

2012 COMMUNITY  
HEALTH NEEDS  
ASSESSMENT:  
**IMPLEMENTATION  
PLAN**

June 30, 2013



*Excellence Every Day.*

# 2012 Community Health Needs Assessment: Implementation Plan

## Introduction

Evangelical Community Hospital is a 135-bed community hospital in Lewisburg, Pennsylvania. From its Family Place maternity unit to its end-of-life hospice care, the Hospital offers a full-continuum of care to the greater Susquehanna Valley region. Since its founding in 1926, the Hospital has had a deep and abiding partnership with the communities it serves. Its excellent reputation for quality and compassionate healthcare has attracted patients from its primary service area of Union, Snyder and Northumberland counties (approximately 125,000 residents) and its contiguous secondary service area that include parts of Centre, Lycoming and Montour counties. The community has been generous to the Hospital and gives back in the form of philanthropy, volunteer service and advocacy to the greater community.

## 2012 Community Health Needs Assessment Planning

In November 2011, Evangelical Community Hospital, as a partnering hospital of ACTION Health, a collaborative healthcare partnership in the greater Susquehanna Valley, opted to collaborate on a community health needs assessment (CHNA). The collaborative included other nonprofit hospitals in the region: Geisinger-Shamokin Area Community Hospital, Geisinger Medical Center in Danville, and Bloomsburg Hospital. In addition to these healthcare facilities, other nonprofit organizations located in the surrounding five-county region (Columbia, Montour, Northumberland, Snyder and Union counties) participated in the assessment process in some manner. They include:

- A Community Clinic, Sunbury PA
- ACTION Health, Danville PA
- American Cancer Society, Selinsgrove PA
- Bloomsburg University, Bloomsburg PA
- Caring Communities, Berwick PA
- Central PA Healthcare Quality Unit, Danville PA
- Central Susquehanna Community Foundation, Berwick PA
- CMSU Behavioral Health Services, Danville PA
- Congrecion Mennonita, Milton PA
- Degenstein Foundation, Sunbury PA
- Commonwealth of PA District 107-Northumberland County, Danville PA
- Family Planning Plus of the SUN & MJ Counties, Lewisburg PA
- Greater Susquehanna Valley United Way, Sunbury PA
- LIFE Geisinger, Kulpmont PA
- PA Department of Health – Montour State Health Center, Danville PA

- SUM Child Development Center, Mifflinburg PA
- Susquehanna University, Selinsgrove PA
- Union-Snyder Area Agency on Aging, Lewisburg PA
- YMCA, Milton PA

The Community Health Needs Assessment and this implementation plan fulfills the federal requirements established by the Patient Protection & Affordable Care Act (PPACA) requiring that nonprofit hospitals complete a CHNA every three years and develop an implementation plan to guide its community benefit efforts. The 2012 CHNA was the second community health needs assessment conducted by the Hospital, as our first was completed in 2009. The goal of the 2012 CHNA was two-fold:

- To assess, understand and plan for the current and future health needs of the communities in Columbia, Northumberland, Northumberland, Snyder and Union Counties;
- Identify the health needs of the communities we serve today, develop a deeper understanding of these needs and identify community health priorities.

The collaborative partnership of hospitals, under the direction of ACTION Health, selected the consulting firm of Tripp Umbach to facilitate and manage the CHNA on their behalf. Elements of the assessment process included input from persons with a broad range of interests, especially those with a special knowledge or expertise in regional health issues.

Key data sources for the CHNA included: 1) Community health assessment planning group; 2) Secondary data containing state and county public health agencies, Centers for Disease Control and Prevention, County Health Rankings, Thompson Reuters, PennDot, and the Center for Rural PA; 3) 2009 community health needs assessment; 4) Interviews with key community stakeholders; 5) Focus groups with community residents; and 6) Forum of community leaders to identify the top community health needs.

## Key Community Health Needs

From the review and analysis of key data sources, the following three health needs were identified as top priorities.

- Improving Access to Healthcare for Under/Uninsured Residents
- Improving Healthy Behavior
- Community Development, specifically Transportation

### I. Improving Access to Healthcare for Under/Uninsured

Underlying factors identified by secondary data and primary input from community stakeholders and focus groups with residents included the need for:

- Increased access to affordable health insurance;

- Access to healthcare providers in rural areas;
- Access to healthcare providers who will accept state-funded medical insurance.

**Evangelical's Response:**

1. Continue to offer a variety of health screening programs for the community at minimal or no cost. Currently, Evangelical Community Hospital offers a wide variety of health screens within our service area specifically targeted to under and uninsured community members. Additional screens will be added for specific identified populations, i.e. under/uninsured, rurally located, youth and minority groups.
2. Collaborate with the Hospital's employed physician network, the Evangelical Medical Service Organization (EMSO), Family Practice Centers and Evangelical's hospitalists to develop and deploy the "Your Wellness Prescription Pad". "Your Wellness Prescription Pad" provides an easy way for physicians and mid-level providers to refer or "prescribe" education and programs developed to address health prevention, wellness and chronic disease.
3. Develop a Community Health Coalition. The Coalition will be comprised of local nonprofit, governmental, and community organizations for the purpose of sharing information, developing cross-referral networks, and enhancing funding opportunities for the most pressing community health needs facing Valley residents.
4. Expand the outreach of the Hospital's "free or reduced-fee mammography program" to reach high-risk women (e.g., minority populations, Amish and Mennonites, and those without insurance).
5. Develop and expand a new Survivorship Assistance Program for cancer survivors. This program will offer cancer patients resources and support for the related emotional and mental issues that often result from a cancer diagnosis, (i.e. financial and legal counseling, family and relationship issues, work/career concerns, and personal issues).
6. Develop and execute outreach efforts to improve access to care at Evangelical Community Hospital and the larger health services network.
  - a. Implementation of a Call Center for Physician and Service Referrals
  - b. Develop outreach efforts to encourage use of Emergency Department's new AcceleCare "Fast Track" to reduce the waiting time to receive care for emergent illnesses and injuries.
7. Develop an Access to Care team comprised of key personnel from Hospital service areas with the goal to enhance our ability to provide better access to care. They include: Managed Care, Registration, Finance, Patient Accounts, Community Health, EMSO, Emergency Department, Outpatient Case Management Coordinator, Nursing, Social Services, and Marketing & Public Relations

**Timeline/Steps to completion:**

\_\_\_ April 30, 2013 – Complete Hospital's Implementation Plan

\_\_\_ June 30, 2013 – Begin execution of Implementation Plan

\_\_\_ July 1, 2013 – Launch new Physician and Hospital Service Referral Center

\_\_\_ July 31, 2013 – Launch advertising and promotions for the ER “Fast Track” (AcceleCare)

\_\_\_ September 30, 2013 – Schedule one population health screen (e.g., youth, uninsured/underinsured, minority, Amish/Mennonite).

\_\_\_ December 31, 2013 – Meet with EMSO office staff and/or physicians to determine the success of referring patients through the use of “Your Wellness Prescription Pad.”

\_\_\_ By December 31, 2014 – Hold a minimum of four health screenings between January 1 and December 31, 2014 at Family Practice Centers offices that are focused on areas of health needs.

\_\_\_ By December 31, 2014 – Schedule four health coalition meetings. Develop a collaborative purpose and/or mission statement for this group

\_\_\_ By December 31, 2014 – Recruit two additional physicians to participate in health screenings and review of health screen results. Keep updated list of physicians accepting new patients, especially those who are un or underinsured.

\_\_\_ By December 31, 2014 - Collaborate with EMSO outpatient case manager coordinator to refer health screen patients who have an EMSO physician and need assistance with disease management.

**Venues:** Evangelical Community Hospital, ECH Community Health & Wellness Center, EMSO offices, Susquehanna Valley Mall, Evangelical Ambulatory Surgical Center, Elmcroft of Loyalsock Retirement Community, Greater Susquehanna Valley YMCA (Sunbury and Milton locations), various senior centers, various Family Practice Center locations, news media, social media

**Intended Outcome:** To assist and educate the public, especially those who are un/underinsured on ways in which to access healthcare, as well as available and affordable options.

**Measurement:**

1) Survey health program participants to assess their continuing needs and understanding of Evangelical’s effectiveness.

2) Monitor screening results and assist participants in finding a primary care physician, by providing health education resources, and improved access to services and programs that could improve their health and well-being.

3) Track program participants from point of entry through any Hospital experience to determine if they seek the medical care, prevention or wellness opportunities offered or referred to them through a health education or wellness program.

4) Through monthly tracking reports, monitor the effectiveness of referrals made via the Physician Referral Contact Center.

5) Monitor wait times in the Emergency Department as they relate to the new AcceleCare program to ensure access for those who need care.

- 6) Offer one additional special population (e.g., minority, youth, uninsured, Amish/Mennonite) screen per year. Record and track participation in screens and referrals to providers.
- 7) Track and monitor attendance and collaborative activity that results from the Community Health Coalition.
- 8) Evaluate success of community screenings with EMSO and Family Practice Center offices through number of residents participating and via evaluation instrument. Explore the possibility to track referrals through the Hospital's electronic health record (EHR) if and when Community Health & Wellness is established as a provider site on the EHR.`
- 9) Recruit a minimum of two new physicians to assist with reviewing results for health screens offered to community.
- 10) Review and assess referral process via a quarterly meeting with Outpatient Case Manager Coordinator.

## II. Improving Healthy Behaviors

Underlying factors identified by secondary data and primary input from community stakeholders and focus groups with residents:

- Need for increased awareness and education
- Motivation and/or incentives for residents that practice healthy behaviors
- Increased access to healthy options in the region

### Evangelical's response:

1. Continue to offer a variety of educational programming for the youth in the community at no cost. Evangelical Community Hospital offers a wide variety of educational programs geared toward healthy eating, hygiene, staying active and living tobacco free. These programs will be offered within our service area and will specifically target local school districts. Additional programming will be added for specific identified populations, i.e. preschools, YMCA's, and other facilities as requested.
2. Develop and implement a walking program for the youth. The walking program will promote taking healthier steps for staying active. This program will be offered to local school districts as a before school program. Through the walking program we will offer material on healthy eating and living tobacco free to all school districts within the Hospital's footprint.
3. Develop and implement 10,000 steps program into the Greater Susquehanna Valley. This program will promote good health and help participants develop a fitness regime by encouraging them to strive for 10,000 steps a day (the equivalent of walking roughly five miles). A person who walks at least 10,000 steps a day could burn 2,000 – 3,500 extra calories per week.
4. Develop and implement a new educational program to offer local YMCA's and Summer/Day Camps to educate students on the importance of healthy eating, being active, and living tobacco free.

5. Partner with Clinical Outcomes Group, Inc. in Sunbury and the PA Department of Health to promote Young Lungs at Play, a program designed to provide awareness of the effects of second-hand smoke on children and youth. The Hospital will help bring this program into parks, recreational facilities, boroughs, township and counties by presenting Young Lungs at Play when needed.
  
6. Develop an Improving Healthy Behaviors team comprised of key personnel from Hospital service areas with the expectations to enhance our community's education, access and awareness of healthy behaviors. Team participants would include personnel from: Administration, Center for Breast Health, Nutritional Services, Finance, Cardiac Rehabilitation, Community Health, Outpatient Clinic, Pulmonary Services, Fitness Center, Center for Orthopedics, Diabetic Education, Rehabilitation Services, Women's Advisory Group, and Marketing/PR

**Timeline/Steps to completion:**

- April 30, 2013 – Complete Hospital's Implementation Plan
- June 30, 2013 – Begin execution of Implementation Plan
- Throughout 2013-2014 - Continue to educate youth in the community of the importance to staying active, eating healthy and living tobacco free. We will seek to reach a minimum of four school districts per year and four preschools per year.
- By May 2013 - Develop walking program and promote the program to local school districts
- By May 2014 - Implement walking program within two local school districts
- By October 2013 - With the collaborative effort of the Women's Advisory Group and the Healthy Behaviors sub-committee develop and implement 10,000 Steps in the Greater Susquehanna Valley
- By June 2013 - Develop an educational program that can be offered to Day/Summer Camps in the Greater Susquehanna Valley. This program will feature activities based on staying active, healthy eating, and living tobacco free.
- By August 2013 - Implement the above day/summer camp program at the local camps
- By March 2014 - Continue to build on the relationship the Hospital has with Clinical Outcomes Group, Inc. and the PA Department of Health. Reach out to 12 local recreational facilities, parks, boroughs and/or townships
- By April 2014 - Implement Young Lungs at Play at four of the twelve locations

**Venues:** Evangelical Community hospital, Community Health Education Center, local school districts, Greater Susquehanna Valley YMCA (Milton and Sunbury locations), various preschool facilities, boroughs, townships, counties, news media, and social media

**Intended Outcomes:** To support and educate the Greater Susquehanna Valley on improving healthy behaviors by providing education on healthy eating, staying active and living tobacco free.

**Measurement:**

- 1) Survey educators to assess the local school districts needs for improving healthy behaviors and provide an outcome measurement for program effectiveness.
- 2) We will track effectiveness of the student walking program by keeping attendance. We will also track student's mileage on a day to day basis to measure the increase of distance.
- 3) We will track effectiveness of the 10,000 Steps walking program by participation. We will also track the increase of distance throughout the program, as walkers log their data. We will track participant's body composition at the start and end of the program to demonstrate the effectiveness and overall participation in the program.
- 4) Survey educators will work with the Greater Susquehanna Valley YMCA Summer Day Camps to assess their needs for improving healthy behaviors and provide a measurement of Evangelical's program effectiveness.
- 5) Recruit a minimum of four new locations to develop a policy eliminating second-hand smoke and for putting Young Lungs at Play into effect.

### **III. Community Development: Transportation**

The third and final most pressing need identified through the 2012 CHNA was the need for adequate public transportation. This need was identified through reviewing secondary data and primary input from community stakeholders and residential focus groups.

The issue of ensuring adequate public transportation for Valley residents is a concern for Evangelical Community Hospital, especially as the lack of transportation creates significant barriers for some residents when attempting to access healthcare. Residents may have the ability to schedule appointments with healthcare providers, but may need to cancel those same appointments due to their inability to find adequate transportation to and from an appointment. This practice discourages healthcare providers' (physicians and dentists) acceptance of state-funded health insurances due to the inability of the un- and underinsured to keep their scheduled healthcare appointments.

In response to this community need, the Hospital has provided time during business hours for a member of the Community Benefit Committee to serve on the regional North Central PA Public Transportation Taskforce. She has been serving as a member of this committee since 2012. In addition, key personnel in Social Services, Case Management and the Emergency Department are working together to address transportation issues that relate to patients who come to the Hospital for emergent or scheduled care, but are unable to return home due to the lack of transportation. A special fund has been established for this purpose so that taxi-fare may be arranged.

In addition, the Hospital will continue to advocate and support efforts in our community to address and solve the most urgent transportation needs in the Valley, especially as they relate to those who have difficulty accessing healthcare due to lack of transportation. However, a special subcommittee of the Community

Benefits Committee, such as those for Improving Access to Healthcare or Improving Healthy Behaviors, will not be developed and staffed for the purpose of addressing transportation needs.

## **2015 Community Health Needs Assessment**

Evangelical Community Hospital in compliance with federal statutes outlined in PPACA will conduct a community health needs assessment every three years. Planning for the next needs assessment will commence in late 2014 and the assessment will be completed in 2015.

## **Closing**

Evangelical Community Hospital takes seriously its mission as a community provider and seeks to be a source that Valley residents can look to when needing healthcare, health education, and wellness/preventative resources. As a community hospital, the Hospital's outreach to the un and underinsured has been ongoing and steadfast in its approach. More than \$19M in uncompensated care was provided in fiscal year 2012 and that number continues to grow in 2013.