Bay Medical -Sacred Heart
Implementation Strategy 2017 - 2019

Overview

In 2015, Sacred Heart Health System ("SHHS"), the Florida Department of Health - Bay County ("DOH-Bay") and the Bay County Community Health Task Force (CHTF) worked together, in collaboration with other community organizations and agencies, to conduct a community health needs assessment (CHNA) for the approximately 175,000 residents of Bay County, Florida. The CHNA provides a snapshot in time of the community strengths, needs, and priorities.   Guided by the Mobilization for Action through Planning and Partnerships (MAPP) process, the report is a result of a collaborative and participatory approach to community health planning and improvement. Improving the health of the community is critical to enhancing Bay County residents' quality of life and supporting its future prosperity and well-being.

The area for the purposes of the CHNA was defined as the population of Bay county. Bay County has a total area of 1,033 square miles, of which 25% is water. There are seven municipalities in Bay County – Panama City is the county seat and largest city, on the coast. Unincorporated areas, however, comprise nearly half of the total population.

The County's coastal access and low cost of living has driven a 6% growth in population from 2010 and 2014 to 178,985, and is projected to continue to grow 9% to over 197,000 persons by 2020.

Approximately 20% of the total population is African-American, Hispanic, Asian or other race/ethnicity. Overall, the age distribution of Bay County is 28% under 18 years of age, 56% between 19 and 64 years, and 16% over 65. This distribution indicates a younger population than the State of Florida.

The assessment process was led by SHHS and DOH-Bay, with active participation by community organizations and private and public agencies which collectively comprise the Bay County Community Health Task Force. The assessment process included community meetings/workshops and a community survey distributed both on-line and in paper format.   More than 81 people representing more than 50 different community agencies and organizations and the general public participated in various meetings throughout the process. In addition, 1,538 Bay County residents completed the community survey. Particular focus was placed on obtaining input from vulnerable population groups.

The Task Force collected county-level data for 163 health status indicators and 28 demographic indicators. As a benchmark, individual performance of Bay County was compared to that of Florida state as a whole. To identify overall themes, results were analyzed using the *County Health Rankings* Model for population health that emphasized the impact of health factors, such as behavior, clinical care, socioeconomic and physical environment, on the health outcomes of mortality, *length of life*, morbidity and *quality of life.*

The 2015-16 Community Health Needs Assessment - Bay County, Florida (CHNA) report (available on-line at www.sacred-heart.org/CHNA) details the processes and data used to identify the following the top priority health issues identified for Bay County:

- Chronic Disease Management including Diabetes
- Mental Health & Substance Abuse
- Healthy Weight

Implementation Strategy

CHRONIC DISEASE	
GOAL:	Improve disease management related to Congestive Heart Failure
STRATEGY/ ACTIONS:	Raise awareness of risk factors and early interventions that can be utilized to reduce readmissions to the acute care setting.
BACKGROUND:	• Readmissions related to poorly controlled disease management within the community. Historically review of readmissions revealed frequent readmissions from extended care facilities related to fluid overload and a lack of follow-up care within a timely manner of discharge. • Together, heart disease and stroke are among the most widespread and costly health problems facing the Nation today, accounting for more than $500 billion in health care expenditures and related expenses in 2010 alone. Fortunately, they are also among the most preventable. (Healthy People 2020).
RESOURCES:	Bay Medical Center / Sacred Heart Case Managers (CM) and Quality staff (Q) will partner with community resources. Resources within our community: Bay County Health Department (BCHD), extended care partners, senior citizens outreach, home healthcare (HHC) organizations, and Charity Network.
OUTCOMES/ ANTICIPATED IMPACT:	I. By June 2017, 10% of patients discharged with CHF will have follow-up appointments with their primary care physicians prior to leaving hospital. II. By June 2017, 25% of patients discharged with CHF who are 75 years of age and older will have referrals for HHC services. III. By December 2017, reduce CHF 30 day readmissions by 10%
MENTAL HEALTH AND SUBSTANCE ABUSE	
GOAL:	Increase awareness of outpatient resources available within community for depression and risk of suicide.
STRATEGY/ ACTIONS:	Educate community regarding local resources available for mental health risks, specifically depression and suicide.
BACKGROUND:	• There is a lack of local awareness of the resources available to local residents who are depressed or suicidal. This has been evidenced by routine crisis admissions without prior use of community resources. • Mental disorders are among the most common causes of disability. • Suicide death rate in Bay County (2012-14) is 20.9, exceeding the State rate. • The resulting disease burden of mental illness is among the highest of all diseases. (Healthy People 2020)
RESOURCES:	Bay Medical Center / Sacred Heart Hospital Admin (H), Marketing (M), Case Management (CM) and Social Workers (SW). Local resources include: Area Health Education Coalition (AHEC), Bay County Health Department (BCHD), Life Management (LM), Veterans Affairs (VA), Department of Children and Family Services, and local law enforcement (LE).
OUTCOMES/ ANTICIPATED IMPACT:	I. By June 2017, 75% of patients that are identified at risk for suicide will be discharged with local community resource packets. II. By December 2017, 25% of patients that are identified at risk for suicide will have follow-up discharge calls to ensure they are utilizing mental health resources. III. By December 2017, reduce ED visits related to mental health issues by 2%.

HEALTHY WEIGHT	
GOAL:	Increase breastfeeding of newborns within Bay County.
STRATEGY/ ACTIONS:	Increase awareness of health benefits for newborns associated with breastfeeding and provide direct support and resources to mothers delivering at Bay Medical - Sacred Heart
BACKGROUND:	• Breastfeeding is an evidence-based intervention that reduces the risk of childhood obesity as well as diabetes and SIDS in children. (CDC) • Breastfeeding initiation rate (2013-14) is 72.6 per 100,000 population and is lower than the state rate.
RESOURCES:	Bay Medical Center / Sacred Heart Hospital Admin (H), Hospital Staff (RN), Quality (Q) and Marketing (M). Local resources include Healthy Start (HS), Bay County Health Department (BCHD), local pediatricians and OB physicians, Bay County Breastfeeding Task Force (BCBTF).
OUTCOMES/ ANTICIPATED IMPACT:	I. By June 2017, 50% of mothers delivering at Bay Medical who plan to breastfeed will have newborn (without medical complications) initiate breastfeeding within one hour of delivery. II. By June 2017, 35% of mothers delivering at Bay Medical who plan to breastfeed will be breastfeeding at discharge (newborns without medical complications)