

Case Study

Strategic community engagement to transform health planning at Reid Health



Public health systems are increasingly challenged to address both urgent health crises and long-standing disparities in outcomes. In 2025, Reid Health transformed its traditional Community Health Needs Assessment (CHNA) into a strategic opportunity for community engagement and community health improvement. With support from Conduent Healthy Communities Institute, Reid Health implemented its CHNA as a dynamic, and data-driven initiative — strengthening relationships, guiding investments and improving health across its eight-county service area. As part of this transformation, Reid Health leveraged Reidcommunities.org, a public-facing platform that aligns funding decisions with health priorities and provides partners with easy access to actionable data.

The challenge

Reid Health, a regional health system serving East-Central Indiana and West-Central Ohio, faced growing pressure to address persistent health disparities across its eight-county service area. Reid Health needed a strategic planning process that could authentically engage the community, build trust across sectors, and drive long-term community health improvement.

The solution

Reid Health partnered with Conduent Healthy Communities Institute to implement a dynamic and community-centered CHNA. This included:

- **Shifting the mindset** from compliance to connection, reframing the CHNA as a tool for engagement and strategic planning
- **Designing inclusive data collection strategies**, including community surveys, focus groups and partner listening sessions
- **Considering social drivers of health** using the HCI Platform to analyze over 250 indicators and the platform's SocioNeeds Index® Suite to uncover disparities
- **Building custom dashboards and content** on its HCI Platform Reidcommunities.org to align funding decisions with health priorities and make data accessible to partners
- **Supporting strategic alignment with social drivers of health (SDOH)**, guiding Reid Health's grantmaking to address root causes like transportation, housing and economic stability

"Conduent helped us turn our CHNA into a dynamic, community-driven tool. Their guidance allowed us to build lasting momentum for healthier communities."

— *Jess Przybysz, Director of Community Health and Engagement, Reid Health*

"We want this process to be easy for our partners. Reidcommunities.org is a one-stop shop for grants, community requests, and data—helping our partners stay engaged and informed."

— *Katie Stephen, Community Engagement Specialist, Reid Health*

The results

Conduent's Healthy Communities Institute and Reid Health's collaboration led to:

- **3,649 survey responses**, tripling previous engagement levels
- **Broader representation**, including historically underrepresented populations
- **Enhanced trust and transparency**, with partners engaged throughout every phase
- **Strategic funding alignment**, with grants addressing both symptoms and root causes of poor health outcomes
- **Sustained partner engagement**, with Reid staff attending over 30 community meetings monthly

- ▶ **Learn more about [Conduent Healthy Communities Institute](#) or [connect with an expert](#).**