

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



Highest quality, low cost provider*



Academic center teaches the next generation of healthcare workers.

Research

Ongoing, leading-edge research



Offering total family care in 8 neighborhood centers where families need it the most



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Public Health

Keeps the public safe through tracking communicable disease and promoting healthy behaviors

Rocky Mountain Regional Trauma Center School-Based Health Centers

Region's top Level I Trauma Center for adults and Level II Center for children = whole family care of charge

Keeping kids in school by providing vital health care to DPS students through 16 in-school clinics, free



Rocky Mountain Center for Medical Response to Terrorism

Working every day to plan for the "what if" for 5 states



Denver Health Medical Center

One of Colorado's busiest hospitals. ranked in top 5% for inpatient survival annually since 2011



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Denver Health Medical Plan, Inc.

Keeping our community healthy by providing healthcare insurance to 77.000+



Denver Health Foundation

Provides additional resources that bridge the gap financially to fund special projects and specific needs



911 Response

Operates Denver's emergency medical response system,



NurseLine

Regional Poison

Control Center

Trusted experts for multiple states and over 100 national and international brands

> Registered nurses advising on medical information, home treatment, and when to seek additional care. giving patients peace of mind 24/7



Provides a safe haven and detox for public inebriants



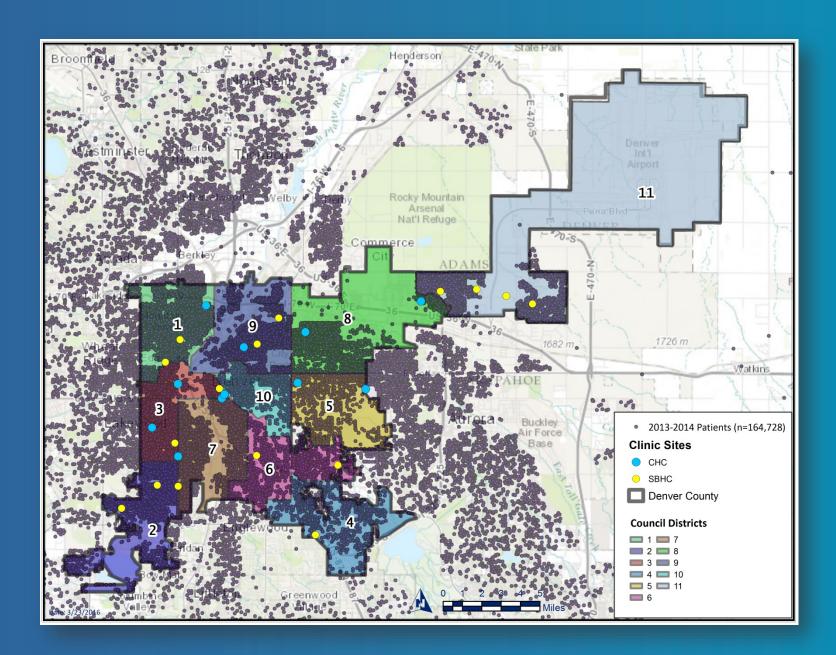
Correctional Care

Providing medical care to prisoners in Denver's jails and via telemedicine

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

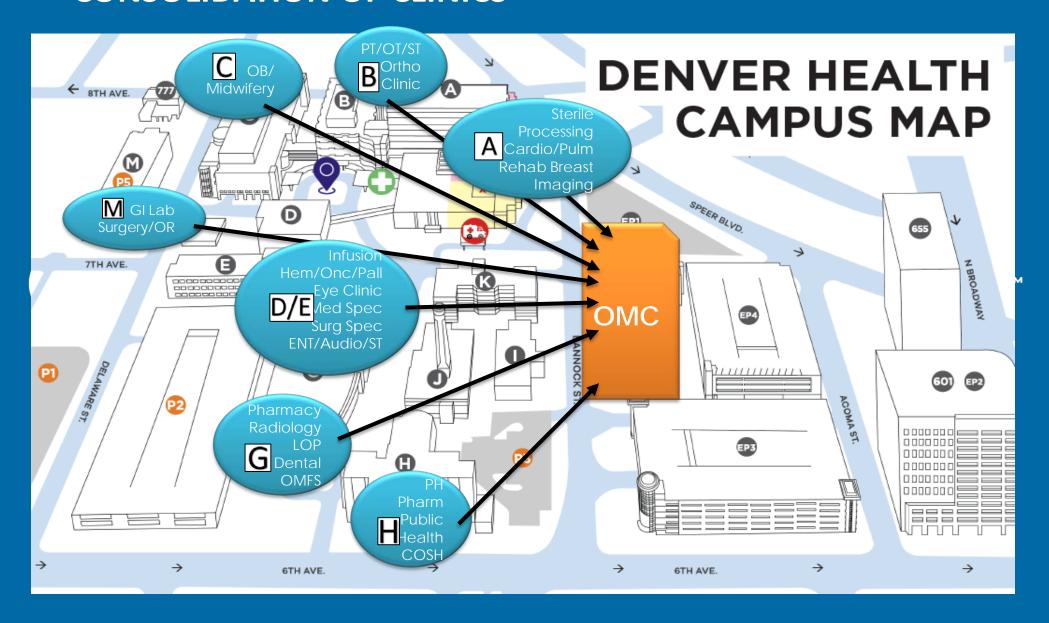


OUTPATIENT MEDICAL CENTER

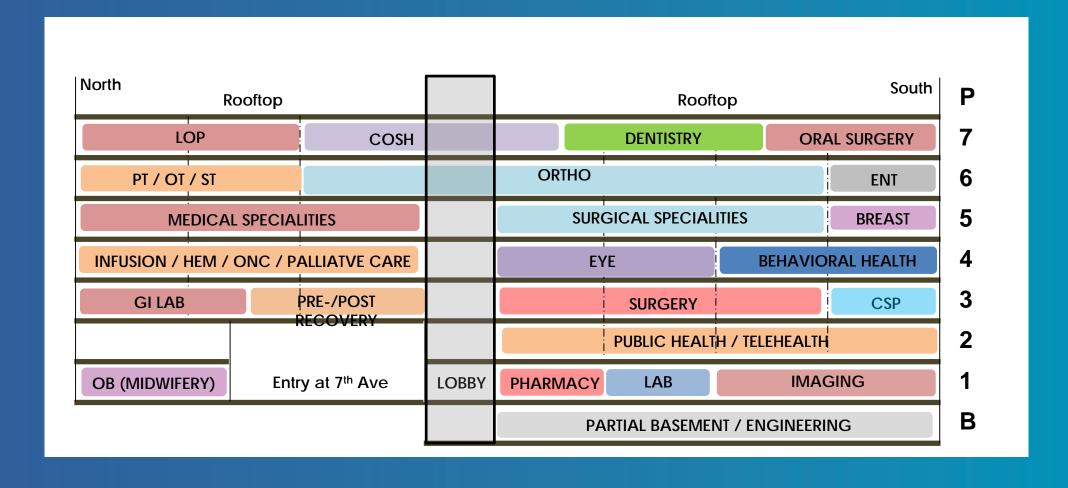




CONSOLIDATION OF CLINICS



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 got 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!



