

# Population Health NEWS

## Thought Leaders' Corner

*Population health* is the expectation of the healthcare system to behave differently with a population of people in order to maximize their health outcomes while keeping costs under control. Instead of focusing on one patient at a time, a medical practice addresses the needs of the entire patient population holistically to ensure good health outcomes for all. This means a practice might interact more frequently and in a different manner with a patient with diabetes than with a healthy patient.

From a broad perspective, *public health* is about policy and programs aimed at prevention. It's about setting up educational programs, recommending plans, administering services and conducting research.

*Community health* is centered on access to healthy options in various geographical environments. Community health professionals analyze genetics, personal choice and environment in order to influence city planning and policy initiatives, such as securing access to supermarkets for healthy food and sidewalks for exercise.

Both public health and community health support population health. The reality is population health will not succeed without the right infrastructure that enables value-based compensation for outcomes, not procedures.

As the healthcare system in the United States evolves, it is imperative to establish a collaborative relationship between providers and payers. By aligning incentives and providing the right information and tools for each, we can achieve better health outcomes, more satisfied patients and physicians and reduced costs. We see that all parties are ready for change, and we have proven solutions to help them through the journey.



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