

## Ascension Sacred Heart Bay Implementation Strategy

### Overview

This community health needs assessment (CHNA) was conducted by Ascension Sacred Heart Bay (ASHB), in conjunction with Verité Healthcare Consulting, from August 2018 through March 2019.

The CHNA was conducted to identify priority health needs for the primary service area of Ascension Sacred Heart Bay, Bay County, and to inform development of implementation strategies to address the identified needs and their ability to impact the need. The CHNA was conducted to respond to federal regulatory requirements and seek to identify significant health needs for particular geographic areas and populations.

### Needs That Will Be Addressed

- Behavioral Health
- Access to Care
- Cancer

### Needs That Will Not Be Addressed

- Healthy Lifestyles - will not be addressed in implementation plans, but we will continue to support through advocacy and community partnerships.
- Social Determinants – will not be addressed in implementation plans, but we will continue to advocate for the poor and vulnerable within our community.
- Maternal, Infant, and Child Health – will not be addressed in implementation plans, but we will continue to support through advocacy and community partnerships.
- Basic Needs – will not be addressed in implementation plans, but we will continue to support through advocacy and community partnerships.

### Summary of Implementation Strategy

An action plan follows for each prioritized need, including the resources, proposed actions, and anticipated impact for each strategy.

## Prioritized Need #1: Behavioral Health

**GOAL:** Increase community access to behavioral health services

### Action Plan

<b>STRATEGY 1: Advocate for improvement to access of behavioral health services in Bay County community</b>
<p><b>BACKGROUND INFORMATION:</b></p> <ul style="list-style-type: none"> <li>• Target population will be residents of Bay County.</li> <li>• On October 11, 2018, Hurricane Michael made landfall in Bay County as a Category 5 storm. The severity of the storm was not anticipated leading to more than 20 deaths and extensive damage to the community, including utilities and communications. More than 6 months later, much of the infrastructure and services have not returned. All implementation plans for Bay County will have special attention to the poor and vulnerable within the community as the largest population remaining in the service area.</li> <li>• Bay County residents are more likely to experience poor mental health than residents of Florida overall.</li> </ul>
<p><b>RESOURCES:</b></p> <ul style="list-style-type: none"> <li>• FLJAC Behavioral Health (BH)</li> <li>• Ascension Information Services (AIS)</li> <li>• Ascension Medical Group Sacred Heart (AMGSH)</li> <li>• Ascension Florida (AFL)</li> <li>• Ascension Sacred Heart Bay (ASHB)</li> <li>• Ascension Sacred Heart – Population Health (PH)</li> </ul>
<p><b>ACTIONS:</b></p> <ol style="list-style-type: none"> <li>1. Implementation of telepsych expansion to AMGSH offices in Bay County</li> <li>2. Telepsych counseling of patients in Bay County AMGSH offices</li> <li>3. Explore possibility of Mission in Motion to screen for behavioral health issues and coordinate with community partners in Bay County</li> </ol>
<p><b>ANTICIPATED IMPACT:</b></p> <ol style="list-style-type: none"> <li>I. By January 31, 2020, the telepsych platform will be implemented in two Ascension Medical Group Sacred Heart offices in Bay County.</li> <li>II. By June 30, 2020, there will be at least 50 telepsych counseling visits conducted.</li> </ol>

## Prioritized Need #2: Access to Care

**GOAL:** Promote early detection and intervention of health risks

### Action Plan

#### STRATEGY 1: Provide community health screenings, health promotion, education and support through community outreach services

##### BACKGROUND INFORMATION:

- Mission in Motion (MIM) provides free health screenings in Bay County. The MIM team targets persons who are poor, uninsured, underinsured, and elderly.
- Faith Community Nursing focuses on the intentional care of the spirit as part of the process of promoting holistic health and preventing illness in a faith community.
- Early intervention, self-care education and access to a medical home can reduce the onset and severity of chronic conditions such as diabetes, heart failure, stroke, hypertension and COPD.
- Access barriers are associated with lack of insurance, financial obligations from insurance with high cost-sharing requirements, work demands, lack of child care services, distance to providers, and inadequate transportation.
- In 2016, approximately one in six adults in Bay County did not have health insurance.
- Four in ten Bay County residents are covered by Medicare, which may limit access to some providers.
- Approximately one in six adults in Bay County could not see a doctor due to cost.
- In Bay County, the rates of personal care doctors, family practice physicians, and dentists are lower than the Florida rates.

##### RESOURCES:

- Ascension Sacred Heart - Population Health (PH)
- Mission in Motion (MIM)
- Faith Community Nursing (FCN)

##### ACTIONS:

1. Implement Mission in Motion and Faith Community Nursing and identify partnership opportunities in Bay County
2. Host Mission in Motion events at community sites, churches and health fairs to provide health screenings to underinsured, uninsured, poor and elderly
3. Implement screening tool for social determinants of health
4. Provide medical home referrals and assistance with navigation of resources to clients needing more directed care

##### ANTICIPATED IMPACT:

- I. By June 2020, Ascension Sacred Heart – Population Health will implement Mission in Motion in Bay County.
- II. By June 2022, Ascension Sacred Heart – Population Health will have hosted 12 Mission in Motion events at community sites, churches, and health fairs.

### Prioritized Need #3: Cancer

**GOAL:** Increase cancer screening rates to identify and refer patients for treatment in coordination with the Ascension Medical Group Sacred Heart and Cancer Service Line

#### Action Plan

<p><b>STRATEGY 1:</b> Increase number of cancer screenings, with special attention to disparate populations</p>
<p><b>BACKGROUND INFORMATION:</b></p> <ul style="list-style-type: none"> <li>• Target population is patients 50 through 75 years</li> <li>• Colorectal cancer is the second leading cause of cancer death in the United States among men and women combined.</li> <li>• Colorectal cancer is one of the most preventable cancers when detected early.</li> <li>• The people less likely to get tested are Hispanics, American Indians or Alaska Natives, rural populations, men, those 50-64 and those with lower education and income.</li> <li>• People in the community are not aware of cancer screenings and do not prioritize them as medical checkups, with the percent of persons having received screenings much lower for most tests in Bay County than the overall state average.</li> <li>• Studies show that some screening tests for colorectal cancer help find cancer at an early stage and may decrease the number of deaths from the disease.</li> <li>• Bay County cancer incidence rates are higher than Florida rates for breast cancer, prostate cancer, lung cancer, and colorectal cancer.</li> <li>• Ascension Medical Group Sacred Heart (AMGSH) will have an annual initiative on cancer screening. In order to align strategies, we will select the AMGSH future initiative to measure and report.</li> </ul>
<p><b>RESOURCES:</b></p> <ul style="list-style-type: none"> <li>• Ascension Medical Group Sacred Heart (AMGSH)</li> <li>• Ascension Medical Group Sacred Heart – Quality Team (QT)</li> <li>• Cancer Service Line (CSL)</li> </ul>
<p><b>ACTIONS:</b></p> <ol style="list-style-type: none"> <li>1. Invitation to eligible AMGSH patients for cancer screening utilizing phone and text reminders via scheduled patient outreach campaigns</li> <li>2. Provider assessment and feedback interventions which both evaluate provider performance in delivering or offering screening to clients and present providers with information about their performance in providing screening services</li> <li>3. Education focused on colorectal cancer screening to primary care clinicians with continuing medical education credits provided</li> <li>4. Host education fairs provided by AMGSH Quality Team to educate clinical and non-clinical associates of the importance of colorectal cancer screening and how they can impact screening rates</li> <li>5. Conduct and measure cancer screenings in alignment with AMGSH’s FY2021 selected pathology</li> </ol>
<p><b>ANTICIPATED IMPACT:</b></p> <ol style="list-style-type: none"> <li>I. By June 30, 2020, Ascension Medical Group Sacred Heart will have achieved a 3% increase above FY2019 in colorectal cancer screening rate for all patients with an AMGSH primary care provider.</li> </ol>

**STRATEGY 1:** Increase number of cancer screenings, with special attention to disparate populations

- II. By June 30, 2021, in alignment with Ascension Medical Group Sacred Heart's FY2021 pathology focus, there will be a % increase of cancer screenings conducted and measured.