



Executive Summary

PHIERS Community-Health



The political challenges to “healthcare reform” are significant and very difficult to address in absolute terms. While the President, Congress and the nation work to craft a national, top down, policy solution over the next few months, the Administration should also consider the more immediate benefits of a companion “bottoms up” approach that could provide a complimentary and acceptable policy solution that most Americans would vigorously support: community-based initiatives that focus on primary care access and tools to promote desired changes in patient behavior that will reduce healthcare service delivery costs, for good.

The current healthcare policy and political challenges are centered on three themes. First, current healthcare reform legislation is struggling to detail how these systemic changes will reduce the long-term cost of healthcare. Second, the politics of disinformation has been effective in distracting focus from achieving the unquestioned goal of providing healthcare as a matter of right. Third, there is no disagreement that the overutilization of the emergency room, disproportionate consumption of health costs by high-risk patients and the inability to provide more efficient access to primary care are, in fact, the primary cost drivers.

Given these challenges, the President, and the nation, could benefit now from a health care cost reduction success story that produces tangible positive results in a timely fashion. We believe there is great value in revitalizing health prevention, maintenance and basic care at the community and faith-based level. Community-based health care coalitions powered by PHIERS can provide that success story.

The most effective way to reduce the long-term cost of healthcare is to implement community-based solutions that educate and motivate people to become more responsible healthcare consumers. Established community organizations already have the relationships, credibility and information systems in place which can be leveraged now to assist patients in making informed decisions, avoiding mistakes and better complying with self-care and preventive measures. These organizations can be provided with real-time collaborative tools and low cost information services (PHIERS) that enable qualified community organizations to provide constituents a much better understanding (from peers) of what their patients need to do to personally bring about a positive treatment result, while serving as the sustaining base for longer term personal behavior change.

The accompanying concepts offer significant insights into how we can better leverage health care within our communities – where people actually live, learn, gather and worship. This isn’t about esoteric healthcare theory; it’s about real people, real communities and real lives. Where better than to focus a complementary healthcare information and delivery initiative than in our communities?! Now that’s grass roots. Whether helping local community clinics (both for and non-profit), in community centers, Veteran Assistance and Senior Centers, walk in clinics or K-12 public schools, broadening health care information delivery at the grass roots level represents a significant step forward in addressing some of our most pressing community health care challenges.

Although community health clinics have long been a means for achieving local health care delivery, their focus has naturally been on immediate treatment demands; leaving little time and energy for patient education and prevention practices. PHIERS offers an opportunity to do more with the clinics we already have, while simultaneously expanding care by harnessing neighborhoods and community relationships and influence networks.

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Note:
The *Case for PHIERS*, testimonials and more can be accessed through the multimedia section of our website.

Rev C.

PHIERS-based Community-Health Continued...



Properly structured and incubated, community-based organizations, armed with PHIERS, offer the potential to significantly reduce rising emergency room costs as community health care first responders; instead, focusing tailored health information, in parallel with actual clinical care delivery, closer to home.

We have already begun building a coalition of community and faith-based organizations committed to this bottoms-up, complementary enabler for national healthcare reform. They include: branches of the world-renowned Chabad Lubavitch organization, the California State Pastor's Association, members of the African Methodist Episcopal (AME) and the United Methodist Church (UMC) Faith Communities. One example where our Coalition has made a positive difference is with California's 1st Lady Maria Shriver's WeConnect Campaign. In this instance, Rev. Robert Jones partnered with her to deliver various humanitarian services throughout the state of California.

Together, these groups, and others joining the coalition, represent credible change agents for the state of California, which is a microcosm of the United States. The Administration should consider bringing this community and coalition strategy forward as a vehicle to demonstrate how people at the community level can, and should, be a significant part of the national strategy to reduce healthcare costs. This community involvement strategy can immediately impact the cost of healthcare and directly address how to reduce long-term costs through early primary care intervention and changed patient behavior. We will roll out this strategy in test communities across California, as well as in Chicago, Baltimore and Atlanta, and other large cities.

We know that the nation will eventually coalesce around a national health care and cost reduction strategy, but the current path will take at least five years to generate measurable results; and the savings are needed now. To address important issues in a more timely fashion, PHIERS (patent-pending and pronounced "fires", as in *transformation*) can provide community-based coalitions with a practical response and an innovative health care approach which complements the overarching legislative policy objectives that the President has challenged Congress to create. Simultaneously, PHIERS will deliver immediate results without (1) increasing the federal deficit, (2) requiring complex health reform legislation to be passed first, or (3) increasing taxes on individuals and small business; making it an effective strategy for bi-partisan health reform that benefits everyone, apolitically, now.

The President has stated his willingness to support meaningful demonstration projects that leverages healthcare resources to achieve national healthcare priorities, while giving voice to solutions that work locally, but can have a national impact. Now is the time to answer the president's call, to move forward with a complementary, bottoms-up healthcare approach that empowers people and choice in their own communities, while improving health, reducing costs and freeing emergency rooms for the truly urgent. PHIERS-powered community-based healthcare action is an unrivaled success story in the making. Join us in tapping its potential.

We look forward to making a positive difference in the lives of many, with YOU! Thank you for your consideration.

For more information, please contact us, or request the PHIERS Abstract:

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