INTEGRATION OF PRIMARY CARE & PUBLIC HEALTH

DEFINING THE VALUE PROPOSITION

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Objectives

- Learn the purpose, key findings and recommendations of the 2012 IOM Primary Care/Public Health Integration Study
- Consider the implications of this IOM Study related to actual primary care/public health integration across the U.S.
- Relate the potential value of primary care/public health integration to the areas of research currently considered and pursued by WREN partners
Exploring Integration to Improve Population Health
Why Study Integration?

* Pandora’s Box? Is there a value add or too much to lose by either entity?

* Findings of the IOM Study - hard data vs. evolution of a significantly different way of working together

* Who are the key players to successfully achieve integration
IOM Committee -

Process & Outcomes

- Study based on a charge developed by committee sponsors
- IOM process - research based
- Committee represents stakeholders
- Recommendations receive rigorous review & revision as needed
- Followup with public/private partners includes strategic plan/timeline
What is Integration?

- Context, jurisdiction and geography play a significant role
- Health care vs. Health requires close scrutiny
- Continuum of integration
- Values related to Integration
What Do We Mean By Integration?

Variables Used by the IOM Committee:

Level                 Partners
Action                Degree

Degrees of Integration:

<table>
<thead>
<tr>
<th>MUTUAL AWARENESS</th>
<th>COLLABORATION</th>
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<tr>
<td>ISOLATION</td>
<td>MERGER</td>
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<tr>
<td>COOPERATION</td>
<td>PARTNERSHIP</td>
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Integration - Core Principles

- Common Goal of Improving Population Health
- Involve the community in defining and addressing the needs
- Strong leadership: a bridge
- Focus on sustainability
- Collaborative use of data and analysis
IOM Study

Recommendations

- CDC & HRSA - promote integration
- connect staff, funding & data at regional, state and local levels
- consolidate platforms for sharing/displaying pop. health data
- create research & learning networks that disseminate best practices
- address workforce needs to support integration
- Focus on both existing and new initiatives to promote integration
- HHS - develop a national strategy & investment plan
Then What?

- High Interest in Study Results at Federal and State level
- Formation of Primary Care/Public Health Collaborative (ASTHO supported)
- > 50 national partners
What is being accomplished?

- New Primary Care & Public Health Partners forming
- Identification of Success Stories w/ documented themes and principles
- Duke University “Playbook”
- Community Health Needs Assessments - alignment
- Univ. of Kentucky - “exemplars” search
- ROI & lexicon tools under development
- Resources study for national use (financial, human, and other)
- Measurements definition and application under way
- Training alignment between Primary Care and Public Health
Duke University “Playbook”

- Leadership alignment is critical
- LPH/SPH - convener role
- Links with the community are foundational
- Evaluation-measurement must be in the initial plan
- Diverse partnership ensures sustainable funding
ROLE FOR RESEARCH

- Promising practices vs. traditional research
- Need for communication, clarity of language
- Understanding the impact of unstudied issues affecting health
- Connecting community/health system
RESEARCH....

- Lessons for policy makers and program planners
- Importance of systems, policies and environments
Sustainable Improvement

- What can research do to support population health and contribute to sustainable community improvement?
Steps You Can Take

- Identify issues relevant to your community’s health
- Help your community understand an issue is important though unrecognized
- Seek info from stakeholders before formulating your hypothesis;
Outcomes...

what are we looking for?

- Engaged Partners
- Excellent Research
- Sustainable Results
- Better Health
websites of interest

- www.iom.edu/primarycarepublichealth

- www.astho.org (click on “primary care/public health collaborative”)
thank you

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