

LIVE WELL, SAN DIEGO!



A Strategy For a Healthy, Safe and Thriving San Diego County



DECEMBER 3, 2012

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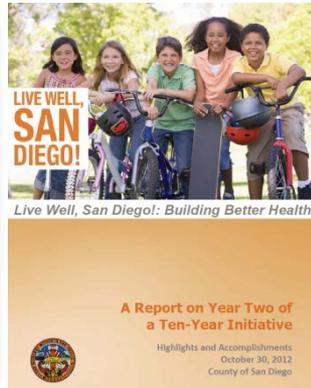
Building
Better
Health

Living
Safely

Thriving



Live Well, San Diego! Building Better Health



2010

2012

2014

2016

2018

2020



2013

2015

2017

2019

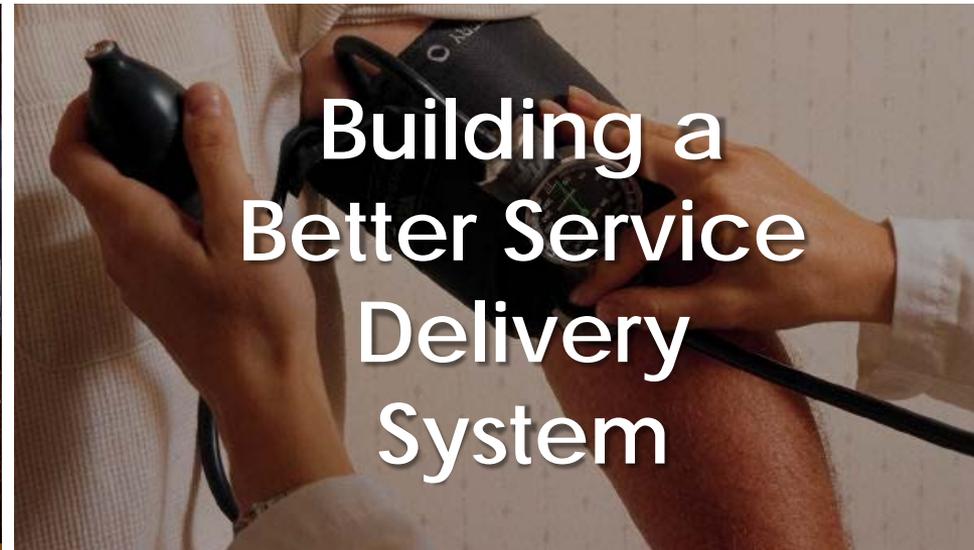
2011



Building Better Health means:



Improving the Culture from Within County Government



Building a Better Service Delivery System



Supporting Positive, Healthy Choices



Pursuing Policy and Environmental Changes



Philanthropists



Faith Community



Hospitals

Schools

Cities



Community Clinics

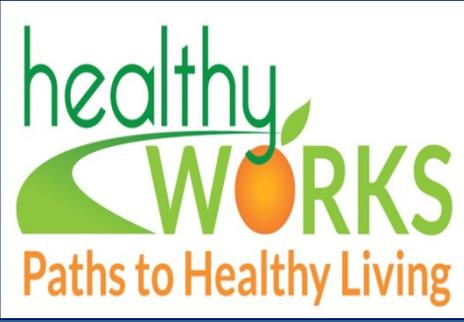


Business Community

Military

Non-Profits





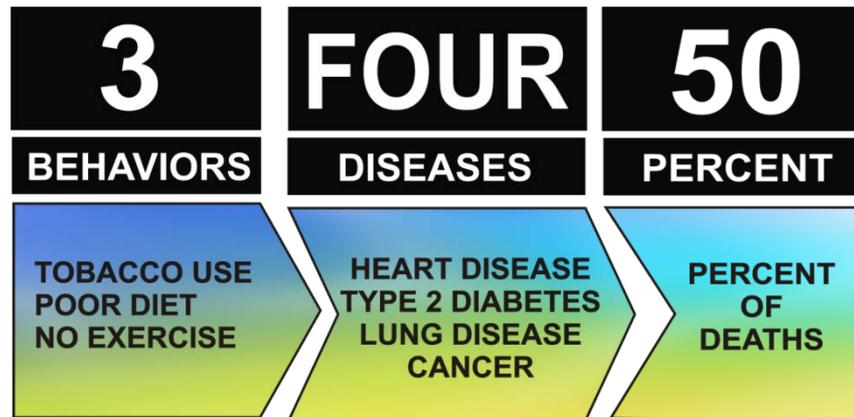
Community Transformation Grant



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**The County of San Diego
 applied for CTG funds,
 basing its application
 on the 3-4-50 principle.**



- In September 2011, the CDC granted San Diego a 5-year award for \$15,268,965 (\$3,053,793 annually upon approval).



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CENTERS FOR DISEASE™
CONTROL AND PREVENTION

Community Transformation Grants (CTG)

In **2011**, the CDC awarded \$103 million in chronic disease prevention grants to:

- 61 state and local government agencies, tribes and territories
 - Nonprofit organizations in 36 states
-

CTG Goals:

- ✓ Improve population health
- ✓ Reduce health disparities
- ✓ Lower health care costs
- ✓ Develop stronger evidence base



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San Diego's
Community
Transformation
Grant (CTG)

CTG Key Strategies

San Diego's CTG will continue the important work initiated by the Communities Putting Prevention to Work (CPPW) grant through implementing *key **policy, systems** and **environmental** change strategies.*



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22 San Diego CTG Objectives

Will be achieved by implementing community transformation plans across **five strategic directions:**

1. *Tobacco Free Living*
2. *Active Living / Healthy Eating*
3. ***Clinical & Community Preventive Services***
4. *Social & Emotional Wellness*
5. *Healthy & Safe Physical Environments*



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CTG Strategic
Directions Align With
Healthy People 2020
Focus Areas & the
National Prevention
Strategy

CTG Core Measures

1. Changes in weight
2. Changes in proper nutrition
3. Changes in physical activity
4. Changes in tobacco use prevalence
5. Changes in emotional well being and overall mental health



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CTG SD3:
Clinical &
Community
Preventive Services

Strategic Direction (SD) 3:

Increase Use of Clinical &
Community Preventive Services

- ✓ Increase control of blood pressure and cholesterol levels
- ✓ Increase access and demand for high impact preventive services

- **Project Period Objective:** Increase the number of people with increased access to support that control high blood pressure and high cholesterol in health care and worksite settings to 1.6 million.



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CTG SD 3.1:
Clinical &
Community
Preventive Services

Community Transformation Plans:

SD 3.1. Strategy: Institute and monitor standardized clinical quality measures at the individual provider level and at a systems level.

- **Annual / Multi-Year Objective:** Increase the percentage of solo and small practices, federally qualified health clinics, and hospital ambulatory care settings that report HEDIS measures, including those for ABCS.



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CTG SD 3.2:
Clinical &
Community
Preventive Services

Community Transformation Plans:

SD 3.2. Strategy: Institute and monitor standardized clinical quality measures at the individual provider level and at a systems level
(Health Disparities Focus)

- **Annual / Multi-Year Objective:** Improve strategies to better identify and manage health outcomes of low income populations seen at federally qualified health care clinics through utilization of data sources, including the use of HEDIS measures.



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CTG SD 3.3:
Clinical &
Community
Preventive Services

Community Transformation Plans:

SD 3.3. Strategy:

Institute mechanisms that enable health care providers to share health information.

- **Annual / Multi-Year Objective:** Increase the number of healthcare provider networks that have linkages to a health information exchange to report high blood pressure and high blood cholesterol.



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CTG SD 3.4:
Clinical &
Community
Preventive Services

Community Transformation Plans:

SD 3.4. Strategy:

Improve access to and coverage of clinical preventive services for employees through worksite wellness programs.

- **Annual / Multi-Year Objective:** Increase the number of employers, with 500 or more workers, who adopt, enhance, and implement worksite wellness programs.



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CTG SD 3.5:
Clinical &
Community
Preventive Services

Community Transformation Plans:

SD 3.5. Strategy:

Improve access to and coverage of clinical preventive services for employees through worksite wellness programs.

- **Annual / Multi-Year Objective:** Increase the percent of employers that implement the summary plan description language in the *Purchaser's Guide to Clinical Preventive Services* to use in their health plans for specified clinical preventive services.



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CTG / Right Care Alignment

CTG Clinical Preventive Services Interventions align directly with two of **Right Care Initiative's Eight Key Strategies**:

1. *Of the ten HEDIS measures in heart and diabetes, the greatest emphasis should be first on control of :*
 - A. *Lipids*
 - B. *Blood pressure*
 - C. *Glucose levels*
7. *HIT – Clinicians need accurate and timely information about patients as individuals, as well as from a macro-analysis panel perspective.*



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healthy WORKSSM

Paths to Healthy Living



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Million Hearts Risk Check Challenge

Today, the **CDC/ONC/DHS** announced the finalists of a National Challenge for the Development of a Mobile APP to :

1. Conduct a quick HRA for patient activation. (Archimedes)
 2. Provide locations where users can go for BP and Lipid Screening (Surescripts)
 3. Launch of the final winning app will be 2/14/13.
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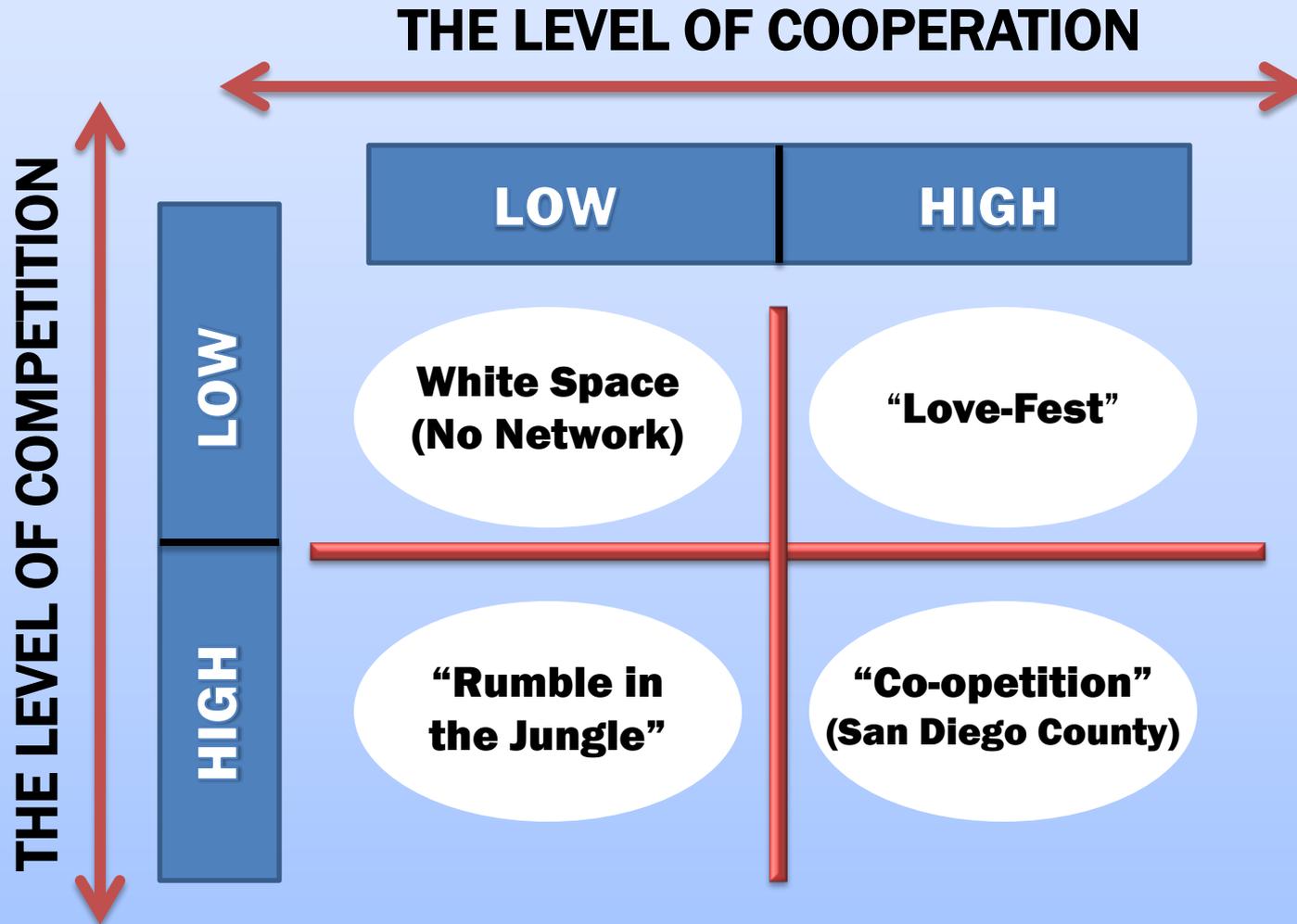
National Pilot Sites:

- ✓ Cities of Baltimore, Chicago, Philadelphia and Tulsa
- ✓ **San Diego County (Love Your Heart Campaign 2/14/13)**



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Regional Dynamics



Anthem.  Aetna[®]

 UNICARE. HUMANA.



PacifiCare[®]

UnitedHealthcare[®]

 Health Net[®]











**“Wellness is not an
option!”**

--Ken Blanchard



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