



Presence Health®

Community Visioning in Virginia & Beyond

*Maximizing Health Care Investments in your Community
Creating Health Oriented Neighborhoods (HONs)*

Dougal Hewitt, Chief Officer for Mission & External Affairs

Thursday, February 11th, 2016, 3:30-5:30pm

**15th Annual New Partners for Smart Growth: Practical Tools and Innovative
Strategies for Creating Great Communities
February 11-13, 2016, Portland, OR**

What Makes Us Healthy



What We Spend On Being Healthy



The State of Community Engagement

Total Health: Public Health and Health Care in Action

By Tyler Norris, vice president, Total Health Partnerships, Kaiser Permanente

A Healthier America 2013:

STRATEGIES TO MOVE FROM SICK CARE TO HEALTH CARE IN THE NEXT FOUR YEARS



[ABOUT US](#) | [SERVICES](#) | [TOPICS](#) | [EVENTS](#) | [CAREERS](#) | [COMMUNITY IMPACT](#)

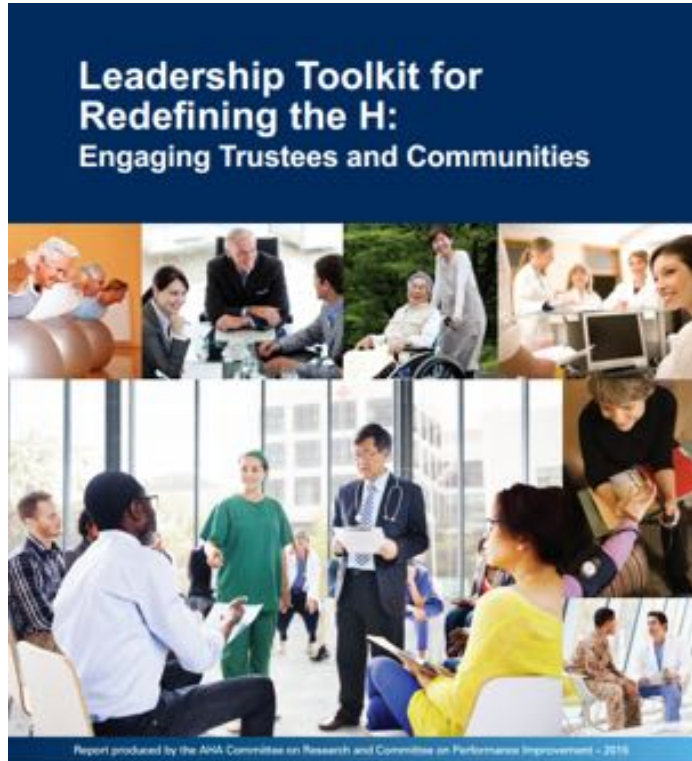
[Home](#) / [Research](#) / [Care Transformation Center](#) / [Care Transformation Center Blog](#) / [Who really influences a population's health? \(Hint: It's not just providers.\)](#)

[Care Transformation Center Blog](#)

Who really influences a population's health? (Hint: It's not just providers.)

9:30 AM on July 30, 2014 by [Dennis Weaver, MD](#)

Call to Action



“The AHA believes that changes as significant as those likely to occur in the coming decade need to be planned for, not only within the hospital but also ***with strong input and engagement from the local community.***”

As hospitals consider redefining themselves, it is crucial that they educate and engage leaders at the governance level who can then help navigate new payment models, delivery system reforms and new community health challenges.”



Healthy Community Engagement Cycle



What is *Strategic Community Visioning*?

Conventional Planning Process



- Takes place behind closed doors
- Is driven by select internal staff
- Provides little opportunity for internal or external feedback
- Generates greater potential for criticism
- Misses key stakeholder input with potential for delays

Strategic Community Visioning



- Includes multiple stakeholders-staff, community, & agencies
- Engages the public
- Provides opportunities for internal & external feedback
- Fosters shared ownership
- Strengthens existing, and identifies new partners
- Enhances rapid implementation

How does *Strategic Community Visioning* work?





Richmond's East End



East End Timeline



- 1995 Bon Secours acquires Richmond Community Hospital (RCH)
- 1998 RCH MOB opens
- 2000- *present* RCH enhancements, community engagement
- June 2010 *East End Charrette: Visioning Plan Created*
- 2011-*present* Programmatic advances
(*SEED & multiple partnerships*)
- October 2013 *East End Transformation Workshop: Focus RCH*
- January 2014 East End Medical Village Plan
- June 2014 *East End Economic Summit*
- June 2015 *East End Charrette 5-Year Anniversary*

East End Charrette



Good Help for a Lifetime



good planning
for our community
A Vision for Richmond's East End

[home](#) [the plan](#) [planning process](#) [focus](#) [who we are](#) [news & events](#) [photo gallery](#) [FAQ](#) [twitter](#) [facebook](#)



Coming Together for a Revitalized
Community



BON SECOURS
RICHMOND COMMUNITY HOSPITAL



Richmond Mayor Jones and Bon Secours Present East End Vision Progress
Healthier, more vibrant Church Hill/Nine Mile Road Corridor is well under way

accepting applications for SEED IV

Bon Secours is accepting applications for
the next phase of its Supporting East End
Entrepreneurship Development (SEED)
program.

[download as a PDF](#)
[download in Word](#)

East End Charrette



Delegate Delores McQuinn
70th District, Virginia House of Delegates

“I envisioned this many years ago, and to see now that the individuals are in place to bring this to fruition is extraordinary.”

East End Charrette



Cynthia Newbille
Richmond City Council Representative, 7th District

“It captured the voices of the residents . . . I see those voices clearly reflected.”

East End Charrette



existing



proposed

- Proposed Buildings
- Existing Buildings
- Parking
- Plaza
- Green Space



East End Charrette, Illustrative Plan, Duany Plater-Zyberk & Company, 2010

Programs & Partnerships 2011-15



Follow-up Community Workshop

OCTOBER 2013 WORKSHOP

The October 2013 Design Workshop, held at the Family Resource Center, was a follow-up to the 2010 East End Vision Charrette. Resulting from the charrette was the concept that Richmond Community Hospital, as a key stakeholder and principal employer in the neighborhood, should envision any future expansion as an opportunity to complete and activate the streets surrounding the RCH campus, and particularly along Nine Mile Road.

The purpose of the Design Workshop was for community stakeholders to discuss and inform the design for the first phase of the Richmond Community Hospital expansion between N. 27th Street and N. 25 Street.

In prior discussions led by the East End Optimization Task Force and its East End Ambulatory Visioning subcommittee, comprised of hospital staff, community leaders and healthcare advisors, a consensus had been reached that the growth of the RCH campus should contribute to the creation of a **Medical Village**. The guiding mission of this village would be to help meet the health and wellness needs of residents in Church Hill North while enriching the urban characteristics and commercial vitality of this historic walkable, and mixed-use neighborhood.



Photos: Design Barrfield



East End Medical Village



Renovated Community Outreach Building

RCH Campus

New MOB

New Sidewalk, Lights & Pergola on Nine Mile

98 New parking spaces to serve RCH and Farmers' Market & Food Trucks on weekends- and to secure placeholder

New Bus Shelter

Renovated
Parsleys

9 Mile Wellness Park & Commercial Kitchen

East End Medical Village



Building Areas

1. RCH MOB II	18,000 sq. ft.
2. Bon Secours Women's Center	16,100 sq. ft.
3. YMCA	20,000 sq. ft.
4. Church Hill Academy	15,600 sq. ft.
5. Library & Enrichment Center	18,550 sq. ft.
6. Nine Mile Wellness Park	1/2 acre
7. Bon Secours-Parsley's	3,300 sq. ft.
8. Commercial Kitchen	existing

Parking Counts

A. 144 spaces
B. 134 spaces
C. 36 spaces
D. 98 spaces
E. 18 spaces
F. 6 spaces

Campus Strategy

- First phase of development in DPZ master plan for transforming the 25th Street Nine Mile Road corridor
- Visual sign of progress and dedication to improvement to the neighborhood
- Initial step towards creating a comprehensive Medical Village in the East End



Parsley's Renovation

- Open multipurpose space designed for demonstration kitchen, wellness activities, community meetings, office space and other related programs
- Landscaping, site beautification and parking to replace car wash and small office addition
- Preservation of historic resource retained
- Interior redeveloped for open multipurpose space, offices, storage space, and restrooms



Campus Services

Services

Group Therapy and Health Classes

Walk-In clinic for employees and community residents

Learning Kitchen, Nutrition Counseling and Education

Adolescent Behavioral Health Clinic

Medicaid Eligibility and Healthcare Exchange Enrollment

Office Space



Phase II: Women's Center/Mixed-Use Building

- Planned 20K+ sq.ft. MOB
- Preliminary evaluated services: Women's Center, multiple imaging modalities, wellness space, OBGYN and peds
- Other potential tenants:
 - Church Hill Academy
 - Capital One
 - 360 Café



Phase III: New Retail & Medical Buildings

25TH STREET AT NINE MILE ROAD - EXISTING CONDITION:

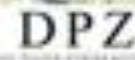


EAST END SQUARE: THE BOOKSTORE CAFE AT THE LIBRARY ENRICHMENT CENTER

EAST END SQUARE



EAST END MEDICAL VILLAGE



December 3, 2013

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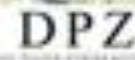


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EAST END SQUARE



EAST END MEDICAL VILLAGE



December 3, 2013

Bon Secours Saint Francis Medical Center Midlothian/Richmond, Virginia



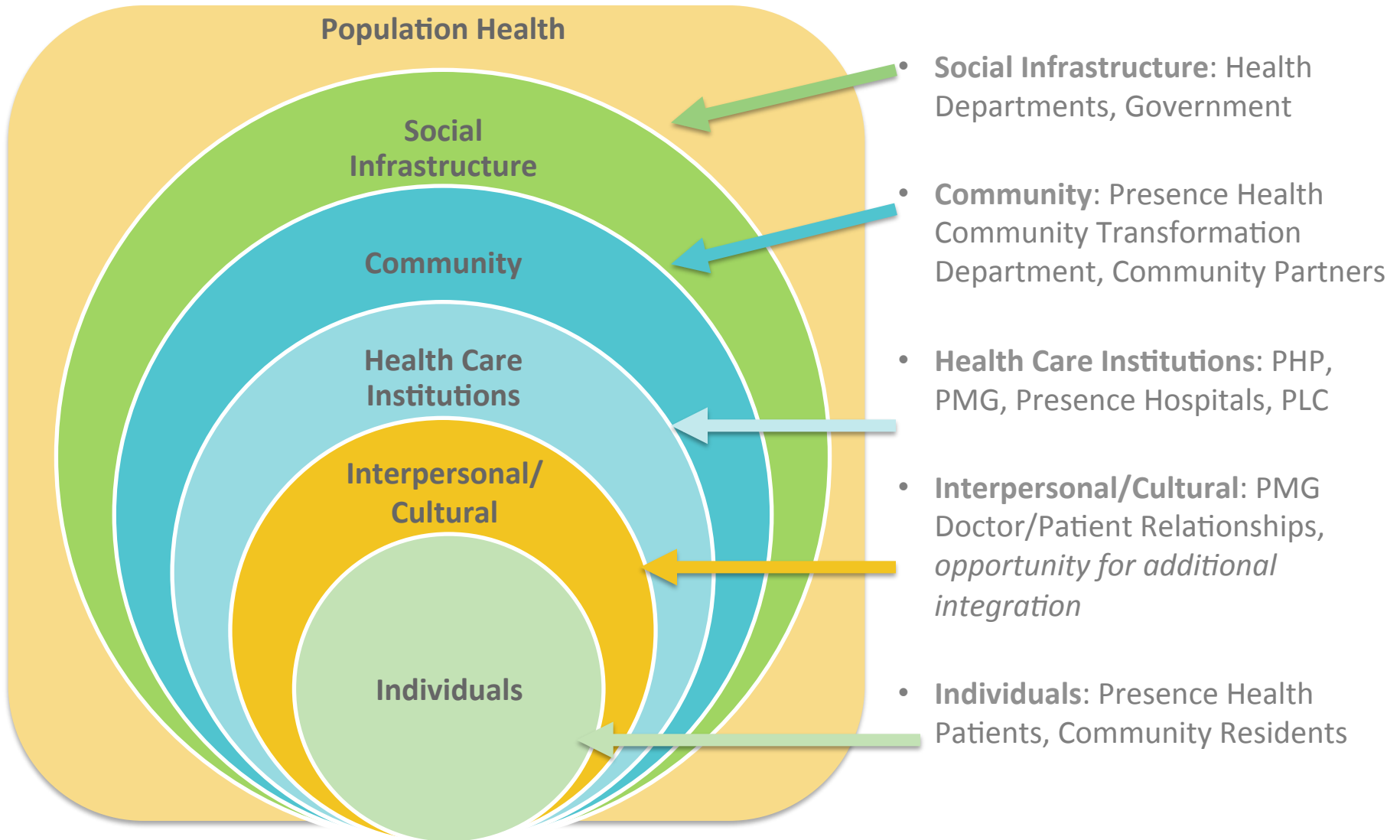


Presence Health®

Strategic Community Visioning

- *Creates & implements a shared community vision*
- *Builds healthier communities*
- *Assesses & addresses health needs*
- *Ensures regulatory compliance*
- *Protects tax-exempt status*
- *Aligns with and expresses Presence strategy & identity*

A Population Health Framework for Presence Health





WEST TOWN VISIONING

PRESENCE SAINTS MARY AND ELIZABETH MEDICAL CENTER
CHICAGO, IL
OCTOBER 2-9, 2015





