

Population Health: Defined and Explored

Susan E. Dubuque, Principal, NDP Agency

Agenda

LEVEL SETTING

- Defining population health
 - Influences
 - Levels
 - Primary
 - Secondary
 - Tertiary
 - Clinical Support
- Consumer Perspective
- Health Strategy Perspective

INPUT AND DISCUSSION

DEFINING OUR INDUSTRY POV

Learning Objectives

1. Gain an understanding of the current perceptions of population health
2. Help define the role of strategy, marketing and communications in a population health world
3. Contribute to our industry's point of view on population health

What Is Population Health?

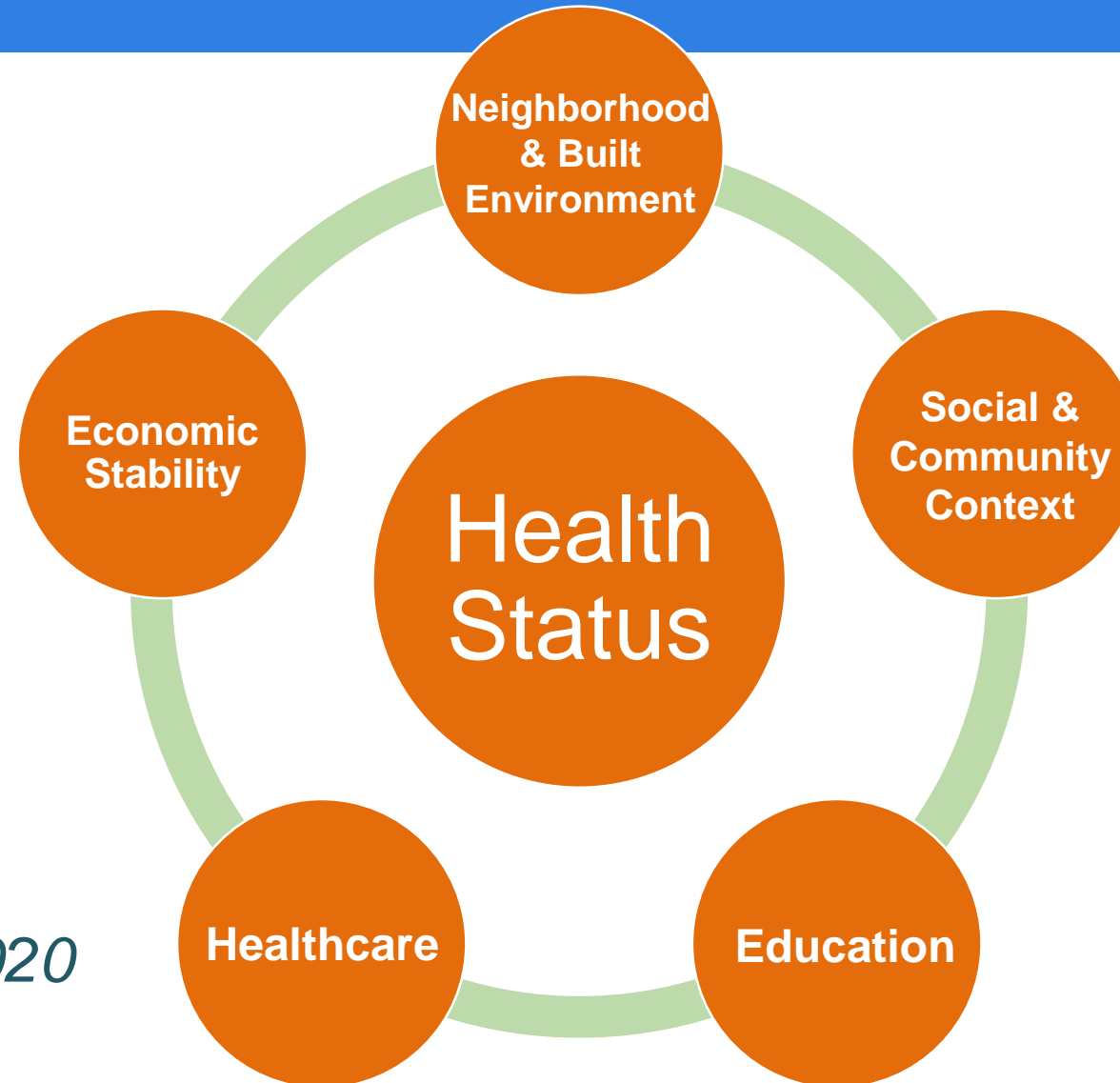
Definition

The health outcomes of a group of individuals, including the distribution of such outcomes within the group.

Population Health Through Marketing Lens

The process of facilitating changes in behavior and in the environment that will improve the health of individuals and the population as a whole.

What Influences Population Health?



Healthy People 2020

Levels of Population Health?

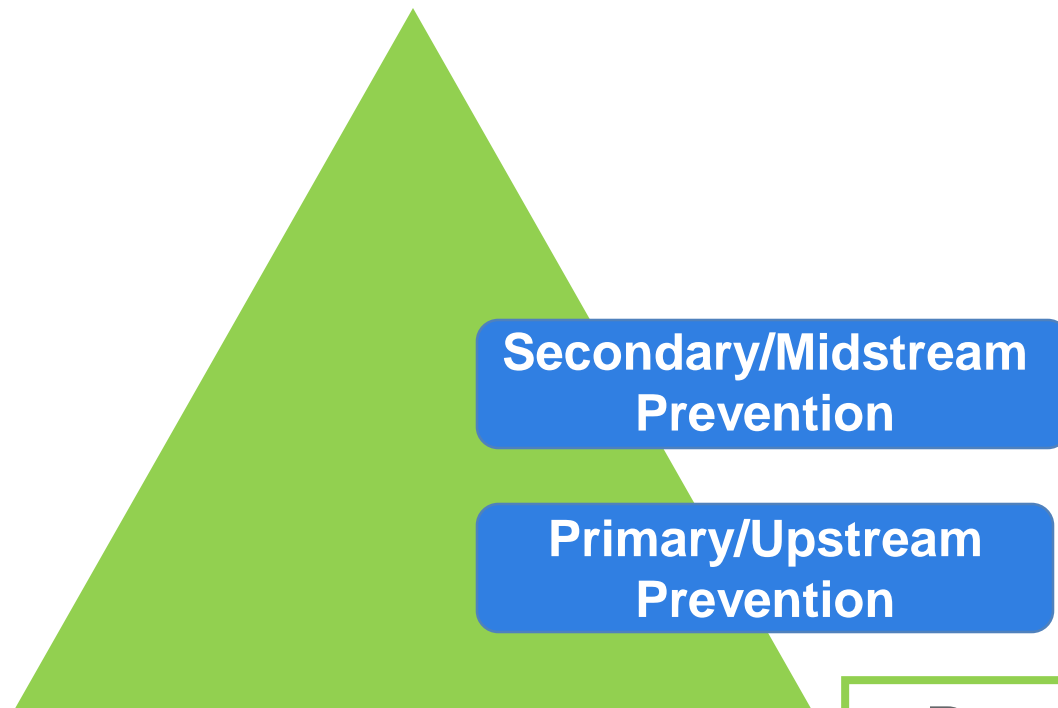


Primary/Upstream
Prevention

- “Upstream” prevention
- Avoid a health problem altogether
- Typically aimed at a population as a whole
- May take place at a societal or policy level (e.g., banning smoking in public places)

- Immunizations
- Health education programs
- Community-wide exercise challenge

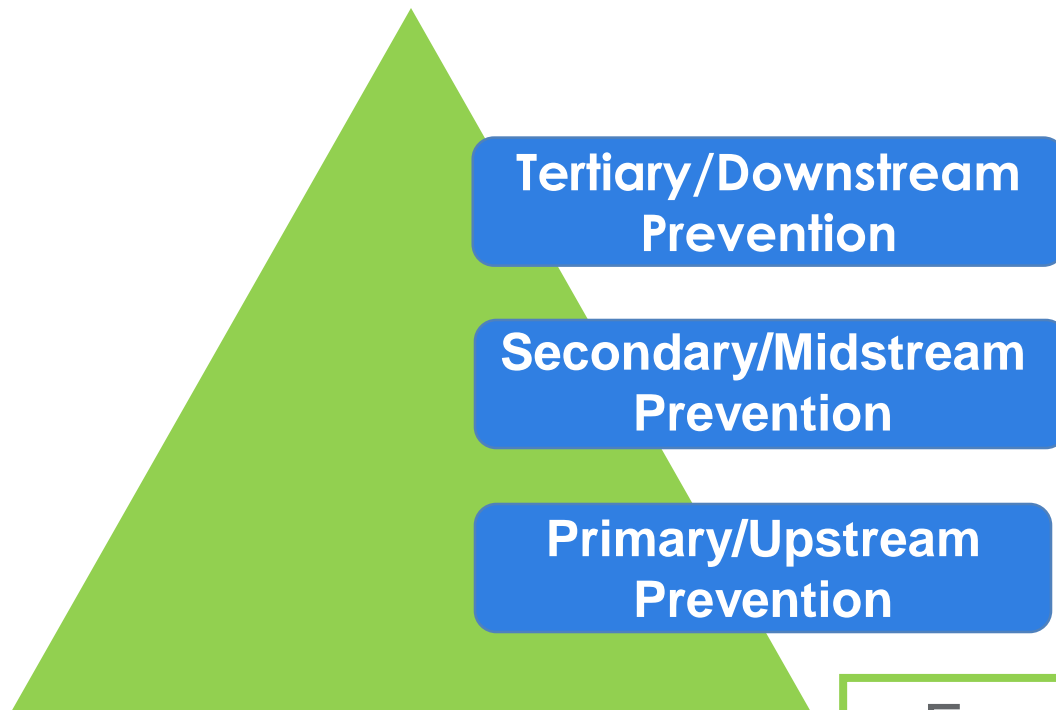
Levels of Population Health?



- Identify and treat “at-risk” populations
- Disease has been diagnosed but symptoms have not appeared yet
- Goal is early intervention
- Arrest or slow progress of disease
- Prevent recurrence or disability

- Promoting mammograms
- Stroke awareness campaign targeting African Americans (2.5 greater risk)

Levels of Population Health?



Tertiary/Downstream
Prevention

Secondary/Midstream
Prevention

Primary/Upstream
Prevention

- Sounds like an oxymoron
- Targets individuals with serious or chronic medical conditions
- Goal is to prevent further physical decline or disability (as well as ED visits and readmissions)

- Encourage diabetic patients to walk 3x week
- Motivate CHF patients to weigh themselves every morning

Primary/Upstream Interventions

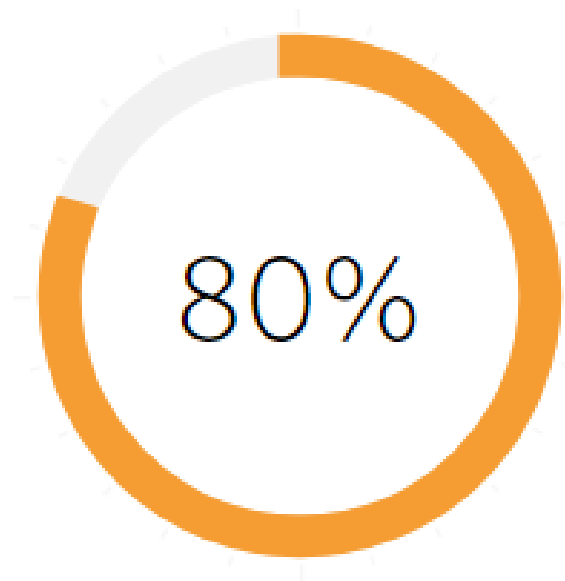


The
Basics™

Fun, Simple, and Powerful!



Primary/Upstream Interventions

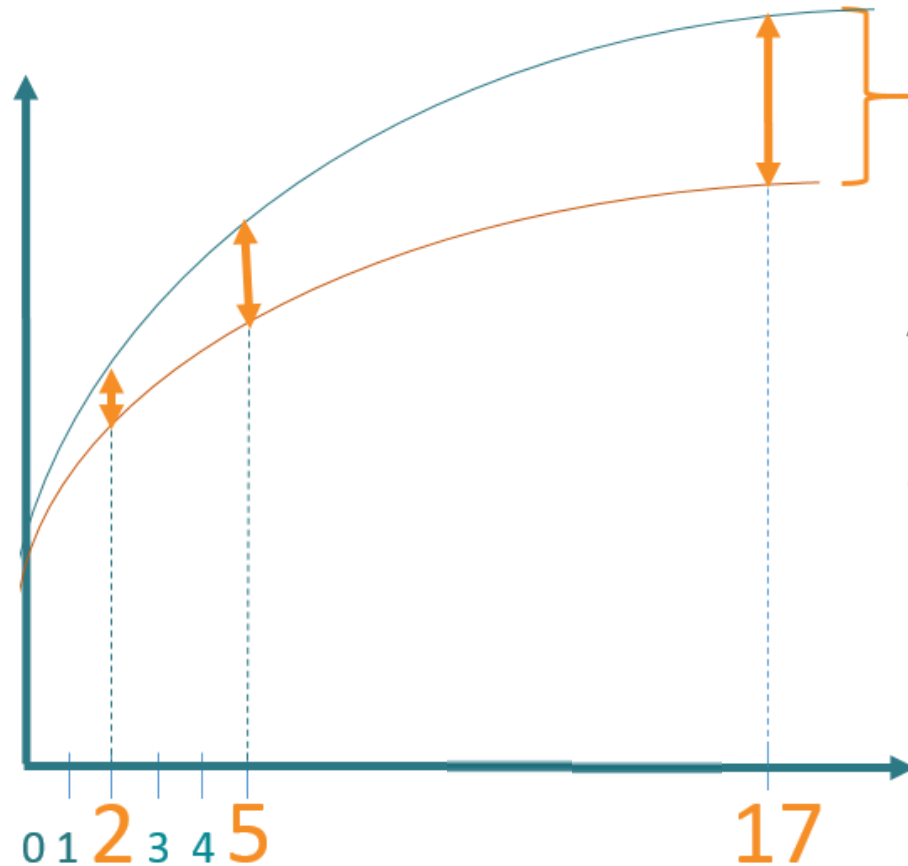


of brain growth
happens in the
first 3 years

Primary/Upstream Interventions

Too many
children fall behind
early and never catch up

Cognitive
Skills



Average racial and ethnic gaps equal
3 to 4 years of learning
by age 17*

Primary/Upstream Interventions

Five fun, simple and powerful ways that every family can give **every child** a strong and healthy start in life



Maximize Love, Manage Stress



Talk, Sing, and Point



Count, Group, and Compare



Explore through Movement and Play



Read and Discuss Stories

Primary/Upstream Interventions

Socioecological Saturation

Consumers hear the same message at every point of contact



Primary/Upstream Interventions

- Videos for families and providers
- Tip sheets & other handouts
- Workshop & activity guides
- Posters
- Research behind the Basics
- More...

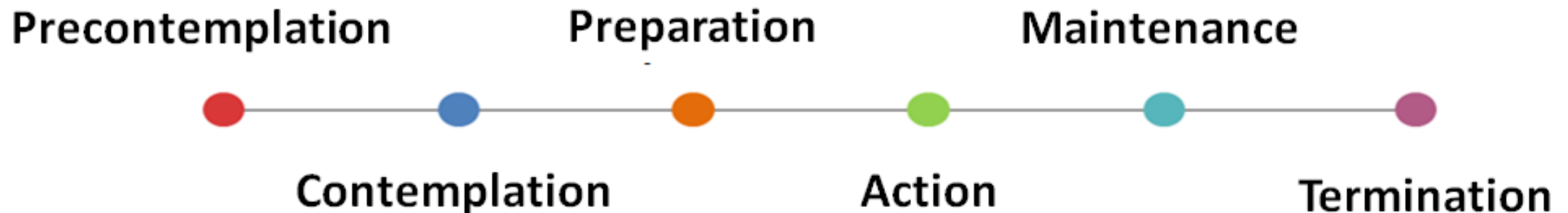


thebasics.org/community-toolkit

Secondary/Midstream Interventions

Transtheoretical Model: Stages of Change

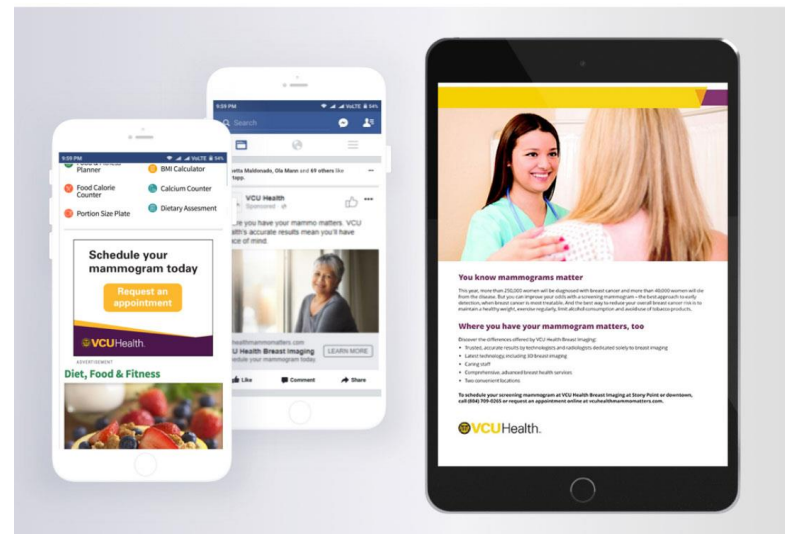
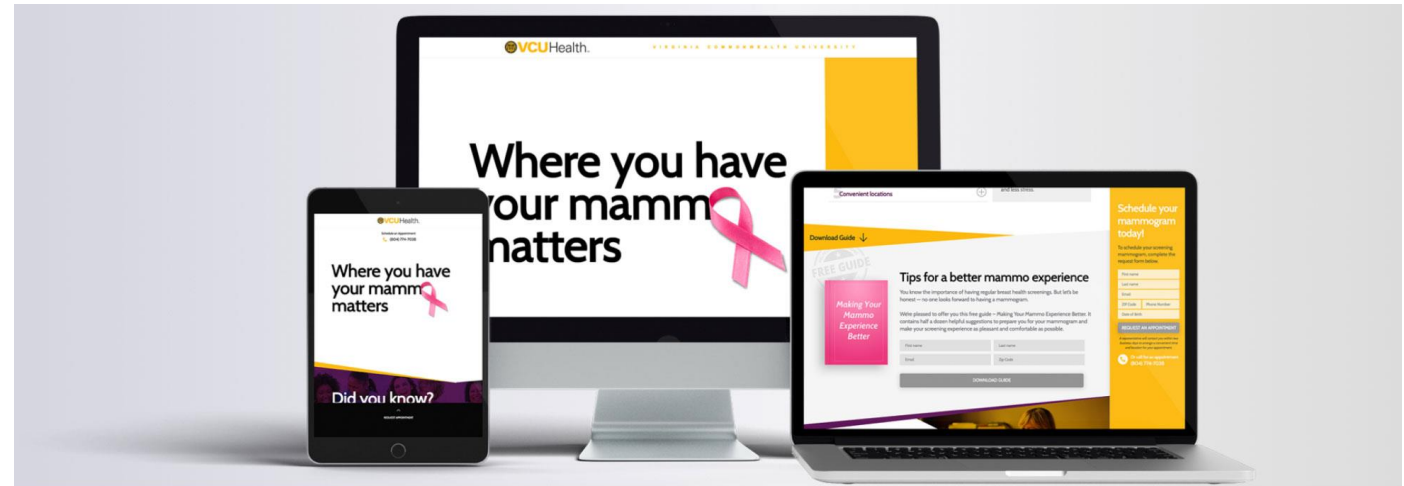
James Prochaska



Secondary/Midstream Interventions

CRM Campaigns

Targeting at-risk consumers and providing access to information and screening services



Tertiary/Downstream Interventions



Began key classes to help people prevent and manage chronic diseases

- Exercise Classes
- Diabetes Prevention Program (DPP)
- Diabetes Self-Management Education (DSME)
- Living Well with Diabetes (DSMP)

GET HEALTHY
LIVE WELL

TANNER
HEALTH SYSTEM

Supporting Clinical Services

Shared Decision Making

The provider and patients work together to make **decisions** and select tests, treatments and care plans based on clinical evidence that balances risks and expected outcomes with patient preferences and values.

Options	Pros	Cons	Important to you
Do nothing			
Increase exercise			
Modify diet			
Take medication			
Weight loss surgery			
Consider clinical trials			

Consumer Perspective

Key Findings

- The majority of consumers have little understanding of the concept of “population health”
- Most believe the individual/family is responsible for population health, followed by hospitals/doctors second and government (regardless of political orientation) and insurance third
- The vast majority feel that hospitals should invest in improving the health of the community

Consumer Perspective

Key Findings

What hospitals should do to improve community health:

- Free health screenings – 64%
- Free class on health topics – 43%
- Health education programs in schools – 35%
- Help patients coordinate among providers – 35%
- Sponsor exercise programs/classes – 27%
- Encourage consumers to adopt healthy habits – 19%

Consumer Perspective

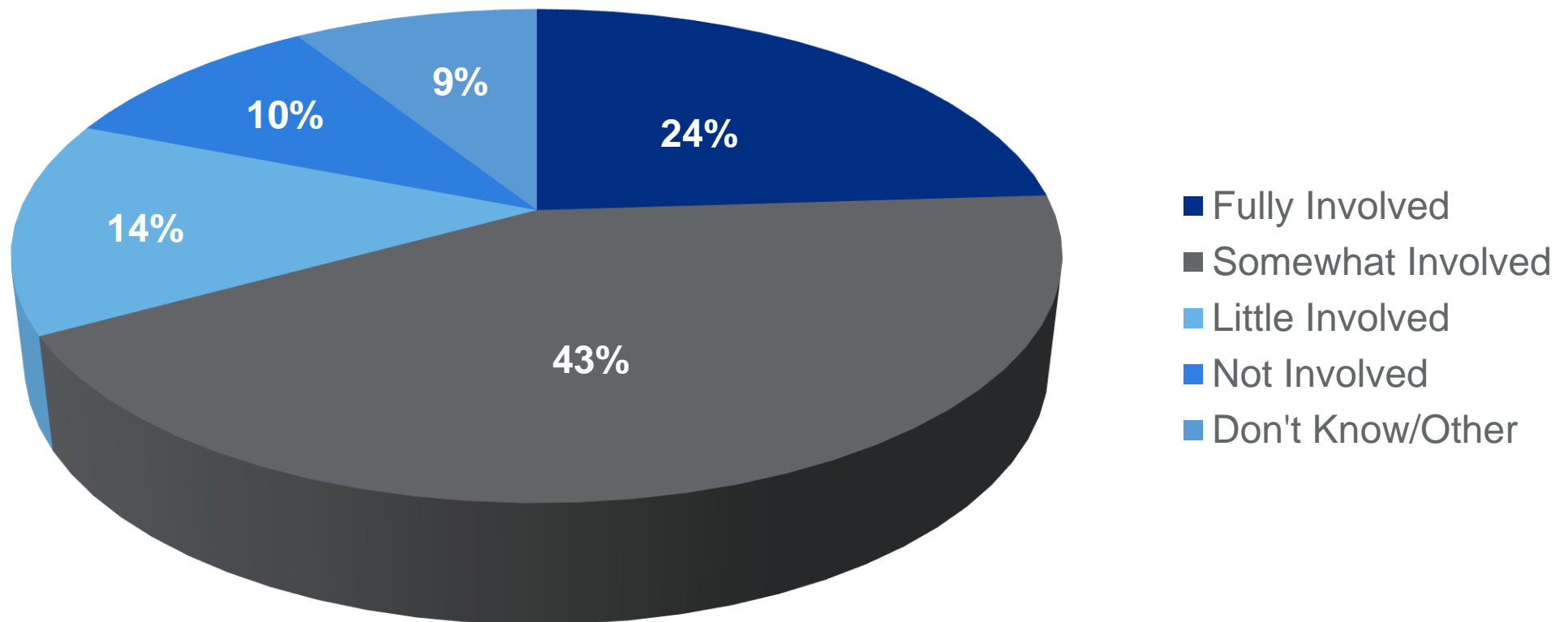
Key Findings

What individuals should do to maintain their health:

- Eat healthy foods
- Exercise regularly
- Get an annual physical
- Avoid smoking and unhealthy habits
- Take medicine prescribed by your doctors
- Manage stress
- Avoid drinking sugary drinks

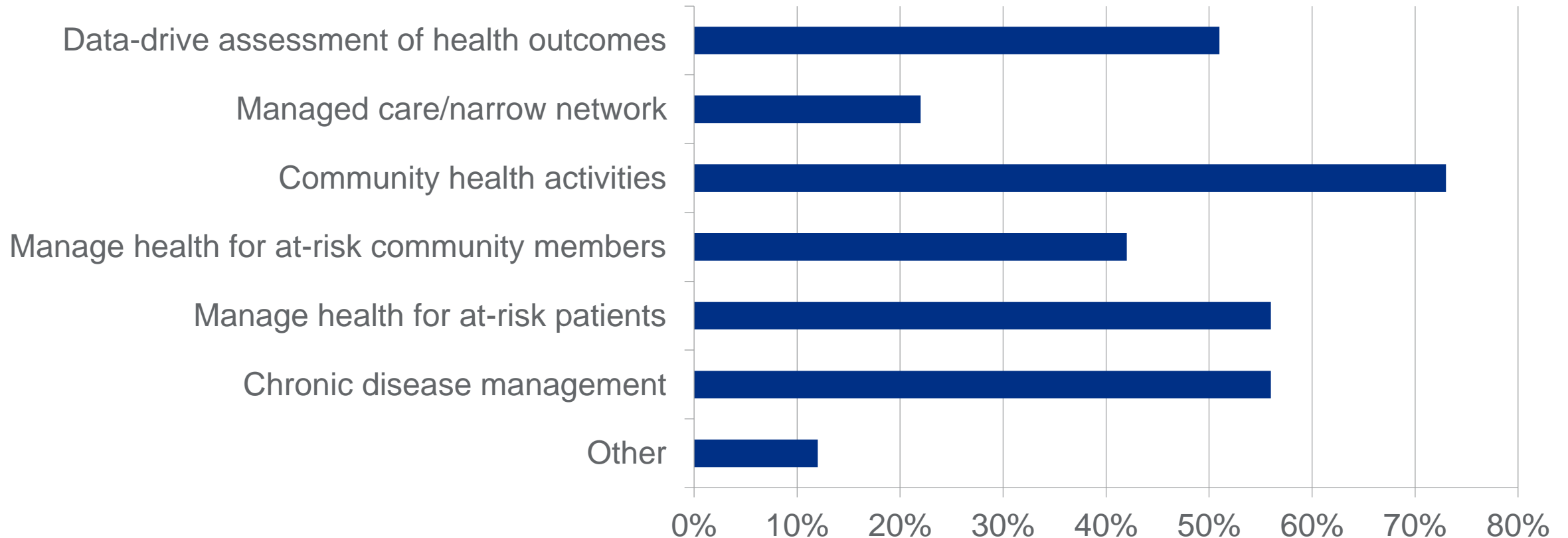
Healthcare Marketing Perspective

Hospital Level of Involvement In Pop Health



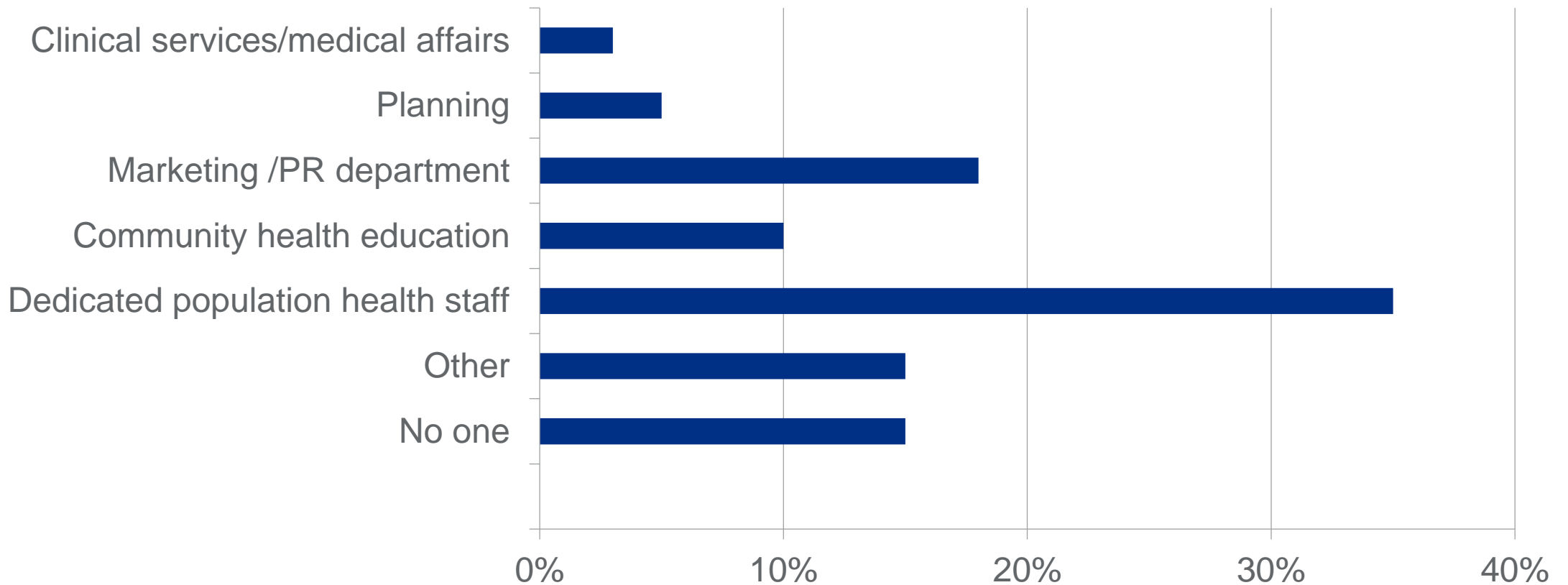
Healthcare Marketing Perspective

What Population Health Looks Like in Health Systems



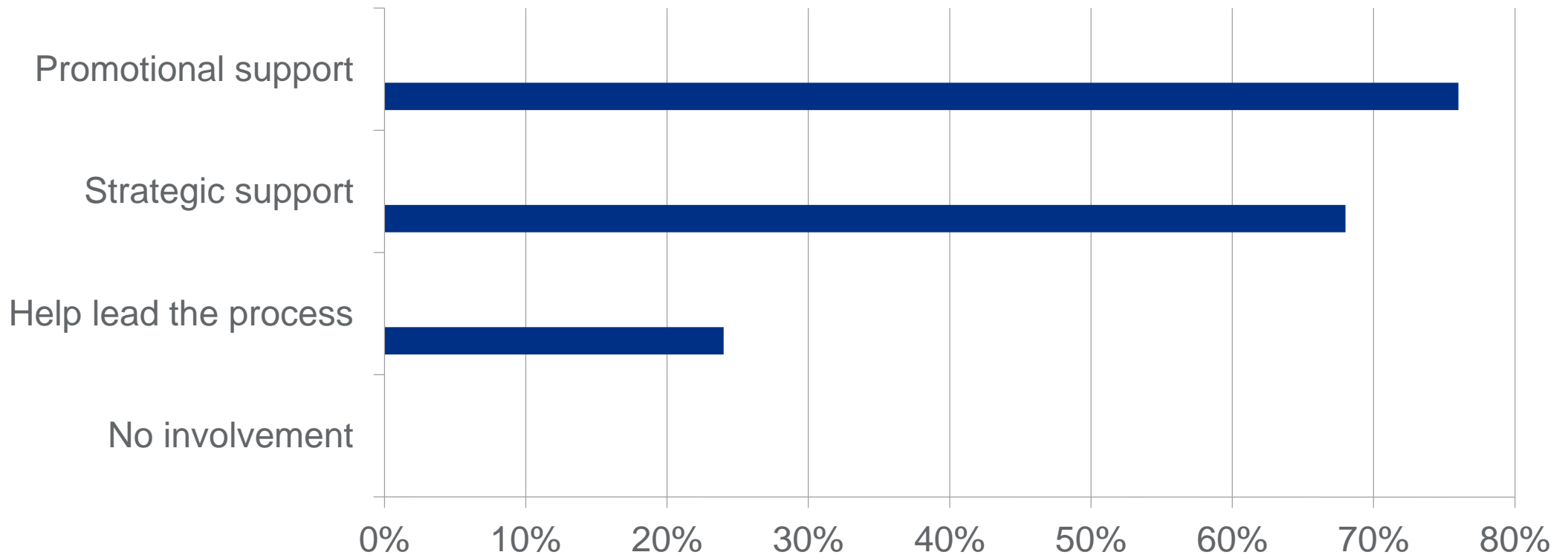
Healthcare Marketing Perspective

Who Is Responsible for Population Health



Healthcare Marketing Perspective

What Role Marketing Should Play in Population Health



Healthcare Marketing Perspective

Barriers to Marketing Engaging in Population Health

- Lack of time and resources to be involved – 39%
- Lack of support from administration – 20%
- Lack of knowledge how to provide support – 24%
- No barriers – 12%
- Other – 5%

Healthcare Marketing Perspective

What Hospitals Should Do To Improve Community Health

- Free health screenings – 74%
- Free class on health topics – 55%
- Health education programs in schools – 56%
- Help patients coordinate among providers – 70%
- Sponsor exercise programs/classes – 35%
- Encourage consumers to adopt healthy habits – 56%

Establishing Our Point of View

1. What are the perceptions and reality of population health in the healthcare industry today?
2. What are the needs related to population health?
3. What role should healthcare strategy professionals (planning, marketing and communications) assume in population health initiatives?
4. What are the barriers that prevent organizations from engaging in population health initiatives?
5. What do we think the future of population health activation will look like?

Three Key Take-Aways

1. Population health can take on many forms and levels of involvement in our organizations.
2. Efforts to improve health through population health/behavior change initiatives and achieving your marketing objectives are not mutually exclusive. (Think win-win.)
3. Healthcare strategy professionals have an opportunity to play a leading role in the population health discussion.

Questions?

Please be sure to complete the session evaluation on the mobile app!

Speaker Biography

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Susan literally wrote the book on population health for marketers—*Gearing Up for Population Health: Marketing for Change* (published by SHSMD). She is a principal and co-founder of NDP, a marketing and advertising firm in Richmond, Virginia, and an adjunct professor at Virginia Commonwealth University’s School of Health Professions. Previously, she was the director of marketing for Mary Immaculate Hospital in Newport News, Virginia. Susan has published more than 300 articles on healthcare marketing, and has assisted hundreds of hospitals and healthcare organizations with marketing, branding and population health initiatives. She is an avid runner and advocate for organ donations.

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