

Demonstrating ROI to Health Providers:

An independent perspective on
healthcare + community development

NACEDA MEMBER MEETING
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Kendra N. Smith



- **MS, Urban Studies: Neighborhood & Community Development**-Cleveland State University
- **Community Organizer & Housing Services Manager**- St. Clair Superior CDC, East Side Cleveland
- **Project Manager, Real Estate Development**- Lawndale Christian CDC, West Side Chicago
- **Senior Housing & Land Use Planner**-Chicago Metropolitan Agency for Planning (7 Counties; 284 Municipalities)
- **Executive Director/CEO**-Preferred Properties, Inc., Toledo (2 Counties)
- **Director, Social Determinants of Health**- ProMedica, Toledo (30 States)
- **VP, Community Health**-Bon Secours Mercy Health, West Markets (Ohio & Kentucky)

Why Healthcare + Community Development

- Healthcare is as more than just clinical
 - Social Determinants of Health
 - Health Disparities & Health Equity
 - Adoption of an Anchor Mission (Anchor Institution Impact)
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- What's the pitch—how to get an introduction
 - What type of projects attract healthcare
 - Let's talk Social Determinants domains

Addressing Community Need

Impact: Coordinated efforts across sectors is key whenever possible

- Community Health Needs Assessment
- Community Health Improvement Plans
- City/County Comprehensive & Consolidated Plans
- Neighborhood/Place based Plans
- Market Studies
- Community Reinvestment Initiatives

Alignment: Data & Outcomes will be a driving force in Community & Place Based Decisions

- Achieves system or organization Key Performance Indicators (KPIs)
- Shows improvement in health outcomes (utilization rates & patterns, patient/member costs, reducing instances of chronic disease, improving access/health equity etc.)
- Supports Anchor Mission Strategy
- Evidence based practices
- Quantitative + Qualitative Returns
- People vs. Infrastructure (patients and community are not always one in the same--and that's ok)

Defining Partnership

- What has the current partnership looked like to date?
- Leveraging multi-level relationships
- What is a community organization's value add?
- Who else is missing from your partnership table?

Managing Expectations & Presenting ROI

- What is your clear ask of healthcare
 - Dollars (investment, grants, sponsorship)
 - Time/Representation
- Capacity Considerations
- What does it cost to improve communities
- What data/information is appealing to healthcare: what are you using to make your case?

DISCUSSION / Q&A