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RURAL HEALTH
RESOURCE CENTER

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Building Customer Loyalty while Meeting IRS Regulations: A Look at Community Health Needs Assessments

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June 2012



Purpose

The National Rural Health Resource Center is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Performance Improvement
- Health Information Technology
- Recruitment & Retention
- Community Health Assessments
- Networking

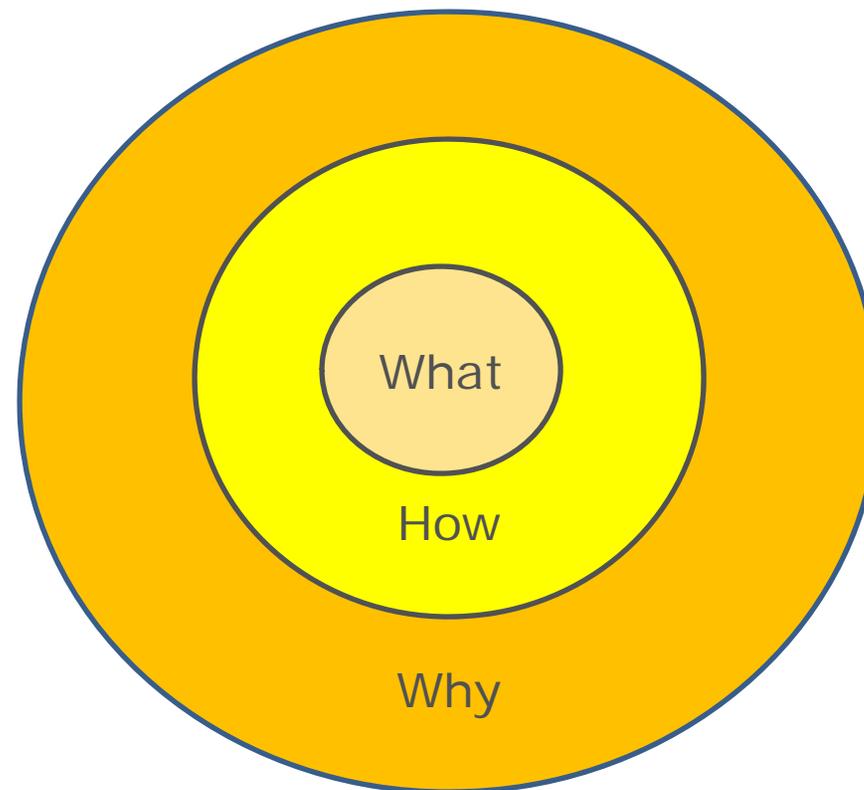


Overview

- Why should we conduct a community health needs assessment?
- How is the IRS monitoring community health needs assessments?
- What methods can be used to complete a community health needs assessment locally?



Golden Circle Approach





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Build Customer Trust and Loyalty





Patient Protection and Affordable Care Act (ACA)

- For 501c (3) not-for-profit hospitals
- Engage community every 3 years
- First reporting: data collection must be submitted by 2013 filing (fiscal year 2012)
- Second reporting: implementation plan must be filed 6 months post initial reporting



Patient Protection and Affordable Care Act (ACA)

- Meeting requirements preserves status as not-for-profit facility
- Failure to comply results in a fine up to \$50,000
- Monitored by Internal Revenue Service (IRS)



IRS Requirements vs Action Steps

Description of community served	→	County, zip code boundaries
Input from broad interests	→	Survey, focus groups, secondary data analysis
Prioritized health needs	→	Data-based priorities that meet competencies, resources, mission
Facilities and Resources	→	Inventory partners, resources; Include public health
Dissemination	→	Post documents publically
Implementation strategy	→	Data-based goal setting



Replicate your Regional Process

- Convene representatives
- Conduct needs assessment
- Develop goals and strategies
- Release the plan





Convene Representatives

- Recruit locals from each facet of the community
- Partner with public health
- Engage hospital community benefit reporter
- Build community champions
- Create urgency
- Share ownership of goals and outcomes



Conduct Needs Assessment

- Review Regional Health Needs Assessment Project Profile
- Seek validation on accuracy of data from convened representatives
- Evaluate distribution of a community survey or facilitate focus groups



Conduct a Community Health Needs Survey

- Customize survey tool
- Link questions to measurable actions
- Distribute survey throughout the community
- Assess how questions can influence change
- Connect assessment questions to strategic plans



Facilitate Focus Groups

- Drill deeper into identified community needs
- Gain insight from qualitative data
- Expand creative problem solving
- Increase rapport with community members
- Build customer loyalty



Develop Goals and Strategies

- Investigate root cause of the health need
- Determine magnitude of the health priority
- Evaluate severity of the health priority
- Assess strengths/capacity to act on the health priority
- Calculate measurable impact or ROI of actions



Sustain Health Goals

- Share ownership with Community Health Coalition
- Assign tasks that are specific with timelines
- Utilize a framework to measure and monitor performance; like a Balanced Scorecard



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Community Health Needs Assessments are About People





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Community Impact



**SMOKE
FREE
ZONE**





Tips for Regional Coalitions

- Evaluate group purchasing rates from vendors for survey or focus groups
- Aggregate data on local level; establish baseline information and benchmarks
- Network local level goals for grants, education, technical assistance, peer-support



Conclusion

“I think healthcare is more about love than about most other things. At the core of this, two human beings have agreed to be in a relationship where one is trying to relieve the suffering of another.”

- Don Berwick, Administrator, Centers for Medicare and Medicaid Services





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