Laying the Foundation for Healthy Communities

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Overview

- Background and Context
- Framing Community Health
- Examples
- Opportunity and challenges
Current Situation

- **Transition in Health Care**
  - Fee for Services-Volume
  - Fee for Outcome-Bundled payments

- **Challenges for Health**
  - Individual and Community
  - Health and Wellbeing
  - Leadership and Responsibility
Low Life Expectancy at Every Age

Ranking of US Mortality Rates by Age Group vs. Peer Countries, 2006-2008

- For both sexes, the US never ranks higher than 15 out of 17 countries before age 75.
Health Care Spending as a Percentage of GDP, 1980–2013

Notes: GDP refers to gross domestic product. Dutch and Swiss data are for current spending only, and exclude spending on capital formation of health care providers.

Source: OECD Health Data 2015.
Across America, Differences in How Long and How Well We Live
Factors that Affect Health

- **Socioeconomic Factors**
  - Changing the Context to make individuals’ default decisions healthy
  - Long-lasting Protective Interventions
  - Clinical Interventions
  - Counseling & Education

Examples:
- Condoms, eat healthy, be physically active
- Rx for high blood pressure, high cholesterol
- Immunizations, brief intervention, cessation treatment, colonoscopy
- Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality
Social Determinants of Health

Social determinants of health are the economic and social conditions under which people live which determine their health…”

Wikipedia

Where and how people live, learn, work, and play.

Patients’ education, income and ability to bathe, dress and feed themselves, explain nearly half of the difference in readmission rates between the best- and worst-performing hospitals.
Pillars of a Community Health Approach

- Primacy of prevention
- Strong science base
- Concerned about everyone, special concern for the poor/underserved
- Interdependence/Interconnectedness
Investing in children: Younger is better

Rates of Return to Human Capital Investment at Different Ages: Return to an Extra Dollar at Various Ages

Rate of return to investment in human capital

Programs targeted towards the earliest years
Preschool programs
Schooling
Job training

0-3
4-5
School
Post-school

Adapted from Heckman JJ. Skill Formation & the Economics of Investing in Disadvantaged Children. Science 2006; 312: 1900-02
How to Start
Major elements needed to catalyze change

- Leadership and relationships
- Strategy
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- Leadership and relationships
- Strategy
- Surprising allies and unusual messengers
“Health improvements are an economic development tool. They attract human capital. Which attract businesses. Young talent expects and demands these types of amenities. They expect walkability, green space, bike share programs, public transportation, and healthy schools.”

- Ok State Chamber member
“In business, we rarely have the luxury of making an investment decision with as much evidence as we have to support the economic value of investing in early childhood development and education...

Put bluntly, in my terms, they are a financial no-brainer. The only question is ‘how strong is the ROI?’ The answer: Two or three or more to one.”
Major elements needed to catalyze change

- Leadership and relationships
- Big picture strategy
- Surprising allies and unusual messengers
- Information and examples of best practices
County Health Rankings

Health Outcomes

Mortality (length of life) 50%
Morbidity (quality of life) 50%

Health Factors

Health behaviors (30%)
Clinical care (20%)
Social and economic factors (40%)
Physical environment (10%)

Policies and Programs

Tobacco use
Diet & exercise
Alcohol use
Sexual activity
Access to care
Quality of care
Education
Employment
Income
Family & social support
Community safety
Environmental quality
Built environment
Growing Interest in Community Health

American Hospital Association
Community Benefit
CMS
Kaiser
Humana
Cities/Counties
Community Prizes
Business
We, as a nation, will strive together to build a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.
Framing a Culture of Health

- Making Health a Shared Value
- Fostering Cross-Sector Collaboration to Improve Well-Being
- Creating Healthier, More Equitable Community Environments
- Strengthening Integration of Health Services and Systems
When health is absent, wisdom cannot reveal itself, art cannot become manifest, strength cannot fight, wealth becomes useless, and intelligence cannot be applied.

Herophilus of Chalcedon  335-280 BCE
Physician to Alexander the Great
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