

Welcome to CHA's Community Benefit Webinar: Introduction to Community Benefit

April 21, 2011 | Noon – 1:30 p.m. ET



A Passionate Voice for Compassionate Care

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Your Presenter for Today's Program



Julie Trocchio is senior director of community benefit and continuing care at the Catholic Health Association of the United States. She is based in CHA's Washington, D.C., office.

Ms. Trocchio carries out programmatic and advocacy activities related to community benefit, tax exemption, environmental sustainability and long-term care. She also is the CHA liaison to the executives of state Catholic health associations and conferences.

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Reflection



Mother Joseph, born in Montreal, led a group of five missionaries to the Pacific Northwest. She was responsible for the completion of 11 hospitals, 7 academies, 5 Indian schools and 2 orphanages. As architect and artist, she designed and supervised their construction as well as fund raising.



Your Presenter for Today's Program



Patsy Matheny consults with individual hospitals/health systems on developing a sustainable, organization-wide community benefit strategy and assuring credible community benefit reporting in line with federal and state guidelines.

Matheny was a contributing author for "A Guide for Planning and Reporting Community Benefit" released by The Catholic Health Association and VHA Inc. in 2006 and revised in 2008. Further with CHA, she staffs the national "What Counts" hotline and serves as lead faculty for the CHA Community Benefit 101 workshops.

Introduction to Community Benefit

CHA/VHA Community Benefit Webinar

April 21, 2011

Julie Trocchio
Senior Director, Community Benefit and Continuing Care

Patsy Matheny
Community Benefit Consultant



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Polling Question:

- What is your primary role in your health care organization?
 - Community benefit
 - Finance
 - Communications
 - Planning
 - Administration
 - Mission
 - Government relations/advocacy
 - Legal
 - Board member
 - Other

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Polling Question:

- For how long have you been involved with community benefit?
 - Not at all
 - Less than 6 months
 - 6 months to one year
 - One to 5 years
 - Over 5 years

Overview

- The mission imperative
- The legal imperative
- What is (and isn't) community benefit
- Steps in the process
- Resources

The Mission Imperative

- “Our organizations were established not for economic opportunity but to address the need for health services in our communities. Our facilities were born out of community need, a tradition that continues today.”

Sr. Carol Keehan, DC
President and CEO
Catholic Health Association

History



Mother Joseph, born in Montreal, led a group of five missionaries to the Pacific Northwest. She was responsible for the completion of 11 hospitals, 7 academies, 5 Indian schools and 2 orphanages. As architect and artist, she designed and supervised their construction as well as fund raising.

The Mission Imperative

Core beliefs related to community benefit:

- All persons should have access to health care
- The economically poor have a moral priority for services
- Not-for-profit health care has a responsibility to improve community health
- The community should be actively involved in community benefit programs

The Legal Imperative

The Community Benefit Standard – Revenue Ruling 69-545

- Community board
- Open medical staff
- Emergency room open to all regardless of ability to pay
- Hospital otherwise admits patients able to pay, either themselves or through insurance, Medicare or Medicaid
- Excess funds applied to facilities, patient care, medical training, education and research

The Legal Imperative



New "Schedule H"

- Part I: Financial 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

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The Legal Imperative

IRS Form 990, Schedule H - Part V

- Community health needs assessment
- Implementation strategies
- Financial assistance policies
- Billing, collections, charges



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The Legal Imperative

IRS Form 990, Schedule H - Part VI

- Expand on earlier answers
- Define community and explain how needs are assessed
- Describe what else the organization does for its community
- Opportunity to describe the story behind the numbers

The Legal Imperative

The Affordable Care Act Requirements for Tax-Exempt Hospitals

- Adopt financial assistance policy
- Limit patient charges
- Limit collection practices
- Conduct a community health needs assessment
- Adopt an implementation strategy

What Is Community Benefit?

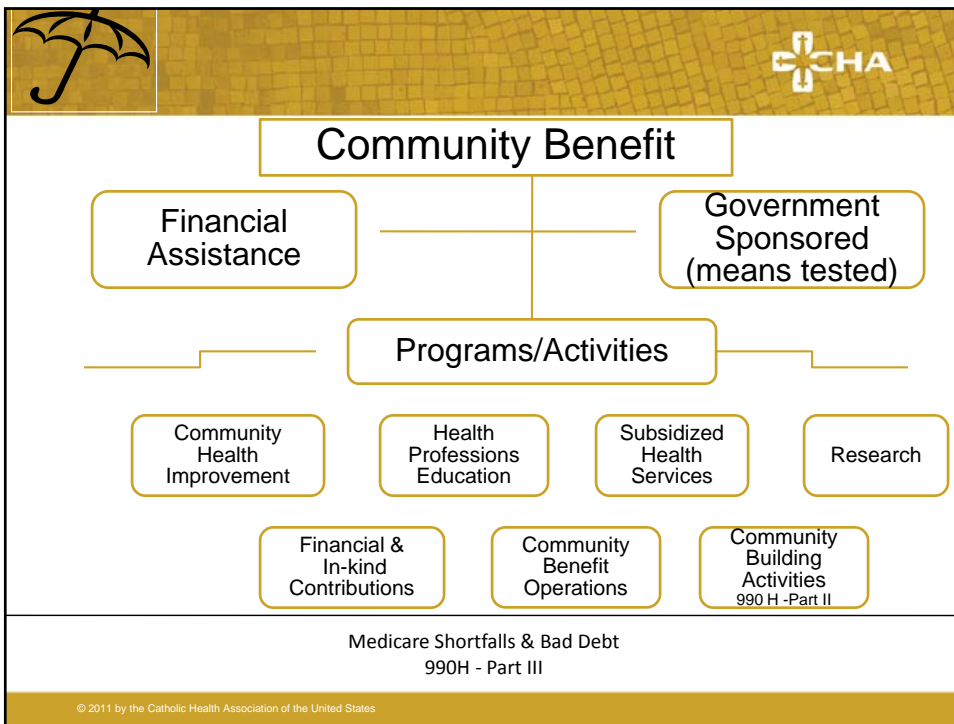
Program or activities that provide treatment or promote health as a **response to community needs** and meet at least one community benefit objective:

- Improve access to health services
- Enhance public health
- Advance knowledge
- Relieve government burden

Community Need

Community need can be demonstrated through:

- Community health needs assessments
- Request from public agency or community group
- Partnership with government or other tax-exempt organizations



What Is NOT Community Benefit?

- Provided primarily for marketing purposes
- Required for licensure or accreditation
- Counted as community benefit or provided by another organization or person
- Questionable in the eyes of the community

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How Do We Provide Community Benefit?

- Build a sustainable infrastructure
- Assess community needs
- Plan to address community health needs
- Account for community benefit
- Evaluate community benefit
- Tell the community benefit story

How Do We Provide Community Benefit?

Build a sustainable infrastructure

- Leadership commitment and staffing
- Integration with strategic and other organizational plans
- Policies and budget

How Do We Provide Community Benefit?

Assess community needs

- Define community
- Review and supplement existing information
- Get input from community and public health

How Do We Provide Community Benefit?

Plan to address community health needs

- Prioritize needs
- Develop an implementation strategy
- Plan each program

How Do We Provide Community Benefit?

Account for community benefit

- Know what counts
- Use accepted accounting principles

How Do We Provide Community Benefit?

Evaluate:

- Overall program
- Individual activity or program
- Quality and outcome

How Do We Provide Community Benefit?

Tell the community benefit story

- State and federal reporting
- Annual report
- Everyday opportunities

Resources for Community Benefit

CHA resources

- *A Guide for Planning & Reporting Community Benefit* (with VHA Inc.)
- *Evaluating Community Benefit programs*
- IRS Form 990, Schedule H information: guide to Part VI essay questions and board resources
- www.chausa/communitybenefit
- Coming soon – *Assessing and Addressing Community Benefit* (with VHA Inc. and the Healthy Communities Institute)

Resources for Community Benefit

Other community benefit resources

- Association for Community Health Improvement: Assessment toolkit, list serve, newsletter and more at www.communityhlth.org
- Community Benefit Inventory for Social Accountability, Lyons Software - <http://www.lyonsoftware.com/>
- The Guide to Community Preventative Services - www.thecommunityguide.org
- Healthy People 2020 - <http://healthypeople.gov/2020/>

The Future of Community Benefit

- Assessment-driven
- Proactive
- Strategically planned
- Evidence-based
- Professional

Q&A