

ATRIUM HEALTH



The Journey to Health Equity & Social Impact – For All

Dr. Kinneil Coltman, SVP, Chief Community & Social Impact Officer



MISSION:

TO IMPROVE **HEALTH**
ELEVATE **HOPE**
AND ADVANCE **HEALING**
- **FOR ALL**

VISION:

TO BE THE **FIRST** AND **BEST** CHOICE FOR CARE

Current Size & Scope

72,500+ Teammates | 40 Hospitals

65 Urgent Care Locations | 39 EDs | 44 Cancer Care Locations

6,000+ Providers | 17,800+ Nurses

\$12.4 Billion

Net Operating Revenue

\$3.3 Billion

In last 5 years

Invested into renovations, new care locations, equipment upgrades and other capital projects



\$2.3B

Measurable
Community Benefit

As a percentage of operating expense, we do more community benefit than the top 10 largest health systems in the country including Kaiser, CommonSpirit, Providence, and Ascension.

2020 Community Benefit

\$6.3M
Everyday

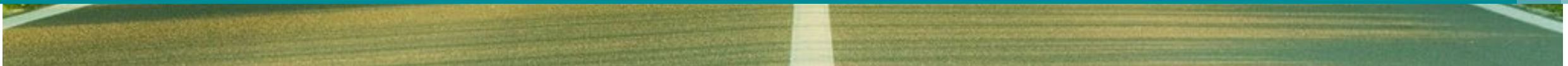
20.8%
*as a percentage
of operating expenses*

AHA
Average
13.8%

*Includes Wake Forest Baptist Health
(year end June 30, 2020)



Our Journey to Health Equity





Calculated Impact

- Allows us to detect with **laser accuracy** whether disparities in race/ethnicity and gender exist in our care patterns.
- Reduced the percentage of our patients with unknown race/ethnicities from over **12% to 2%.**

Race, Ethnicity, Language, Sexual Orientation & Gender Identity

- 20 ethnicity & 40 race options, multi-select ability, eliminated “other”
- 73 language options, single-select only
- Sex assigned at birth & current legal sex can be collected by registration
- Sexual orientation & gender identity collected by clinical staff

Key Activities

- Electronic medical record (EMR) build & redesign
- Education of registrars & related teammates
- External communication strategy
- Internal communication strategy

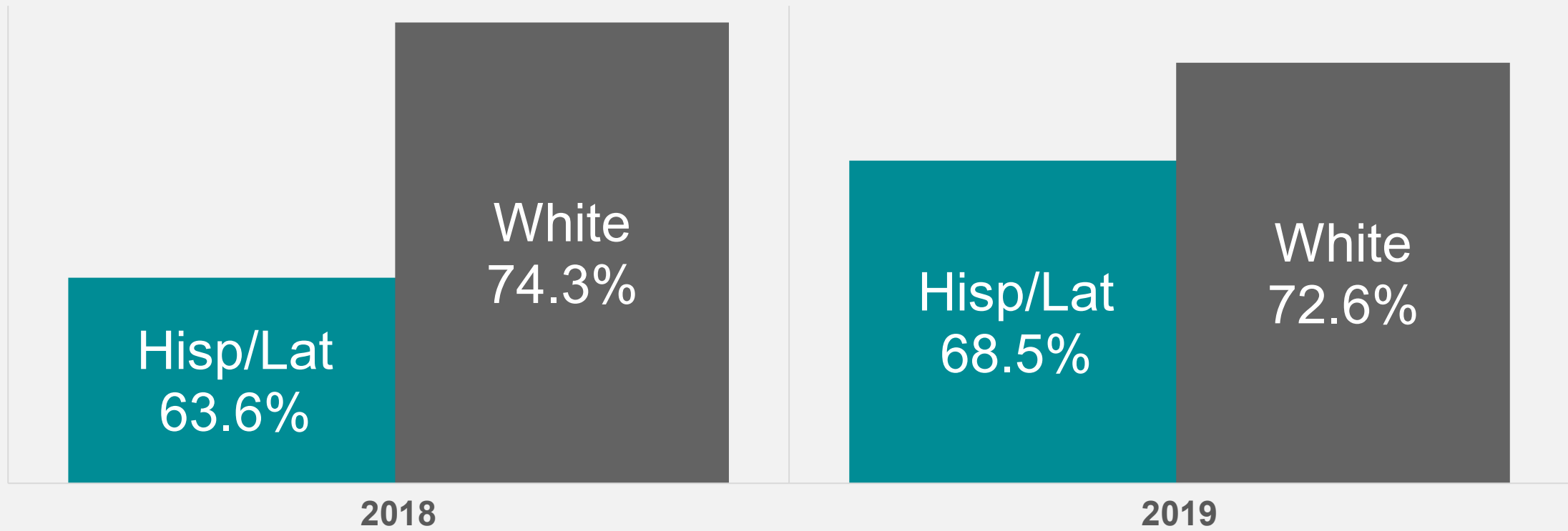
Collecting better data to identify and address health disparities

- 
- **Mortality-LOS-Readmission**
 - **Population Health**
 - **Patient Experience**
 - **Core Measures**
 - **Patient Demographics**
 - **Infant Mortality**

Atrium Health Demographic Data Wall

Analytics platform with ability to identify disparities by race, gender & location

Colorectal Cancer Screenings Among Eligible Male Patients



FOR ALL Health Equity Goal

Disparity identified in the rate of colorectal cancer screenings among eligible male patients of Hispanic or Latino descent, as compared to eligible white male patients.



Atrium Health has been preventing disparities throughout the pandemic.



Roving COVID Testing



COVID Equity Taskforce



Million Mask Initiative



Community Immunity For All

Recognized as a national leader in health equity



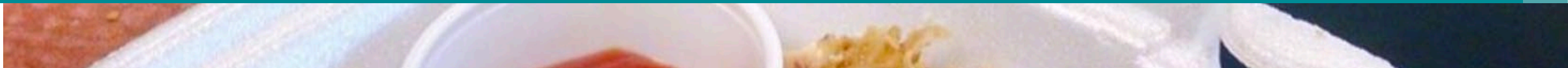
Atrium Health Only
Nonprofit Healthcare
System in Nation to
Win 2020 CMS Health
Equity Award



2021 American Hospital Association
Carolyn Boone Lewis Equity of Care Award Winner



A Special Moment in Time



Big Challenges Warrant Bold Solutions

OUR PROBLEM TO SOLVE

2x

Unemployed & Underemployed
rate of Black as compared to White

15%

Households in Charlotte MSA and
Central GA experience **food
insecurities**

40%

Households with an annual income
of **less than \$30k** spend over 40%
of **their income on rent**

2.5x

Likelihood of dying from diabetes
for African Americans & American
Indians as compared to Whites

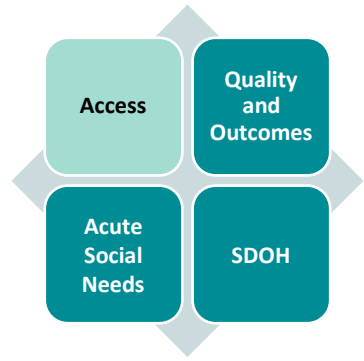
4 PILLARS OF HEALTH EQUITY



OUR ASSETS
AND LEVERS



Power
Platform
Resources



Past
Traditional
Physical Clinics



Future
Redefining care delivery

Physical Clinics



Mobile Clinics



Virtual Care



In-Home Care



» We must transform our traditional care access points and meet people where they live, work, play and worship.

Quality and Equity of Care Committee of the CMHA Board of Commissioners

Health Equity Quality & Outcomes Council

DRAFT - Goals drafted for illustrative purposes only

Goal: Close Disparities Gap

Enterprise Goals

Reduce disparities in mortality among African Americans

Region Goals

Central & South Georgia

Greater Charlotte

North Central & Western NC

Service Line & Institution Goals

Women's Services

Reduce maternal mortality among African American women

Sanger Heart & Vascular Institute

Reduce cardiovascular mortality among African Americans

Levine Cancer Institute

Reduce cancer mortality among African Americans

Musculoskeletal Institute

Reduce post-surgical complications among African Americans

Neurosciences Institute

Reduce stroke mortality among African Americans

Surgery

Reduce post surgical mortality among African Americans

Emergency Services

Reduce recidivism of African American victims of violence

Adult Medical Subspecialties

Reduce mortality for African Americans

Levine Children's

Reduce infant and child mortality among African Americans

Behavioral Health

Reduce suicides among African Americans

Primary Care

Improve diabetes management among African Americans

Continuing Care

Increase rehab utilization among African Americans

Our future structure for Equity in Quality & Outcomes ensures accountability across geographies and specialties



An Enterprise Commitment to Equity in Quality and Outcomes

Our equity in quality & outcomes structure ensures accountability across the Atrium Health footprint

Health Equity Quality & Outcomes Council

Mission: Close healthcare disparities gaps

Goals by Region

**Central & South
Georgia**

Heart Failure Readmission

Heart Failure Mortality

Greater Charlotte

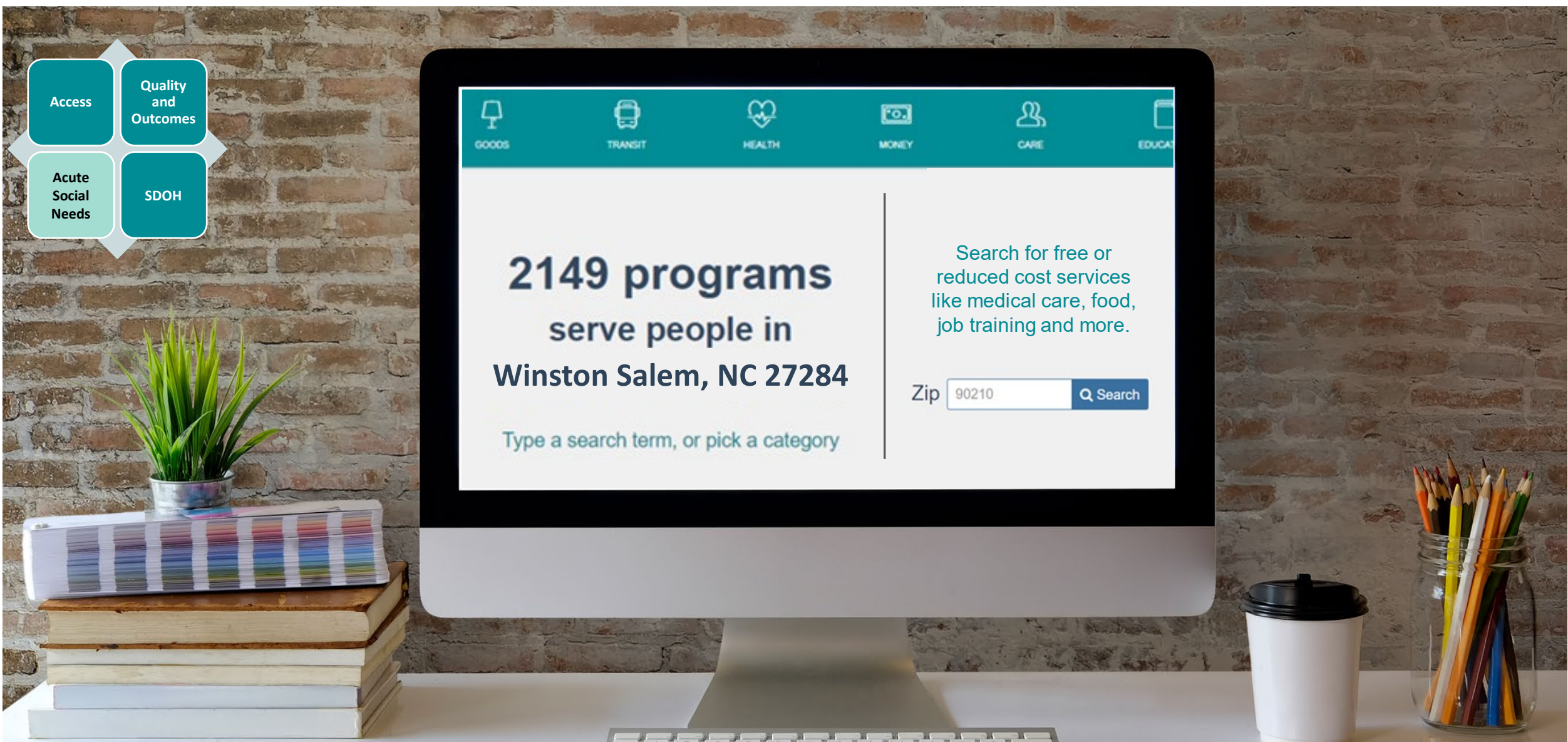
Diabetic A1C Poor Control

Diabetic BP Control

**North Central &
Western NC**

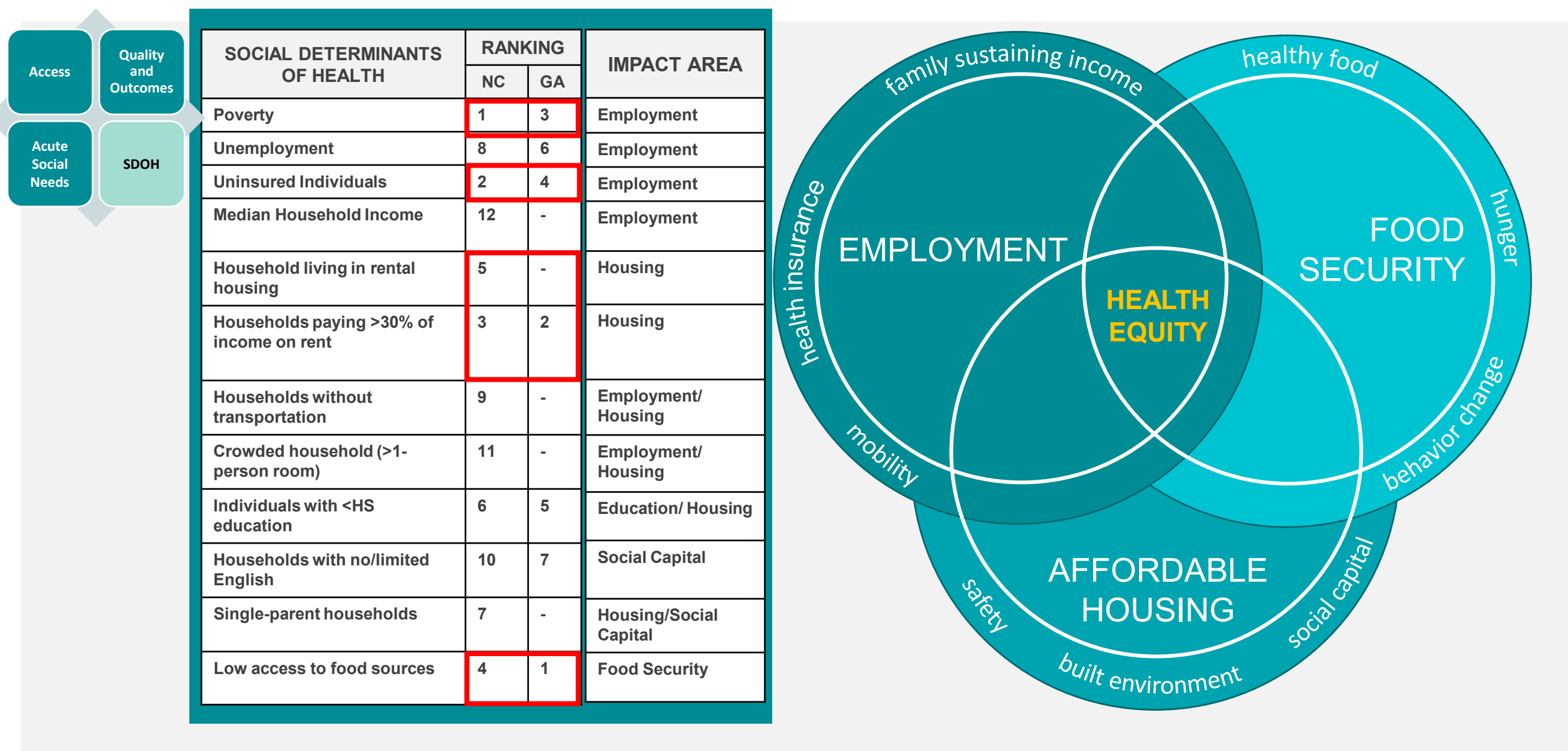
Cancer Screening
& Early Intervention

Safety Events



Hardwiring the system for social care through our Community Resource Hub

A Prescription for Meeting Social Needs...One Patient at a Time



Targeted Focus for Maximum Impact on Physical and Social Health

Source: Atrium Health Mapping Social Determinants of Health. North Carolina Institute for Public Health at the UNC Gilling's School of Global Public Health (2016) & 2018 Community Health Needs Assessment Report- Central Georgia

Areas of Focus for Impact

EMPLOYMENT

- Rise to Success
49 participants hired
- Education that Works
97 participants
- Health Career Pathways
15 participants hired
- RN Educational Assistance CNA to RN
39 participants
- Internships program
83 participants
- Road to Hire Fellowship Program
14 participants hired

AFFORDABLE HOUSING

- HillRock Estates
341 Units
- Housing Impact Fund
1,000 Units



FOOD SECURITY

- Kids Eat Free
22,000 Meals Served
- Second Harvest Food Bank
2,000 people served*
- Loaves & Fishes Mobile Food Pantry
2,000 people served*

* 2020 data; 2021 data available in November

**We have already made major impacts in
Employment, Affordable Housing & Food Security**

Source:
North Carolina: Healthy North Carolina 2030: A
Path Toward Health | Georgia: Georgia Health
Equity Initiative's Health Disparities Report

Social Impact Strategy Blueprint



Our Four Health Equity Pillars

Access	Quality & Outcomes	Acute Social Needs	Social Determinants of Health
--------	--------------------	--------------------	-------------------------------

OUR PATHWAYS FOR IMPACT

Community Clinics	System Goal Alignment	Social Care Connections	Employment
Virtual Care	Reduce Mortality	Community Partners	Affordable Housing
Mobile/ Home Health			
AH Teammate Onsite Care	Disparities Elimination	Community Programs	Food Security

OUR ASSETS
AND LEVERS



Power
Platform
Resources

Address Systemic Racism

OUR BOLD GOAL

By 2030, Atrium Health will **reduce the life expectancy gap** in our most underserved communities

Atrium Health's Social Impact

Bold Goal



To increase life expectancy in our most underserved communities

Why Us, Why Now?

Atrium Health Has Significant Social, Political & Economic Levers of Impact

POWER

Weight we can leverage



Largest Employer



Health Care Services



Education



Anchor of Community

PLATFORM

Organizational tools we have to influence in support of our priorities



Policy & Advocacy



Partnerships



Foundation/Grants



Research



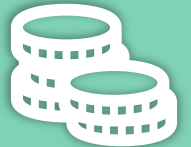
Volunteerism

RESOURCES

Organizational resources we have at our disposal to build outreach and impact



Sponsorships



Investments



Supplier Contracts



Data & Analytics



Teammate Giving

Q & A



Dr. Kinneil Coltman

Senior Vice President, Chief Community & Social Impact Officer

- Kinneil.Coltman@atriumhealth.org
- LinkedIn: www.linkedin.com/in/kinneil-coltman
- Twitter: @Kinneilc