

## Nonprofit Hospitals Rely on Actionable Insights' Principals for Community Assessment Research and Reporting

### About the Organization and Community Benefit

Actionable Insights' client was Salinas Valley Memorial Healthcare System, a public district hospital on the Central California coast whose vision is to be a center of excellence, where an inspired team delivers compassionate and culturally sensitive care of outstanding quality that improves the health and well-being of their community. Nonprofit hospitals qualify as tax-exempt because they provide charity care and engage in other efforts that promote community health above and beyond their core hospital activities, to the benefit of the communities they serve.



### The Challenge

It is a federal requirement that tax-exempt hospitals conduct a community health needs assessment (CHNA) every three years to identify and report on the greatest health needs affecting the communities they serve. Hospitals must consult with their area's public



health department and with community representatives of local low-income, minority, and medically-underserved populations. The resulting report must also be made public and open to comment.

In 2016, Salinas Valley Memorial was facing a tight deadline to complete its CHNA. The hospital reached out to Actionable Insights to request assistance in conducting a CHNA to meet these federal requirements.

### The Solution

The principals of Actionable Insights worked together with Salinas Valley Memorial to develop a timeline for the assessment work, a plan for quantitative and qualitative data gathering, and an agreed-upon CHNA report template. Actionable Insights collected statistical data from a variety of sources, then partnered with Salinas Valley Memorial to

collaboratively develop a list of experts and community representatives to fill existing knowledge gaps. Following this, Actionable Insights' team conducted key informant interviews with these professionals and synthesized the qualitative and quantitative data to identify the community health needs. Actionable Insights' principals assisted with the community prioritization process, presented the CHNA findings to the Salinas Valley Memorial's management team, and wrote the CHNA report.

### **Benefits and Results**

- Thorough community assessment research with customized reporting, which met federal requirements and could also be shared publicly.
- Professionally-conducted presentations to inform and obtain buy-in of internal stakeholders at various levels.
- Responsive consulting support throughout the process.

“Actionable Insights has been exceptional. We appreciated your responsiveness, professionalism, and willingness to do whatever it took to deliver exactly what we needed, while keeping to our very tight deadlines.”

**Adrienne Laurent, Chief Strategic Communications Officer**

### **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/outreach, 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](mailto:inquiries@actionableLLC.com) or call **408-384-4956** to find out how Actionable Insights can help you.