



# CENTRAL HEALTH

## **Our Vision**

Central Texas is a model healthy community.

## **Our Mission**

By caring for those who need it most, Central Health improves the health of our community.

## **Our Values**

Central Health will achieve excellence through:

*Stewardship* - We maintain public trust through fiscal discipline and open and transparent communication.

*Innovation* - We create solutions to improve healthcare access.

*Respect* - We honor our relationship with those we serve and those with whom we work.

*Collaboration* - We partner with others to improve the health of our community.

## **EASTERN CRESCENT SUBCOMMITTEE MEETING**

**Thursday, September 10, 2020, 11:00 a.m.**

**Via toll-free videoconference<sup>1</sup>**

Members of the public may observe and participate in the meeting by using the Ring Central meeting link below (copy and paste into your web browser):

<https://meetings.ringcentral.com/j/1497564573?pwd=ZFhSb2VIQnBhWkRoMWtQSmhQVmRZZz09>

Password: 563532

Or to participate by telephone only:

Dial: (888) 501-0031

Meeting ID: 149 756 4573

Password: 563532

And/or

In person at:

Central Health Administrative Offices

1111 East Cesar Chavez Street

Austin, Texas 78702

Board Room

A member of the public who wishes to make comments during the **Public Communication** portion of the meeting must properly register with Central Health **no later than 9:30 a.m. on September 10, 2020**. Registration can be completed in one of two ways:

- Complete the virtual sign-in form at <https://www.centralhealth.net/meeting-sign-up/>, or
- Call 512-978-9190. Please leave a voice message with your full name and your request to comment via telephone at the meeting.

## **PUBLIC COMMUNICATION**

Public Communication will be conducted in the same manner as it has been conducted at in-person meetings, including setting a fixed amount of time for a person to speak and limiting Board responses to public inquiries, if any, to statements of specific factual information or existing policy.

## **SUBCOMMITTEE AGENDA<sup>2</sup>**

1. Receive and discuss a status update on COVID-19 prevention outreach and testing efforts in the Eastern Crescent. (*Informational item*)
2. Discuss and provide direction on processes for healthcare delivery planning, design and construction, and community engagement for interim and long-term facilities in Eastern Travis County. (*Informational Item*)
3. Receive and discuss an update on the staffing and relocation of the resource center from Volma Overton Elementary School to Barbara Jordan Elementary School. (*Informational Item*)
4. Confirm the next Eastern Crescent Subcommittee meeting date, time, and location. (*Informational Item*)

**<sup>1</sup> By Emergency Executive Order of the Governor issued March 16, 2020, Central Health may hold a videoconference meeting with no Board members present at a physical meeting location. If the Governor's Executive Order is not extended, members of the Central Health Eastern Crescent Subcommittee will be present at the physical location posted in this notice. In either case, members of the public are encouraged to view the meeting and provide public comment through the video meeting link provided.**

**<sup>2</sup> Agenda item numbers are assigned for ease of reference only and do not necessarily reflect the order of their consideration by the Subcommittee.**

The Eastern Crescent Subcommittee may consider any matter posted on the agenda in a closed session if there are issues that require consideration in a closed session and the Subcommittee announces that the item will be considered during a closed session.

A quorum of Central Health's Board of Managers may convene or participate via videoconference to discuss matters on the agendas. However, Board members who are not Subcommittee members will not vote on any Subcommittee agenda items, nor will any full Board action be taken.

Any individual with a disability who plans to attend or view this meeting and requires auxiliary aids or services should notify Central Health as far in advance of the meeting day as possible, but no less than two days in advance, so that appropriate arrangements can be made. Notice should be given to the Board Governance Manager by telephone at (512) 978-8049.

Cualquier persona con una discapacidad que planea asistir o ver esta reunión y requiera ayudas o servicios auxiliares debe notificar a Central Health con la mayor anticipación posible de la reunión, pero no menos de dos días de anticipación, para que se puedan hacer los arreglos apropiados. Se debe notificar al Gerente de Gobierno de la Junta por teléfono al (512) 978-8049.



**CENTRAL  
HEALTH**

**CENTRAL HEALTH BOARD OF MANAGERS  
EASTERN CRESCENT SUBCOMMITTEE**

**September 10, 2020**

**AGENDA ITEM 1**

Receive a status update on COVID-19 prevention outreach and testing in the Eastern Crescent.



## MEMORANDUM

**To:** Board of Managers  
**From:** Ted Burton, Vice President of Communications  
**CC:** Mike Geeslin, President and CEO; Ivan Dávila, Director of Communications and Community Engagement, Elizabeth Marrero, Program Director, Central Health  
**Date:** September 6, 2020  
**RE:** Information Item: Small Business Outreach & PPE Distribution Campaign

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### Overview:

In June 2020, Central Health contracted with Community Coalition for Health (C2H) and Latino Healthcare Forum (LHCF) to conduct outreach to minority owned businesses, and businesses serving and employing people of color. CommUnityCare statistics show communities of color are being disproportionately impacted by COVID-19, and Central Health wanted to address this by delivering critical information into the hands of Latinos and African Americans. Central Health produced COVID-19 resource kits that include informational flyers and posters, and personal protective equipment (PPE) and hand sanitizer for both staff and customers.

This initiative targeted ten ZIP codes with high COVID-19 positivity rates, including Colony Park, Dove Springs, Hornsby Bend, Manor, Montopolis, Pflugerville, Rundberg and St. John's communities. We produced 600 toolkits with PPE donated by Sendero Health Plan. To date we have contacted 557 minority owned businesses and organizations and provided them with 35,000 masks and 12,000 hand sanitizers to distribute to employees and customers. The resource kits include COVID-19 educational information. The list of organizations we've contacted include restaurants, retail shops, faith-based centers, grocery stores, barber shops, nail salons, apartment complexes, and more.

We have received positive feedback from business owners, organizations and the media.

### **PPE Campaign**

Central Health/CommUnityCare are partnering with Austin Public Health (APH) and Travis County HHS to distribute PPE for the next six-weeks in a joint mass distribution campaign. We kicked-off the initiative Wednesday, September 2, with a virtual media availability at the Central Health Southeast Health and Wellness Center. The program, part of a campaign called **Protect Yourself, Protect Your Family/Protégase y Proteja a Su Familia**, began as schools are reopening for in-person learning, people are returning to work, and the holiday and flu seasons are approaching. The media event featured speakers from Central Health, CommUnityCare, Austin Public Health, and two community members who are COVID-19 survivors

Free PPE kits containing face masks and hand sanitizer will be provided to residents in areas with high COVID-19 positivity rates. The first public event occurred Friday, Sept. 4, at Ruiz Public Library located at 1600 Grove Blvd Branch. Central Health began the distribution to CommUnityCare testing sites. Clinic sites in targeted areas will receive their PPE for distribution by Friday, Sept. 11<sup>th</sup>, with patients and their families receiving the kits at time of service. We anticipate that clinics will distribute almost 25,000 PPE kits during the six-week campaign.

A complete listing of all events and distribution locations is available at [www.AustinTexas.gov/PPE](http://www.AustinTexas.gov/PPE).

The kick-off event resulted in approximately 30 media mentions on radio, TV, and online.

Central Health is also funding a media campaign that will promote the PPE distribution campaign and messages emphasizing the need to remain vigilant to keep our community safe. Advertising in Spanish and English will include radio, newspaper, radio, online, and paid social media.

#### **Sample Messages:**

- This pandemic has been hard on all of us. We want to be done with the pandemic, but the pandemic isn't done with us. We must keep practicing good hygiene and healthy habits to prevent another COVID-19 surge.
- We've done so much to keep our community healthy – we can't let up.
- Practice the 3 Ws: Always wear a mask when you leave home, wash or sanitize your hands often, and watch your distance – stay six-feet apart from others.

#### **En Español**

- La pandemia ha sido difícil para todos nosotros. Ya nos cansamos de la pandemia, pero la pandemia no se ha cansado de nosotros. Debemos seguir practicando la buena higiene y hábitos saludables para prevenir otra ola del COVID-19.
- Ya hemos hecho mucho para mantener a nuestra comunidad saludable – no hay que rendirnos.
- Siempre use cubrebocas cuando salga de casa, lávese o desinfecte sus manos con frecuencia y guarde su distancia – al menos a seis pies de otros.

#### **Action Requested:**

No action is required at this time. This is an informational update for the committee.

#### **Fiscal Impact:**

No fiscal impact.



# CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS  
EASTERN CRESCENT SUBCOMMITTEE

**September 10, 2020**

## **AGENDA ITEM 2**

Discuss and provide direction on processes for healthcare delivery planning, design and construction, and community engagement for interim and long-term facilities in Travis County.



CENTRAL HEALTH

# Service Planning Update: Hornsby Bend & Del Valle

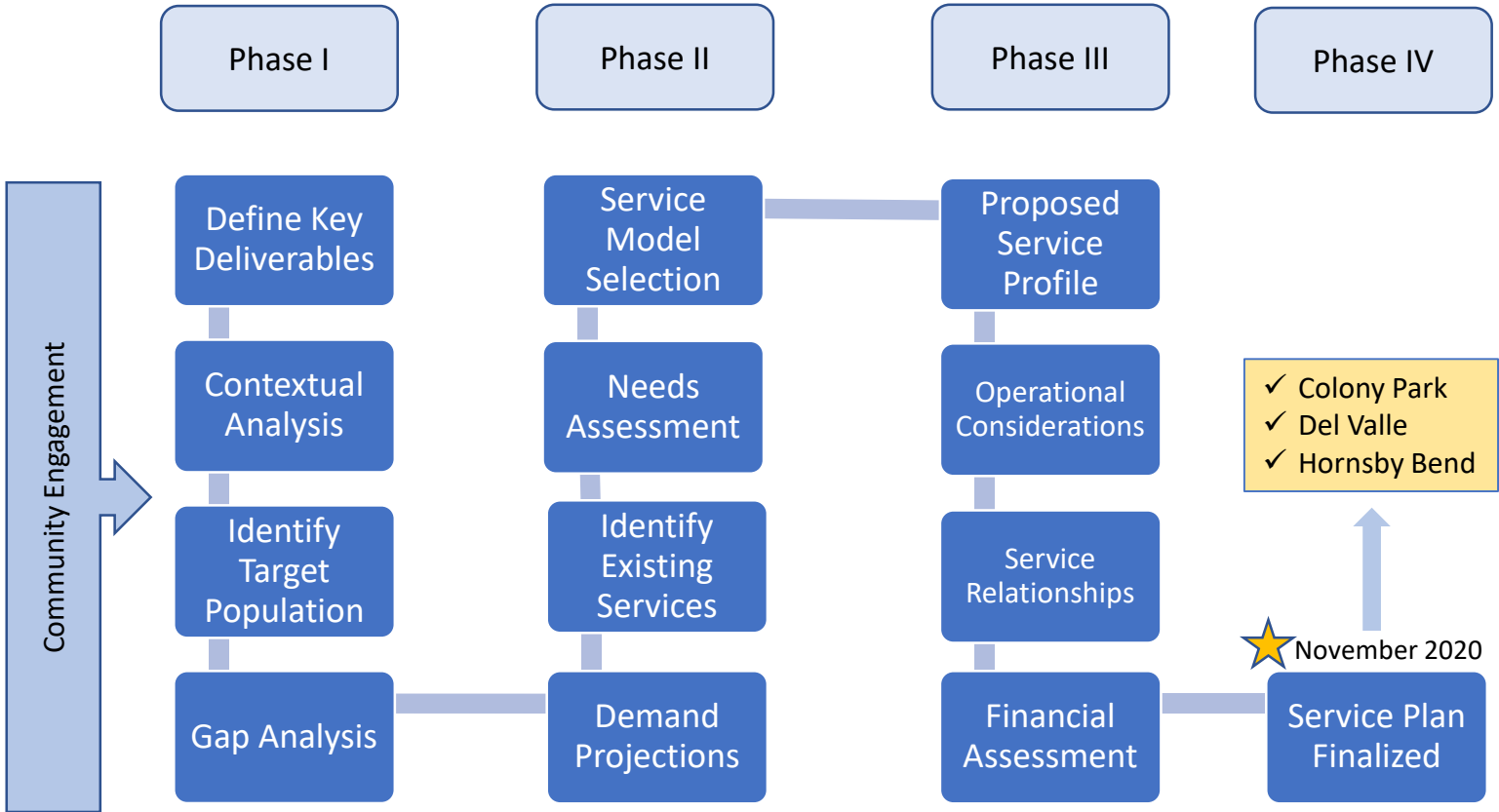
Central Health Eastern Crescent Subcommittee

September 10, 2020



@CentralHealthTX

# ETC Service Planning Process – DRAFT for Discussion Purposes Only





# Service Planning Update:

## Hornsby Bend & Del Valle

Extensive review of internal and publicly available data sources and reports

- Internal Enrollment and Utilization Reports

*Central Health funded population*

- 2020 Central Health Demographic Report

*Central Health funded population*

- Uniform Data System

"UDS" Reports



# Summary of Key Findings: Hornsby Bend

- Ethnicity/ Race:
  - Percent of Black residents is nearly triple the county rate
  - Percent of Latino residents is 27.5% higher than the county rate
- Poverty: Moderate proportion of Households <200%FPL
  - 9<sup>th</sup> of all 12 focus areas
- Central Health Enrollees: 16.1% (2,052/12,737)
- Chronic disease prevalence higher than the county rate for 6 of 8 conditions analyzed
  - Behavioral health and malignant neoplasm are lower than the county rate

*Source: 2020 Central Health Demographic Report*



# Key Findings: Utilization Hornsby Bend

- 3 health care programs serve 78725 community:
  - TCHD/CUC (68%)
  - Peoples Community Clinic (18%)
  - Lone Star Circle of Care (14%)
- 65.6% of Central Health funded residents utilized services
  - Highest utilization of all focus areas in Eastern Travis County
- Utilization by Primary Care Provider:
  - CUC Southeast Health & Wellness Center
  - CUC North Central
  - CUC Hancock
  - People's Community Clinic-North

Sources: 2020 Central Health Demographic Report & UDS Mapper 5



# Service Recommendations: Hornsby Bend

- Focus on primary care for adults with potential to phase in additional services over time
- Initial Services Include:
  - Comprehensive Primary Care
  - Integrated Behavioral Health Care
- Other Services being evaluated:
  - Pediatrics



# Summary of Key Findings: Del Valle - 78617

- Ethnicity/ Race:
  - Percent of Latino residents is more than double the county rate
  - Percent of Black residents is 2.7% higher than the county rate
- Poverty: Moderate proportion of Households <200%FPL
  - 6<sup>th</sup> of all 12 focus areas
- Central Health Enrollees: 19.8% (4,289/21,672)
- Chronic disease prevalence higher than the county rate for 2 of 8 conditions analyzed
  - Diabetes and hypertension are higher than the county rate

*Source: 2020 Central Health Demographic Report*



# Key Findings: Utilization Del Valle

- 3 health care programs serve 78617 community:
  - TCHD/CUC (73%)
  - Peoples Community Clinic (12%)
  - Lone Star Circle of Care (13%)
- 61.4% of Central Health funded residents utilized services
- Utilization by Primary Care Provider:
  - CUC Southeast Health & Wellness Center
  - CUC South Austin
  - CUC North Central

Sources: 2020 Central Health Demographic Report & UDS Mapper 8



# Del Valle Focus Area Considerations:

- Definition of Del Valle Focus Area
  - Del Valle community is generally defined within the 78617 zip code (includes Elroy and Garfield communities)
  - Communities adjacent to Del Valle may benefit from additional services
    - Zip Codes include 78719, 78747, 78725, and portions of 78610
- 78719
  - Moderate penetration and utilization rates: ~50%
  - Utilization by CUC Clinic: CUC SEHWC, CUC William Cannon, CUC North Central
- 78747
  - Low penetration and utilization rates: ~40%
  - Utilization by CUC Clinic: CUC SEHWC, South Austin, CUC William Cannon



# Service Recommendations: Del Valle

- Focus on comprehensive primary care for adults with potential to phase in additional services over time
- Initial Service Recommendations Include:
  - Comprehensive Primary Care
  - Integrated Behavioral Health Care
  - Pharmacy
  - Telehealth for certain specialties
- Other Services being evaluated:
  - Dental
  - Pediatrics





# Next Steps:

- Share key findings with patients and other residents in community
- Request clinical operator evaluate data, service recommendations, and develop financial model
- Obtain feedback and recommendations from clinical operator
- Incorporate community and clinical operator feedback to inform service profile





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	30 Day	60 Day	90 Day
Colony Park		Post Request for Qualifications (RFQ): Architectural & Engineering  Post Request for Proposals (RFP): Construction Manager at Risk	Task Order: Civil Engineering  Task Order: Geotechnical Engineering  Task Order: Commissioning Agent  Task Order: Surveyor
Hornsby Bend	Task Order*: Architectural & Engineering  Task Order: Civil Engineering  Task Order: Geotechnical Engineering		
Southeast Travis County		Task Order: Architectural & Engineering  Task Order: Civil Engineering  Task Order: Geotechnical Engineering	

\*Central Health competitively procured Architectural, Civil & Geotechnical engineering firms and created a pool of qualified contractors. Utilizing State and local government cooperative pools also allows Central Health to work with competitively procured vendors. These contractors are asked to respond to specific project elements through a task order.



