

# HEIA COMPLETE



SPECIALIZED SERVICE FOR MEMBERS OF THE SUBURBAN HOSPITAL ALLIANCE OF NEW YORK STATE

*HEIA Complete* offers clients comprehensive Health Equity Impact Assessments (HEIAs) to accompany their Certificate of Need (CON) applications. Our approach to the HEIA process is exhaustive and complies with all New York State (NYS) Department of Health guidance. The 2022 state HEIA law requires hospitals to enlist an independent entity (IE) to assess how a proposed project will impact health equity for marginalized populations.

## THE HEIA COMPLETE APPROACH IN 3 STEPS

### 1. Project Scoping

Using the latest state guidance as our compass, our assessors use a combination of primary data, secondary data, and independent research to paint a comprehensive picture of the client's service area.

*Key data sets:*

- Statewide Planning and Research Cooperative System (SPARCS) data
- Delivery and utilization of clinical services
- Market research of similar services/facilities
- A demographic profile of the area
- Other key indicators of health status, health factors, social risks, and more

### 2. Engaging with Community Stakeholders & Residents

Data identify the medically underserved groups, their utilization of the services in question, and how the project will impact the identified vulnerable populations. Our assessors then meaningfully engage with community stakeholders including residents, community leaders, local departments of health, and others to gain their feedback. Engagement tactics vary and are always tailored to the community and project at hand.

### 3. Synthesizing a Comprehensive Data-Driven Narrative

Thorough interpretation of secondary data and feedback from the meaningful engagement process results in our comprehensive assessments, which determine how and the degree to which the project will impact health equity in the service area. Our assessors inventory and leverage clients' existing resources to make impactful and reasonable recommendations for mitigation and monitoring.

### Why HEIA Complete? Our assessors offer:

- In-depth historical and present understanding of NYS' healthcare landscape
- Expert understanding of the HEIA law
- Decades of experience navigating emerging and evolving NYS healthcare policies and regulations
- Long-standing commitment to fostering health equity in partnership with regional hospitals, community-based organizations, and other stakeholders
- Quantitative and qualitative data analyses



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