

# Creating New PATTERNS of Community Health Engagement

The recurring health inequities woven into America's fabric have been recently laid bare. It's time for health systems to pursue a course of action. But determining their role in addressing social determinants of health is a complex undertaking.

## UNTANGLING A FRAY OF PRESSURES...

### COMMUNITY PRESSURES



of Americans are stressed about unmet social needs.



have 2 or more chronic illnesses.



of workers aged 60+ have no retirement savings.

### HEALTH SYSTEM PRESSURES



Percent of national payer mix that will comprise government payers by 2024



Cost of missed appointments to US health system per year



Demand increase for behavioral health services due to COVID-19

## ...TAKES INTENTIONAL, PRUDENT STRATEGY

### Spectrum of Health System Roles

#### ADDRESS

Clinical Manifestations of SDOH

##### + PROS

- Manageable scope
- Modest upfront investment
- Quick economic wins

##### - CONS

- Limited impact/ROI
- Short-term shelf-life
- Unsustainable funding

##### METRIC FOCUS

Primarily cost-based health system outcomes

#### ALIGN

Social Needs Data and Stakeholders

##### + PROS

- Intervention beyond the clinical setting
- Engagement of community stakeholders
- Improved patient-level outcomes and costs

##### - CONS

- Can be resource intensive (eg, IT equipment, training)
- Often conflated with community-level solutions

##### METRIC FOCUS

Mix of health system outcomes and integration with community partners

#### ANCHOR

Community-wide SDOH Initiatives

##### + PROS

- Ability to address health inequities
- Diverse funding options
- Improvement in broad community health

##### - CONS

- Tough-to-track metrics
- Demands "lead from behind" mind-set shift
- Significant resource/time commitment

##### METRIC FOCUS

Primarily outcomes pertaining to public health initiatives

## INTERWEAVE ESSENTIAL COMPONENTS FOR SUSTAINABILITY

Community Partnerships

Long-term Funding

Scalable Data Collection

Common Terminology

C-Suite Buy-in

SDOH = social determinants of health. **Sources:** Kaiser Permanente. Kaiser Permanente research: social needs in America. June 4, 2019; Federal Reserve. *Report on the Economic Well-Being of U.S. Households in 2019*. May 2020; Gier J. Missed appointments cost the U.S. healthcare system \$150B each year. *Health Manag Technol*. May 2017; Mulvany C. *Healthc Financ Manage*. 2016;70:30–33; National Council for Behavioral Health. Demand for mental health and addiction services increasing as COVID-19 pandemic continues to threaten availability of treatment options [news release]. September 9, 2020; CDC's National Center for Chronic Disease Prevention and Health Promotion. Chronic diseases in America. CDC. October 23, 2019.

Ready to define your role in addressing SDOH? Sg2 is here to help.

Read our report [Social Determinants of Health: Stitching Together Solutions](#) or contact us at [learnmore@sg2.com](mailto:learnmore@sg2.com).

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