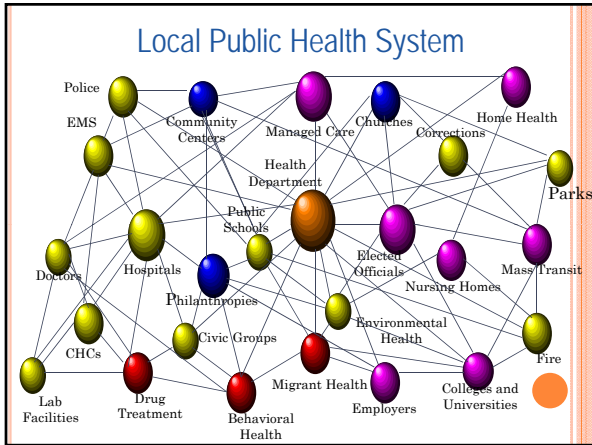


**NEW IDEAS FOR
COALITION AND
NETWORK BUILDING**

Jeff Feller
WellFlorida Council
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NEW IDEAS?

Not new ideas...but old ideas with new motivations.



THE OLD IDEA

- Community Health Needs Assessment (CHNA)
- Community Health Improvement Plan/Program (CHIP)



THE NEW MOTIVATION

- The move to health department accreditation.
- New IRS community benefit rules for 501c-3 hospitals regarding community health needs assessment.
- Increasing importance of needs assessment in FQHC application and operation (new access point, non-competing continuation, service area competitions, expanded services)



PERFECT STORM = PERFECT PARTNERS

**Federally Qualified Health Centers
Non-Profit Hospitals
Health Departments**

- Enlightened self-interest
- Leverage
- Synergy



HEALTH DEPARTMENT MOTIVATION

- In December 2010, the Public Health Accreditation Board (PHAB) completed a 15-month beta test of accreditation process in 30 health departments nationally.
- Effort funded by CDC and RWJF.
- July 2011 – PHAB releases accreditation materials and standards.
- Voluntary but recommended.
- Domain 1/Standard 1 of the standards addresses conducting a CHNAs.
- HHS/CDC *Strengthening Public Health Infrastructure for Improved Health Outcomes*



NON-PROFIT HOSPITAL MOTIVATION

- 2010 ACA modified the rules for demonstration of community benefit by non-profit (501c-3) hospitals to include enhanced CHNA requirements.
- Detailed in IRS Notice 2011-52
- CHNA requirements not effective until taxable years after March 23, 2012.
- Every 3 years.
- Substantial fines for non-compliance of up to \$50,000 and threatened 501c-3 status.
- Many hospitals not waiting.
- “Keeping up with the Joneses” impulse by for-profit competitors.



FQHC MOTIVATION

- Needs assessment has become an increasingly important part of all FQHC application processes.
- New FQHC look-alike guidance due out any day now and it is expected to also place a high value on CHNA.
- Funding cuts have enhanced competition for limited resources and place even more emphasis on the case for funding being made on comprehensive CHNAs.



POTENTIAL PARTNERS

- o Local health councils
- o Community health councils
- o Health planning councils
- o Public health institutes



EXAMPLES

- o Marion County, Florida
- o Putnam County, Florida



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