



DENVER HEALTH™

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FOR LIFE'S JOURNEY

2018 NACHC Winter Strategy Meeting

Aligning Messages to Reach Audiences in Local Environments

Denver Health's Story of a successful city bond
initiative to fund a new Outpatient Medical
Center

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What I'll Cover:

Overview of Denver Health

What is the Outpatient Medical Center?

What it took to get there:

- > Message to the city and the voters
- > Strategy:
 - 1) To get on the ballot
 - 2) To get out the vote

Denver Health

An innovative healthcare system that is a model of success for the nation.

OUR AREAS OF FOCUS

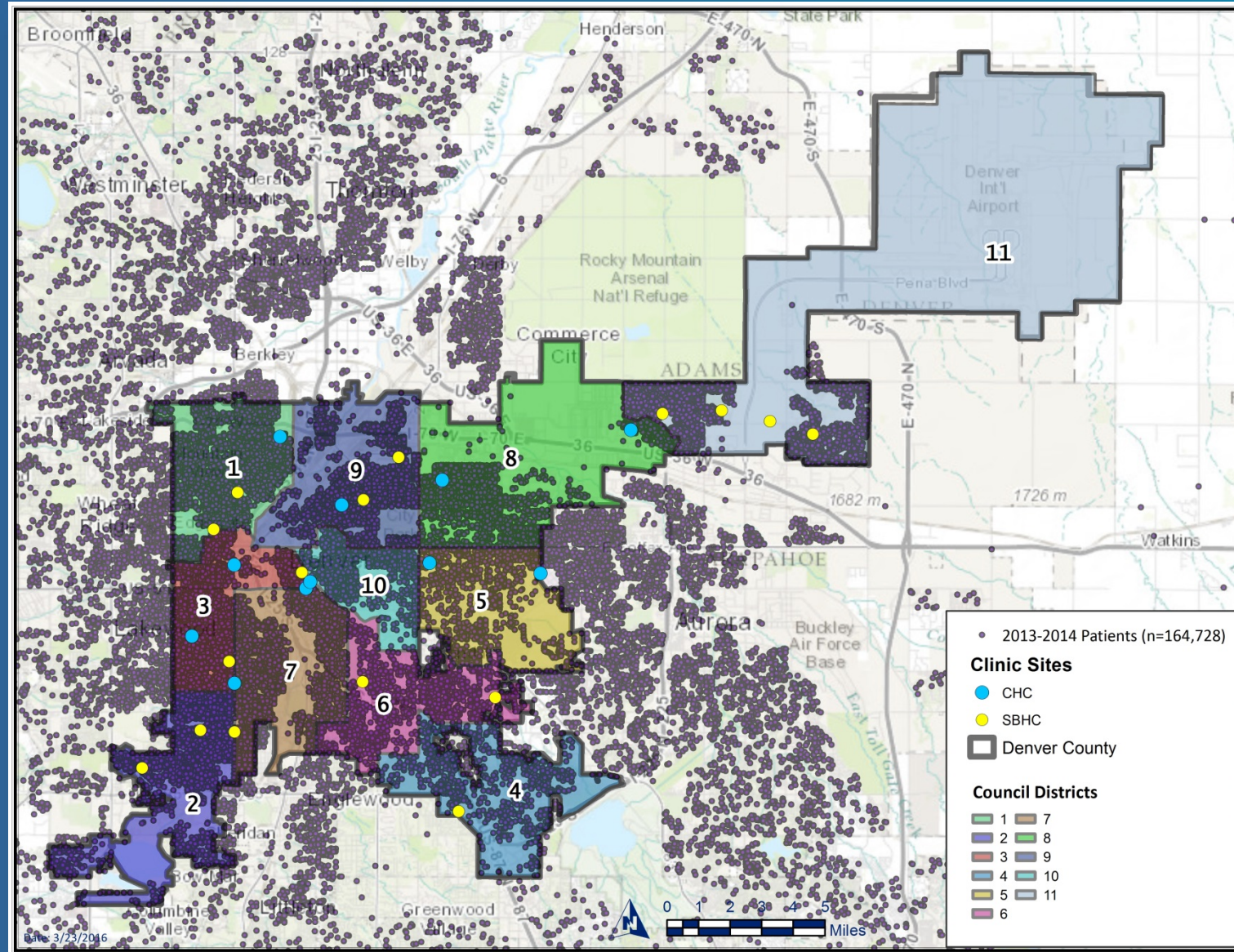
-  **Clinical Care**
Highest quality, low cost provider*
-  **Education**
Academic center teaches the next generation of healthcare workers.
-  **Research**
Ongoing, leading-edge research



Denver Community Health Centers

- > 2nd CHC grant in U.S. (1966)
- > 164,000 UDS users in 2017; > 500,000 visits
- > Network of 9 FQHCs (with multiple clinics), 17 SBHCs, 3 urgent care centers
- > Over 95% patients < 200% FPL
- > Serves over half of Medicaid patients in city of Denver
- > Resident training in many sites
- > Integrated medical record and clinical registries (Epic)
- > 1,000 employees

Denver CHS Patient Location 2013 - 2014



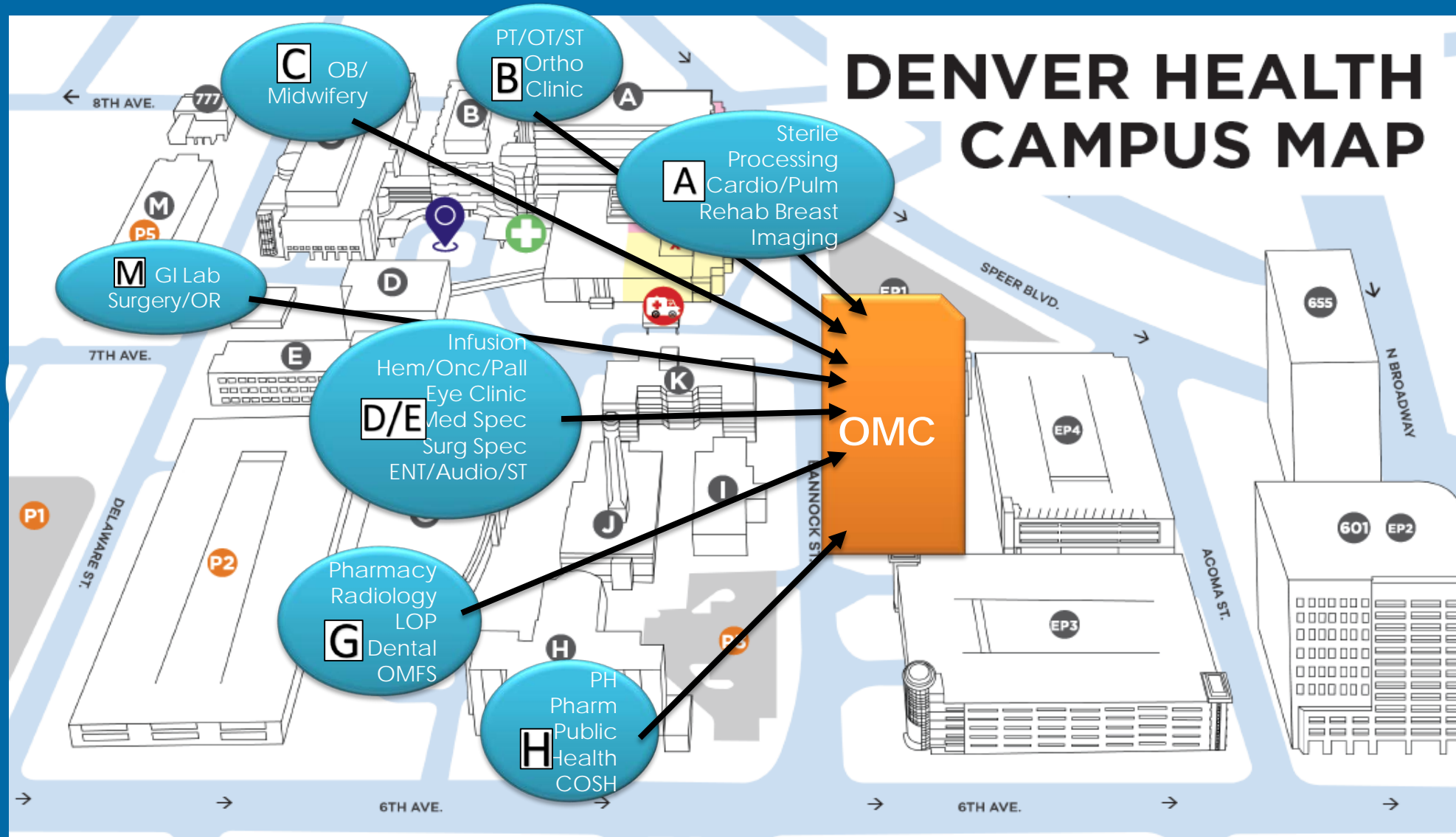
OUTPATIENT MEDICAL CENTER



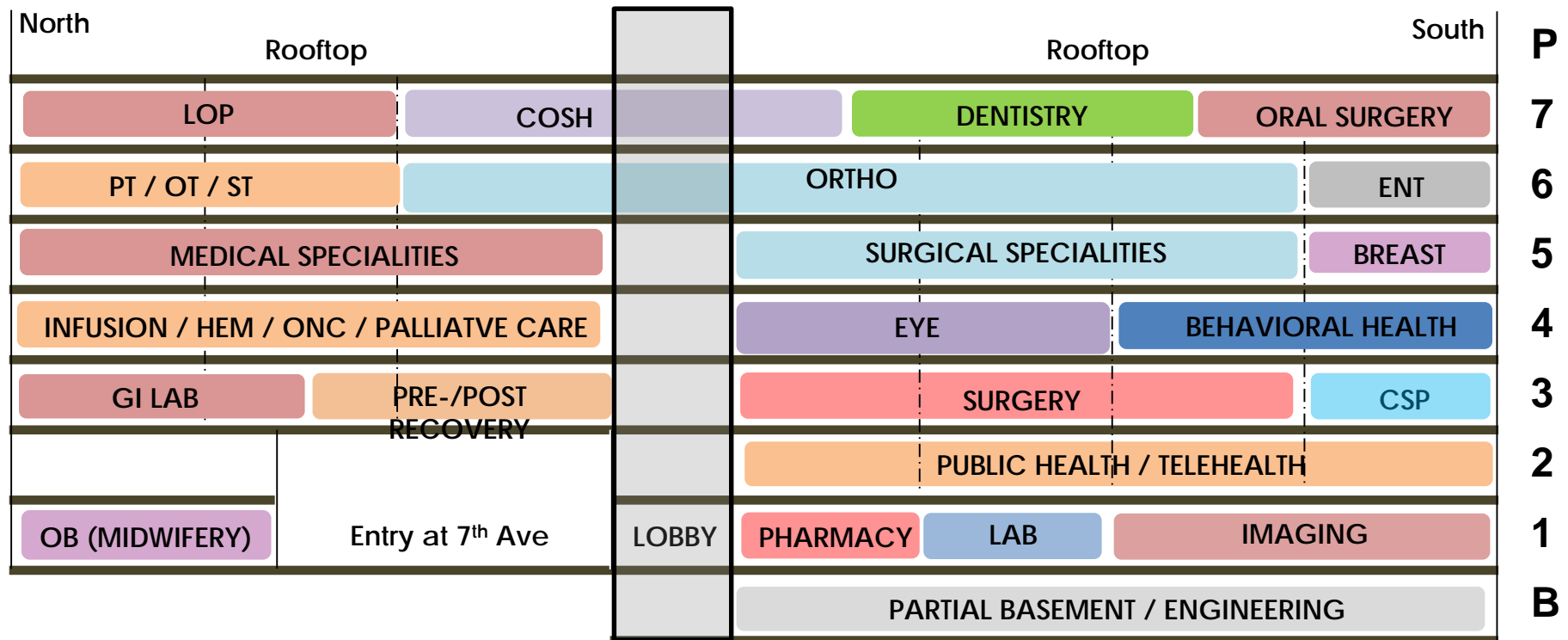
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CONSOLIDATION OF CLINICS



OMC Stacking Diagram: 272,000 Square Feet



Strategy to get on the Ballot:

- > 3 year process
- > Met with every city council member in person
- > Frequent briefings of Mayor's GO Bond team, including city attorney, chief of staff etc.
- > Briefings with GO Bond Co-Chairs, Public Facilities steering committee, and full bond steering committee
- > Had key supporters on bond steering committee
- > Gathered support letters from neighborhood, business and community leaders to submit to GO Bond Committee and City Councilmembers.
- > Briefed other key community players

Message to the Voters:

Key Language from the Ballot Initiative

> "A key component of Denver Health's historical mission, which is in its enabling legislation, is that DHHA will provide health care to all the citizens of Denver, regardless of ability to pay."

> "DHHA is the largest single provider of care in the State to Medicaid and uninsured patients."

> "Few other systems provide specialty care to the uninsured."

> "The demand is also acute for behavioral health and substance abuse treatment."

> "The new building will provide capacity for DHHA to meet the demand of Medicaid and uninsured patients as required by our Mission."

Strategy to get out the Vote:

- > Drafted op-ed for Denver Post and neighborhood organization newsletters
- > 160 community meetings attended
- > Reached out to Downtown Denver Partnership, Denver Metro Chamber of Commerce and other business organizations for support
- > Developed and distributed marketing material, and contribute to city's marketing campaign for all 7 ballot line items

City of Denver Bond November 2017

- > \$937 million General Obligation (GO) Bonds
“to restore, replace, and expand infrastructure
and capital assets across the city”
- > GO bonds put before voters every 10 years
- > 7 line items on ballot; all passed with over
60% of the vote
- > Denver Health Outpatient Medical Center
approved for \$75 million (8% of total bond)

Closing Thoughts:

- > Our ballot language spoke to our mission as an FQHC and a safety net hospital, and resonated with voters
- > Concerted effort required both to get on the ballot and get out the vote
- > With the right partners and the right message, providing comprehensive health care resonates with many citizens

Thank You!



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