

How Can Organizations and Communities Partner?

Learning Objectives

- Define a community needs assessment.
- Explain what a “bi-directional partnership” means.
- Discuss the importance of curiosity in working with the community.

Description: Health care organizations often aim to improve community health, but they can’t do it all. So how can they focus on work that will lead to the most improvement?

In this video, Marilu Bintz, MD, MBA, FACS; Vice President of Gundersen Health System in La Crosse, Wisconsin, explains how health care organizations can start building partnerships with the communities they serve.

Watch the video at https://youtu.be/_EqN2dowu4o or [read the transcript](#).

Discussion Questions

1. What is a community needs assessment, and how can it help health care organizations focus their efforts to improve community health?
2. When it comes to improving community health, why do you think health care organizations might be tempted to try to overextend themselves?
3. What does “bi-directional partnership” mean? What might be some signs that a partnership is truly bi-directional?
4. What do you think it means for an organization to be “more curious than directive”? Why is it important for organizations to be curious?