

Case Study: Responding to Behavioral Health Needs



Fallbrook supports full spectrum community health services addressing top health disparities including behavioral health, cancer, diabetes, heart disease and stroke

Health District Need

In 2016, utilizing the Community² reports, FRHD identified Behavioral Health as one of the most critical community needs, especially with a large military population within the district. The team at FRHD engaged with CentraForce Health, to better understand the socio-behavioral aspects of the Behavioral Health population in their care and how to engage with them and best support their needs.

PopulationCentric Solution

Utilizing the proprietary dataset fueling the PopulationCentric Intelligence Platform, CentraForce Health profiled the Behavioral Health population isolating only those in the Fallbrook zip codes who had been diagnosed or treated for Behavioral Health issues.

Population mapping: Since FRHD encompasses two zip codes, quantifying the population by block group was important to understanding the most pressing pockets of geographical needs.

Persona for Messaging and Intervention Planning:

Utilizing the numerous data points around Social Determinants, Engagement and Health Behaviors, CentraForce Health crafted a Behavioral Health persona with jumpstarted FRHD's engagement and intervention planning.

Results

- **Resource Allocation:** Fallbrook learned that a significant portion of the **Fallbrook Behavioral Health Population** was comprised of Men 18-34 and one-third of this age cohort was Hispanic. FRHD allocated additional grant money to a clinic primarily servicing the Hispanic population.
- **Communication Preferences:** The Internet is this populations "go-to" for finding information quickly. Researching their conditions online gives them the confidence to speak to medical professionals about them. **21% spend 20 hours or more per week browsing the internet.** The district provided links on their website regarding behavioral health resources.



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Case Study: Driving Population Health



Fallbrook Regional
HEALTH DISTRICT

“I was quickly able to understand the community’s health needs and where the money should be spent”

Health District Need

In early 2016, Bobbi Palmer, MBA, MSW took over the reigns of the Fallbrook Regional Health District (FRHD), a non-enterprise health district supported by taxpayer dollars. Serving approximately 57,000 residents of the Fallbrook, Bonsall, Rainbow and De Luz areas of northern San Diego County, the district’s mission is to “Promote health for the people of the District by reducing the impact of identified major health issues in our District.”

PopulationCentric Solution

Palmer needed a comprehensive picture of the community’s health, quickly, in order to develop programs to reduce the impact of major health issues. In the absence of a hospital within the district, and thus a Community Health Needs Assessment, there was a lack of complete information about the Fallbrook community’s health, health needs and socio-behavioral aspects.

CentraForce Health provided Palmer with **data-driven Community² reports** which profiled the two zip codes of the Fallbrook community on Health Indicators, Health Behaviors, Healthcare Utilization, Adherence, Social and Physical Determinants, Psychosocial and Engagement and Media. These data-driven insights allowed Palmer to immediately understand the needs of the entire Fallbrook community and get plans into action.

Speed and Ease to Actionable Insights

CentraForce Health provides a new kind of intelligence. With our integrated, proprietary dataset, we produce the geospatial intelligence you need on any defined population.

Only CentraForce Health can provide deep **socio-behavioral insights** on populations as broad as the community or as granular as a cohort defined and attributed to a specific geography. With over 8,000 data points, visualizations and interpretive analyses, CentraForce Health helps you drive ROI into your clinical and business strategies.



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