



METHODIST
WOMEN'S HOSPITAL

An Affiliate of Methodist Health System



Implementation Plan
for Needs Identified in the
Community Health Needs Assessment

Methodist Women's Hospital
FY2012 - 2014

Community Health Needs Assessment

Methodist Women’s Hospital conducted a needs and assets assessment with numerous community partners including Douglas County Health Department, Live Well Omaha, Pottawattamie County Public Health Department/VNA, Sarpy/Cass county Health Department, The Nebraska Medical Center and Alegent Health.

The assessment was conducted by Professional Research Consultants, Inc. (PRC). PRC is a nationally-recognized health care consulting firm with extensive experience conducting Community Health Needs Assessments such as this in hundreds of communities across the United States since 1994.

Primary data collected on the community’s health status and chronic disease burdens was obtained from 2,200 households participating in a professionally designed health questionnaire conducted by telephone. The survey is designed to identify and compare the general health status of residents as well as disease and modifiable health burdens compared to county, state and national Healthy People 2020 benchmarks. The product of this survey process highlights which health conditions and populations are most at-risk across the hospital’s service area.

The following “health priorities” represent recommended areas of intervention, based on the information gathered through this Community Health Needs Assessment and the guidelines set forth in *Healthy People 2020*.

Areas of Opportunity Identified Through Community Health Needs Assessment:

- ♦ Access to Health Services
- ♦ Diabetes
- ♦ Heart Disease & Stroke
- ♦ Maternal, Infant & Child Health
- ♦ Mental Health & Mental Disorders
- ♦ Nutrition & Weight Status
- ♦ Oral Health
- ♦ Sexually Transmitted Diseases
- ♦ Substance Abuse

Key informant focus group interviews were conducted during the assessment. At the conclusion of each key informant focus group, participants were asked to write down what they individually perceived as the top five health priorities for the community, based on the group discussion as well as on their own experiences and perceptions. Their responses were collected, categorized and tallied to produce the top-ranked priorities as identified among key informants. These should be used to complement and corroborate findings that emerge from the quantitative dataset.

1. Access
2. Mental Health/Substance Abuse
3. Obesity/Nutrition
4. Education
5. Maternal & Child Health
6. Prevention
7. Geriatric Care

The full Community Health Needs Assessment along with the FY 2012 – FY 2014 Implementation Plan can be accessed through Methodist Health System’s Community Benefits website <http://methodistchart.org/> or www.bestcare.org. The Hospital presents data locally to obtain feedback.

Development of the Implementation Plan

Findings from Methodist Women’s Hospital’s Community Health Needs Assessment were initially reviewed by the Board of Directors in June of 2012. A subsequent meeting was held with the Methodist Hospital’s President to identify strategies, goals and measurements for developing the FY 2012 – FY 2014 Implementation Plan. Additionally the plan was discussed with the local area health departments.

The plan also identified local area community partners for collaboration on those identified opportunities for those findings that would be consistent with their expertise, strategies for addressing unmet community needs, barriers and concerns that services to uninsured and underinsured in our community would be served.

A lack of internal resources was identified for some of the opportunities identified through the assessment and will be kept on the plan as those resources become available or collaboration with other more qualified partners are identified.

Due to limited resources, a recommendation by the Chief Financial Officer to identify any grants or funding that may become available to use toward those areas identified that are currently not being addressed by the current budgeted year.



The last recommendation from the Chief Financial Officer was to continue to collaborate with all the health care organizations in the area to address those needs should they become a burden to the community and to continue to monitor the Healthy People 2020 guidelines and recommendations.

Adoption of the Implementation Plan

Based on all of the above, the Board of Directors of Methodist Hospital (Methodist Women’s Hospital) has determined that the following health needs identified in the CHNA should be addressed through the implementation strategies noted for each such need.

Based on the CHNA, the Hospital developed four priority opportunities for its FY 2012 - FY 2014 Community Benefit Plan. The hospital’s four 2012-2014 areas of opportunity are: (1) **Access to Care**, (2) **Diabetes, Nutrition, Physical Activity and Weight Loss** (3) **Maternal, Infant and Child Health** and (4) **Sexually Transmitted Diseases**

Access to Care was selected based on a county-wide initiative expanding the number of community clinics in the Omaha/Council Bluffs Metro area (as a strategy to implement federal health reform) and input from stakeholders of the local need for clinics serving low income and uninsured populations.

Additionally, residents identified barriers to care as a significant issue in the hospital's health assessment survey.

Following the guide of previous community health needs assessments and in collaboration with the Salvation Army, the Renaissance Health Clinic was opened in 1996 to target a lower income population by providing health care services, treatment and education to the public. Services are at a low-cost or no-cost fee. We will continue to support this collaborative service to address **Access to Care** in our community.

Diabetes was selected as an opportunity based on health survey data reporting an increase to a 21 percent death rate, which fails to satisfy the Healthy People 2020 target (19.6 percent or lower). Significantly enough, the prevalence of diabetes is much higher among the African American population in the Metro Area. Methodist Hospital selected **Nutrition, Physical Activity and Weight Status** based on health data reporting a significant increase in obesity for Douglas County since 2002 in men, residents aged 40 and older, African American population and respondents with lower incomes.

In 2010, 25.9 percent of all Douglas County births did not receive prenatal care in the first trimester of pregnancy. This percentage fails to satisfy the Healthy People 2020 target of 22.1 or lower. Methodist Women's Hospital selected **Maternal, Infant and Child Health** to address the lack of prenatal care in the first trimester.

Additionally, the hospital supports those priorities identified due to eminent need established by Live Well Omaha, a collaborative organization along with other health systems, hospitals, health departments and health related organizations to increase healthy behavior for targeted diseases or illnesses and in the targeted population of need.

An example of this eminent need was the increase of **Sexually Transmitted Diseases** (16 percent) identified in the 2008 Community Needs Assessment. Although this was not a hospital identified need at the time, the collaborative organizations through Live Well Omaha are working on decreasing the incidents through education, screening and treatment.

Implementation Plan; Fiscal Year 2012 – 2014

1. Access to Health Services (Priority)

GOALS

- Grow the number of Cancer screenings in the community by 10 percent annually. (742 Screenings in 2011 to 965 in 2014)

IMPLEMENTATION STRATEGIES

- Improve, expand and support access of Primary Care (including OB-Gyn) services to the uninsured and underinsured in the Omaha-Metro area.
- Collaborate with community clinics serving the Omaha Metro Area.
- Engage residents to better utilize health services offered by the Douglas County Public Health Department, Charles Drew Health Center, One World Community Health Center, and **Renaissance Clinic**.
- Participate with the Methodist Estabrook Cancer Center to enhance and grow Cancer screening and education programs offered to the community.

Our Planning for the Uninsured and Underinsured

Methodist Women’s Hospital provides patients a financial assistance program upon admission and is designed to serve those in financial need with fairness, consistency and compassion.

Among the methods used to provide Financial Assistance are:

1. Assistance in applying for government/public programs that the patient may be eligible for (at no cost to the patient).
2. Assistance in paying for COBRA Premiums.
3. Discounts to patients that have no insurance coverage.
4. Prompt payment discounts.
5. Extended payment terms.
6. Bank Financing.
7. Financial Assistance aligned with the Federal Poverty Guidelines.



Methodist Women’s Hospital utilizes a matrix aligned with the Federal Poverty Guidelines to determine the percent of financial assistance a patient is eligible for based on household income and family size. The matrix provides some assistance to patients with income levels up to 600 percent of the Federal Poverty Guidelines. Factors in addition to income are taken into consideration in making the final

determination. Those factors include financial holdings such as cash and investments, the patient's ability to continue employment and the total amount of healthcare related debt outstanding or anticipated.

Presumptive Financial Assistance is based upon scoring to determine eligibility for financial assistance that takes into consideration such factors as available household income; household size, capacity to make payment and other extenuating circumstances such as "over-extension" of existing credit. Other factors that may be considered are employment status and other healthcare financial obligations.

The uninsured discount is applied to all patient accounts with no governmental or insurance coverage. Information about the Health System's financial assistance program is available in the admission information package, through the financial counselors as well as on our website. The website contains an electronic application and directions on how to contact us for assistance and further information.

Pre-service financial review: In regards to scheduled services, the Health System may identify a potentially uninsured or underinsured patient during the pre-service financial review process. In those cases the Methodist Women's Hospital attempts to contact the patient to assist with obtaining coverage or making financial arrangements prior to the date of service.

Self-pay accounts that have not been identified as potentially being eligible for financial assistance are subjected to an electronic screening process prior to starting the self pay collection program. The financial thresholds utilized in the electronic screening process are aligned with the Methodist Women's Hospital financial assistance matrix. Accounts falling within certain ranges are considered eligible for financial assistance on a presumptive basis. Accounts may be identified that do not fall within the identified ranges but do indicate that the patient may have difficulty paying their bill. Those accounts require manual review and may result in the patient being offered the option of completing a financial assistance application.



Implementation Plan; Fiscal Year 2012 – 2014

2. Diabetes, Nutrition, Physical Activity and Weight Status (Priority)

GOALS

- 100 percent of appropriate participants of Diabetes Screenings will receive education and resources for the intervention and/or control of Diabetes.
- 100 percent of appropriate participants screened for BMI (body mass index) will be given education and resources for intervention and/or control of obesity.
- Improve affiliated Methodist Physicians Clinic (MPC) Diabetic Patient Quality Scores from 50% Improvement to over 70% Improvement. (2013)

IMPLEMENTATION STRATEGIES

- Reduce the disease and economic burden of diabetes and improve the quality of life for all persons who have, or are at risk for, diabetes in the Omaha-Metro area.
- Increase access to care for diabetes patients.
- Provide Diabetes Education and Management programs.
- Provide nutrition therapy programs.
- All affiliated MPC adult primary care sites in Omaha become NCQA certified Patient-Centered Medical Homes (1Q 2013).
- Methodist Physicians Clinic Increase from 40 physicians recognized by NCQA for Diabetic Care to 60 physicians at affiliated clinics. (2013)

CONTINUED EFFORTS

Methodist Health System is currently designing a standardized approach to caring for diabetic patients, in Methodist Hospital's Diabetes Center and in all of the System's primary care offices. The goals are to manage the risk and compliance of all System patients to improve the quality of care, decrease complications and maintain our quality outcome measures.

A key strategy to accomplish this goal will be the Patient-Centered Medical Home (PCMH.) PCMH is a team approach to providing evidence-based care to people with diabetes. RN Health Coaches and Clinic Dietitians work on-site and in collaboration with the primary care physician to implement and carry out the patient plan of care.



PCMH helps patients and their caregivers by providing resources and support to better manage their disease in order to prevent long-term complications. RN Clinic Health Coaches and Dietitians provide follow-up with patients between office visits to monitor progress and address potential barriers that would prevent improved outcomes. Telephonic or secure e-mail follow-up and easy access of health care team can assist patients and their family members when new problems arise (e.g., adjusting insulin dosages, medications side effects, reminders for overdue complication screenings).

Implementation Plan; Fiscal Year 2012 – 2014

3. Maternal, Infant & Child Health (Priority)

GOALS

- 100 percent of appropriate perinatal outreach sites (including rural communities) will be given education and resources for intervention and health care follow-up.

Actions

- Increase access to maternal, infant and child health care in targeted populations.
- Collaborate with the local area community health clinics, including **Renaissance Clinic**, to provide consultations for medical staff and pregnant women.
- Develop screening and education/management programs.
- Provide nutrition therapy programs (Lactation).
- Increase community education and awareness
- Continue to offer and improve services to women, infants and children.

Methodist Women's Hospital promotes the benefits of breastfeeding for both mother and baby within an environment totally supportive of a woman's desire to breastfeed.

Regardless of whether a baby is fed by breast or bottle, Methodist Women's Hospital supports a parent's choice, with programs in place to help all new families get off to a healthy start.

Methodist Women's Hospital offers lactation consultants for those in the community with questions or concerns on breastfeeding. Certified lactation consultants provide specialized one-on-one care and instruction to help new mothers breastfeed successfully. They assist with teaching how to pump and store milk safely, evaluation of breast pain or infections and nursing babies with special needs.

The Hospital offers support groups and back to work classes for breastfeeding mothers to encourage and support their decision and to help promote a healthier baby by decreasing their chances for obesity in the future.

Methodist Women's Hospital collaborates with rural community hospitals and clinics to provide prenatal and perinatal health consultation and education. Perinatal Outreach provides medical education to health-care providers in the region, enhancing the quality of care for mothers and infants and reducing morbidity and mortality. The goal is to improve birth outcomes and the health of babies, as well as reducing NICU admission and costs.



Implementation Plan; Fiscal Year 2012 – 2014

4. Sexually Transmitted Disease (Priority)

GOALS

- 100 percent of appropriate participants screened (collaboration with Douglas County Health Department) will be given education and resources for intervention of Sexually Transmitted Diseases.

IMPLEMENTATION STRATEGIES

- Promote healthy sexual behaviors, strengthen community capacity, and increase access to quality services to prevent sexually transmitted diseases (STDs) and their complications in the Omaha Metro Area.
- Continue to offer and improve the SANE/SART Survivor Program

Methodist Hospital and Methodist Women’s Hospital have a strong model in place to collaborate with government and community agencies. The Methodist Hospital Heidi Wilke **SANE/SART Survivor Program** is a combined effort that brings together various community organizations, including the Omaha metropolitan police departments, the YWCA, and the County prosecutor’s office, all with the same end goal — to provide the best possible outcome for sexual assault survivors.

The Sexual Assault Response Team (SART)

All of the individuals in the SANE/SART program are specially trained to provide timely, compassionate, expert care—on call, 24 hours a day, seven days a week.



Team Members Include:

- **Sexual Assault Nurse Examiner (SANE)** - Evaluate and tend to health care needs, collect evidence, document findings and furnish referrals to the people, agencies and services needed after the patient leaves the hospital.
- **Physician** - Treat injuries and address any medical problems.
- **Victim Advocate** from the YWCA - Support before, during and after the exam. Refer patients to ongoing individual and group counseling programs sponsored by the YWCA.
- **Law Enforcement Officer** - Maintain safety, take custody of evidence and investigate the report.
- **Additional Resources** - laboratory and infection control staff, pastoral care, patient education, etc.

Implementation Plan; FY 2012 - 2014

Other Identified Community Health Needs Opportunities:

Currently due to lack of alignment with core competencies, funding, and expertise we will continue to monitor the following additional Health Needs identified through our Community Health Needs Assessment. Methodist Women's Hospital will partner with community organizations that are addressing these needs as funding and expertise are made available:

Areas of Opportunity through CHNA:	Actions for Methodist Women's Hospital:
Mental Health And Mental disorders	<p>Actions</p> <ul style="list-style-type: none"> • Continue partnership with community organizations currently addressing this need (Douglas County Community Mental Health Clinic, Heartland Family Services).
Oral Health	<p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Creighton University Dental Health Department, One World Community Health Clinic, Charles Drew Clinic).
Substance Abuse	<p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Douglas County Community Mental Health Clinic, Lutheran Family Services).
Prevention	<p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations to provide prevention screenings, education and awareness programs targeting the underinsured and uninsured population.
Geriatric Care	<p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations to provide prevention, screening and education programs targeting the older adults with one or more chronic health condition.