HEALTH IMPROVEMENT PARTNERSHIP OF MARICOPA COUNTY
www.hipmc.org

SYNAPSE
A Platform for Community Health Partnership

Health Improvement Partnership of Maricopa County Steering Committee & Synapse Joint Bi-Annual Meeting

Wednesday, March 26, 2025 | Teams



Maricopa Health MATTERS .org

MARICOPA COUNTY PUBLIC HEALTH

Agenda

- HIPMC & Synapse Coalition Overview
- Introductions
- Strategic Plan Overview
  - Comms Updates
- CHIP Priorities
  - Breakouts
- Closing



HIPMC & Synapse Coalition Overview

Irene Cassidy
Community Health Improvement Supervisor
MCDPH

Pearl Gore
Community Health Impact Specialist
MCDPH

A healthy, thriving Maricopa County for all

Maricopa Health MATTERS .org

Healthcare Partners

SYNAPSE
A Platform for Community Health Partnership

Community Partners

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MARICOPA COUNTY PUBLIC HEALTH

Maricopa County Department of Public Health

Convener providing coordination, public health expertise, and data support

HIPMC Coalition

About the Health Improvement Partnership of Maricopa County

- Coalition of members who actively participate in CHIP data-driven decision-making to give voice to focus communities in Maricopa County
- **Mission:** To be a bridge between all Maricopa County communities and the department of public health by strengthening partnerships, aligning efforts, and co-creating solutions
- **Vision:** Create a healthy, thriving Maricopa County for all
- Formed in 2012, following MCDPH's first CHNA in 2011 and the need for planning of the 2012–2017 CHIP

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Synapse Coalition

Background

- Synapse is a coalition of non-profit and federally qualified health care providers who collaborate to collect data that informs investment into the needs of our community by completing a community health needs assessment (CHNA).
- **Vision:** is to participate in a collaborative approach that identifies community needs, assets, resources, and strategies towards assuring better health and health equity for all Maricopa County residents.

Synapse Partners

- Adelante Healthcare
- Banner Health
- Circle the City
- City of Hope
- Dignity Health
- Mayo Clinic
- Native Health
- Neighborhood Outreach Access to Health
- Phoenix Children's
- Valleywise Health
- Vitalyst Health Foundation

MARICOPA COUNTY PUBLIC HEALTH

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CHNA Background

Comprehensive data collection of a community to identify strengths, needs & health priorities.

For Public Health:

- ❑ Requirement for Public Health Accreditation Board (PHAB) accreditation.
- ❑ Establishes the priorities for the development of the Community Health Improvement Plan (CHIP)

For Healthcare Entities:

- ❑ Requirement for non-profit hospitals and Federally Qualified Health Centers (FQHC)*
- ❑ Establishes the priorities for the development of an Implementation Strategy Plan



MARICOPA COUNTY PUBLIC HEALTH

**per the Internal Revenue Service (IRS) and Health Resources and Services Administration (HRSA)*

CHNA and CHIP 101 Webinars



CHNA 101



CHIP 101

MARICOPA COUNTY
PUBLIC HEALTH



Introductions

MCDPH CHNA-CHIP Team



Lily Cardenas

Resilience, Impact, Sustainability, and Empowerment (RISE) Subdivision Operations Manager



Shayna Diamond

Community Health Manager

Annie Daymude

Community Health Assessment and Impact Supervisor



Irene Cassidy

Community Health Improvement Supervisor



Jessica Francis

Community Health Assessment Coordinator



Pearl Gore

Community Health Impact Specialist



Tiffany Tu

Community Health Impact Specialist



Yoselyne Betancourt - Coming Soon!

Community Health Improvement Planning Specialist

Adelante Healthcare

Adelante Healthcare has been a cornerstone of accessible, high-quality, and affordable care in Maricopa County for over 40 years. Starting in El Mirage, they provided essential healthcare to migrant workers through Clínica Adelante. Today, with nine locations in Arizona, Adelante continues its mission to ensure compassionate care for all, regardless of background. Committed to fostering healthy communities, Adelante empowers individuals to thrive, striving daily to create a true "Culture of Care."



Anisa Gonzales

Patient Experience & Advocacy Manager



Brenda Cardenas

Community Programs Director

ADELANTE HEALTHCARE

Adelante Healthcare

Locations:

- Buckeye
- Central Phoenix
- Gila Bend
- Goodyear
- Mesa
- Peoria
- Surprise
- West Phoenix
- Wickenburg

Services:

- Adult Medicine
- Family Medicine
- Women's Health
- Pediatrics
- Behavioral Health
- Dental
- Eligibility & Enrollment
- Lab Services
- Farmworker Health Program
- Pharmacy

ADELANTE HEALTHCARE

Banner Health

Our Mission: ***Making health care easier, so life can be better.***

At all stages in life, you can rest assured that Banner will meet your health and medical needs through compassionate professionals providing outstanding service. Banner is one of the largest, secular nonprofit health care systems in the country. In addition to 30 acute-care hospitals, Banner also operates an academic medicine division, Banner – University Medicine, and Banner MD Anderson Cancer Center, a partnership with one of the world's leading cancer programs, MD Anderson Cancer Center.



Merry Manson

Sr. Program Director,
Strategy & Growth



Rachel Fischer

Sr. Program Manager,
Strategy & Growth



Laura Woodland

Sr. Program Manager,
Strategy & Growth

Banner Health

Banner Health



Locations:

Services:

- Acute Hospitals: Urban, rural, academic, children's, behavioral, and heart hospitals.
- Post-Acute: IP rehab, home health, palliative care, home infusion, and home medical equipment.
- Ambulatory: Urgent care, ASCs, specialty care, primary care, occupational health, cancer centers, imaging centers, OP PT
- Services: Pharmacy, lab, telehealth, air and ground ambulance services, athletic performance
- Plans and Networks: commercial & marketplace plans, state & federal sponsored plans, ACOs & clinically integrated networks, and population health services

Banner Health

Circle the City

Circle the City offers a wide variety of healthcare services to meet the needs of individuals that are facing homelessness in Maricopa County, Arizona. Services are provided at Medical Respite Centers, and health centers as well as out in the field with mobile and street medicine teams.



Stephanie Martinez
Sr. Director of Community Outreach & Strategy



Kim Despres, DHA, RN
Chief Executive Officer



Aurelia Bradley
Senior Quality Risk Analyst

Circle the City

Circle the City

Locations:

Downtown Family Health Center

- 220 S. 12th Ave, Phoenix, AZ 85007

The Parsons Family Health Center

- 3522 N. 3rd Avenue, Phoenix AZ 85013

Downtown Medical Respite Center

- 210 S. 12th Ave, Phoenix, AZ 85007

Midtown Medical Respite Center

- 333 W. Indian School Rd, Phoenix, AZ 85013

Services:

- Outpatient Care
- Respite Care
- Mobile Medical Care
- Street Medicine
- Hospital Navigator Program

Circle the City

City of Hope

City of Hope's mission is to make hope a reality for all touched by cancer and diabetes. Founded in 1913 in Duarte, CA, COH has grown into one of the largest cancer research and treatment organizations in the U.S. and is one of the leading research centers for diabetes and other life-threatening illnesses. With an independent National Cancer Institute-designated comprehensive cancer center at its core, COH brings a uniquely integrated model to patients that spans cancer care, research and development, academics and training, and innovative initiatives.



Christie Shears

Marketing Manager



Nancy Clifton

Director, Community Benefit



Molly Stockley

System Director, Marketing

City of Hope

City of Hope

Locations:

- Goodyear Cancer Center
- Outpatient Care Centers
  - Gilbert
  - North Phoenix
  - Tatum Ridge

Services:

- Cancer
- Diabetes
- HIV

Dignity Health - East Valley

Dignity Health East Valley, a subsidiary of CommonSpirit Health, encompasses Chandler Regional Medical Center (CRMC) and Mercy Gilbert Medical Center (MGMC). Guided by equity and social justice, we strive for a future where health and well-being are accessible to all. Through strategic collaboration with community partners, staff, leaders, and clinicians, we deliver impactful programs that address significant health needs and create lasting positive change.



Kathleen Dowler, RN, MHA
Director, Community Health



Theresa Dettler
Manager, Community Benefit & Partnerships

Dignity Health

Dignity Health – East Valley

Locations:

Mercy Gilbert Medical Center, (MGMC) opened in June 2006. Our award-winning hospital is home to a full range of services, including cardiovascular, emergency care, family birth center, gastroenterology, sleep center, orthopedics, and diagnostic services, among others. The hospital has 197 beds, with more than 1,516 employees. Mercy Gilbert is a Catholic hospital, sponsored by the Sisters of Mercy, and serves people of every denomination and beliefs. Mercy Gilbert is expanding with the development of the Women's and Children's Pavilion– a joint project between Mercy Gilbert and Phoenix Children's Hospital.

Chandler Regional Medical Center (CRMC), is the longest established hospital in the southeast valley, providing 60 years of service to the community. Serving the rapidly growing East Valley, Chandler Regional Medical Center is a comprehensive acute-care hospital that provides a full spectrum of services including a Level I Trauma Center, open heart surgery program, neurosurgery, orthopedics, and high risk obstetrics and newborn services.

In March, 2023 Dignity Health East Valley, Mercy Gilbert Medical Center and Chandler Regional Medical Centers, announced the creation of graduate medical education programs to meet the health care needs of the growing East Valley community.

Services:

Dignity Health defines the community served by a hospital as those individuals residing within its Primary and Secondary Service Areas. For this report, the focus will be on the Primary Service Area (PSA) of MGMC and CRMC.

The Primary Service Area includes all residents in a defined geographic area surrounding the hospital and does not exclude low-income or underserved populations.

The East Valley hospital's primary service area includes both moderate and high risk areas with significant socio-economic barriers.

From July 1, 2022- June 30, 2023 the top three zip codes in Primary Service Area (based on ZIP codes of residence for the top 75% of patients discharge) at Mercy Gilbert Medical Center are: 85142 Queen Creek/ San Tan Valley, 85295 and 85298 Gilbert.

From July 1, 2022- June 30, 2023 the top three zip codes in Primary Service Area (based on ZIP codes of residence for the top 75% of patients discharge) at Chandler Regional Medical Center are: 85225 Chandler/ Gaveston Neighborhood, 85248 and 85224 Chandler, with Chandler/ Sun Lakes area 85295 in fourth.

Dignity Health

Dignity Health – East Valley

Community Health Programs

NATIONAL LEVEL

CommonSpirit Health has included the following as system-wide priorities, many of which align with local priorities and the Joint Commission Health Care Disparities standards:

•Community Health Improvement Grants
•Community Investment Program
•Connected Community Network
•Food Systems Strategy
•Homeless Health Initiative
•Pathways Community HUB
•Violence and Human Trafficking Prevention and Response

LOCAL LEVEL

Dignity Health East Valley's programs focus on addressing unmet health needs through prevention, SDOH, and community capacity-building, collaborating with local partners to ensure continuity of care and respond to the key needs identified in the Community Health Needs Assessment (CHNA).

🩹 COMMUNITY WELLNESS

•**Immunization Clinics** – offers free immunizations for children and adults at mobile clinics and resource centers in the East Valley.
•**Healthier Living Program Workshops** – hosts a free 6-week series for individuals with chronic conditions like COPD, Diabetes, Arthritis, and more.
•**Hearing & Vision Screenings** – provides eligible children and adults screening.

🦷 ORAL HEALTH PROGRAMS

•**Children's Dental Clinic** – offerer no-cost preventive care for underserved and uninsured children who face barriers.(Chandler & Gilbert)
    ICU Oral Health Program – implements specialized oral health protocols for adult ICU patients at Chandler Regional Medical Center to support overall patient care and recovery.
•**Early Childhood Oral Health** – provides oral health screenings, education and referrals for expectant mothers & young children ages 0-5, not enrolled in kindergarten, at no cost.
    Oral Health Training – provides education for early childhood professionals on promoting and maintaining oral health in young children.

🌎 COMMUNITY EDUCATION

•**POTS Strength & Nutrition Program** -provides education on managing Postural Orthostatic Tachycardia Syndrome (POTS) through strength training and nutrition guidance.
•**Yoga for the Heart** – a women-focused program designed to maintain heart health and support the management of heart disease through yoga and mindful movement.
•**Healthy Eating, Active Living (H.E.A.L.)** – provides education to support modest lifestyle changes aimed at helping individuals manage their diabetes through improved eating habits and physical activity.
•**Postpartum Support Groups** – provides support for pregnant and new mothers facing challenges and offering a safe space for connection and guidance.
•**Breastfeeding Support Groups**
•**Mommy Fit Camps (Pregnancy & Postpartum Fitness)**
•**Keeping Kids Safe (Infant & Child CPR)**

🩺 MEDICAL CLINIC

Chandler Children's Medical Clinic - provides essential medical and mental health care for uninsured children (birth to 18) in Chandler, including evaluations, therapy, and support through a partnership with Southwest Behavioral Health.

COMMUNITY HEALTH WORKER (CHW)

🏡 **Pathways to Wellness Program** - supports East Valley's older adults post-discharge through CHW home visits, personalized care plans, and access to resources and education. This approach promotes long-term well-being, enhances quality of life, and reduces hospital readmissions.

GRADUATE MEDICAL EDUCATION

🎓 **Graduate Medical Education (GME) Program** - the residency programs are essential to strengthening the local healthcare workforce. We strive to expand our ministry's impact on the health and well-being of our community by offering residency programs in key clinical areas such as Emergency Medicine, OB/GYN, and establishing a Food Box Prescription Program.

Dignity Health – East Valley

Dignity Health Arizona General Hospitals and Stand Alone Emergency Rooms - Expanding access to care

Locations:

Arizona General - Mesa
Dignity Health - Arizona General Hospital Mesa - Mesa, AZ is a hospital that offers many services, including emergency medicine, digital imaging including CT scanner & x-ray, and ultrasound. Visit Dignity Health - Arizona General Hospital Mesa - Mesa, AZ located at 9130 E Elliot Rd, Mesa, AZ. This Mesa hospital is one of the best in Arizona. As part of the Dignity Health network, Dignity Health - Arizona General Hospital Mesa - Mesa, AZ is dedicated to delivering high quality, compassionate care and access to Mesa and nearby communities.

Additional location in Laveen

Arizona General - Stand-alone Emergency Rooms
Dignity Health – Arizona General freestanding Emergency Rooms offer fully-equipped, 24-hour emergency rooms located just minutes from your home.

By taking the emergency room out of the hospital and placing it in your neighborhood, we've made it easier to get to an ER when you need emergency care, while reducing patient wait times to near zero.

We offer the same level of care found in a hospital ER. Our doctors and nurses are trained in emergency medicine, and our facility features advanced diagnostic equipment along with an on-site lab. Come see us for any emergency, major or minor.

Location: Arizona General – Stand Alone Emergency Rooms

- Ahwatukee
- Chandler
- Gilbert
- Glendale
- Mesa
- Goodyear
- San Tan Valley
- Tempe
- Surprise

Dignity Health

Dignity Health – Phoenix

St. Joseph’s Hospital and Medical Center is a not-for-profit hospital providing innovative and compassionate care to the communities we serve. St. Joseph's is a nationally recognized center for quality tertiary care, medical education and research.



Sonora Crittenden

Director, Community Benefit and Health Equity



Ashley Jones

Program Manager, Community Benefit and Health Equity

Dignity Health

Dignity Health – Phoenix

Locations:

- St. Joseph's' Hospital and Medical Center
- St. Joseph's Westgate Medical Center
- Dignity Health- Cancer Institute at St. Joseph's
- Barrow Neurological Institute

Services:

Our services includes the internationally-renowned Barrow Neurological Institute, the John and Doris Norton Thoracic Institute, the Dignity Health – Cancer Institute at St. Joseph's Hospital and Medical Center and a Level I Trauma Center verified by the American College of Surgeons.

St. Joseph's comprehensive medical services include:

- Emergency Services
- Cancer Institute
- Orthopedics
- Women's Health
- Neurology & Neurosurgery
- Lung Disease & Thoracic Disorders

Dignity Health

Mayo Clinic



Farhia Omar
Research Operations Manager



Marion Kelly
Community Relations Director



Leah Mahoney
Coordinator, Community Relations



Dr. Kristina Butler
Community Engagement Committee Chair



Corran Robinson
Community Relations Specialist

MAYO CLINIC

Mayo Clinic

Mayo Clinic is the largest integrated, not-for-profit medical group practice in the world. We're building the future, one where the best possible care is available to everyone — and more people can heal at home. Our relentless research turns into earlier diagnoses and new cures. That's how we inspire hope in those who need it most. Mayo Clinic has more No. 1 rankings than any other hospital according to U.S. News & World Report. We think big and act boldly to improve the health of communities and accelerate equality and diversity in health care. We share our knowledge globally, impact policy, and partner with others to create lasting — and much-needed — change for a healthier world.

Locations:

- Mayo Clinic in Arizona, Phoenix and Scottsdale
- Mayo Clinic in Florida, Jacksonville
- Mayo Clinic in Rochester
- Mayo Clinic Health System

Services:

- In-patient Healthcare

MAYO CLINIC

Native Health

NATIVE HEALTH provides services to urban Indian populations residing in Maricopa County. We are a Title V UIO and a 330 HRSA PCMH.



Francie Spencer

Chief Development Officer

NATIVE HEALTH

Native Health

Locations:

- Headquartered at Central Avenue and Indian School – 4041 North Central. We share a campus with MCDPH
- NH West located at Dunlap and 23rd Avenue. We will be moving to 22nd Avenue just off Dunlap in early 2025.
- NH Mesa located on Southern and Extension at 777 W Southern Ave, Mesa, AZ
- WIC Clinic near 16th and Highland

Services:

- Family Medicine
- Pediatrics
- Women's Health
- Dental-Adult and Child
- Behavioral Health
- Indigenous Resilience
- Diabetes Prevention
- Early Childhood Services
- WIC/ALTCS
- Food Pantry

NATIVE HEALTH

Neighborhood Outreach Access to Health

- Our **mission** is to provide compassionate, quality healthcare for our community.
- We **believe** in improving the health of our neighbors.



Dora Correal

Director Community Access



Michael Pearson

Chief Marketing and Community Engagement Officer

NOAH
Neighborhood Outreach Access to Health

Neighborhood Outreach Access to Health

Locations

1. Cholla Health Center-Scottsdale
2. Copperwood Health Center-Glendale
3. Copperwood II Health Center-Glendale
4. Desert Mission Health Center-Phoenix
5. Midtown Health Center-Phoenix
6. Palomino Health Center-Phoenix
7. Venado Valley Health Center-Phoenix

Services

- Community Resources
- Counseling
- Dental
- Family Medicine
- Internal Medicine
- Nutrition
- Pediatrics
- Pharmacy
- Psychiatry
- Telehealth

NOAH
Neighborhood Outreach Access to Health

Phoenix Children's

Phoenix Children's is a free-standing children's health system dedicated to serving Arizona's 1.7M pediatric lives



Cliff Lew

Vice President,
Strategic Planning



Jennifer Carusetta

Vice President,
Public Affairs & Advocacy



Matt Zayatz

Manager,
Strategic Planning

Phoenix Children's

Phoenix Children's

Locations:

- Hospitals (3)
  - PCH Thomas Campus
  - PCH Arrowhead Campus
  - PCH East Valley Campus – Q1 2026
- Primary Care Offices (12)
- Urgent Care Offices (4)
- Community Emergency Department (1)
- Specialty Care Offices (35)
- Ambulatory Surgery Center (1)

Services:

- 900+ Employed Providers
  - 75 Specialties
- Phoenix Children's Care Network
  - Pediatric-focused CIN
  - 1,450 aligned providers
- Center for Heart Care
- Center for Cancer & Blood Disorders
- Herbert J. Louis Center for Pediatric Orthopedics
- Barrow Neurological Institute at Phoenix Children's
- Level I Pediatric Trauma Center
- Level IV NICU
- Phoenix Children's Research Institute

Phoenix Children's

Valleywise Health

The communities only public teaching health system. Our facilities include a new state of the art medical center, 3 inpatient behavioral health hospitals, 3 outpatient behavioral health facilities, and 12 community health centers and over 45 specialty services.



Michelle Barker
Sr VP Amb Srvcs & CEO
FQHC Clinics



Michael White
Chief Clinical Officer



Amanda Jacobs
Quality Assurance Analyst

Valleywise Health

Comprehensive Community Health Services

Medical Services

- Family Medicine
- Internal Medicine
- Pediatrics
- OB/GYN
- Mental Health
- Dental – Pediatric and Adult
- Laboratory
- Radiology
- Pharmacy
- Immunizations
- Diabetic Education



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Access to Care:
Comprehensive Community Health Services





Support Services

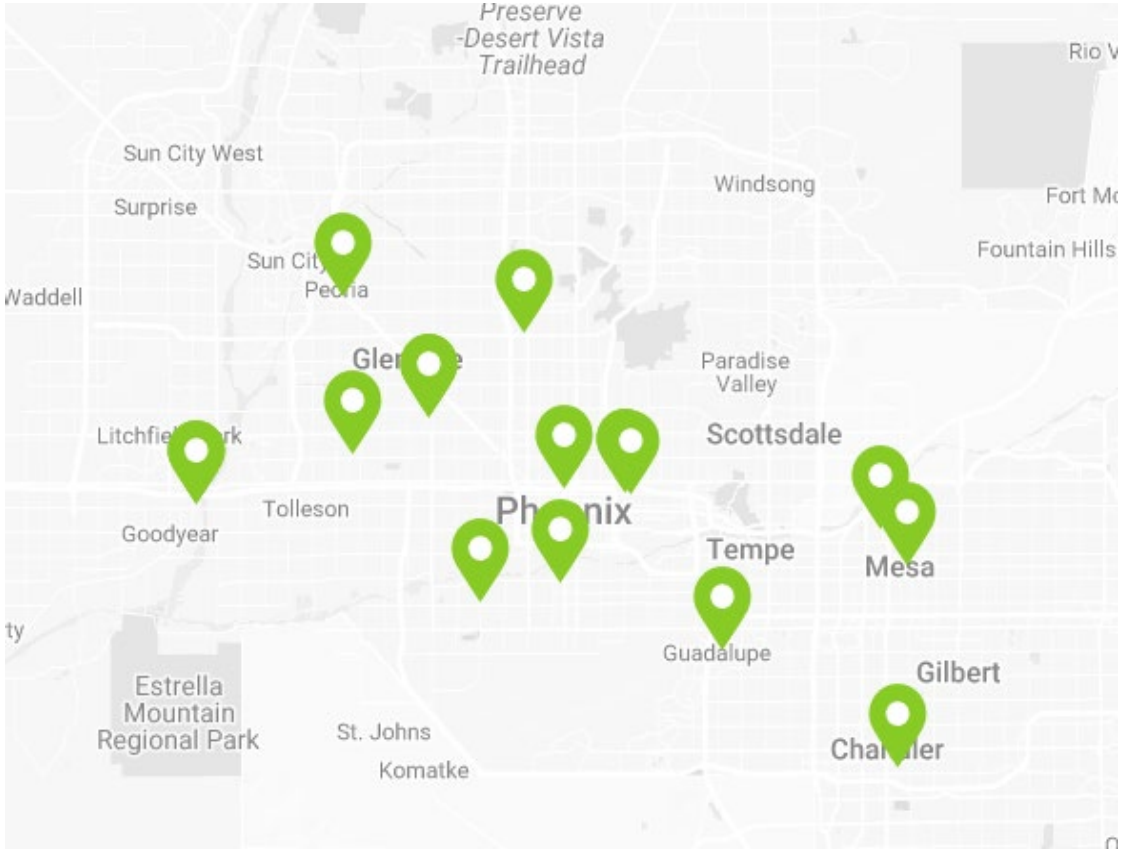
- Family Resource Centers
- Transportation
- Translation/Interpretation
- Care Coordination
- Behavioral Health
- Eligibility Assistance
- Health Education
- Outreach



© 2
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Valleywise Health FQHC Locations

Maricopa County Health District FQHC Locations
Valleywise Comprehensive Health Center - Peoria
Valleywise Community Health Center – North Phoenix
Valleywise Community Health Center – West Maryvale
Valleywise Community Health Center – Avondale
Valleywise Comprehensive Health Center – Phoenix
Valleywise Community Health Center – McDowell
Valleywise Community Health Center –Laveen
Valleywise Community Health Center – South Central
Valleywise Community Health Center – Guadalupe
Valleywise Community Health Center – Mesa
Valleywise Community Health Center – Chandler



Community Health Center

Valleywise Medical Center

Vitalyst Health Foundation



Ana Roscetti
Director of State Health Policy and Advocacy



Gabriel Jaramillo
Director of Healthy Communities

Vitalyst HEALTH FOUNDATION
A CATALYST FOR COMMUNITY HEALTH



Vitalyst
HEALTH FOUNDATION



A HEALTHY COMMUNITY IS ONE WHERE PEOPLE HAVE THE OPPORTUNITY TO MAKE HEALTHY CHOICES, IN ENVIRONMENTS THAT ARE DESIGNED TO PROMOTE HEALTH.



HIPMC Steering Committee!



Co-chair

Paulette Rangel, RN

Dignity Health Medical Group



Co-chair

Iris Avila

Prisma Community Care



Synapse Liaison

Dora Correal

Neighborhood Outreach Access to Health



Gilbert Arvizu, MS

Valley of the Sun United Way



Katie Kahle, MSW

Chandler Care Center



Yanitza Soto, MPH

Office of Public Health City of Phoenix



Jennifer Nguyen, MPH

Maricopa County Department of Public Health



Melvin Reyes

Boys Hope Girls Hope



Kyle Gresenz, MPH

Arizona State University | ASU Foundation



Alma Ramirez

Valleywise Health

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Paulette Rangel, RN



Co-chair

Supervisor, R.N. Clinical Operations
Dignity Health Medical Group

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Iris Avila



Co-chair

Director, Marketing & Community Engagement

Prisma Community Care

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Dora Correal



Synapse Liaison

Director, Community Outreach

Neighborhood Outreach Access to Health

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Gilbert Arvizu, MS



Director, Community Development & Engagement

Valley of the Sun United Way

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Katie Kahle, MSW



Director

Chandler Care Center

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Yanitza Soto, MPH



Special Projects Administrator

City of Phoenix

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Melvin Reyes



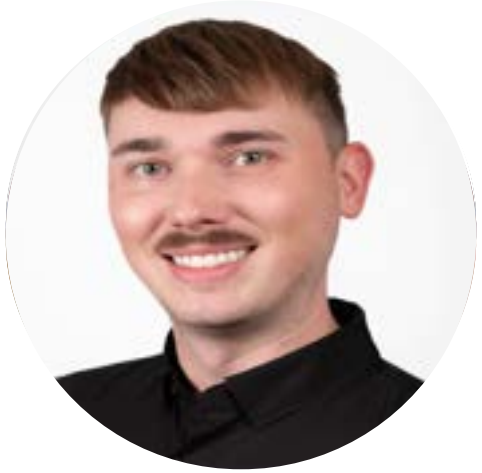
Manager, Community & Family Support

Boys Hope Girls Hope

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Kyle Gresenz, MPH



PhD Candidate | *Director, Development*
Arizona State University | ASU Foundation

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Alma Ramirez



Coordinator, Community Outreach

Valleywise Health

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Jennifer Nguyen, MPH



Senior Health Educator, Maternal & Child Health

Maricopa County Department of Public Health

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Synapse/HIPMC Strategic Plan Overview

Dora Correal
Steering Committee | HIPMC-Synapse Liaison
Neighborhood Outreach Access to Health | Director of Community Equity

Irene Cassidy
Community Health Improvement Supervisor
MCDPH

Pearl Gore
Community Health Impact Specialist
MCDPH

Draft Strategic Plan

- **Goal 1:** By 2027, Maricopa Health Matters leaders and partners understand and articulate how their work aligns with individual organizations' (Synapse) and HIPMC priorities.
- **Goal 2:** By 2027, Maricopa Health Matters is recognized as the collective movement that unites community health improvement efforts
- **Goal 3:** By 2027, HIPMC and Synapse Coalition will improve internal coalition engagement through a series of targeted activities.



Cross Coalition Collaboration

Goal 1: By 2027, Maricopa Health Matters leaders understand and articulate how their work aligns with individual organizations' (Synapse) and HIPMC priorities.

Objectives:

1. Strengthen communication and alignment among Maricopa Health Matters partners.
2. Build resources and processes to facilitate collaboration and knowledge-sharing.
3. Enhance visibility and accessibility of coalition priorities and partner contributions.

Key Activities:

- Develop an Annual Calendar of Events
- Develop coalition priority Matrix
- Develop one-pager summary of Synapse organizations
- Implement a unified Maricopa Health Matters Newsletter
- Create a HIPMC partner directory

Cross Coalition Collaboration

Goal 2: By 2027, Maricopa Health Matters is recognized as the collective movement that unites community health improvement efforts

Objectives:

1. Rebrand Maricopa Health Matters to reflect its role as a unifying entity for both coalitions.
2. Establish a consistent communication strategy and branding kit to support coalition alignment.
3. Develop recruitment tools to attract and inform new HIPMC partners, increasing visibility and cohesion.
4. Relaunch Maricopa Health Matters with clear expectations for partner utilization of its resources.

Key Activities:

- Complete Maricopa Health Matters Rebranding
- Develop Recruitment Materials



Comms Updates

Lehem Eyassu
Partner Communications Coordinator
MCDPH

Maricopa Health Matters Rebrand

Progress

- Internal strategizing with MCDPH CHNA-CHIP and Communications teams
- **Purpose**, **Payoff**, and **Process**
  - **Purpose**: Understand MCDPH leadership's vision for this work and what role staff and partners play in supporting and/or driving the work to inform upcoming rebrand efforts
  - **Payoff**:
    - Define roles of partners in CHNA and CHIP work
    - Define deliverables for rebrand contactor
    - Shared understanding of how Synapse, HIPMC, and Maricopa Health Matters will be presented collectively moving forward

Maricopa Health Matters Rebrand

Progress

- **Purpose**, **Payoff**, and **Process**
  - **Process:**
    - **What do we see as what Synapse, HIPMC, and Maricopa Health Matters each represent?**
      - *HIPMC: Focus on health equity, data driven CHIP, community collaboration*
      - *Synapse: Healthcare collaboration, data integration, focus on public health/population health improvement*
      - *Instead of CHNA vs CHIP, focus on types of partners within each (healthcare, community partners). Ask partners what they prefer.*
    - **How much visual connection do we want between the three brands?**
      - *Something that connects the three to show their integration as well as their distinct roles in the process*
    - **How much of the existing branding do we want to retain?**
      - *Important that it speaks to the purpose of the work and is recognizable as a positive change agent*
      - *Should be evergreen and clearly explain the nature of the work*
    - **What goals do we have for hiring a rebranding contractor?**
      - *Thorough analysis and strategy--not just a logo, but defined purpose and voice*
      - *Brand guidelines that are comprehensive to ensure new brand identify is maintained and implemented effectively*

Goal 2, Objectives 1&2

Maricopa Health Matters Rebrand

What's to come

- Wrap-up of initial internal strategizing April 2025
- Draft task order for contractor May 2025

***** How you can be involved *****

- Thank you to my MHM rebrand consultants, Iris Avila and Michael Pearson!!
- Review and provide feedback on task order draft May 2025
- Review task orders with MCDPH staff June-July 2025
- Provide additional feedback on any items covered today Today ☺



Maricopa County Community Health Improvement Plan Priorities

Irene Cassidy
Community Health Improvement Supervisor
MCDPH

Building a Healthier Future in Maricopa County

Our Top 5 Health Priorities



CHIP Strategy Development

WE ARE HERE

Intro and Goal brainstorm	Goal setting and Strategy brainstorm	Present Goals at Summit	Strategy discussion and development	Strategy setting and refinement	Present Strategies at QPM	Refine and Implement CHIP
October	**November**	**December**	**January**	**February**	**March**	**Beyond**

OBJECTIVES – By December 31, 2026, HIPMC partners will…

1. Develop strategic partnerships
2. Promote relevant education and services
3. Streamline coalition involvement
4. Encourage community-wide use of Unite Us

MARICOPA COUNTY PUBLIC HEALTH

HEALTH IMPROVEMENT PARTNERSHIP OF MARICOPA COUNTY
www.hipmc.org

Year	Synapse Partner & Publish Date	Mental & Behavioral Illness	Substance Use	Chronic Disease	Access to Care	SDOH	Cancer	Violence & Injury	Maternal & Child Health	Other
Year 1 (June 2023-June 2024)	Adelante Healthcare (December 2023)			CVD, High Blood Pressure & Diabetes				Fall & Assault Related Injury	Prenatal Care	
	City of Hope (May 2024)	Combined		CVD, Stroke, Diabetes, Asthma, COPD, Alzheimer's		Poverty, Food Insecurity, Transportation, Housing	All Cancer			Health Behaviors
Year 2 (June 2024-June 2025)	MCDPH (December 2024)	Mental Health	Substance Use		Access to Health Care	Access to Healthy Food & Housing/Homelessness and Heat				
	Circle the City (December 2024)					Housing/ Homelessness				Heat Related Illness & Death
	Dignity Health EV (April 2025)			CVD, Diabetes & Obesity	Dental Health	Housing & Access to Food	Breast Cancer	Violence & Injury Prevention		
	Dignity Health PHX (May 2025)			CVD, Diabetes & Chronic Kidney Disease	Sub-priority under SDOH	Housing & Heat		Violence & Injury Prevention	Maternal and Child Health	
	Banner Health* (May 2025)	Behavioral Health		CVD, Diabetes & Obesity			Included with Chronic Disease			
Year 3 (June 2025-June 2026)	Mayo Clinic (December 2025)					Access to Food, Heat. Housing/Homelessness, Racism & Transportation	All Cancer			
	Native Health* (December 2025)			CVD & Diabetes		Housing	Breast, Cervical, Lung, Prostate, Colorectal		Prenatal Care	
	NOAH * (December 2025)	Combined		CVD, Diabetes & Obesity		Cost of Care, Housing, Transportation & Utilities				
	Phoenix Children's* (December 2025)	Behavioral Health						Injury Prevention		
	Valleywise Health * (April 2026)			CVD, Diabetes, Hypertension, Obesity/ Overweight						

Ground Rules for Breakout Rooms

1. Be present
2. Be kind
3. Don't interrupt when others are speaking
4. Use "I feel" statements
5. Be open to others' ideas
6. We do not have to solve the world’s problems today!



Breakouts

Pearl Gore
Community Health Impact Specialist
MCDPH

Mental Health

ADELANTE HEALTHCARE

Banner Health

Circle the City

City of Hope

Dignity Health

Valleywise Health

NOAH
Neighborhood Outreach Access to Health

Phoenix Children's



Mental Health Objectives

1	Develop strategic partnerships through: • Facilitation of high-level conversations regarding community use of Unite Us • Seeking consultation about coalition streamlining from NAMI • Seeking partnerships with community-based organizations
2	Support provider education through an inventory of provider education initiatives related to client-centered care, community-based care, and stigma, resulting in resource promotion
3	Support community education through an inventory of community education initiatives related to stigma reduction and economic support, resulting in resource promotion to the public and employers
4	Support coalition coordination through an inventory of mental health coalitions and membership, followed by communication to streamline efforts.

How does your health system or organization align with the MCDPH Goals?

Objective 1 - NOAH has a high usage of Unite Us. The dynamic of partnerships is interesting. He has worked with a lot of CBOs that are on Unite Us but were unaware they were on it.

Could go into a whole conversation about Unite Us as they have had a journey with getting on there and helping other orgs

Objective 2 - NOAH has 72 counselors and 21 psychiatric providers that benefit from provider education on client-centered care, stigma, etc.

MCHDPH Office of Maternal and Child Health Strategy can collaborate with current programs such as the Youth Advisory Council and Youth Mental Health First Aid.

Objective 3 - NOAH launched Mental Health Matters Arizona - a website that is built outside of the NOAH brand. They have over 100 articles on topics including anti-stigma campaign.

They had over 1.1 million impressions on the website. They are now looking to suicide prevention and ideation as a topic to build upon what they have. Looking to coordinate with other organizations.

Collaboration and coordination is hard when some look at it as a competitive space, which is why it is built outside of their brand.

Objective 4 - Really love this idea of coalition streaming, would love to be a part of Mental Health coalitions and know what else is happening. So many people working on the same thing.

3

How does your health system or organization align with the MCDPH Goals?

With Unite Us, we use it but there is a lack of understanding between CBOs. A barrier they have is understanding the referral network is going to be up to their standards (with lgbtq+ community)

Want to make sure they are sending people to resources that provide affirming care, trust, and understanding

Exploring provider education not only internally, but also providing education to other providers to make the standard universal. How do we as a strong lgbtq+ provider help other providers

3

What activities does your organization engage in or are partnering with others to meet goals?

MCDPH programs collaborate with community partners as a main priority to provide collaboration on mental health efforts. Through YAC we can collaborate with CHIP and create mini youth priority groups.

MCDPH programs collaborate with community partners as a main priority to provide collaboration on mental health efforts. With YMHFA we collaborate with schools to provide mental health aid & convos!

Partner with others on the utilization of Unite Us, but this has been difficult. Looking to engage with partners on expanding the Mental Health Matters website, expanding reach and topics.

Partnership is key, there is a lot of similar work being done. We all have different resources and can help with increasing reach but sometimes hard to work together with competitive outlook.

3

How do you measure health priority goals?

We utilize anonymous surveys to collect data, how many people complete the YMHFA trainings and pre and post tests for YMHFA

Access to Health Care

City of Hope®

Circle the City

Dignity Health™

NATIVE HEALTH

Phoenix Children's®

MAYO CLINIC

Access to Health Care Objectives

1	Develop Strategic Partnerships through: • Facilitation of high-level conversations regarding community use of Unite Us • Seeking consultation about provider and community education from the Arizona Department of Health Services and Arizona Alliance of Community Health Centers • Seeking partnerships with Community Health Workers and navigator organizations
2	Support provider education through an inventory of provider education initiatives related to client-centered care and stigma, resulting in resource promotion
3	Support community education through an inventory of community education initiatives related to community-based primary care and economic support, resulting in resource promotion
4	Support coalition coordination through an inventory of healthcare coalitions and membership, followed by communication to streamline efforts.

How does your health system or organization align with the MCDPH Goals?

Aligned with our goals	Yes	VSUW is leading efforts with Unite Us and Contexture on CBO adoption of the CLRS, focusing on invoicing for social care reimbursement to payers	Organization's priorities are aligned with. The MCPHD goals including access to care, housing, and food access.
CTC provides accessible healthcare going to where our patients are via mobile units and street medicine healthcare services	PC SDOH survey program identifies and prioritizes patients for review with nurse navigators. Referred to community partners via UniteUs.	Track policies and legislation, work with partners and coalitions to improved sdoh needs, participate in local and state health improvement planning and implementation, promote civic engagement.	

What activities does your organization engage in or are partnering with others to meet goals?

VSUW has quarterly health coalition meetings, and our meeting notes go out to about 300 individuals

How do you measure health priority goals?

VSUW has a data warehouse where we collect our own data, and we align our data efforts with the Center for the Future of AZ

Identify specific metrics correlated with each objective (time to appointment, encounter counts, enrolled patients, etc.).

Access to Healthy Food

Dignity Health™
East Valley

City of Hope®

MAYO CLINIC

Access to Healthy Food Objectives

1	Support the development of strategic partnerships through: • Facilitation of high-level conversations regarding community use of Unite Us • Seeking consultation about enrollment in public nutrition benefits from Arizona DES, Pinnacle Prevention, ADE, and ADHS • Seeking partnerships from governmental and non-governmental community-based organizations
2	Support community outreach through promoting local, regional, and federal food resources to the public.

How does your health system or organization align with the MCDPH Goals?

CTC relies heavily on community relationships/partnerships to meet the needs of the patients we serve. We partner with SVDP, St. Mary's, Food Bank, and so many other community partners

On Outreach our staff has to be acquainted with the resources available in the area they are working at to connect patients to resources such as food

We provide food through our food bank, partner with United Food Bank, and are part of the SNAP outreach partnership with includes assisting with SNAP applications.

We have Maricopa WIC on site, our volunteer doctors and dentists provide nutrition education to patients and families, and our family resource center provides nutrition education.

MCDPH programs and services related to priority: -Healthy Retail (support to retailers in communities we serve) -School Health and Wellness -School and Community Gardens - Support to local farms

1 3

What activities does your organization engage in or are partnering with others to meet goals?

CTC has just launched two non clinical outreach teams to connect patients to care

- Providing SNAP-O in partnership with Wildfire AZ - Utilize Link 2 Feed with United Food Bank to track food distribution -Partner with nearby food banks for holiday distribution events

These two teams will connect with patients and also connect with community partners to ensure we have current and reliable resources

Patients served

How do you measure health priority goals?

Patients served

Weekly/monthly team meetings with direct line staff to identify needs, gaps, etc

- Track households and individuals receiving services - track changes over time in medical and dental clinics - ie how has health improved, lower decay scores, etc

We also meet with patients quarterly for a patient focus group at all of our different sites additionally we also host a monthly CAB meeting for our patients

Substance Use

City of Hope®

Circle the City

NATIVE HEALTH

Dignity Health™

NOAH
Neighborhood Outreach Access to Health

Valleywise Health

Substance Use Objectives

1	Develop strategic partnerships through: • Facilitation of high-level conversations regarding community use of Unite Us • Seeking consultation about Unite Us successes, challenges, and incentive programs from ADHS and Unite Us • Seeking partnership with Solari
2	Support community education through an inventory of resources related to transportation, resulting in the promotion of resources to substance users and other priority populations.

How does your health system or organization align with the MCDPH Goals?

Adelante Healthcare uses the Unite US system for referrals, and has it integrated into our EHR. We also provide SUD services for our patients, and offer transportation services for all patients

Valleywise Health supports the goal by integrating behavioral health services and focusing on our patients overall physical health. Our mission is to provide access to care throughout Maricopa County.

At NH we are breaking ground in implementing Opioid Prevention and Intervention across all our sites. We are expanding to provide group and child observation at our new 8800 location.

We are working toward increasing equity in receiving services. We have a mobile unit that we are going to be offering telemat service, offer case management in the field and certifying CHWs as CM.

Submitted

What activities does your organization engage in or are partnering with others to meet goals?

We just started offering MAT services at 2 locations, for patients we cannot provide services to, we have a referral partnership with Terros

We participate in both Synapse and HIPMC. We also go out and provide outreach at several events to bring awareness about our programs.

We also integrate BH, physical health, and dietary services for all SUD patients

We partner with other CBOs for referrals for services including SDOH resouces. We are in the peer network in IBH at the alliance. Work with Tribal nations on SLH crisis.

How do you measure health priority goals?

Seeing growth in our SUD programs by patient counts. Having patients stay consistent with their treatment programs. Measuring duration of their involvement in the services we offer

We have frequent evaluations and leadership tracks connection to services from our MHC to our clinics to see if patients are receiving services that are needed.

We rely on our annual UDS reports to track annually. Utilize Azara Healthcare and utilize reports for our patient base and popluation health amongst other chc's.

3

Housing & Homelessness

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NATIVE HEALTH

MAYO CLINIC

NOAH

Neighborhood Outreach Access to Health

Housing & Homelessness Objectives

1	Develop strategic partnerships through the Facilitation of high-level conversations regarding community use of Unite Us.
2	Support provider education through leading an inventory of HIPMC partners using Unite Us, resulting in the promotion of Unite Us adoption to partner agencies
3	Support community outreach through a scan of affordable housing and economic stability resources used by HIPMC partners, resulting in resource promotion.

How does your health system or organization align with the MCDPH Goals?

Coordinate with MCDPH for local and regional efforts

I work for MCDPH as the community health Epidemiologist

2

What activities does your organization engage in or are partnering with others to meet goals?

We assess for SDOH, provide resources and referrals, and partner when appropriate

Our mobile health clinic, care management team, and integrated behavioral health team work with our hospital and FQHC staff to wrap around services for patients that are housing insecure.

How do you measure health priority goals?

We do regular reports from all aspects of the health system whether that's the EHR, outside referrals, or subcontracting services reporting



Closing

Pearl Gore
Community Health Impact Specialist
MCDPH

HEALTH IMPROVEMENT PARTNERSHIP OF MARICOPA COUNTY
www.hipmc.org

SYNAPSE
A Platform for Community Health Partnership

Thank you!

Next Steering Committee (SC) Monthly Meeting : April 28, 2025
Next Synapse Monthly Meeting: April 23, 2025

Wednesday, March 26, 2025 | Teams

Maricopa Health MATTERS .org

MARICOPA COUNTY PUBLIC HEALTH

