

Community Assessment Drives Decisions on Long-Term Emergency Response Strategy

About the Organization

Actionable Insights' client is a Bay Area municipality that provides emergency response services including emergency medical services (EMS) to its residents.

The Challenge

An aging population, combined with frequent calls from a small number of individuals ("super-users"), place serious strain on the medical system nationwide, from front-line ambulance and fire department personnel to emergency department and hospital staff. Having a broad understanding of their community's demographics and how they will change is just the beginning; Actionable Insights' client needed to understand the local health needs (including access and delivery of healthcare) and have a strong understanding of what those needs will look like in the future. The client also wanted to know whether prevention models such as mobile integrated healthcare practices are appropriate for its community.



The Solution

Actionable Insights' approach was multi-fold: We conducted research into demographic trends and used current emergency medical response data to predict what the needs will be in the next ten years. We also conducted a community health needs assessment (CHNA). For the assessment, we gathered statistical data on health outcomes and drivers, and obtained community input through focus groups and key informant interviews which afforded a deeper understanding of the stories behind the statistics. Finally, we reviewed the research literature to identify appropriate prevention and intervention models.

Benefits and Results

- A clearer understanding of the local health needs and a strong grasp of what those needs will look like in the future.
- Combined deliverables (CHNA, literature review, and predictive analysis) that will serve as a solid basis for plans to address the community's health needs well into the future.

“Melanie and Jen are a pleasure to work with! Both have extensive experience in research and data analysis, as well as helping organizations make data-driven decisions... They are an asset to any organization.”

**Mariel Caballero, Violence Reduction Services
Program Manager, Santa Clara County
Juvenile Probation**

About Actionable Insights, LLC

Actionable Insights helps organizations discover and act on data-driven insights to achieve better outcomes. Co-founders Melanie Espino and Jen van Stelle, Ph.D. lend their expertise to clients in the areas of health, early childhood development, youth development, STEM education, aging, and community collaboration efforts.

Organizations come to Actionable Insights for help in:

- Measuring their impact
- Discovering key insights in their data
- Better telling the story of their work
- Planning and executing effective, data-driven action

Send an email to inquiries@actionableLLC.com or call **408-384-4956** to find out how Actionable Insights can help you.