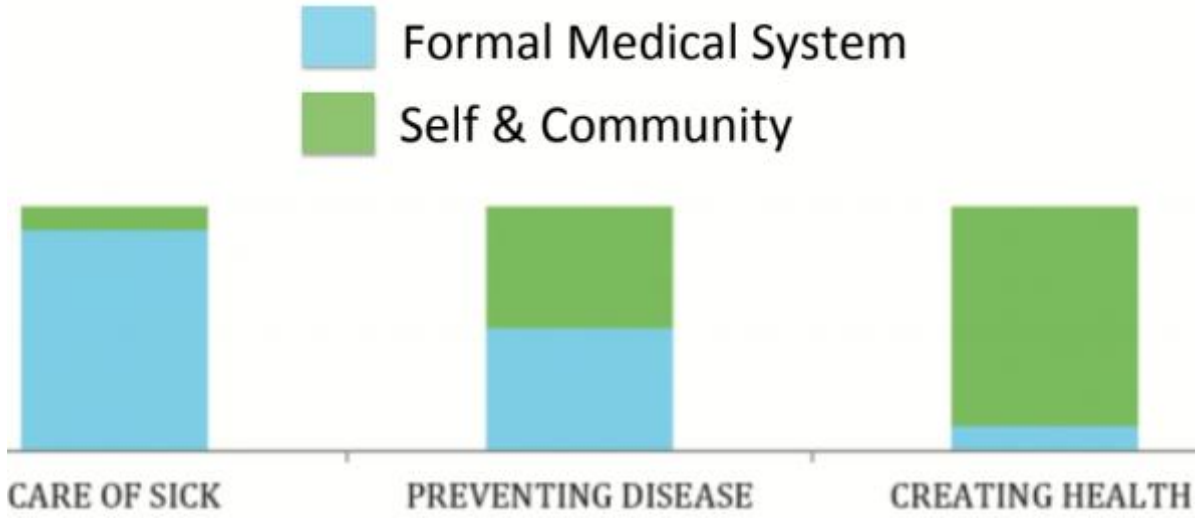
"When you think of medicine, you won't think of 1 doctor, you'll think of a global community of experts aggregated to make sure that every patient gets their answer quickly and inexpensively"

CrowdMed

Future of Health = Innovation

	Today: System	Future: Person
TIMING	Reactive, sick care	Proactive, preventative, **predictive**
PRECISION	1 size fits all, crude, analog	**Personalized, intelligent**
MODALITY	Institution-centred	Digi-cal | **decentralized**
DURATION	Episodic, intermittent, silo'd	**Continuous** | team
POWER	Provider	**People-powered**
CURRENCY	Volume,costs,fee-4-service	**Value,**outcomes,**fee-4-health**

Health is created in the community



Strategy: Niche out

De Hogeweyk – Dementia Village in Netherlands (1993)

- Now: Denmark (Bryghuset), California (Town Square), Australia (Korongee), Canada (British Columbia)

Women sexual trauma

- PurpLE Clinic (**Purp**ose: **L**isten and **E**ngage) [Manhattan]

Chinese immigrant communities

- International District Healthy Communities [Seattle]

Children in school

- Promise Neighbourhoods [Harlem]

Chronically **homeless**

- Community First! Village [Austin]
- Inner City Health Associates [Toronto]

Digital natives

- Sidewalk Labs [Toronto]

Strategy: SDOH + primary care

KAISER PERMANENTE®

"Primary care plus"

OPCA
Oregon Primary Care Association

Move way upstream to tackle social complexity

DevotedHealth

iora primary care

OAK STREET HEALTH

CareMore HEALTH

"Management-free" care models

BUURTZORG
neighborhood care

Buurtzorg: the Dutch model of neighbourhood care that is going global

Innovative nursing model cuts bureaucracy and gives nurses more freedom and time with clients

New Dutch homecare model insists nurses spend more than half of their time in direct contact with the people they support. Photograph: Fred Froese/Getty

Tuesday 9 May 2017 - The Guardian

- 2006: 1 team of 4 nurses
- 2017: 850 teams (10,000 nurses) … with no recruitment

- Independent, autonomous
- No management … but coaches

- 50% reduction in hours of care, quality, happier staff

- Scale: national, USA, Japan, Korea, Sweden, Germany … *Canada?*

From hospital → "health village"

KAISER PERMANENTE®

Farmer's markets -target neighborhoods

Primary care Plus– includes social determinants
400 housing units announced in 2019

UnitedHealthcare®
COMMUNITY & STATE

Housing | Transportation | Employment

This Children's Hospital In Dallas Is Reimagining The Healthcare Business Model

children's MEDICAL CENTER

Children's Health in Dallas has developed a number of innovative programs, such as the "Your Best You" camp pictured above, that seek to improve entire well-being, rather than merely treat patients when they get sick. Pilot studies have shown that programs such as these can improve care while reducing costs. Children's Health will be integrating its community focused strategy into a new HMO next year (Image courtesy of Business Innovation Factory).

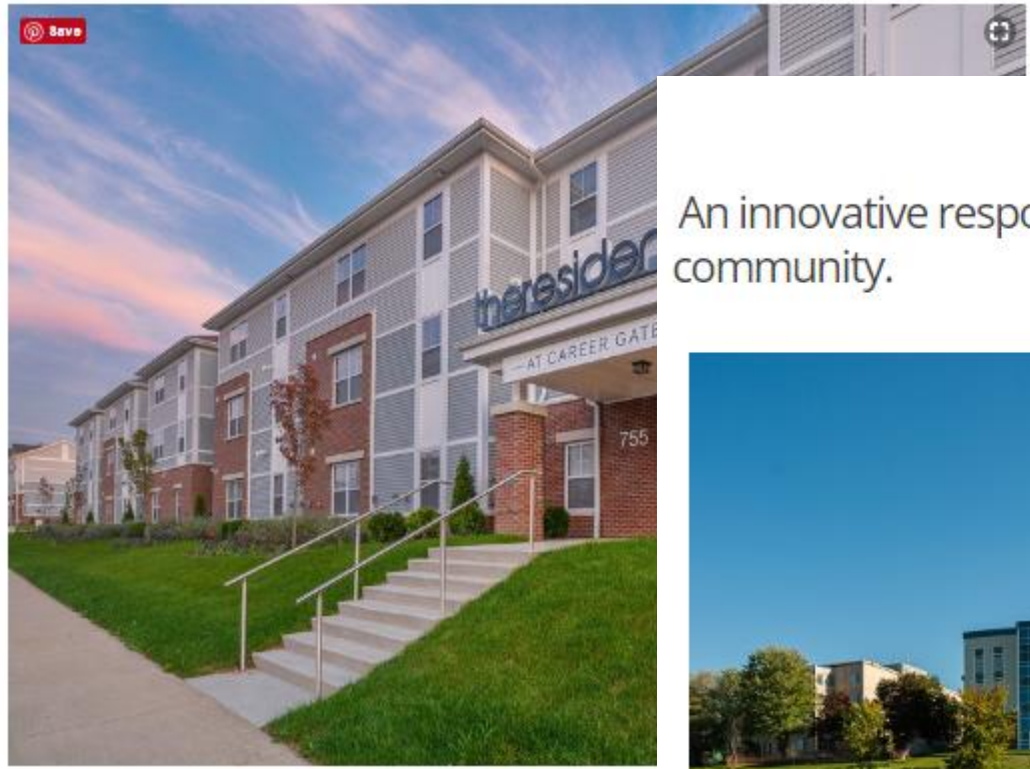
By any measure, Children's Health in Dallas is a world class institution. It boasts a top notch medical staff, is consistently ranked among the best children's hospitals in the country and features a Level 1 Trauma Center. Yet by 2011, despite the accolades, its CEO, Chris Durovich, was beginning to have doubts about the center's impact on the community.

PUBLIC HEALTH

Why Hospitals Are Getting Into The Real Estate Business

August 19, 2018 · 9:00 AM ET

PAUL CHISHOLM



Nationwide Children's Hospital developed Career Gateway Homes, a combination low-incon
employment-training center.

Courtesy Nationwide Children's Hospital

Bruyère Village

An innovative response to the needs of our aging population and community.

Located on the banks of the Ottawa River in the east end of the city, the Bruyère Village includes

Take a stand against health inequality through public policy engagement

WCHH
WOMEN'S COLLEGE HOSPITAL
Health care for women | REVOLUTIONIZED

WHAT IS THE
HEALTH GAP
AND WHY SHOULD I CARE?

Lessons learned building healthy communities movements in US

The BUILD HEALTH Challenge

Improving Health through Innovative Collaborations

Lessons

- ✓ Multi-sector
- ✓ Data
- ✓ Policy
- ✓ Sustainability plan up front

Strategy: Multi-stakeholder consortia … with unusual suspects

Bronx Healthy Buildings Program

Address the social determinants of health through education, organizing, work force development, and building upgrades

Northwest Bronx Community and Clergy Coalition
Montefiore Medical Center
The New York City Department of Health and Mental Hygiene
BlocPower
Emerald Cities Collaborative
NY Lawyers for Public Interest
Councilman Ritchie Torres

https://www.healthandcommunity.org/updates/2017/4/6/symposium-2017-the-bronx-healthy-buildings-program-case-study

Resilient Beginnings Collaborative

The Resilient Beginnings Collaborative provides financial and informational resources to safety net health care organizations in the Bay Area to prevent trauma and build resilience in a pediatric setting.

Genentech

Uber: Uber Health

Uber Health is a HIPAA compliant technology solution that helps patients and caregivers get to and from care. Providers also use Uber Health to help get crucial staff to work.

Uber

Virtual primary care to Rwanda

- Largest digital health service provider in Rwanda.
- 2M registrants, 400k consultations so far

babylon

https://healthybusiness.bsr.org/case-studies

FAST COMPANY

CO.DESIGN | TECH | WORK LIFE | CREATIVITY | IMPACT | AUDIO | VIDEO

03.29.19 | WORLD CHANGING IDEAS

Lyft wants to be a better neighbor

The ride-hailing company is setting up a $50 million fund called Lyft City Works to pay for projects like discounted rides for the homeless and better bike infrastructure–and a series of local councils who will help them direct the money.

[Source Image: mawais/Blendswap]

$50M fund to pay for projects like discounted rides for the homeless & better bike infrastructure—and a series of local councils who will help them direct the money

Libraries, restaurants, barbershops – vectors of scale for MH care

BRIDGING THE OPPORTUNITY DIVIDE

LOOKING FOR HOUSING OR AFFORDABLE HEALTHCARE? YOUR LOCAL LIBRARY IS HERE TO HELP

July 27, 2018
by Adrienne Day

MULVANEY'S
B&L
BUILDING AND LOAN
AN AMERICAN RESTAURANT

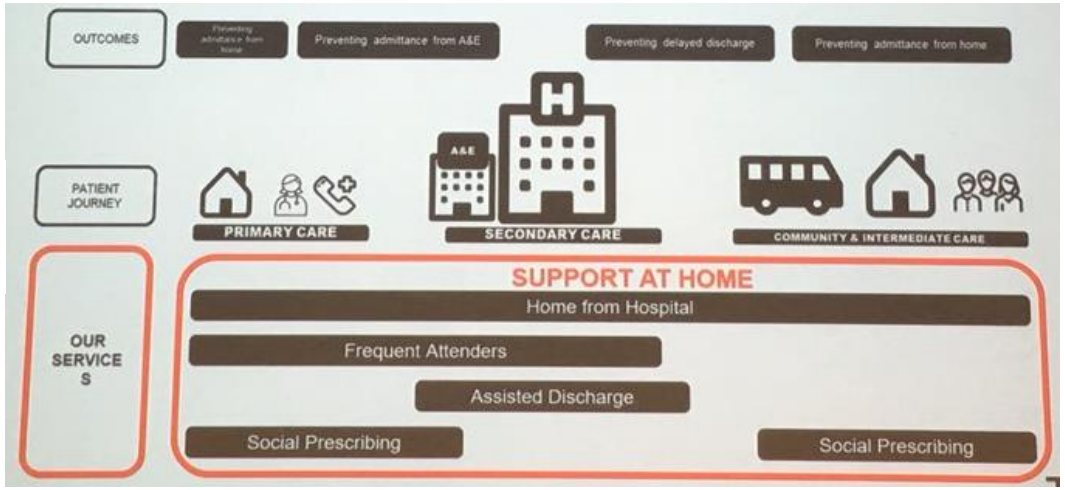
Welcome to barbershop therapy

CELESTE HAMILTON DENNIS 20 September 2018

Barbers in the US South are training as first responders to assist men with their mental health concerns.

New players delivering care in the community

BritishRedCross
Independent living services



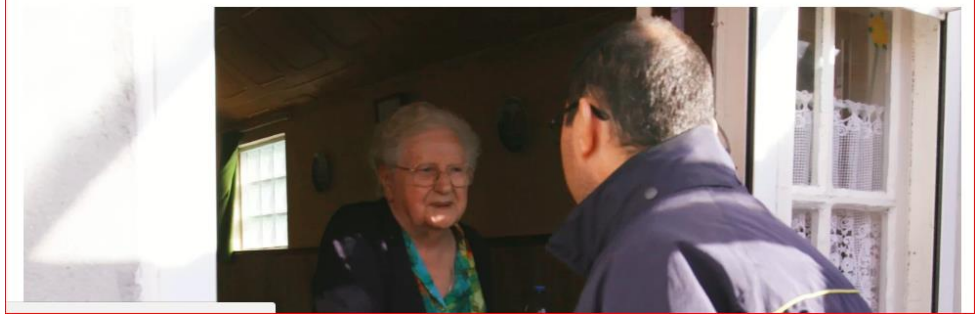
Postal workers deliver meds and check on health of seniors

An innovative program expands role of mail carriers to look for signs of illness

Oct 2, 2015

French postal workers are doubling as elderly caretakers

By **Alex Campbell** Dec 20, 2017



Ontario extends paramedic house-call program for seniors

Pilot project employing paramedics to make health-care visits helped reduce 911 calls and emergency room visits.

Tweet G+1 2 reddit this!

HOSPITALS

A new role for first responders: providing in-home health care

By LEAH SAMUEL / NOVEMBER 17, 2017

New Entrants: customer obsessed, savvy with exponentials, patient

@ZaynaKhayat

Ford
Go Further

FORD MEDIA CENTER

News Multimedia Vehicles Mobility Media Kits People Contacts Lincoln

Home > News > Ford Launches GoRide Service To Get Patients To Their Medical Appointments

FORD LAUNCHES GORIDE SERVICE TO GET PATIENTS TO THEIR MEDICAL APPOINTMENTS

APR 18, 2018 | DEARBORN, MICH.

@ZaynaKhayat Health

Telecoms and banks – health, wealth

Marcus:
BY GOLDMAN SACHS®

We created Marcus to help people achieve financial well-being

In 1869, Marcus Goldman set up shop, beginning a long history of bringing financial expertise to clients.

Apple's latest Watch can sense falls and heart irregularities

It's like a high-tech version of the "I've fallen and I can't get up" gadget.

"Apple Watch is moving from a trendy option to a clinical imperative"

"intelligent guardian for your health

Walmart

Humana Deal Could Bring Walmart Into Homes For Care

Bruce Japsen, CONTRIBUTOR
I write about healthcare business and policy FULL BIO
Opinions expressed by Forbes Contributors are their own.

TWEET THIS

- Talk of a deal with Walmart comes with Humana on the verge of expanding its "Humana At Home" operation
- Kindred shareholders over the next three days are voting on whether to sell to Humana and two private equity firms

amazon

Amazon's secretive health team talking with AARP about making products for older people

- Amazon is interested in developing technologies targeted to aging populations.
- Its vice president of special projects, Babak Parviz, made a very rare public appearance last month where he described this as something "we deeply care about."
- Sources say that Amazon has approached groups like AARP, a lobby that represents older Americans.

Christina Farr | @chrissyfarr
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CNBC

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Best Buy makes an $800M investment in aging America

BY JACKIE CROSBY

STAR TRIBUNE
(MINNEAPOLIS)

A- A+

Best Buy Inc. is preparing to ride the age wave.

BEST BUY

Strategy: creative financing vehicles

THE CALIFORNIA ENDOWMENT

Building Healthy Communities.

KAISER PERMANENTE® thrive

$200M Communities Thriving impact investment fund; recent focus on housing

HEALTHY NEIGHBORHOODS EQUITY FUND I LP

$22M private equity fund investing in building healthy buildings in Massachusetts

Wellness Trusts

PREVENTION & WELLNESS TRUST FUND

Disease prevention initiatives for >370k residents in MA

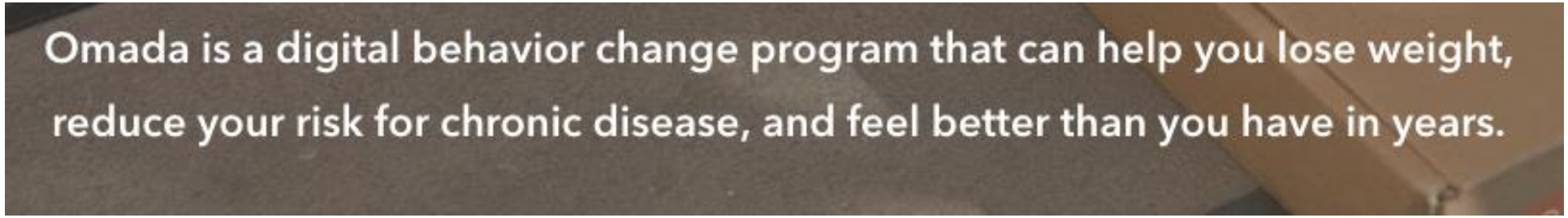
HealthyFuturesFund

- $200M
- Co-op bank + Kresge Foundation + Morgan Stanley
- Focus on housing.

International solidarity
levy on air tickets
www.photo-libre.fr

UNITAID

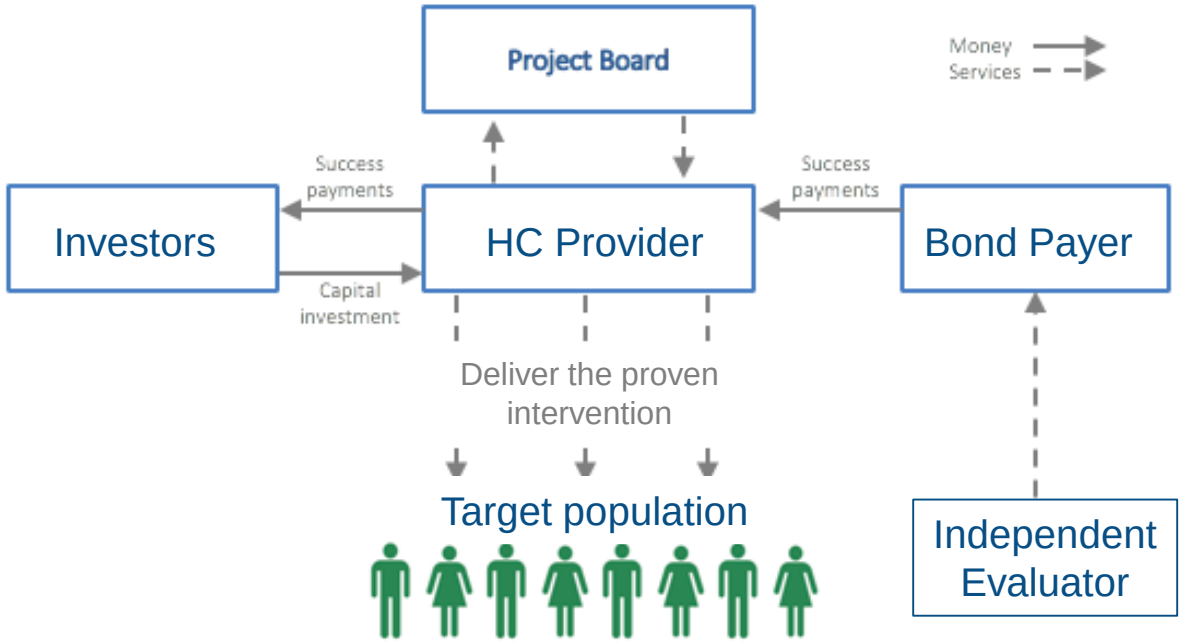
omada



How does Omada Health make money?

The company's model is outcome-based: the more weight the patient loses the more money it makes

Health Impact Bonds



13 contracted impact bonds globally

Focus areas:

- Preventive: hypertension, diabetes, maternal and newborn health
- Reducing indirect costs of illness: reducing sick leave, work reintegration for cancer patients, physical rehabilitation, mental health

11 in High-Income, 2 in Low- or Middle-Income countries

Average contract length of 54 months

Sum of upfront capital: $24 million

A further 9 impact bonds for health in design in LMICs

Discussion

Starting point : position of strength

- Only ones effectively combining clinical + SDOH (many trying this)
- Salaried clinicians
- Don't need to be 'rewired' for collaboration or patient-centeredness

Can step up innovation game - 70s & 90s = growth, 2020+ = innov'n

- Have not kept up with (let alone lead the way through) signals & trends

Although among best at focus on SDOH, now re-examine care delivery models

- Join one of the franchises (CityBlock? CareMore? Purple Clinic?)
- Salaried staff - lots of opportunities to re-imagine programs
- 24/7 coverage?
- Patient/family access to their own data?
- Digital first, physical next models?
- Be the first to officially axe the fax?
- Financing innovation – ETFs, community bonds, etc.

KEEP CALM & KEEP INNOVATING

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Photo by rawpixel on Unsplash

Health

CLOSING REMARKS

DORI ROSE INDA

CHIEF EXECUTIVE OFFICER

SALUD PARA LA GENTE

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

RAFFLE

"2040 Vision of Health Santa Cruz County News Headlines" activity

1) Five Branches-Acupuncture Gift Card
2) Potted Plant
3) Five Branches-Acupuncture Gift Card
4) Air Plant & Triangular Holder
5) Restaurant Gift Certificate

HEALTH IMPROVEMENT PARTNERSHIP of SANTA CRUZ COUNTY

THANK YOU FOR COMING!

Health Improvement Partnership of Santa Cruz County

@hip_scc