



Alliance Community Hospital

Implementation Plan 2014 - 2016

Introduction:

Community Health Needs Assessment: The 2010 passage of the Affordable Care Act (ACA) required all hospitals to conduct a Community Health Needs Assessment (CHNA). In the spring of 2011, all Stark County hospitals and the Stark County Health Department collaborated to complete a CHNA. Additionally, two Stark County health summits were held in December 2011 and December 2012. To further investigate health needs specific to the Alliance area, a second CHNA was performed in the spring of 2013 by Alliance Community Hospital (ACH). The 2013 CHNA identified the needs of Alliance Community Hospital's patient population which is composed primarily of patients who reside in eastern Stark County, as well as western Columbiana and Mahoning Counties. A Community Leader Focus Group was conducted in July 2013 at Alliance Community Hospital. This Community Leader Focus Group was a small gathering of members from the Health Department, local school systems and local physician practices. The data gathered from the CHNA findings as well as the health summits and Community Leader Focus Groups were combined and used to complete the following CHNA Implementation Plan for Alliance Community Hospital.

Implementation Plan: The Board of Trustees of Alliance Community Hospital has determined that the following health needs identified should be addressed through the implementation strategy detailed herein.

Priority 1: Need for Patient Education and Resources

Overview: Community Health Leaders reported that there was a strong need for health related educational materials and resources for community residents, particularly around preventative care and available resources. Both the Community Leader Focus Group and the Community Survey identified the need for patient education and programs to inform low-income residents about lower cost health care services available.

Objective 1: Provide patient education and resources as well as preventative health services.

Objective 2: Provide for better public health educational programs designed to inform low-income area residents about free health services that are available to them.

Strategies:

Constructing a Community Resources Book:

In 2014 the Healthy Communities Planetree Committee at Alliance Community Hospital will be publishing a Community Resource Guide; this booklet will provide the community with a listing of the following:

- Social Service Agencies
- Support Groups
- Emergency Service Contact Numbers
- Healthcare Related Services
- Government Agencies
- Charitable Organizations
- Education Institutions

2014 Progress: The Community Resource Guide is in process as of 12/31/14 and will be completed and published after 2014.

Monthly Community Luncheon Expansion:

In 2013 Alliance Community Hospital started holding monthly community luncheons aimed at educating the community on a number of healthcare related topics

- In 2013 the hospital held 12 of these symposiums free of charge to all attendees
- In 2014 and 2015, the hospital intends to grow this program by not only offering symposiums more often but also at other institutions in our community

2014 Progress: ACH expanded the free Community Luncheon Lectures in 2014 to educate the community on a variety of health-related topics that are important to our community members including cardiac health, back pain, dementia plus many others. ACH provides a speaker for free community seminars held at Damascus Friends Church once a quarter in collaboration with Damascus Friends Church Health Ministries, Auburn Skilled Nursing and Rehabilitation, Salem Regional Medical Center and Senior Independence Hospice. Community symposiums were held at Alliance High School as well.

Hospital Community Newsletter:

In 2014, the Public Relations Department plans to launch its first community newsletter.

- This newsletter will be published on a semi-annual basis
- Its purpose is to better educate and reach out to the local community
- The newsletter will also notify the public of upcoming events, changes at the hospital and other important community information

2014 Progress: The Hospital's Facebook page includes a tab where the community can sign up for the monthly e-newsletter which notifies them of hospital news and upcoming community events the hospital will be participating in (examples include local health fairs, the Alliance Farmers' Market and Carnation Days in the Park). An ad is also run in the local papers (Alliance Review, Louisville Herald and Salem News) to inform the public of the upcoming seminars.

Health Caring Resource Center:

The Hospital is pleased to offer access to the Health Caring Resource Center. This easily accessible library is located just off the hospital lobby and is open Monday through Friday to the public free of charge.

- The Resource Center offers a wide variety of health related books, magazines, and CD's which are available to check out
- A registered nurse/certified librarian on staff is available to assist with searches, answer questions and give general guidance
- Support groups such as smoking cessation classes, diabetes outreach, stroke, Ostomy and celiac support are all available

2014 Progress: The hospital's Health Caring Resource Center continues to be a valuable asset offered to the community since the construction of our current location in 2006.

Hospital Inpatient Ambassador Program:

The Inpatient Ambassador Program is composed of University of Mount Union students who are going into a physician assistant program or continuing on to medical school.

- These ambassadors will work with all new hospital admissions
- The ambassadors will strive to improve the overall patient stay by assisting in customizing the patient's care
- The ambassadors will be giving patients useful information regarding:
 - Hospital services available to them
 - Services provided by local community agencies
 - Setting up visits with the dieticians to cover diet and healthy eating

2014 Progress: The Inpatient Ambassador Program was ended due to a change in curriculum programming at the University of Mount Union. However, the program materials have been added to the volunteers services and hospital volunteers have been working with the inpatients since the fall of 2013.

The Health Coaching Program

In 2014, ACH plans to implement a Health Coaching Program. The health coaches at ACH will seek to improve the health and well-being of patients by addressing disparities such as social, environmental, cultural and physical determinants. The coaches will work closely with a team of qualified clinicians from the hospital as well as each individual patient's primary care physician. They will work to educate patients and focus on key issues impacting their health such as:

- Medication Reconciliation
- Lack of resources for medication, food, transportation
- Lack of adequate supplies
 - Blood Sugar Monitoring Glucometers
 - Scales
 - Blood Pressure monitoring devices
 - Respiratory Care equipment
 - Ambulation equipment such as walkers, canes, wheelchairs
- Lack of knowledge of disease process and support to manage the disease

2014 Progress: Home visits or telephone encounter visits were made during 2014. Per patient goal is one visit a week (if not an "in person" visit must make a phone encounter visit with patient). Patients all entered the program at different points throughout the year.

There were 11 health coaches which included 2 nurses. A social worker or dietician also made visits as part of the 2014 program. 19 patients were in our program in 2014, receiving a total of 292 visits of care.

Priority 2: Access to Health Care

Overview: A large portion of residents do not have health insurance, thus lacking access to basic healthcare services, as well as medical specialists. In the survey process, 20.5% of the community reported using something other than a primary care physician for their main healthcare provider.

Objective 1: Provide more access to health care to the community

Objective 2: Reduce the total number of people who use an emergency room physician as their primary care physician

Strategy:

ACH After Hours/Weekend Care:

In efforts to address the issue of consumers utilizing our Emergency Department as a primary care office, Alliance Community Hospital will be opening an urgent care facility in Alliance.

This facility will treat patients for the following:

- Medical treatment for minor illness and injury
- Laboratory blood draws
- Radiology services
- School, athletic, and limited employment physicals

- Occupational medicine services - Initial treatment of work injury; urine drug screen collection; breath alcohol testing for employers
- Health screens - lipid and thyroid panels at reduced cost; free glucose and blood pressure screenings
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2014 Progress: ACH After Hours Care opened in February, 2014 with evening and weekend hours to meet the above stated strategy accommodating the community beyond traditional hours of primary care medical services. Over 3,500 patients were seen, including 500 health screens.

ACH plans to open a look-alike Federally Qualified Health Clinic in 2016.

ACH is a SARTA partner and is selling bus passes in the Gift Shop.

Access Health Stark County Expansion:

Alliance Community Hospital is a proud partner of Access Health Stark County. This community based network of physicians and healthcare providers seek to simplify access to healthcare for the underinsured, low income patients of Stark County.

- Not only is the hospital part of this initiative, but, through their volunteer work at the facility, two staff physicians regularly donate their time to these patients.

MAC Trailer Wellness:

In 2013, Alliance Community Medical Foundation, a subsidiary of Alliance Community Hospital, contracted with MAC Trailer, one of the city's largest employers, to offer services to their employees. These include:

- Biometric screening and laboratory testing for employees
- Identification of health risk
- Outpatient clinic: operating 12 hours per week
 - Health services provided in the clinic include the treatment of minor medical illness, non-work related minor injury, health counseling and education.
- Influenza vaccination
- Expansion from the clinic model to Chronic Disease Management

2014 Progress: Wellness services continued with MAC Trailer in 2014 and we provided similar Health Fair/Wellness services to 2 additional local businesses in 2014, Robertson Heating and Custom Agri Systems.

Priority 3: Obesity and Healthy Lifestyle Choices

Overview: A large portion of the residents in our surrounding area are overweight, not exercising regularly, and not making food choices based on nutritional information and wellness. Based on the County Health Summit, Healthy Lifestyles was identified as one of the three most pressing needs in the community. Obesity and other health issues related to nutrition are associated with a lack of knowledge among young and low-income residents on how to prepare healthy meals as well as cooking in general. There is a gap in the community with providing education on healthy eating, healthy budget planning and exercise strategies.

Objective 1: Promote the availability of healthy food choices in the community

Objective 2: Promote the benefits of physical fitness and exercise in the community

Strategy:

Community Outreach:

Alliance Community Hospital currently has a strong presence in the community through outreach at local events and partnerships with local agencies. In 2014 we plan to build upon these ties by offering the following:

- Free BMI screenings at all events
- Continuing to be the main sponsor of the Annual City Challenge at the local YMCA and providing free blood pressure screens, BMI checks and glucose readings.
- The Hospital also works with the local shopping mall as a sponsor of the “Heart and Sole Walking Program”
 - This program encourages healthy lifestyles by providing residents a place to walk all times of the year
 - Starting in 2014, the hospital will also offer monthly health screenings at the mall to promote wellness

2014 Progress: All programs noted above are underway in 2014. Additionally, free cholesterol lab tests were offered at the Alliance Farmers Market in July. ACH also plans to open a diabetes management clinic in early Fall of 2015.

Priority 4: Chronic Disease Management

Overview: According to community health leaders, chronic disease management is one of the main issues facing the Alliance population. 94% of community residents felt that it would be beneficial to have a chronic disease management program available in the community. Diabetes is the fourth leading cause of death in Alliance Community Hospital’s service area and the rates of diabetes in Stark County are higher than the state average. This disease needs to be addressed with the community.

Objective 1: Work with the public on chronic disease management

Objective 2: Provide programs and education on diabetes prevention

Strategy:

Palliative Care Program Expansion:

In 2013 the hospital opened a Palliative Care Program to address chronic disease management for our patients.

- The Palliative Care Program addresses:
 - Improved quality of care related to more efficient symptom control
 - Increased patient and family satisfaction related to improved quality of life, coordination of care through the multidisciplinary team and more control with the patient's care plan
 - Less focus on aggressive treatment and more time spent on symptom management

2014 Progress: 305 patients were seen in 2014, and meetings are in progress to expand Palliative Care to outpatients in 2016 or later.

Hospital Population Health Management System:

Alliance Community Hospital is currently looking towards purchasing a Population Health Management Service, which would:

- Address chronic health related issues with our own employees
- Enable ACH to look at medications and physician treatment being utilized by our staff

2014 Progress: Research into the program is in progress as of 12/31/14.

Anticoagulation Clinic:

Alliance Community Hospital offers an Anticoagulation Clinic aimed at monitoring and managing medications patients take in an effort to avoid blood clot development. The clinic currently serves 450 patients in the community by:

- Helping patients manage their Warfarin therapy
 - Warfarin is a known high risk drug that requires careful monitoring and education
- Enabling patients to discuss their health concerns with a pharmacist who can triage their needs and provide the needed resources
- Providing comprehensive medication review with all patients, the pharmacist will:
 - Meet with each patient and go over all of their medications
 - Instruct on disease state management and current medication therapy
 - Help to identify and resolve medication related issues in conjunction with the patient's primary care physician
- The goal of the anticoagulation clinic is to help the Alliance community live healthier
- Expand clinic models of care to include:
 - Diabetes
 - Hypertension
 - Congestive Heart Failure
 - COPD

2014 Progress: ACH served 489 patients in their Anticoagulation Clinic in 2014. ACH plans to open a diabetes management clinic in early Fall of 2015; additional expansion with the other models of care is under consideration.

Priority 5: Childhood Injuries

Overview: Unintentional childhood injury is the leading cause of death for children between the ages of 1 and 14 nationally. Alliance is ranked #2 in Stark County for childhood injuries.

Objective 1: Work with local teams and organizations in the community to raise awareness on childhood injuries

Objective 2: Educate the community on childhood injury prevention

Strategy:

Safe Kids Stark County:

Alliance Community Hospital has several managers currently serving on the Safe Kids Stark County Board. Safe Kids Stark County is a non-profit organization comprised of local health departments, police and fire departments, hospitals, children's services, YMCA, businesses, and parent volunteers. Safe Kids Stark County is a member of the Safe Kids Worldwide in Washington, DC. It is the only grass-roots long-term effort dedicated to preventing childhood unintentional injury. The Stark County Health Department is the lead agency in this county. Meetings are held on a bi-monthly basis. Many service initiatives are developed by the large team and implemented by smaller committee members. Since their inception in 1992, Safe Kids have served to:

- Act as a clearinghouse on local childhood injury programs and materials
- Combine community efforts so as to not duplicate services
- Act as a referral system for local agencies
- Apply comprehensive community-based strategies to increase car seat and bike helmet usage, and increase the number of households that have working smoke alarms
- As part of this collaboration, ACH offered the following in 2012:
 - Monthly safety prevention classes to parents on a voluntary basis (first aid, CPR/choking, sport injury prevention/heat stroke, burn prevention)
 - Participated in the annual "Walk this Way" program
 - ACH used its Ross Pediatric grant fund to distribute to all elementary students at Washington Elementary a flashing clip for clothing or bike for better visibility as well as a bookmark that included bicycle safety tips
 - ACH's Director of Education also gave an interactive lesson to all participants

2014 Progress: Similar activities took place for 2014 with the addition of creating awareness magnets for the Poison Control Center.

IMPACT Testing:

According to the 2012 Stark County Childhood Injury Report, 11% of emergency department visits were sports related, ranking it the 3rd leading cause of injury for Alliance youth.

- At ACH, several clinicians in our outpatient therapy department are ImPACT (Immediate Post-Concussion Assessment and Cognitive Testing) certified
- This certification enables staff to better evaluate concussions and track the recovery of a patient's cognitive process

2014 Progress: Both our Orthopedic Physicians and our Orthopedic Physician Assistant were ImPACT testing certified in 2014.

Infant Mortality Initiative:

In 2014, Alliance Community Hospital will work with the three other Stark County hospitals to strategize and implement new initiatives to reduce the high rate of infant mortality in Ohio and specifically Stark County. In November of 2013, board members, CEO's and other key personnel convened in Canton to kick off this collaborative initiative in Stark County.

2014 Progress: In 2014, we began educating our patients about Safe Sleep and began providing sleepers. In 2015, we will focus on providing enhanced Safe Sleep education to our community.