

Memorandum

To: Board of Managers
From: Jonny F. Hipp, Administrator
Date: February 20, 2025
Re: Pro Forma for In-House Indigent Care Enrollment Outreach Activities

Introduction

The purpose of this memorandum is to present the reasons and provide justification for preparing a pro forma to assess the feasibility and benefits of performing indigent care enrollment outreach activities in-house, in the event the Board of Managers desire to consider alternative forms of performing this outreach.

Key Reasons

- 1. Comprehensive Financial Analysis**
A pro forma provides a detailed financial projection of Hospital District costs and potential savings associated with conducting outreach activities internally. This analysis helps evaluate the financial viability of the initiative compared to outsourcing, ensuring informed decision-making.
- 2. Operational Efficiency and Control**
Performing outreach in-house can enable greater control over program design, implementation, and oversight. An internal team can swiftly adapt to community needs, align activities with Hospital District goals, and ensure quality assurance measures are consistently met.
- 3. Improved Patient Engagement and Community Trust**
In-house outreach staff, familiar with local demographics, cultural nuances, and referral patterns, can build stronger relationships with the indigent population. Enhanced trust leads to higher enrollment rates, improved patient compliance, and better health outcomes.
- 4. Cost Savings and Resource Optimization**
The pro forma can identify long-term cost efficiencies through direct management of resources and elimination of third-party fees. In-house programs often lead to better budget predictability and resource allocation.
- 5. Data Security and Compliance**
Managing outreach internally allows for stronger data privacy controls and ensures

compliance with applicable regulations (e.g., HIPAA). This mitigates risks associated with sharing sensitive information with external vendors.

6. **Enhanced Flexibility and Responsiveness**

An internal outreach team can rapidly respond to policy changes, funding opportunities, or shifts in community needs without the delays often experienced when coordinating with external providers.

7. **Alignment with Organizational Mission and Values**

Bringing outreach activities in-house reinforces the Hospital District's commitment to serving the indigent populations through community-focused initiatives.

Conclusion

Developing a pro forma to evaluate the in-house implementation of indigent care enrollment outreach activities is essential for understanding the financial implications, operational benefits, and overall impact to the Hospital District. This assessment will guide the District in making a strategic decision that aligns with our mission, ensures fiscal responsibility, and improves indigent healthcare access.

Recommendation

I recommend the Board of Managers authorize the Administrator to proceed with the preparation of the pro forma to thoroughly assess the feasibility and benefits of performing indigent care enrollment outreach activities in-house.

Gary F. Wipp