To: Local Organizations  
From: Emily Beisser  
Topic: Community Health Care

Background

When people think of bending the curve they think of clinical research and tackling the issue at a large-scale level by reducing medication and hospital care costs. Not many people think about looking into the problems affecting individual communities. A majority of the health care trends in the United States come from the cultural aspects of individual communities. In order to combat the rising costs associated with these trends we must fight them on the community level, by analyzing the aspects of each community that lead to high rates of certain medical problems. By researching individual communities and unearthing the sources of their greatest health care expenditures, we can improve health on a local level while also reducing health care costs as a whole.

Who

Those best suited for this task are local organizations and people who live and work in the community. The people most knowledgeable of the community will form the most advanced and effective plans of action. Once the plan of action is put in place the community can begin to make healthier choices, thus improving their health and lowering costs. As changes occur the plans can easily be amended to meet the communities needs.

Requirements

- Focuses not only on the causes of illness in the community, but also on the components of effective management of illness such as transportation, doctor and patient relationships, and a patient's social support system.
- Cannot create a plan of action for one community and transfer it right to another community. There may be similar health issues across the nation, but the causes of these trends can vary widely by community.
• Uses the basis of pre-made plans and with revisions form a new innovative plan unique to that specific community.
• Needs qualitative data that comes from interacting with members of the community over a longer period of time to provide sufficient information that conclusively analyzes the causes of high health costs

Conclusion

Local organizations can help lower health care costs because they know the community best. They can form programs that offer healthier choices, such as movie nights for teenagers or offering fruit and veggie snacks at the public schools (Larson). By finding the underlying causes of the community health problems, local organizations can target specific issues and solve the health care problem. With hard work and consistency, the changes local organizations make to their communities will eventually add up and significantly reduce the rising health care costs in the United States.

References

Dr. Sharon Larson-Geisinger Center for Health Research
Dr. Carl Milofsky-Bucknell University