

Project Description / Purpose

Project Name:	<i>Population Health Campaigns</i>
Clinic:	<i>Mesa Outpatient Clinic</i>
Process:	<i>Population health campaigns to help reduce inequities in adult primary care (e.g. SDOH needs, depression screenings, annual wellness visits, diabetes, hypertension, etc.).</i>
TIP 2.0 Process Milestone:	<i>Measure 5 – Adult PCP: Identify Health Inequities and Health-related social needs (HRSNs) prevalent within the population attributed to the practice and implement plans to reduce inequities</i>
Project Description / Purpose	
Population health campaigns are important in addressing health inequities. SB&H does not currently have a standardized population health campaign process or platform. This project's purpose is to develop and implement a population health campaign system for adult primary care that can later be expanded into other concentration areas. The success of this project will improve SB&H's ability to close health care gaps, mitigate inequities for members with referrals, and maximize staffing resources and member impact.	

Project Overview

Problem Summary:	<i>SB&H operations do not have a standardized process for doing population health campaigns as a prevention and treatment tool for adult primary care needs (e.g. SDOH needs, depression screenings, annual wellness visits, diabetes, hypertension, etc.). As SB&H identifies health inequities, they do not have a process or platform to improve overall health through medical and SDOH needs. There is also a need to have a process for ensuring the scope of the population health campaign is manageable so that sites do not become overwhelmed by large scale campaigns. For example, annual wellness visits could comprise thousands of individuals vs targeting individuals who have high comorbidities.</i>
Desired Outcome(s):	<i>Develop a population health campaign workflow and implement one or more population health campaigns for Adult Primary Care Services.</i>
Benefits:	<i>The success of this project will create a standardized process with several benefits, including: 1) Closing gaps in care, 2) improve and overcome obstacles in referral loops, 3) mass outreach and education for members about health care needs.</i>

Timeline

	Description of Task and Completion Dates
Task 1	<i>Complete the project charter and process map. (6/30/2024)</i>
Task 2	<i>Train the project team on what a successful population health campaign entails. (7/30/24)</i>
Task 3	<i>Identify the first population health campaign target population and health measure [E.g. adult annual wellness exams for individuals who do not have an SDOH assessment] (7/30/24)</i>
Task 4	<i>Identify a platform to send out mass communication [e.g. Twilio, postcard mailers, etc.]. (7/30/24)</i>
Task 5	<i>Narrow down a list of members and their contact information for the health campaign. (7/30/24)</i>

Project Charter

Task 6	<i>Identify potential barriers for the identified population and identify solutions. (8/15/24)</i>
Task 7	<i>Develop and roll out an internal communication plan for member outreach and staff response. (8/15/24)</i>
Task 8	<i>Population Health Campaign completed. (8/30/24)</i>
Task 9	<i>Collect data on campaign success [e.g. outreach success, appts scheduled, HEDIS measure change for population sampled, etc.] (9/15/24)</i>
Task 10	<i>PDSA and Root Cause Analysis completed (9/15/24)</i>
Task 11	<i>Review lessons learned and make improvements until the project goal is completed satisfactorily. (9/30/24)</i>
Task 12	<i>Develop a procedure or protocol for population health campaigns. (9/30/2024)</i>

* Add new rows as needed.

Project Scope

In Scope Project Objectives
<i>Adult primary care, training on population health campaigns and related tools, existing technology for mass communication, new & existing reports from the EMR, existing members (paneled or enrolled).</i>
Out of Scope Project Objectives or Activities
<i>We are not addressing health forms, EMR documentation, or hiring new staff.</i>

Project Team

Team Lead:	Lynne Emmons	Project Champion:	Dominic Miller
Process Owner:	Oralia Gutierrez	Process Manager:	Lynne Emmons

Stakeholders			
Stakeholder	Title	Department	Organization
Linda Lieber	FNP	Primary Care	SB&H
Breanne Carmack	Lead Nurse	Outpatient	SB&H
Lynda Riford	Marketing Director	Administration	SB&H
Shari Flowers	Front Office Supervisor	Outpatient	SB&H

Project Team Members	
Name	Team Role
Marcie Herzog	Marketing experience
Lucy Saldana	Quality and DEI experience
Arce Rael	Tech and EMR experience
Lynne Emmons	Population Health Campaign experience
Oralia Gutierrez	Clinic leadership

Signatures

Process Owner	
Project Champion	
Team Leader	