My Message Today

- Catholic health care has been providing community benefit since we began and continues to demonstrate leadership and commitment.
- Mission leaders have a role in supporting, encouraging and celebrating community benefit.
Overview

- What is community benefit?
- What is the history of Catholic health care and community benefit?
- Why is it important today?
- How have we responded to changing needs and challenges?
- What is the role of mission in community benefit?
What Is Community Benefit?

Programs and Activities
What is Community Benefit?
What is Community Benefit?

I HAVE ASTHMA BUT ASTHMA DOESN'T HAVE ME ME ME ME ME
What Is Community Benefit?

- Children who participate in the Asthma Program + Breathmobile decrease:
  - Hospitalizations – 85%
  - Emergency Dept. visits – 65%
  - Absenteeism – 66%
  - Approximately 100 + new children each year
What Is Community Benefit?

- Children’s hospital reduces asthma admissions
What Is Community Benefit?

- Town reduces teen motor injuries
Community Benefit: Rooted in Catholic Tradition

- Slavery still exists
Community Benefit: Rooted in Catholic Tradition

- Environmental improvements
What is Community Benefit?

Community benefit programs or activities address a community need and meet at least one of the following community benefit objectives:

- Improve access to health care services
- Enhance the health of the community
- Advance medical or health care knowledge
- Relieves or reduces government burden
What is Community Benefit?

I. Financial assistance

II. Government-sponsored indigent health care – unpaid costs of public programs
   - Medicaid
   - State Children’s Health Insurance Program
   - Medically indigent programs

III. Community benefit services
What is Community Benefit?

Categories of Community Benefit Services:

- Community Health Services
- Health Profession Education
- Subsidized Health Services
- Research
- Financial Contributions
- Community Building Activities
What Is Community Benefit?

A Process
The Process

- Building a Sustainable Infrastructure
- Planning
- Evaluating
- Communicating
- Determining What Counts
- Accounting for Costs
The History of Community Benefit
The History of Community Benefit

Questions raised in the 80’s and 90’s

- Catholic sponsors:
  - Are we still charitable?
- For-profit hospitals:
  - How can you claim to be different?
- Policymakers:
  - Do you deserve tax-exemption?
- Catholic health leaders:
  - Will PPS diminish our community benefit?
The History of Community Benefit

Congressional Interest: Then and Now

In 1989, CHA developed the Social Accountability Budget with guidelines for:

- Conducting an inventory of services
- Planning and budgeting
- Monitoring services
- Reporting community benefit
Community Benefit Software

In 1992, CHA partnered with VHA, Inc. and Lyon Software to develop The Community Benefit Inventory for Social Accountability (CBISA), a program for:

- Using forms in the Social Accountability Budget
- Tracking community benefit
- Being able to compare and plan year to year
Why is Community Benefit Important Today?

- The Mission Imperative
- The Legal Imperative
- The Population Health Imperative
The Mission Imperative

Catholic health care is committed to:

- Promote and defend human dignity
- Care for persons living in poverty and other vulnerable persons
- Promote the common good
- Steward resources
Call to Serve the Poor and Vulnerable

Catholic health care is called to “provide service to and advocacy for those people whose social condition puts them at the margins of society and makes them particularly vulnerable to discrimination.”

From Ethical and Religious Directives, #3
The Legal Imperative

- The Tax Code 501(c)(3)
- Revenue Ruling 69-545
- IRS Reporting Requirement
- ACA Requirements for Tax-Exempt Hospitals
IRS Form 990 Schedule H

Part I: Finance assistance and other community benefits
Part II: Community-building activities
Part III: Medicare and bad debt
Part IV: Management companies and joint ventures
Part V: List and description of facilities in organization
Part VI: Supplemental information
Patient Protection and Affordable Care Act (ACA)

- Requirements for charitable hospitals:
  - Community health needs assessment
  - Implementation strategy
  - Financial assistance (FA) policy
  - Free emergency care to those meeting FA policy
  - Limit charges to those meeting FA policy
  - No extra ordinary collection practices
CHA’s Response To Today’s Challenges

- Advocacy
- Program resources
CHA Resources

- A Guide for Planning & Reporting Community Benefit
- Assessing & Addressing Community Health Needs
- Evaluating Your Community Benefit Impact
CHA Resources

- A Guide for Planning and Reporting Community Benefit
- Webinars
- Community Benefit 101
- Pre-Assembly Program
- Web Resources
- What Counts Hot Line
- Guide for Evaluating Community Benefit Programs
- Board Resources
- Assessing and Addressing Community Health Needs
The Role of Mission Leaders

- Advocate for adequate staff, budget
- Encourage integration in all programs, departments, including population health
- Tell the stories – old and new
Trends in Community Benefit

- From random acts to strategic thinking
- Public health orientation
- From solo to collaboration – inside and out
- Looking upstream – at determinants of health
Take-A-Ways

- We have a long history of community benefit
- Community benefit is much more than charity care
- CHA continues to play a leadership role
- Community benefit improves community health