



## 2017-2019 Community Health Plan (Implementation Strategies)

May 15, 2017

### Community Health Needs Assessment Process

Florida Hospital Memorial Medical Center (the Hospital) shares a license and service area with Florida Hospital Oceanside. The Hospitals conducted a Community Health Needs Assessment (CHNA) in 2016. The Assessment was regional and was conducted with the Volusia County Health Department and other community partners. The Assessment identified the health-related needs of the community including low-income, minority, and medically underserved populations.

In order to assure broad community input, Florida Hospital Memorial Medical Center and Florida Hospital Oceanside participated in a regional Community Health Needs Assessment Committee (CHNAC) to help guide the Hospitals and partners through the Assessment and Community Health Plan processes. The Committee included representation from three other Florida Hospital facilities in the region, public health, other area hospitals and the broad community, as well as from low-income, minority and other underserved populations.

The Committee met throughout 2016 and early 2017. The members reviewed the primary and secondary data, reviewed the initial priorities identified in the Assessment, considered the priority-related Assets already in place in the community, used specific criteria to select the specific Priority Issues to be addressed by the Hospital, and helped develop this Community Health Plan (implementation strategy) to address the Priority Issues.

This Community Health Plan lists targeted interventions and measurable outcome statements for each Priority Issue noted below. It includes the resources the Hospitals will commit to the Plan, and notes any planned collaborations between the Hospital and other community organizations and hospitals.

### Priority Issues that will be addressed by Florida Hospital Memorial Medical Center & Florida Hospital Oceanside

The following priorities were selected from ten health issues detailed in a 140-page needs assessment document. Utilizing a multi-voting technique, the Community Health Needs Assessment Committee narrowed the original 10 health issues to five priority health issues to be addressed by the Hospital. The prioritization lens included:

- **Impact:** How much does the issue affect other issues? What is the cost of NOT addressing it?
- **Trend & Magnitude of Difference:** Has the trend improved or worsened in the last five years? How much worse is the problem in Memorial Medical Center compared to Florida?
- **Feasibility:** Are there successful strategies to address this problem? Is there a positive cost-benefit to addressing the problem?

Florida Hospital Memorial Medical Center and Florida Hospital Oceanside will address the following Priority Issues in 2017-2019:

**1. Adult Behavioral Health**

Adult Mental Health and Substance Abuse are closely tied to the other initial priorities and other socioeconomic issues such as domestic violence, child abuse and housing stability/homelessness.

**2. Youth Mental Health and Behavioral Health**

It is estimated that 50 percent of mental health conditions manifest themselves during adolescence. Preventing mental and/or substance use disorders and related problems in children, adolescents, and young adults is critical to Americans' behavioral and physical health.

**3. Chronic Disease: Cardiovascular and Diabetes**

The modifiable risk factors for both Cardiovascular Disease and Diabetes are similar and closely related to healthy eating and physical activity. Disparities must be addressed for sub-groups disproportionately impacted (age, gender, income, race/ethnicity, health insurance status, employment status, housing status, residence in the county).

**4. Barriers to Accessing Health Care Services**

Despite the existence of many health care resources, there remains access barriers for some sub-groups of the population (individuals living in poverty, homeless, certain racial/ethnic groups, individuals without health insurance, individuals living in certain areas of the county).

**5. Health Eating and Physical Activity**

The health behaviors of Healthy Eating and Physical Activity are directly related to health and wellness in general.

**Issues that will not be addressed by Florida Hospital Memorial Medical Center and Florida Hospital Oceanside**

Florida Hospital Memorial Medical Center and Florida Hospital Oceanside will not directly address the following issues:

**A. Chronic Disease – Respiratory**

The Community Health Needs Assessment Committee believed that the above issues were more important for the community to address.

**B. Communicable and Infectious Disease**

The local Health Departments are working on this issue.

**C. Availability of Health Resources**

This issue includes the availability, cost and lack of insurance coverage. The Hospital has financial counselors who help patients qualify for Medicaid and make referrals to area Marketplace Navigators who help people enroll in affordable coverage. Florida did not expand Medicaid coverage under the Affordable Care Act, leaving many people unable to afford insurance or qualify for premium subsidies.

**D. Injuries**

Accident and injury prevention are not competencies of Florida Hospital Memorial Medical Center.

**E. Socio-Demographics**

Socio-economic issues are not a competency of the Hospital.

**Board Approval**

The Florida Hospital Memorial Medical Center/Oceanside Hospital Board formally approved the specific Priority Issues and the full Community Health Needs Assessment in 2016. The Board also approved this Community Health Plan.

**Public Availability**

The Florida Hospital Memorial Medical Center/Oceanside Community Health Plan was posted on its web site prior to May 15, 2017. Please see [www.floridahospital.com/memorial-medical-center/PopularLinks/CommunityBenefit](http://www.floridahospital.com/memorial-medical-center/PopularLinks/CommunityBenefit). Paper copies of the Needs Assessment and Plan are available at the hospital, or you may request a copy from [Shannon.Finley@fhmmc.org](mailto:Shannon.Finley@fhmmc.org)

**Ongoing Evaluation**

Florida Hospital Memorial Medical Center/Oceanside’s fiscal year is January-December. For 2017, the Community Health Plan will be deployed beginning April 1 and evaluated at the end of the calendar year. In 2018 and beyond, the Plan will be implemented and evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be attached to our IRS Form 990, Schedule H.

**For More Information**

If you have questions regarding Florida Hospital Memorial Medical Center and Florida Hospital Oceanside’s Community Health Needs Assessment or Community Health Plan, please contact [Shannon.Finley@fhmmc.org](mailto:Shannon.Finley@fhmmc.org)

**Florida Hospital Memorial Medical Center 2017-2019 Community Health Plan**

OUTCOME GOALS							OUTCOME MEASUREMENTS								
CHNA Indicator	CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	PRORATED Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Heart Disease was the number one cause of death in Volusia (29%)  The age-adjusted diabetes death rate for Volusia County increased and was consistently higher than Florida. (27.4 compared to 19.8 rate per 100,000 in 2014)	<b>Cardiovascular Disease &amp; Diabetes; Healthy Eating and Physical Activity</b>	Educate adults about principals of a healthy lifestyle <b>[CREATION HEALTH]</b>	Underserved adults in the Hospital PSA	Implement Creation Health program session(s)	# of programs	2	2		2		2				CREATION Health is an eight-week, faith-based wellness plan with lifestyle seminars and training for those who want to live healthier and happier lives, and share this unique whole-person health philosophy. Based on 8 principles: choice, rest, environment, activity, trust, interpersonal relations, outlook and nutrition.
				Adults will complete the program (completion= completion of post-test)	# of completers	44	34		50		55				
				FH staff and/or community volunteers will donate hours of time.	# of volunteer hours	26	18		24		24				
				Program completers will demonstrate knowledge program principles on post-test (75% correct responses)	% correct responses	93.20%	75%		75%		75%				
The % of Volusia adults who self-reported that they had ever been told		Provide wellness and prevention program to the community <b>[CHANGE YOUR LIFE]</b>	Underserved adults in the Hospital PSA	Enroll adults in the Change Your Life Program	# of new enrollees	3,146	4% increase over 2016 actual		5% increase over 2017 actual		5% increase over 2018 actual			Change Your Life is a membership program with online dashboard. Promotes Creation Health activities.	

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they had diabetes was higher than Florida. (12.4 compared to 11.2)  49.2% of Volusia adults are inactive or insufficiently active.		Provide access to important screenings <b>[HEALTH SCREENINGS]</b>	Underserved adults in the Hospital PSA	Adults will receive health screenings	# of adults screened	0	34		50		55						
		Provide health, wellness, and disease prevention education to community through free seminars <b>[COMMUNITY HEALTH &amp; WELLNESS SEMINARS]</b>	Underserved adults in the Hospital PSA	Implement Health & Wellness Seminars	# of seminars	0	4		7		9						
				Adults participate in seminars	# of participants	0	113		200		250						
		Provide health, wellness, and disease prevention education to community through community outreach <b>[OUTREACH AND EDUCATION]</b>	Underserved adults in the Hospital PSA	Participate in Outreach and Awareness events	# of events	0	8		15		20						
				Connect with individuals with health education materials	# of contacts	0	750		1,200		1,300						
					# of classes	0	2		3		4						

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		Provide free community Diabetes Education support and education <b>[DIABETES EDUCATION]</b>	Underserved adults in the Hospital PSA	Provide diabetes education and support classes/groups	# of participants	0	15		30		40				
		Provide care coordination services for high risk adults <b>[COMMUNITY CARE]</b>	Underserved adults in the Hospital PSA	Enroll new adults in the program	# of new participants	0	27		35		35				Community Care is an intense care coordination program that enrolls high users with chronic diseases, and provides services including mediations
The percent of middle school students without sufficient vigorous physical activity has increased since 2008 (25.2% in 2008, 26.8% in 2010, 27.5% in 2012)	<b>Youth Behavioral Health AND Diabetes</b>	Increase student physical activity before school by implementing [American Diabetes Association MORNING MILE walking program]	Underserved youth in the Hospital PSA	Initiate program in one elementary school; Number of participants	# of participants	0	Initiate program, document # of participants up to 65% of students		5% increase to 2017 baseline		10% increase to 2018 actual				

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The % of Volusia adults who self-reported being current smokers was 10.7% higher than Florida (18.6% compared to 16.8%)	<b>Adult Behavioral Health</b>	Increase access to smoking cessation classes <b>[SMOKING CESSATION]</b>	Underserved adults in the Hospital PSA	Host smoking cessation classes	# of participants	87	34		50		55					
		Provide Lung Cancer Screening program <b>[LUNG CANCER SCREENING]</b>	Underserved adults in the Hospital PSA	Initiate program and screen adults for Lung Cancer	# of individuals screened	0	Initiate program, document # screened (minimum of 38 year 1)		5% increase to 2017 baseline		10% increase to 2018 actual					
The # of adults who report having a personal doctor was 74.8%. The % dropped to 52.8 for adults age 18-44. The % of births covered by Medicaid was higher in Volusia than in Florida (80.1 for black, 55.5 for white, 59.5 for Volusia compared to	<b>Access to Health Services</b>	Increase health access for uninsured individuals through support of area Free Clinics <b>[FREE CLINIC SUPPORT]</b>	Underserved/Uninsured adults in the Hospital PSA	Provide financial and/or diagnostic/treatment support to Free Clinics	% of allocation utilized	100%	90% of allocated funds		90% of allocated funds		90% of allocated funds					
		Provide Newborn Education and Lactation Classes <b>[NEWBORN AND LACTATION EDUCATION]</b>	Underserved adults in the Hospital PSA	Provide Newborn Education and Lactation Classes	# of classes	0	Hold one class every other month		Hold one class every other month		Hold one class every other month					
					# of participants	0	Document # of participants		5% increase to 2017 baseline # of participants		10% increase to 2018 actual # of participants					

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49.8 for Florida)		Provide access to support groups for the community <b>[SUPPORT GROUPS]</b>	Underserved adults in the Hospital PSA	Host Support Groups at Hospital facility	# of groups	27	20		20		20				
		Increase utilization of <a href="http://www.211live.org">www.211live.org</a> health resources <b>[2-1-1 PROMOTION]</b>	Underserved adults in the Hospital PSA	Promote <a href="http://www.211live.org">www.211live.org</a> health resources	# of health web hits	3,000	3,068 (3% increase, prorated)		4% increase to 2017 actual		5% increase to 2018 actual				