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CAMDEN COALITION OF HEALTHCARE PROVIDERS CELEBRATES 15TH ANNIVERSARY

On its Birthday, the Coalition Announces Four New Student Hotspotting Hubs in California, Utah, Illinois, and Pennsylvania

Camden, NJ— Health care providers, administrators, government officials, and community members from across Camden gathered today at the Camden County Boathouse to celebrate the 15th anniversary of the Camden Coalition of Healthcare Providers, founded in 2002 by MacArthur “Genius” Grant recipient Dr. Jeffrey Brenner. In his address, interim CEO Jared Susco announced the launch of four new Student Hotspotting Hubs, which will work to transform American health care by training the next generation of health care professionals in the art of hotspotting.

“As we increase our national footprint with these new Hotspotting Hubs, we are continuing to grow and develop how we care for patients in Camden,” Susco said. “At 15 years, we are stronger than ever, and our success is a testament to our deep community partnerships. Eighty percent of primary care providers in Camden are part of our Accountable Care Organization, and through the work of our care teams we have been able to engage over 1,000 of the highest utilizing patients in Camden. Camden is leading the nation in health care innovation, and that is due to the hard work of our dedicated staff and partners.”

The Camden Coalition was founded by Dr. Jeffrey Brenner in 2002 as a breakfast group for local health care providers, but it quickly became focused on identifying and engaging the health care system’s sickest and most expensive patients, and creating new models of care to meet these patients’ complex needs. The organization now has more than 100 staff members and 31 member organizations from across Camden. In 2016 it launched the National Center for Complex Health and Social Needs to bring the learnings from the Camden Coalition and similar organizations across the country to a national audience.

With the launch of the new Hotspotting Hubs, the Student Hotspotting program will more than double the number of students trained per year. The four Hotspotting Hubs will act as ambassadors of the Camden Coalition’s care model, helping to propel the complex care movement in their communities. The four Hotspotting Hubs will be Samuel Merritt University in



Oakland, CA; University of Utah in Salt Lake City, UT; Southern Illinois University in Carbondale, IL; and Thomas Jefferson University in Philadelphia, PA.

In the US, five percent of the population accounts for about 50 percent of health care costs, and one percent of the population accounts for 20 percent of health care costs. Healthcare hotspotting is the identification and engagement of these most expensive patients, whose unmet complex health and social needs land them repeatedly in the emergency room and hospital. [Student Hotspotting](#), pioneered by the Camden Coalition in 2014, trains the next generation of health-care professionals to work in interdisciplinary teams to connect the most difficult patients to the care and support they need to stay healthy.

“It’s been an honor to work with the Camden Coalition during their journey from a brand new organization to a complex care innovator with a nationally-recognized model,” said Susan Mende, Senior Program Officer at the Robert Wood Johnson Foundation, a key partner since 2007. “The work of the Coalition is truly impacting how care is delivered across the country.”

The Camden Coalition’s growth hit an important milestone last year with the launch of the National Center for Complex Health and Social Needs. In November, the National Center will hold its second annual conference, “Putting Care at the Center,” in partnership with Kaiser Permanente in Los Angeles. As the Coalition’s national profile grows, it remains steadfast in its commitment to the city of Camden and the patients it serves.

About the Camden Coalition of Healthcare Providers

The Camden Coalition of Healthcare Providers is a citywide coalition of over 25 hospitals, primary care providers, and community organizations working together to deliver better health care to vulnerable citizens in Camden, NJ. Founded by Dr. Jeffrey Brenner in 2002, the Coalition knits together a fragmented health care system for patients with complex needs and repeated, ineffective and expensive hospitalizations, using smart data and holistic, multi-disciplinary team care. We believe if we can deliver better care at lower cost here in Camden, it can be done for everyone, everywhere in America.

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