Public Health Officer and Planning Director Convening

Maple Community Center

Sacramento, CA

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Disclosure

• Disclosure:
  – Partner
  – Benzil Zusman, LLC
    Neuroscience Strategy Consulting

• No other relevant financial relationships with commercial interests
Why Would a Neurosurgeon Care About Planning?

- Stress and Security – Obesity and Diabetes
- Health and Prevention - Spine
- Business Case Supports – Affordable Care Act

Strengthening Cross Sector Teams to Impact Community Development
Engaging Residents
Day to Day Experience

• Social determinants of health – Obesity and Diabetes
• Addressing the root causes of disease in underserved communities
• Stress and Cortisol = Access and Choice
Shared Responsibility for Health

• Back Pain – Number One Loss of Work Days
• Known Risk Factors for Spine Surgery are...
  – Obesity
  – Deconditioning
  – Prior Spine Surgery
• NorthBay Spine Center
  – PRE HAB
  – Shared Responsibility for Health
Vertical Integration: Alignment of Business Stakeholders for Prevention

• Capitation = Membership
  – Healthy patients save money
  – Treating sick patients are a cost
  – Obamacare aligns incentives for health
Aligning Cross-Sector and Non-Traditional Partners

- The Business Case - now supports funding health in our communities
  - Business employers and insurance
  - Individual’s mandate – shared responsibility for health
  - Public Health officers and Planners
  - Community Benefits
Sacramento Implementation: Health In the Built Environment

- Sacramento County Design Guidelines
- Sacramento County General Plan
- Sacramento County Zoning Code

As a Neurosurgeon, I save lives and help improve quality of life a few thousand people a year.

As Planners, you have the ability to save thousands of lives and improve the quality of life for millions of people a year, year after year.
Volunteer International Practice: First International Standards Epilepsy Program: Taboo in Nigeria
Building Statewide Education and Care Program for Anambra State
Physicians, Nurses, Health Care Providers – New Partners