



Kentuckiana
Health Collaborative

The cover features a teal-tinted photograph of a city skyline with a bridge in the foreground. The image is framed by a thick, lime-green border that is slightly offset from the edges of the photo.

20 20 Annual Report

Building a Bridge to Better Health,
Better Care, and Better Value

DEAR COMMUNITY MEMBERS,

We were changed by 2020 as individuals, organizations, and communities. We experienced loss, pain, and division, but also growth, hope, and unity. We learned that necessary change could happen at unimaginable speed and that some problems are solved much better together than alone. My hope is that these lessons carry through into 2021 and are not only resorted to during a crisis but in the prevention of them in the future.

This year, our members have been on the frontlines of the worst public health crisis in a century responding to the COVID-19 pandemic, by providing care, providing jobs, expanding healthcare coverage, making scientific discoveries, and advocating for the health and safety of patients, workers, and the public. As members, we saw into one another's homes, shared more of ourselves, and found new ways to connect.

As a community, we became central to the nation's racial justice movement with the tragic and senseless killing of Breonna Taylor in her Louisville home. Her death, alongside George Floyd's and others', laid to bare long-standing racial injustices and inequities that were exacerbated by the disparate impact of the pandemic. These converging crises ignited a call to action on health and healthcare equity, and the KHC Executive Board and team committed itself to being a part of the solution.

These crises demonstrated the interconnectedness of our health and economic well-being and shined a light on the urgent need for high quality, safe, equitable, and affordable healthcare. The quote, "never let a crisis go to waste," captures how the community worked to channel energy and momentum of the moment for the greater good that resulted in both disappointments and successes as well as resilience and hope for a better tomorrow.

In addition to these significant societal upheavals, the KHC experienced some of its most consequential changes during this same time period in becoming independent from its original funder, moving from a team of six to four, working remotely for the first time, creating new financial and governance procedures, launching a new website, electing a new Board of Directors, and giving me the honor of serving as its first President and CEO with the closing of the UAW/Ford Community Healthcare Initiative on March 31, 2020.

In addition to navigating these important operational changes, we hosted our first virtual conference, three public community forums, two employer roundtables, several webinars, and many meetings focused on our strategic priorities. We managed two large grants on opioids and chronic disease and are proud of our programmatic accomplishments in each of our strategic priorities around improving healthcare quality, making healthcare more affordable, and building healthier communities.

As we reflect on 2020, I know that I have been changed and will never think, live, or work in the same way again. As the KHC welcomes in 2021, we are prepared for its uncertainty, committed to more meaningful and impactful work, and eager to continue our personal and professional growth from the lessons of 2020.



Randa Deaton, MA
President and CEO
Kentuckiana Health Collaborative

“*Being a member of the KHC has been a great resource to LG&E and KU. With that said, being able to come together with other local business to benchmark, share, and learn from each other during the pandemic has been pivotal to our pandemic response and keeping our employees healthy and safe.*”

-DeAnna Hall, RN, BSN, CCWS, Manager, Corporate Health and Wellbeing, LG&E and KU

IMPROVE HEALTHCARE QUALITY

A high value healthcare system leads to healthier communities. It eliminates unnecessary services and administrative waste and charges reasonable prices. This benefits everyone. The KHC has been engaged in driving local healthcare value for more than 15 years in Greater Louisville and Kentucky.

Health Equity

There can be no high quality of care without equitable quality of care. However, healthcare measurement is not often approached in a way that accounts for differences in delivery and outcomes based on race, ethnicity, sex, gender, cultural background, and social determinants of health. The KHC convened a workgroup of local public health and healthcare leaders to determine what the role of healthcare measurement is in advancing health equity and how we can step into this role to drive equitable healthcare and health outcomes. This workgroup will determine the KHC's work in accounting for equity in quality measurement into 2021.

Quality Measurement

Measuring healthcare quality aims to provide better and more affordable care. To reduce waste and drive optimal care, health plans and providers must align measurement priorities for the conditions that are more important to our community. The KHC facilitates this alignment with the continued promotion and adoption of the Kentucky Core Healthcare Measures Set (KCHMS), a set of core primary care measures determined by a public-private committee of experts as highest priority to reduce measurement burden, improve focus, and ultimately measure what matters most to stakeholders. The measures listed in the KCHMS were included in the KHC's 14th annual quality healthcare reports, provided to more than 450 group practices in Kentucky and Southern Indiana. These reports combine Commercial, Medicaid, and Medicare Advantage data to compare local and state averages and benchmarks scores on the quality-of-care patients receive on a variety of ambulatory care indicators. In 2020, the KHC also established a partnership with Louisville-based healthcare data analytics organization Certilytics to aid in the production of future annual quality healthcare reports.

We greatly appreciate the KHC for bringing community leaders together to ensure we are optimizing and elevating the health of our community.

-Josh Honaker, MD, Chief Medical Administrative Officer, Norton Medical Group

MAKE HEALTHCARE MORE AFFORDABLE

The US spends nearly double that of other comparable nations on healthcare yet has among the shortest life expectancies of those same comparable countries. The KHC works collaboratively with multiple healthcare stakeholders to improve health, price, and waste and move toward a more affordable, value-based healthcare delivery system.

Hospital Price Transparency

The KHC partnered with the Employers' Forum of Indiana to participate in the RAND National Hospital Price Study 3.0, which used employer claims data to examine commercial hospital pricing relative to Medicare. Kentucky ranked sixth lowest in prices paid to hospitals at 214% of Medicare relative price compared to the national average of 247%. The KHC presented Kentucky's results at the KHC December Community Health Forum.

AFFECTING CHANGE AT A NATIONAL LEVEL

KHC leadership and staff are involved in healthcare transformation efforts across the United States. As active members of the National Quality Forum (NQF), National Alliance of Healthcare Purchaser Coalitions, and more, the KHC is represented in:

- National Quality Task Force
- Core Quality Measure Collaborative
- CMS Stars Technical Expert Panel
- National Alliance of Healthcare Purchaser Coalitions Executive Committee



BUILD HEALTHIER COMMUNITIES

Healthy communities promote the well-being of their citizens by working to ensure people can access high quality and affordable healthcare, engage in healthy behaviors, have equitable opportunities for social and economic health, and live in a healthy environment. The KHC works on a variety of community health priorities.

COVID-19

With the onset of the COVID-19 pandemic in March 2020, our world quickly transformed. The KHC worked with its members to navigate these changes through support, resources, and education on the community's priorities. The KHC launched a COVID-19 resource page to guide healthcare stakeholders of all kinds on how to minimize the physical health, mental health, and economic impact of the pandemic. As part of this resource page, the KHC maintained a COVID-19 dashboard for the Kentuckiana region to track ongoing new cases per day and case rates. The KHC hosted 17 "Coffee and COVID" member only calls, where members had the opportunity to connect and hear from experts on key issues surrounding the pandemic. The KHC remains committed to facilitating connection, education, and resources among stakeholders as the pandemic continues.

Mental Health and Substance Use Disorder

For the third year, the KHC worked to improve access to high quality, affordable mental health and substance use disorder services through a partnership with the Kentucky Opioid Response Effort (KORE). The KHC

continued to engage employers in this work by leading a cohort of 22 employers who dove into the "Opioids and the Workplace" toolkit recommendations to learn and collaborate on how they can implement it to best support employees impacted by substance use. The KHC also released an addition to the "Opioids and the Workplace" toolkit that focused on best practice benefit design and data analytics for addressing pain management as an upstream approach to preventing opioid misuse. The KHC has begun developing an employer training program on substance use that will be released in 2021.

Health Equity

Historical and contemporary social, structural, and political factors have created health disparities by limiting access to resources and opportunities for certain groups in our society. Achieving health equity involves breaking down these barriers and making sure that all people have access to the resources and equitable care needed to achieve their full health potential. The KHC identified addressing health equity and social determinants of health as a key priority this year. In September 2020, the KHC hosted a Community Health Forum to learn more about the role of racism in the history, advancement, and future of healthcare delivery and how collective action can create an anti-racist healthcare system. The KHC, along with three employer members, was also selected to participate in an ongoing joint endeavor with the National Alliance for Healthcare Purchaser Coalitions, Centers for Disease Control and Prevention (CDC), and the National Network for Public Health Institutes (NNPHI) that is focused on engaging employers and regional coalitions in population health interventions to improve employee and community well-being.

A NOTABLE YEAR

2020 was a year that brought many challenges and changes for our world, communities, and organizations. The KHC was no exception. In April, the KHC began to operate for the first time without the infrastructure and leadership of the UAW/Ford Community Healthcare Initiative (CHI), the KHC's convener since the coalition's formation. This transition brought about many staffing, operating, and financial changes for the organization. With this transition, the KHC hired Randa Deaton as its first President and CEO and moved offices. The KHC also established new organizational by-laws, hired a new financial consultant, launched a new website, elected new board members, and worked through other opportunities in its newfound independence.

This major organizational change occurred alongside the development of the COVID-19 pandemic. The KHC leadership and staff adapted to full-time remote work and migrated all collaborative work to virtual platforms. Despite these challenges and changes, the KHC adapted to successfully continue the advancement of our three strategic initiatives and effectively excel in meeting operational targets.

EVENTS

The KHC educates its members and the community through blog posts, newsletters, webinars, and events that bring in international, national, and local healthcare thought leaders on priority healthcare topics.

Employer Roundtables

- Addressing Opioid Misuse and Pain: A 6-Month Employer Journey
- The Impact of Cannabis on the Workplace

Community Health Forums

- Moving Upstream of the Opioid Epidemic: A New Framework for Addressing Pain to Prevent Opioid Use Disorder
- The Impact of COVID-19 On Our Healthcare System and Community
- Confronting Racism in Healthcare
- Driving Affordability Through Hospital Price Transparency

Annual Conference

- Humanizing Healthcare

Webinars

- ATLAS - A Quality Measurement System for Addiction Treatment
- Consolidated Measurement Reporting
- Challenges and Adaptations as the COVID-19 and Opioid Crises Merge
- The Employer Role in Addressing Trauma to Support Behavioral Health
- The Reality of Demonstrating Value: A Kentucky Case Study

“The magic of KHC is that it’s made up multi-sector stakeholders unified around the idea of improving whole person health for our region. In a safe, collaborative and proactive environment, we aren’t afraid to tackle complex issues like quality measurement, social determinants of health, and health equity.”

- Andrew Renda, MD, Associate Vice President, Population Health, Humana Inc.

55 Members
actively on the KHC roster

48 Blog Posts
published on the KHC
website

19%
increase in
website hits

12
newsletters
published

60 Meetings
facilitated by the KHC

1,287 Attendees
participated in KHC events

25
Indicators
analyzed in KHC
annual quality reports

38
Measures
in the Kentucky
Core Healthcare
Measures Set

**59 Speakers
and Panelists**
shared expertise at KHC events

**4 Health
Plans**
submitted data for
KHC annual quality
reports

**Nearly 500
Practices**
received annual quality reports

12 Events
hosted for the
community

15 Executive
Committee
Members
served on the
KHC board

4 Grants
received or
maintained

9 Events
spoken at by
KHC staff

WHO WE ARE AND WHAT WE DO

The Kentuckiana Health Collaborative is a non-profit coalition of healthcare stakeholders working to solve the complex health problems that face our local community with the goal of improving the health status and healthcare delivery systems in Greater Louisville and Kentucky. Our collaborative is particularly useful in solving problems where multiple sectors can accomplish more together than alone. The KHC works to accomplish our mission through a variety of healthcare measurement and community health initiatives that leverage employer engagement, multi-stakeholder collaboration, and education to transform and optimize healthcare.

THE MISSION OF THE KHC is to coordinate action-oriented efforts to mobilize the community to improve health and well-being. The KHC works collaboratively to improve access to high quality care and drive cost-efficient solutions, enhancing the economic competitiveness of the region.

HELP US BUILD OUR BRIDGE

- ▶ **JOIN** the KHC and get involved
- ▶ **ATTEND** an employer roundtable, quarterly forum, or annual conference
- ▶ **PARTNER** on an event or fund a project
- ▶ **SUBSCRIBE** to monthly newsletters and follow on social media

CONNECT WITH THE KHC

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“As a health advocate, having a seat at the table with employers, providers, and insurers is key to addressing the needs of consumers. Being part of the KHC has opened up new opportunities for collaboration to address issues of cost, quality, and equity in healthcare.”

-Emily Beauregard, MPH, Executive Director, Kentucky Voices for Health