

CULTIVATING COMMUNITY HEALTH

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REIMAGINING KAISER PERMANENTE'S MISSION

KP MISSION:

Kaiser Permanente exists to provide high-quality affordable health care and to improve the health of our members and the communities we serve.

CONVENTIONAL VIEW

By providing
high-quality affordable
health care



We improve the health
of our members
and community

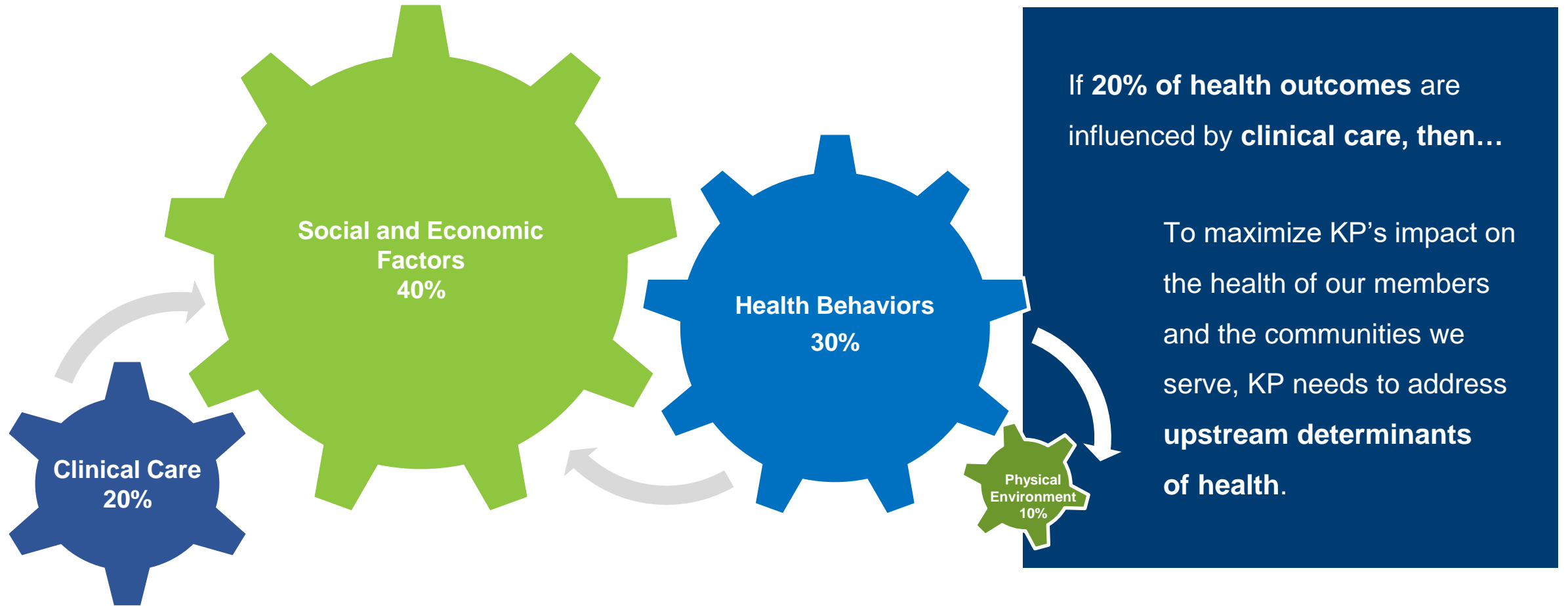
OR

By providing high-quality
affordable health care
+
Community Benefit



We improve the health
of our members
and community

“A KEEN GRASP OF THE OBVIOUS” – Health is More than Health Care





HEAL ZONES

- Anaheim
- Antelope Valley
- Lemon Grove
- Long Beach
- Ontario
- Riverside
- Ventura

COLLECTIVE IMPACT

Upstream determinants of health are too complex for any single organization to effectively address alone.

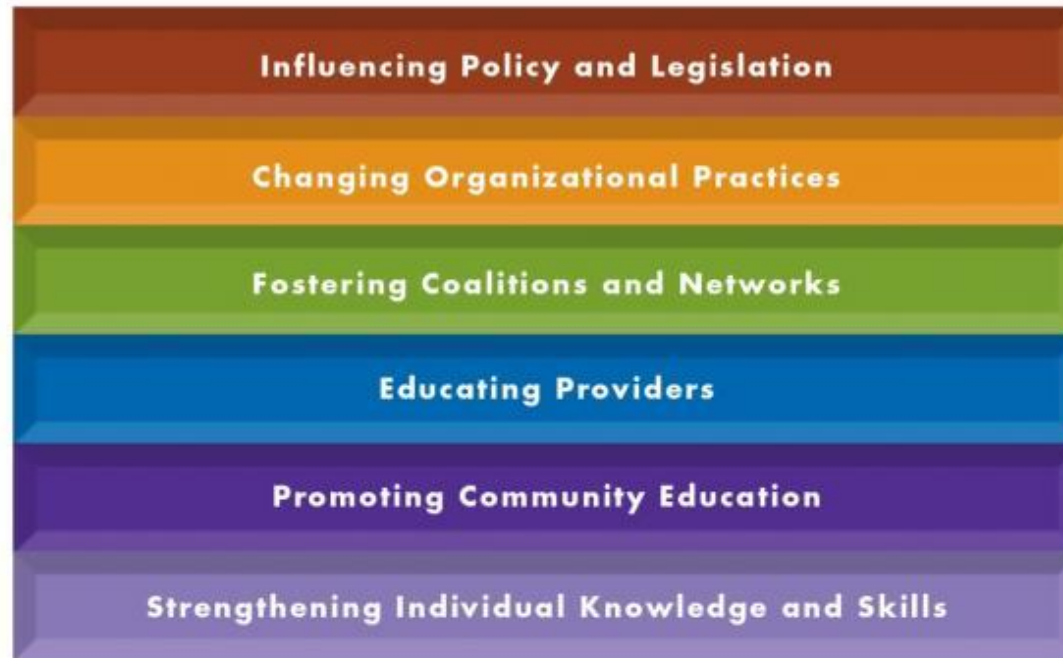


Community Health Initiatives
IMPACT

OVER A DECADE OF
BUILDING COMMUNITY HEALTH
through...

-  PLACE-BASED community health efforts
-  POLICY, SYSTEMS & ENVIRONMENTAL changes
-  SCALING CHANGE through partnerships & networks
-  LEVERAGING OUR ASSETS to drive total health
-  CLINIC-TO-COMMUNITY integration
-  BUILDING THE CAPACITY of communities

THE SPECTRUM OF PREVENTION



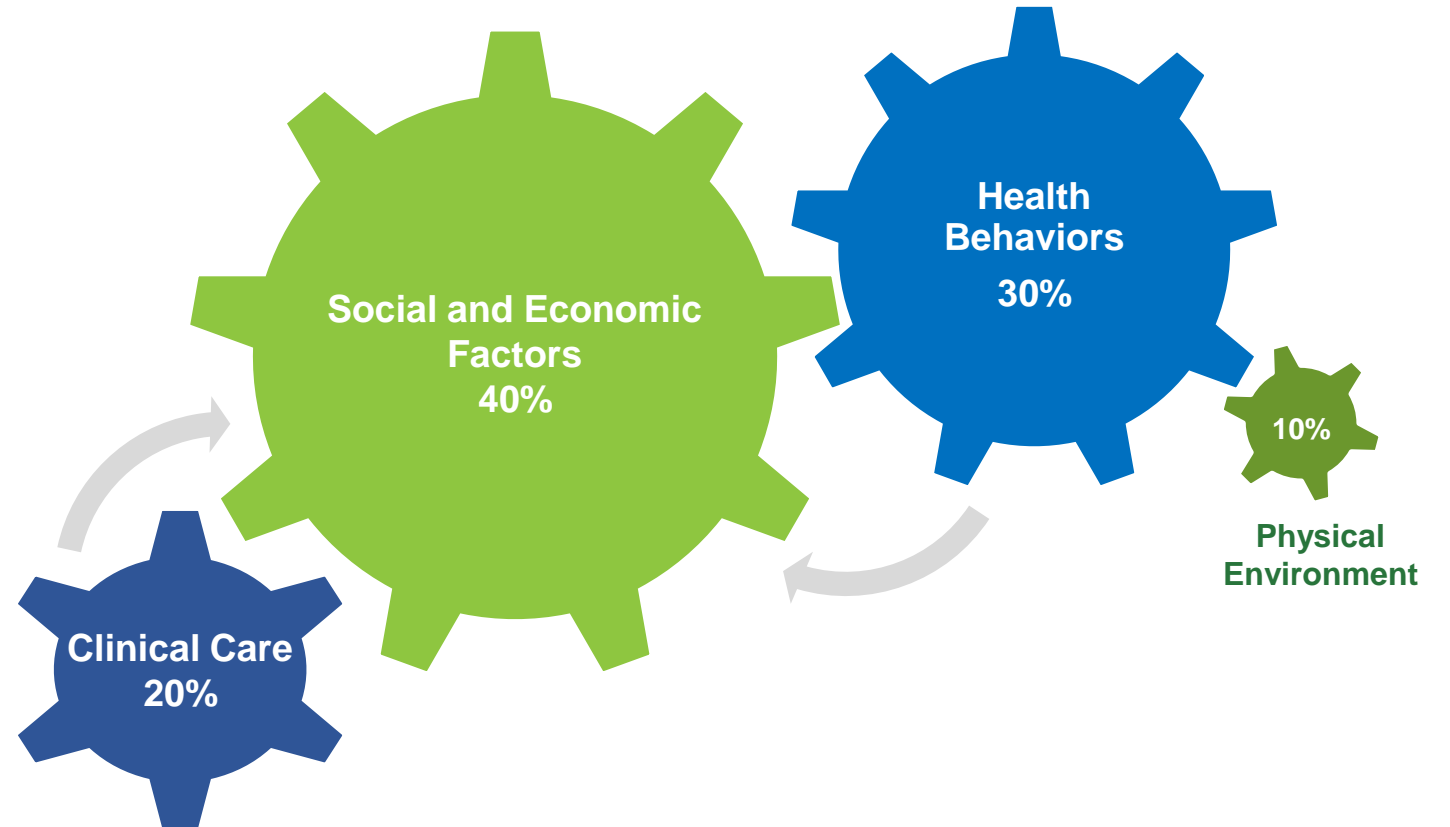


Ontario
HEAL
ZONE

How does an organization like this...



Impact this?



BY EMBRACING THE BROADER ROLE WE CAN PLAY...



Health Care Provider

Integrated Health System
Multispecialty Medical Group
Tax-exempt Hospital System
Tax-exempt Health Plan



Environmental Steward

Energy Producer
Energy Consumer
Waste Manager



People and Networks

232,000+ Employees/Physicians
12 Million Members
Wide Social Networks



Role Model

Person who is admired or who
other people aspire to be like



Community Leader

Health Care Leader
Community Leader
Labor Leader
Convenor



Economic Engine

Purchaser
Employer
Land Use Developer
Investor



Educator & Advisor

Knowledge & Expertise
Researcher
Educator



Community Partner

Grantor
Donor
Volunteers



Communicator

Brand
Marketer
Information Distributor



Public Policy Advocate

Influences decision-makers and
builds relationships

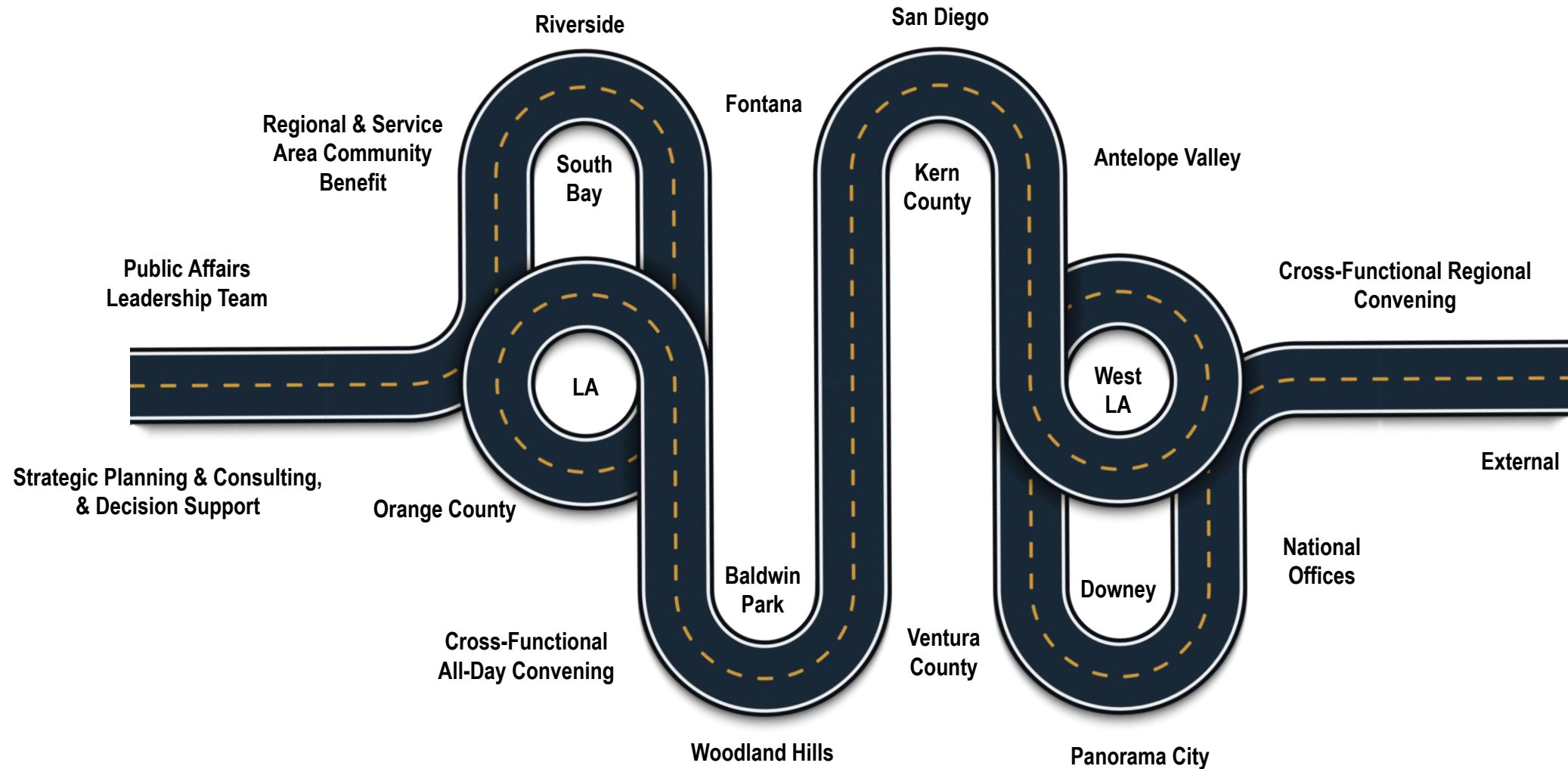
BY RETHINKING ABOUT WHY WE EXIST...

KP MISSION REIMAGINED:

Kaiser Permanente exists to produce better health for the people of our communities. We do this by:

- Providing affordable, comprehensive health coverage and excellent health care services.
 - Being a more pervasive and positive influence on the lives of our members and the people of the communities we serve beyond the health care we deliver.
 - Promoting a culture of health in our own workforce and our families.
- Focusing **collective action** on **upstream determinants of health** and creating **shared value for the community and KP**.
 - Leveraging our **broad array of assets** to invest in the social and economic, as well as physical and mental, health of our communities.
 - **Enabling all business sectors** of Kaiser Permanente, as well as our workforce and members, to contribute to **improving the health of our communities**.

CULTIVATE “WORLD TOUR”: 2014-2018



HOW WILL KP IMPROVE COMMUNITY HEALTH?



Economic Opportunity:

KP CULTIVATES health upstream by using our influence to promote economic opportunity, development, and security.



Social Support and Community Capacity:

KP CULTIVATES health upstream by strengthening community capacity, addressing social and nonmedical needs, and facilitating access to resources.



Healthy Behaviors:

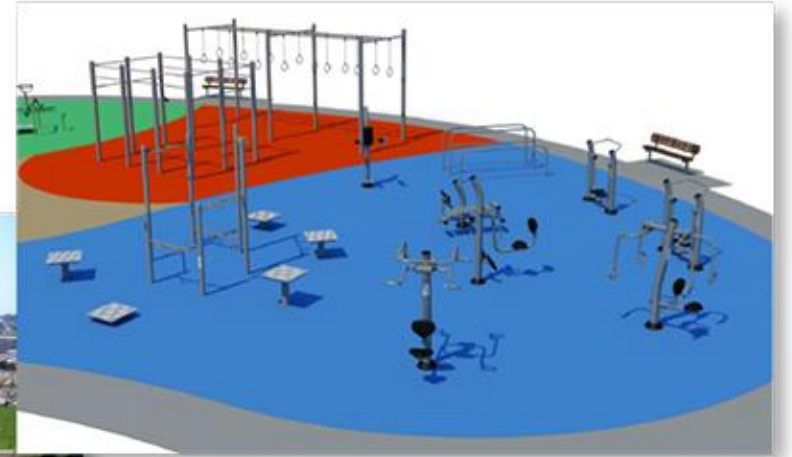
KP CULTIVATES health upstream by using all of our means of influence to promote and enable healthy behavior change.



Livable Sustainable Communities:

KP CULTIVATES health upstream by adopting policies and practices to protect and improve the natural and built environment, by encouraging others to do the same, and influencing the marketplace.

KENNETH MALLOY HARBOR REGIONAL PARK REVITALIZATION



FOOD RECOVERY AND REDISTRIBUTION

2017 Donation Impact

- 11 hospitals donated
- 4 community partners
- 74,892 lbs (37 tons) of food donated
- 62,410 meals provided
- 42,600 lbs CO2 prevented from harming the atmosphere



BALDWIN HILLS-CRENSHAW MEDICAL OFFICE BUILDING



INNER CITY CAPITAL CONNECTIONS (ICCC)

We cannot fundamentally improve the health of our most disadvantaged communities without focusing on improving the economic conditions.

Partnership with the Initiative for a Competitive Inner City (ICIC):

- Provides training on business fundamentals (core competencies, finance, business plans, HR, marketing, gaining access to equity/debt financing)
- Funds training programs to help selected local small businesses build their capacity.



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QUESTIONS & ANSWERS

