Population Health: The Role of the Centers for Disease Control and Prevention

Corinne Graffunder DrPH, MPH
Associate Director for Policy (Acting)
Office of the Associate Director for Policy (OADP)
Centers for Disease Control and Prevention (CDC)

April 29, 2014

CDC 24/7

Saving Lives. Protecting People.

CDC is ready 24 hours a day, 7 days a week to respond to and prepare for infectious diseases, environmental hazards, injuries, and other emergencies.

CDC analyzes health information and investigates health threats to protect people in the U.S. and around the world.

We Are America's Health Protection Agency

Founded in 1946

Part of the U.S. Department of Health and Human Services

Headquartered in Atlanta, Georgia

14,000+ employees

70% of funding helps state and local public health departments, others

CDC 24/7

We Put Science into ACTION.

Improve health security at home and around the world

Better prevent leading causes of disease, disability, and death

Build stronger link between public health and healthcare

Office of the Associate Director for Policy Priorities

Catalyze collaboration among public health,

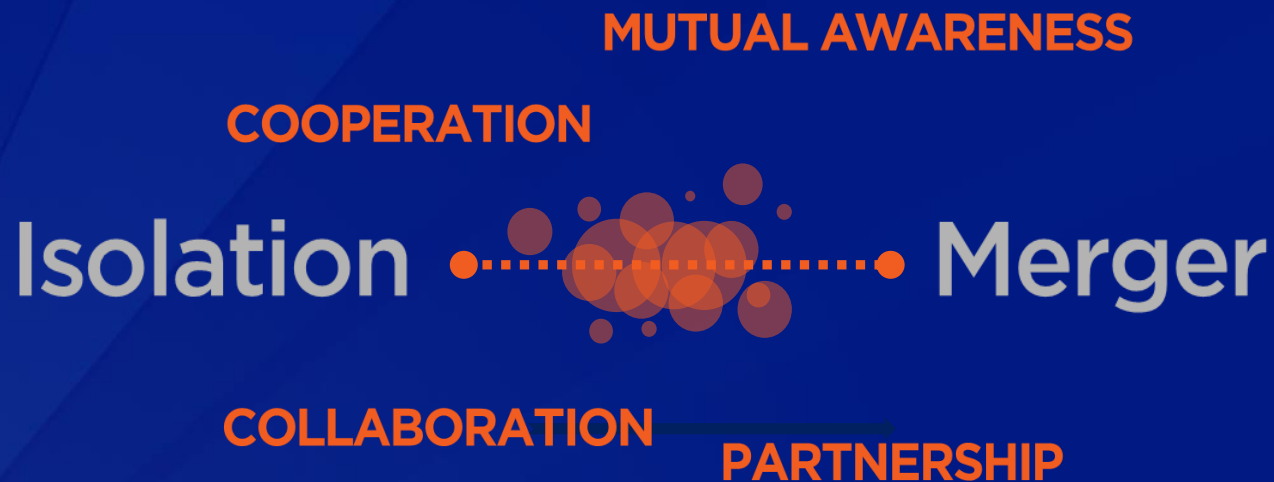health care and other sectors, with special focus on those opportunities expanded by the ACA

Identify high value prevention and public health policies and interventions

Increase understanding and use of credible evidence of prevention's impact by policy makers, health care and the business community

Public Health--Health Care Collaboration: Opportunity and Need

- ❑ **Pressures—fiscal, accountability and quality**
- ❑ **ACA—coverage, payment changes, models of care, accountability changes**
- ❑ **Delivery system evolution—consolidation, risk shifting, all/multi payor initiatives, and more**
- ❑ **Health information technology**

Public Health--Health Care Collaboration: Opportunity, Need <u>and</u> Momentum

❑ **Momentum**

- ▪ IOM Report: Integrating Primary Care and Public Health
- ▪ ASTHO Primary Care-Public Health Strategic Map
- ▪ IOM Population Health Roundtable
- ▪ de Beaumont Foundation, Duke, CDC Playbook
- ▪ NACCHO and APHA Activities
- ▪ Funding Population Health Training Center

Public Health-Health Care Collaboration Areas

Data and Measures

Delivery of Services

Drivers of Change

Data and Measures

❏ **Public health use of clinical data**

- Reporting of communicable diseases, lead poisoning, immunizations, healthcare associated infections, etc.
- EHR data for surveillance
- Enhanced surveys to monitor health care quality

❏ **Clinical use of community data and population health measures**

- Measures and quality – NHSN, ABCS, viral load
- Validation – documented hypertension, smoking status

Delivery of Services

❑ **High impact public health services that protect the community**

  ▪ STD, TB, immunization

  ▪ Service and financial linkages to ensure quality and continuity

❑ **Clinical services with maximum health benefit**

  ▪ Million Hearts, colorectal cancer screening

  ▪ Broadening use of non-clinical providers (CHWs, pharmacists)

❑ **Linked community and clinical services and activities**

  ▪ Diabetes Prevention Program

  ▪ Quitlines

  ▪ CMS payment to non-clinical providers

Drivers of Change

- **Guidelines, regulations, and incentive systems**
  - CHNA, ACOs
  - ACIP, clinical guidelines
  - Meaningful Use; NQF measures
- **Capacity**
  - Improve mutual knowledge between public health and health care professionals
  - Public health understanding of healthcare finance and delivery
  - Economic and budgetary analysis of community prevention
- **Strategic partnerships**
  - Purchasers, payers, providers
  - CMS, AHIP, NQF, HRSA, others

Challenges/Future Direction

- **Data**
  - Community level data – surveillance/real time
- **Delivery**
  - What services, to whom, under what circumstances?
  - Evidence base – gaps, utilization of existing resources
- **Drivers**
  - Community Health Needs Assessment
  - Population Health emphasis

Thank You!

For more information please contact the Office of the Associate Director for Policy

Office of the Associate Director for Policy, Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 404-639-0210 Fax: 404-639-5172
E-mail: Adpolicy@cdc.gov Web: www.cdc.gov/policy