

# Healthier Communities—What Will It Take?

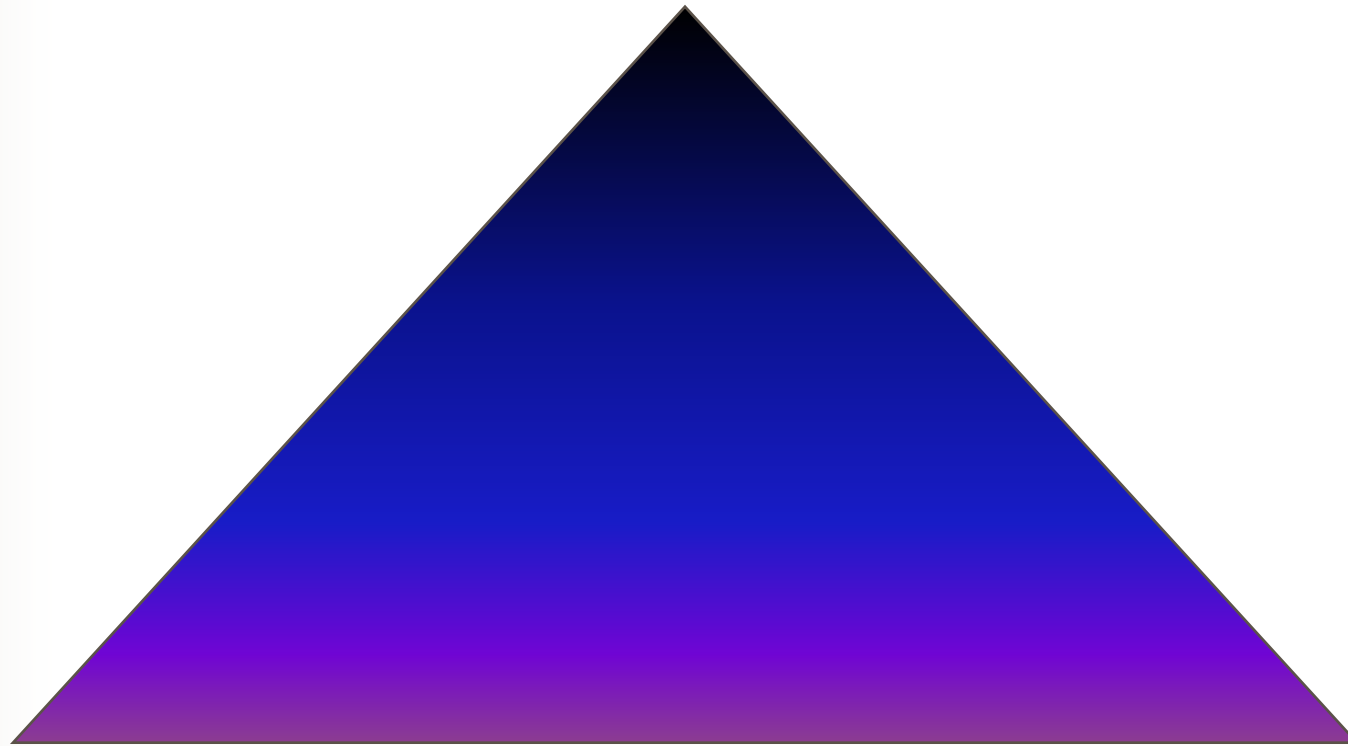


Jan Malcolm  
CEO, Courage Center



# Objectives of Health Policy

Deliver Access to HC Services



Deliver Quality  
Services

Deliver Cost-  
effective Services



# The Focus of the Debate

- ❖ Who is paying?
- ❖ Who should pay more and who should pay less?
- ❖ Where is the money going?
- ❖ Where can we cut?
- ❖ How can we improve quality across the board?



## But Something is Missing...

- ❖ Why aren't we talking about how much health status we're buying for the money?
- ❖ If all we do is worry about how to contain costs for interventions after health problems have occurred, we've already lost the battle
- ❖ The good news is, we could be doing a lot better if we'd broaden our focus to look at what really produces health status gains at the population level




# Spending More and Getting Less

- ❖ US spends 50% more per capita than any other country
- ❖ Yet ranks #37 overall in WHO analysis
- ❖ About #25 on life expectancy
- ❖ Infant mortality comparative ranking has fallen in recent decades
- ❖ Only #1 in life expectancy at age 80

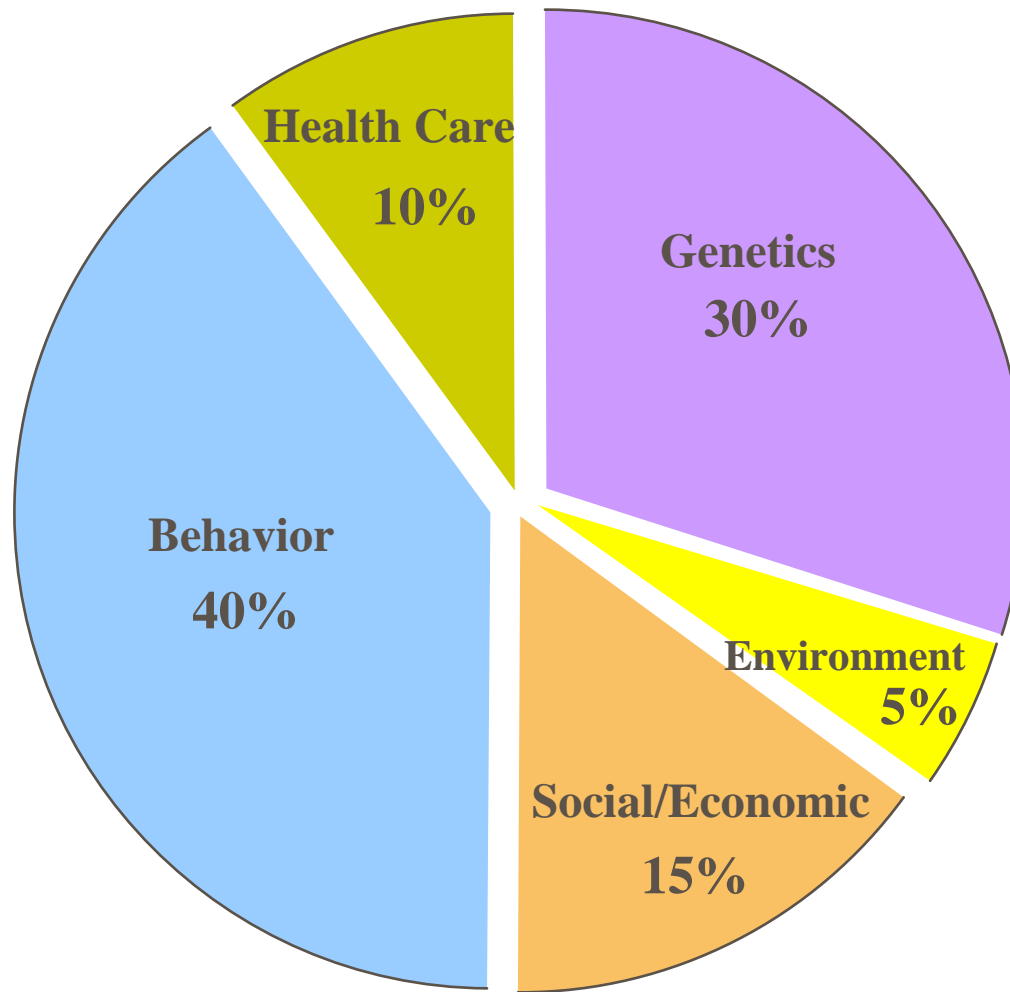


# Public Health Perspective

- ❖ Health policy should maximize population health status at manageable cost.
- ❖ Chronic conditions drive the great majority of health costs and are a greater threat to population health than acute conditions
- ❖ Almost all chronic conditions can be significantly ameliorated or even prevented altogether, if we work upstream to address causes and not just treatment after the fact

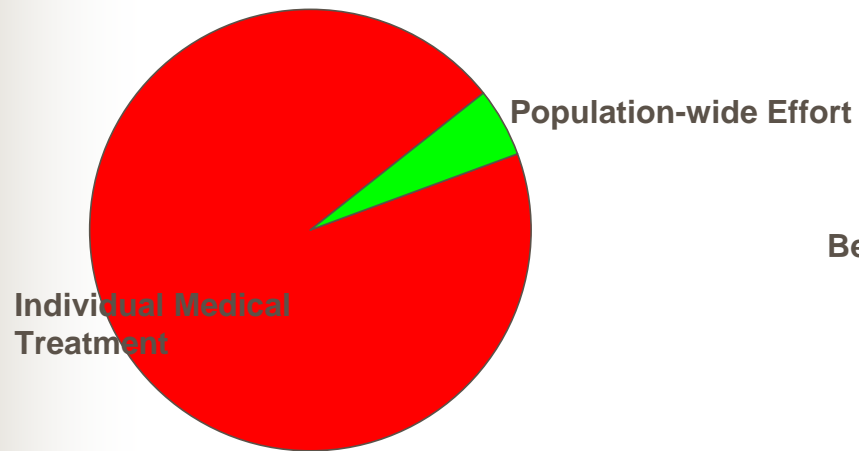
- 
- ❖ Prevention must be much more central in funding and in policy decisions
  - ❖ The “non-medical” determinants of health need much more focus

# Health Determinants

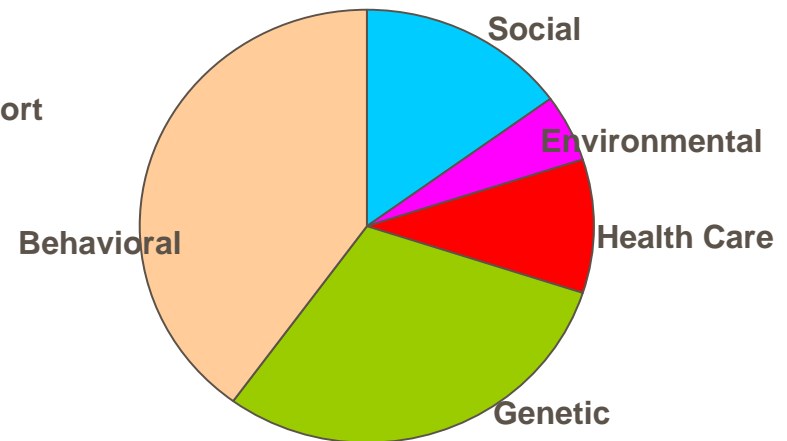


# How Do We Invest?

## Health Expenditures




## Health Determinants





# How To Get More Health for the \$\$

- ❖ Get more value out of the clinical “slice”
  - do what’s most effective for population health, first—set priorities
  - demand and reward quality improvement
- ❖ Put a higher priority on prevention—track and raise the share of the budget so devoted
- ❖ Focus on greater individual responsibility for health choices, yes,  
but...

- 
- ❖ Must also create the kinds of environmental and social forces that influence behavioral choices and protect rather than harm health
    - ❖ Successes of environmental approaches to tobacco prevention
    - ❖ What's in the schools?
    - ❖ Livable communities (healthy by design)
  
  - ❖ Better balance our health investments as other countries do
  
  - ❖ Understand that education, housing, transportation, community development, and income policies ARE health policies