

PROMEDICA BIXBY HOSPITAL

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION PLAN 2013-2015



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EXECUTIVE SUMMARY

ProMedica Bixby Hospital, a member of ProMedica health system, is a committed healthcare resource in the southeast Michigan community, providing acute care and emergency services to patients, regardless of ability to pay. ProMedica's mission is to improve the health and well-being of the communities we serve.

ProMedica Bixby Hospital conducted and adopted the current community health needs assessment (CHNA) in 2013. The last comprehensive community assessment of this kind was conducted over ten years ago. To address the need for an updated study, ProMedica Bixby Hospital applied for and was awarded an \$85,000 Rural Health Network Development Planning Grant for the purpose of organizing a community network and to conduct the county assessment. Thus the Lenawee Health Network was formed. In order to maintain complete objectivity throughout the survey process, the network engaged the expert services of the Hospital Council of NW Ohio to administer the survey and compile the results. One area of weakness of the CHNA was the relative age of available secondary and public health data. Following the formal county assessment survey process, multiple community organizations collaborated to develop a prioritized strategic plan for Lenawee County, with ProMedica Bixby Hospital represented on these community strategic planning groups, as a member of ProMedica. A resource assessment was compiled as part of this process.

Following the Lenawee County strategic planning process, ProMedica Bixby Hospital convened a CHNA committee to review this county plan and available health data, select and prioritize key indicators for their defined community, identify resources and gaps in these areas, and develop implementation plans to address these health issues in the community over the next three years. Emphasis will be placed on underserved, low income, and minority populations to help decrease the disparities that may be present. Strategic plans were developed with feedback from key community stakeholders, to confirm these needs from a community perspective.

ProMedica Bixby Hospital will specifically implement programs to address the following health needs:

- Cancer
- Cardiovascular Health
- Marijuana and Other Drug Use

ProMedica Bixby Hospital will also collaborate with the Lenawee Health Network to support its three strategic initiatives of healthy eating and physical activity, supporting healthy choices and health care access.

In addition, as part of ProMedica health system, some community health programs are developed and implemented at the system level, with tobacco use, obesity/hunger and mental health/bullying identified as the focal points for 2013. The hospital expanded the resource assessment developed at the county level to evaluate any gaps in services to address key health issues. The ProMedica Bixby Hospital CHNA may be accessed at www.promedica.org/chna.

IMPLEMENTATION PLAN

The Board of Trustees of ProMedica Bixby Hospital has determined that the following health needs (in priority order, ranked by consensus) identified in the CHNA should be addressed through the implementation strategy noted for each such need:

1. Cancer

Awareness of specific cancers and their symptoms, along with preventive screenings, would lead to increased opportunities for early detection of cancer in patients.

Specific Needs Identified in CHNA:

- Cancer was the second leading cause of death in the county in the time period of 2000-2008. Lung cancer was the leading type.
- About one in twelve (8%) of Lenawee County adults had been diagnosed with cancer at some time in their life.

Key Objectives:

- Increase the early detection and awareness of specific cancers.
- Increase utilization of preventive services and screenings.

Implementation Strategies:

1. Grandparent Cards from the American Cancer Society to be distributed to children, asking them to remind their grandparents to get colonoscopies.
2. Annually provide a free skin cancer screening, dependent upon availability of dermatologist commitment.
3. Monthly Man to Man meetings, a prostate cancer education and support program.
4. Participation in community events, including Relay for Life, Rally for the Cure, Project Connect, and Graze to Raise, Wellness Fair, and the Women's Health event.
5. Participation in the Look Good, Feel Better program, in collaboration with the American Cancer Society. (This strategy will be maintained as long as funding and advertising is available from ACS.)

Outcome Measures:

- Number of residents participating in preventative services and screenings
- Number of residents participating in support programs
- Number of residents participating in community events

2. Cardiovascular Health

Access to preventive screenings and education would positively impact the health and well-being of Lenawee County residents. Early detection would decrease the risk of death due to cardiovascular disease.

Specific Needs Identified in CHNA:

- Heart disease (27%) and stroke (6%) accounted for 33% of all adult deaths.
- More than one fourth (28%) of Lenawee County adults have been diagnosed with high blood pressure, 36% have high blood cholesterol, and 37% were obese, three known risk factors for heart disease and stroke.

Key Objectives:

- Increase the early detection and awareness of cardiovascular disease.
- Increase utilization of preventive services and screenings.

Implementation Strategies:

1. Monthly glucose screenings/education events to be held.
2. Semiannual blood pressure screenings/education to be held at community events.
3. Semiannual cardiac rehabilitation education at community events.

Outcome Measures:

- Number of residents participating in preventative services and screenings
- Number of educational opportunities regarding cardiovascular disease

3. Marijuana and Other Drug Use

Providing education on and access to disposal of unused and expired prescription drugs in Lenawee County would reduce the risk of prescription drug abuse in adults and youth.

Specific Needs Identified in CHNA:

- 9% of adults had used medication not prescribed for them or they took more than prescribed to feel good or high and/or more active or alert during the past 6 months.
- When asked about their frequency of medication misuse in the past six months, 38% of Lenawee County adults who used these drugs did so almost every day and 35% did so less than once per month.
- 10% of youth used medications that were not prescribed for them or took more than prescribed to feel good or get high at some time in their lives, increasing to 22% of those ages 17-18.
- Youth who misused prescription medications got them in the following ways: a friend gave it to them (47%), their parents gave it to them (29%), they took it from a friend or family member (17%), bought it from someone else (15%), bought it from a friend (10%), and another family member gave it to them (9%).

Key Objectives:

- Increase the ability to dispose of drugs legally and responsibly for community members.
- Decrease the number of adults and youth who misuse prescription drugs in Lenawee County.
- Decrease the availability of prescription drugs for misuse.

Implementation Strategies:

1. Host a Drug Enforcement Agency Drug Take Back Day annually.
2. Provide prescription drug misuse education at a community event twice per year.

Outcome Measures:

- Volume in pounds of prescription drugs disposed of legally and responsibly
- Number of adults and youth who report prescription drug misuse
- Increased awareness of prescription drug misuse

In addition to the above hospital specific strategies, ProMedica Bixby Hospital will collaborate with the Lenawee Health Network to support its three strategic initiatives of healthy eating and physical activity, supporting healthy choices and health care access.

1. Obesity - Healthy Eating & Physical Activity

Reduce the obesity rate of the residents of Lenawee County to be at or below the State average.

Specific Needs Identified in CHNA:

- Obesity is prevalent in 37% of adults, 15 % of youth grades 9-12, and 20% of children ages 0-11 years.
- Only 5% of adults are meeting the recommended guidelines of 5 or more servings of fruits and vegetables recommended by the American Cancer Society, along with 15% of the youth and 9% of children.
- 44% of Lenawee County adult residents do not engage in physical activity for at least 30 minutes 3 or more days per week.
- Less than one third of Lenawee County youth participate in at least 60 minutes of physical activity every day, and 3% of children 6-11 had not participated in at least 30 minutes of physical activity in the past week.

Key Objectives:

- Increase the percent of Lenawee residents who meet federal recommendations of eating 5 or more servings of fruits and vegetables per day to be at or above the State average.

Implementation Strategies:

1. Work with corner stores and food pantries to increase healthy food options.

2. Expand retail offerings of fresh produce through collaboration with farmer's market and local producers, including the ProMedica Bixby Hospital Veggie Van, made available through a USDA grant.
3. Expand education offerings in the workplace and the community.
4. Work with food pantries and soup kitchens to provide nutritional information and education on how to eat on a budget.

Outcome Measures:

- Number of participants in initiatives
- Number of education sessions in workplace and community
- Number of vegetable van food sales
- Number of free fruits and vegetables provided to those with hunger needs

2. Tobacco Use, Alcohol Consumption, & Mental Health and Suicide - Supporting Healthy Choices

Making healthy choices possible increases the odds that people will preserve or increase their health and wellness.

Specific Needs Identified in the CHNA:

- 39% of youth reported being bullied verbally, 24% indirectly, 13% physically, and 10 % cyber bullied. 10 % of youth reported not going to school on one or more days because they did not feel safe at school or on their way to or from school.
- 5% of adults seriously considered suicide, with less than 1% attempting suicide. 17% of youth seriously considered suicide, with 7% attempting suicide.
- Of those youth who reported being victims of bullying, 35% were depressed and felt sad or hopeless almost every day for two weeks or more in a row and stopped doing their usual activities. This compares to 11% of non-bullied youth feeling depressed.
- Of those youth who reported being victims of bullying, 19% contemplated suicide in the last 12 months, with 8% attempting suicide in that time period.
- Of those youth who reported being victims of bullying, 21% have had at least one drink of alcohol in the past 30 days and 13% have smoked in the past 30 days.

Key Objectives:

- Decrease the rate of bullying and suicidal ideation, as reported via the health assessment survey.

Implementation Strategies:

1. Improve and expand surveillance systems.
 - Through collaboration with the Lenawee Intermediate School District and local school districts, continue to track youth risk behavior especially those behaviors related to

depression, substance abuse, bullying, risky sexual behavior (i.e. STDs, teen pregnancy), and other risk factors.

- Track and collect data on completed suicides and attempts, including demographics, methods, and locations in order to identify trends.
- Establish standardized protocols for collecting suicide data in an effort to gather unduplicated/accurate numbers.

Outcome Measures:

- Collection of data on number of completed suicides and attempts

3. Health Care Access

Increase the number of Lenawee residents reporting access to healthcare. Individuals must have access to necessary health care services to produce the best health results.

Specific Needs Identified in CHNA:

- In 2011, only 63% of women had a mammogram within the past year.
- Within the past year, 94% of children ages 0-5 and 81% of children ages 6-11 saw a physician for preventive care. Only 58% of adults had been to the doctor within the past year for preventative care.
- Within the past year, 59% of children ages 0-5 and 93% of children ages 6-11 participated in a dental care visit. 72% of adults saw a dentist within the past year.

Key Objectives:

- Increase access to health coverage and services particularly for the economically disadvantaged who are at or below the State average (household income below \$25,000).
- Increase utilization of preventive services.

Implementation Strategies:

1. Educate the public on how to access healthcare.
2. Educate the public on availability of preventative care and screenings.
3. As public funding declines, work to support agencies in provision of care to the focused population the lost funding was intended for. Example: Medicaid waiver.

Outcome Measures:

- Number of residents participating in preventative care opportunities
- Number of educational opportunities regarding access to healthcare
- Number of screenings
- Number of patients served through the Family Medical Center

Updates on all of these programs under the six priority areas will be provided semiannually to hospital leadership and the Board of Trustees.

OTHER NEEDS IDENTIFIED IN THE CHNA BUT NOT ADDRESSED IN THIS PLAN

Through the Lenawee Health Network, the following areas were identified as not having adequate programs identified in the community to meet Lenawee County resident’s needs: youth access to healthy nutrition, youth mentoring by adults, free fitness opportunities for adults and children in the community, Communities in Schools Site Coordinators in additional schools, teen substance abuse services, after school programs and activities for youth and teens, low cost and confidential family planning and STDs services, case management for children with elevated lead levels, funding/services for homeless students, mentoring system for youth, pediatric dental services, and expansion of primary care, dental, mental health, and preventative services for uninsured/underinsured patients. Note: although this survey was sent to multiple community members, responses may not represent all related programs in the community, and some programs may have limited reach

ProMedica Bixby Hospital will not address all of the needs identified in the most recently conducted Lenawee County Health Needs Assessment as these areas either go beyond the scope of the hospital or may be addressed by, or with, other organizations in the community. To some extent limited resources do not allow hospitals to address all of the needs identified through the health assessment, but most importantly to prevent duplication of efforts and inefficient use of resources as many of these issues are addressed by other community agencies and coalitions across Lenawee County that are listed in the table below. In some areas of identified need, ProMedica takes a system approach to addressing community health needs, to most efficiently use resources and to prevent duplication of services. Many health issues are addressed by physicians at a related patient visit.

Each of the health needs identified in the county assessment and listed below is important, with most issues being addressed by programs and initiatives within ProMedica, its hospitals and/or other community partners of the Hospital. Key health issues identified in the Lenawee County Health Needs Assessment, and the organizations providing programming to improve these health issues include:

Health Issue (adult unless specified)	Organizations/Coalitions Addressing Needs (*indicates ProMedica collaboration and support)
Health Care Access	Department on Aging Family Medical Center* Lenawee County Health Department* Lenawee Great Start* Lenawee United Way*
Cardiovascular Health	American Heart Association* ProMedica Wellness ProMedica Heart and Vascular Institute ProMedica Bixby Hospital Cardiac Rehab ProMedica Herrick Hospital Total Rehab

Cancer	American Cancer Society* ProMedica Cancer Institute
Diabetes	ProMedica Herrick Hospital ProMedica Diabetes Centers
Arthritis	Arthritis Foundation* ProMedica Wildwood Orthopaedic & Spine Hospital
Asthma	American Lung Association*
Obesity	MSU Extension Adrian Public Schools Head Start Lenawee United Way* YMCA of Lenawee County* Communities in School of Lenawee County* Adrian Farmer's Market* Lenawee Department on Aging* The Centre* Goodwill Industries of SE Michigan American Cancer Society* Siena Heights University* HOPE Community Center* Lenawee Great Start* The Salvation Army Boys & Girls Club* ProMedica Bixby Hospital ProMedica Herrick Hospital
Tobacco Use	ProMedica Wellness Lenawee County Health Department*
Alcohol Use	Alcoholics Anonymous Lenawee Community Mental Health Authority*
Marijuana and Other Drug Use	Lenawee Substance Abuse Coalition* ProMedica Bixby Hospital Lenawee Community Mental Health Authority ⁸
Women's Health	Susan G. Komen Foundation* ProMedica Cancer Institute ProMedica Herrick Hospital Women's Health Center
Men's Health	ProMedica Cancer Institute
Preventive Medicine and Health Screenings	Lenawee County Health Department* ProMedica Wellness (flu clinics) ProMedica Cancer Institute
Environmental Health/Disaster Preparedness	ProMedica Bixby Hospital ProMedica Herrick Hospital Lenawee Medical Control Authority*
Adult Sexual Behavior and Pregnancy Outcomes	Lenawee County Health Department* Catholic Charities
Quality of Life	Multiple agencies and programs address related issues ProMedica Advocacy Fund

Social Context and Safety	Adrian Ecumenical Forum* Catholic Diocese of Lansing – Lenawee Vicariate* Boys & Girls Club of Lenawee* Family Counseling and Children’s Services*
Mental Health and Suicide	ProMedica Herrick Hospital ProMedica Toledo Hospital Lenawee Community Mental Health Authority*
Oral Health	Lenawee County Health Department* Family Medical Center of Michigan*
Youth Weight Status	YMCA of Lenawee County*
Youth Tobacco Use	Boys and Girls Club* Catholic Charities Communities in Schools of Lenawee*
Youth Alcohol Consumption	Boys and Girls Club* Catholic Charities
Youth Marijuana and Other Drug Use	Boys and Girls Club* Catholic Charities
Youth Sexual Behavior & Pregnancy Outcomes	Lenawee County Health Dept.* Catholic Charities
Youth Mental Health and Suicide	Communities in Schools of Lenawee* ProMedica Herrick Hospital Lenawee Community Foundation* Boys and Girls Club* Lenawee Intermediate School District*
Youth Safety and Support	Lenawee County Sherriff Local Police Departments Lenawee County Health Department*
Youth Violence	Lenawee Intermediate School District* Boys and Girls Club*
Children’s Health & Functional Status	Family Medical Center* YMCA of Lenawee* Lenawee Great Start* Boys and Girls Club*
Children’s Health Insurance, Access, Utilization, & Medical Home	Lenawee County Health Department* Paramount Health Care
Early Childhood (Ages 0-5)	Lenawee Great Start* Lenawee County Health Department* YMCA of Lenawee* Boys & Girls Club*
Middle Childhood (Ages 6-11)	Lenawee County Health Department* ProMedica Toledo Children’s Hospital YMCA of Lenawee* Boys & Girls Club*
Family Functioning &	YMCA of Lenawee*

Neighborhood Characteristics	Boys and Girls Club of Lenawee*
Parent Health	YMCA of Lenawee* Family Medical Center*

An asterisk (*) above indicates ProMedica participation with organizations addressing these health issues, that may include financial support, although may not be specific to ProMedica Bixby Hospital. Note: other hospitals or organizations may also have programs to specifically address some of these health issues that may not be known at the time of this publication.

The Lenawee Health Network, using the Lenawee County Health Needs Assessment, prioritized several health issues identified in the Community Health Needs Assessment, determining that if these issues are addressed by multiple agencies and organizations over the next three years, they could promote healthier lifestyles and safer neighborhoods for all ages, reduce chronic health diseases, and improve several socioeconomic determinants of health for Lenawee County residents.

As previously stated, in some areas of identified need, ProMedica is already taking a system approach to addressing these community health needs, to most efficiently use resources and to prevent duplication of services, but in some areas of need ProMedica and ProMedica Bixby Hospital are not engaged in programs outside of related visits to our hospitals or physician offices. This ProMedica Bixby Hospital implementation plan was approved by the Board of Trustees on August 26, 2013.