Community Benefit Report Best Practices

A community benefit report is an opportunity to highlight the important services your organization has provided to the community. It also contributes to your operational transparency by disclosing quality metrics and financial performance for the past year. The report should offer a high-level overview of your Healthcare District that any member of your community can understand and relate to.

Community benefit report documents can vary in length, but should include the

→ Letter from a CEO or Board of Directors representative
  → This section should be an open letter to the community about the progress of the Healthcare District over the last year
→ Organization mission, values and goals
  → State upfront what your Healthcare District stands for and the value to your community by including mission, vision and values statements
→ Board of Directors and Executive Staff
  → List your executive staff and board members; this information can be included in a callout box or organization chart
→ About Healthcare Districts
  → Use your community benefit report as an opportunity to educate people about the services offered locally, as well as what a Healthcare District is in general; referencing the history of your Healthcare District helps reinforce that it is deeply rooted in the community; also, make sure to include how the District has advanced to provide relevant and needed services to its community today
→ Financial performance report
Provide an overview of the Healthcare District’s finances; if your District
operates with local tax funds, you might choose to highlight the community’s
return on investment or other funding components that reinforce that your
District is using monetary resources efficiently to maximize offerings

Services offered

Highlight all of the benefits and services your Healthcare District provides to
the community, including hospital, skilled nursing facilities, senior programs,
ambulatory care, community health projects and clinics

In addition to listing services offered, consider including one or two
testimonials from residents who have utilized the Healthcare District’s
services in the last year; testimonials are especially impactful when
accompanied by photos; always be sure to receive written authorization to
use and publish the testimonial, names and any images of the participants

Community events offered/participated in

Include photos from events or milestones that took place in the last year; if
space allows, consider including a short description of the events the photos
represent; also include any metrics – for example, if you hosted a fundraiser,
how much money was raised; if you hosted a health fair, how many people
received immunizations or attended?

Grants/monetary contributions to other organizations or programs

If your Healthcare District distributes funds through grant or scholarship
programs, include a page that highlights those contributions; be sure to
include what organizations received funds and the program that the money
will contribute to

Awards received

If applicable, include a brief description of any awards or recognitions the
Healthcare District received – this will again emphasize quality services from
a community-based organization