



BROOKS

MEMORIAL HOSPITAL

Community Service Plan

One-Year Update

2010



Lake Erie
REGIONAL HEALTH SYSTEM
of New York

Brooks Memorial Hospital is an affiliate of the Lake Erie Regional Health System of NY

In response to NYS Public Health Law regarding the development of Community Service Plans by voluntary, non-profit hospitals, the following is a submission to fulfill the requirements of Section 2803-1 submitted this date, September 15, 2010. Copies of this report can be obtained on the Brooks Memorial Hospital website, or by contacting the BMH Marketing Department at (716) 363-7230.

1. MISSION STATEMENT

No changes since our last report

2. HOSPITAL SERVICE AREA

No changes since our last report

3. PARTICIPANTS & HOSPITAL ROLE

• Community Partners

- During the Community Health Assessment/Community Service Plan planning process in 2009, Chautauqua County hospitals Brooks Memorial Hospital (BMH), WCA Hospital (WCA), Lake Shore Health Care Center (from the TLC Health Network) and Westfield Memorial Hospital (WMH), joined forces with the Chautauqua County Health Department (CCHD) and the Chautauqua County Health Network (CCHN) to form the Chautauqua County Community Health Planning Team (CCCHPT).

• Role of Brooks Memorial Hospital in the process to identify community health needs

- Referencing health, behavior, and Vital Statistics data, community input, and professional input, the CCCHPT identified four Prevention Agenda Priority Areas that encompassed outstanding health issues of Chautauqua County residents. These Priority areas included: Chronic Disease, Physical Activity and Nutrition, Access to Quality Healthcare, and Infectious Disease. Several Brooks staff members participate on the CCCHPT and help shape the teams focus and objectives.
 - The CCCHPT meets on a quarterly basis and as needed. In addition, a Diabetes Task Force was formed in April 2010. Members include the Brooks Memorial Hospital Certified Diabetes Educator, other representatives from each of the county's hospitals, representatives from the Chautauqua County Health Network and the Chautauqua County Health Network, Registered Dietitians, Certified Diabetes Educators and others. Meetings were held on 4/30/09, 6/25/09, 7/30/09 and 8/27/09. The Task Force is targeting several areas including the creation of a common referral form, increased communication and referrals between Primary Care Physicians and local Optometrists, and tracking of AIC data.
- Brooks Memorial Hospital actively solicits input from the public to help assess community health needs. This input comes from many different areas including the county-wide community health planning team, patient satisfaction surveys, and public information & community health related news.

4. IDENTIFICATION OF PUBLIC HEALTH PRIORITIES

Using Prevention Agenda goals as a guideline, the CCCHPT set forth goals and objectives for resident health in the priority areas, along with strategies that would allow us to work toward our goals. Actions that were currently being taken by the members, separately or collaboratively, as well as those projected for the future were listed as strategies.

- **Prevention Agenda Priorities**

- Access to Quality Health Care
 - **Goals:** Increase the number of persons receiving health care services and coverage in Chautauqua County. By the year 2013, increase the total number of primary care physicians on the Brooks Memorial Hospital Medical Staff by 2. Expand participation in hospital sponsored health care careers activities such as Medical Explorers & Health Care Careers Summer Camp.
- Reducing the Burden of Chronic Disease - Diabetes Self Management
 - **Goals:** Reduce diabetes complications in adults in Chautauqua County.
- Physical Activity and Nutrition
 - **Goal:** Increase the initiation and duration of breastfeeding. Reduce the prevalence of childhood and adult obesity in Chautauqua County.
- Tobacco Cessation
 - **Goals:** Have all hospitals in Chautauqua County Smoke-Free by 2010. 100% of all Brooks Memorial Hospital inpatient admissions screened for smoking status and receive information about smoking cessation. Reduce the prevalence of smoking among Chautauqua County residents.
- Infectious Disease - Immunizations
 - **Goals:** Reduce incidence of flu through enhanced immunization and prevention education. To increase the awareness of how illness is spread and to decrease the spread of disease throughout the community.

- **Non-Prevention Agenda Priorities**

- Support Groups
- HealthQuest Community Education Program
- Health Fairs
- Individualized Education

5. UPDATE ON THE PLAN OF ACTION

- Access to Quality Health Care
 - Brooks Memorial Hospital successfully recruited and retained a pediatrician through the Loan Repayment program sponsored by the New York State Department of Health Doctors Across New York.
 - The Chautauqua County Health Network, which includes Brooks Memorial Hospital, is seeking out a private practice interested in applying for status as a Federally Qualified Health Center (FQHC). Bringing an FQHC to Chautauqua County was part of an action plan set for the in the Access to Quality Health Care Priority Area. To date, the CCHN has identified one practice in northern Chautauqua County that has expressed interest in becoming a FQHC.
 - Brooks Memorial Hospital has a facilitated enroller from Fidelis in the hospital every Thursday from 1-4 pm, offering assistance to the public.

- “Health Insurance 101” was the first Brooks Memorial Hospital HealthQuest program on January 13, 2010. Speakers from the CCHN’s Get Covered Helpline presented information on types of insurance available, eligibility, and the assistance that is available thru the Chautauqua County Health Department
 - Brooks Memorial Hospital continues to make referrals to the Get Covered Helpline. This county-wide resource had a total of 572 referrals in 2009.
 - Brooks continues to provide financial assistance as appropriate. In 2009, BMH provided Financial Assistance on 755 patient accounts at a total of \$622,418.
 - Brooks Memorial Hospital continues to participate in the CCHN’s HWAC committee and sponsored a MECO student at the hospital this summer.
 - Brooks participated in two “Medical Student Mixers” sponsored by the CCHN as a way to connect with local youth who are currently attending Medical School.
 - Twenty students participated in the BMH Medical Explorer Post 222 in 2009-2010, learning about healthcare careers. The vast majority of graduating Explorers are currently attending college for health related professions. Eight students from around Chautauqua County participated in the Brooks Annual Health Care Careers Summer Camp in August 2010. Many of these students will go on to be Medical Explorers.
 - Brooks Memorial Hospital continues to provide loan/scholarship and tuition assistance to employees and non-employees pursuing healthcare careers. Brooks provided a total of \$29,091.70 to 12 employees and non-employees in 2009.
 - BMH issues taxi vouchers as needed for ER patients in need of transportation.
- Reducing the Burden of Chronic Disease - Diabetes Self Management
 - As specifically outlined in the goals and objectives to address the Chronic Disease Priority Area, the CCCHPT supported the development of the Diabetes Task Force (DTF). The DTF, consisting of Registered Dietitians, Certified Diabetes Educators, and representatives from CCHD, CCHN, WMH, BMH, WCA, Nutrition to Go, and the Chautauqua County Office for the Aging, has met monthly since April 2010 to discuss risk factors in the County that are contributing to elevated diabetes prevalence and mortality rates. An assessment of A1C data from County diabetics determined that our County has good diabetes management programs.

The goals of the DTF were altered in an effort to make them more specific and measurable. When original goals were outlined, the CCCHPT was unsure of the needs of diabetics in the community and what actions would need to be taken.

The DTF recognized a need for an improved, streamlined referral process. The group intends to develop a fax to referral form, listing all CDEs in the County, which will be distributed to all providers. They also plan to conduct an assessment of diabetes education in primary care offices. Additionally, the DTF is working to develop more specific and measurable goals that can be used over the next several years to measure progress. These are:

- To increase the percent of Chautauqua County diabetics following diabetes management recommended standards of care for the prevention of 2 complications: LDL, and eye disease.
 - Measurable outcomes:
 - Number of diabetics with LDL less than 100
 - Number of diabetics who received retinal eye exam in past year.

- Brooks Memorial Hospital has also initiated a quarterly outreach program at the Friendly Kitchen in Dunkirk, providing free health screenings and information.
 - HealthQuest Program on Diabetes Self-Management, April 14. Speaker was Linda Walters, RN, CDE
 - Kidney Disease HealthQuest program on September 8, with free National Kidney Foundation KEEP screening program following on September 11, 2010. A total of 69 high risk individuals participated in the KEEP screening.
 - Brooks Memorial Hospital continues to work with the Robert Wood Johnson sponsored P2 collaborative to bring educational opportunities to our community.
- Physical Activity and Nutrition
 - Brooks Memorial Hospital has implemented programs to improve the rate of breastfeeding moms prior to discharge. These programs include education to physicians and nursing staff, including breast feeding in our childbirth education classes and the counseling services of a certified lactation consultant nurse. Our current performance is 66% which is below the 2010 Healthy People Goal of 75%.
 - BMH Wellness Committee sponsored an 8 week, Eat Well Live Well program for hospital employees.
 - HealthQuest Program on February 10, Nutrition for a Healthier Life
 - Brooks Memorial Hospital continues to work with the WIC program (managed by Cornell Cooperative Extension and CCHD) to bring Breastfeeding Peer Counselors to promote new mothers to breastfeed their babies and offer suggestions with any issues. Peer Counselors also do on-site WIC referrals for postpartum and expecting mothers. In addition, Brooks has Lactation counselors on staff to assist new moms with breastfeeding. The Lactation Counselor has provided one-on-one training to each of the 23 nurses in the Obstetrics Unit, giving them the ability to provide the same information to all patients.
- Tobacco Cessation
 - HealthQuest Program on May 12, 2010, on Smoking Cessation. Presentation by Laurie Adams
 - Nicotine Replacement Therapy for BMH employees.
 - The CCCHPT is also working to attempt to reduce the prevalence of smoking among Chautauqua County residents. CCCHPT partner Tri-County Tobacco Control Program has successfully designed and established several billboards throughout the County that promote smoking prevention and cessation.
 - Four new Brooks Memorial Hospital staffers have become certified smoking cessation counselors in the past year, bringing the total number of smoking cessation counselors at Brooks to 8.
 - Brooks Memorial Hospital screens 100% of inpatients to identify patients that have smoked cigarettes in the previous 12 months. The CCCHPT hospitals and the CCHD continue to promote the "5A's" 2-minute intervention and provide referrals to the NYS Smokers' Quitline. Brooks Memorial Hospital measures compliance with providing smoking cessation education for inpatients admitted for Pneumonia, Congestive Heart Failure and Acute Myocardial Infarction and our current rate is 83% below our target of 95%.

- Infectious Disease - Immunizations
 - CCCHPT members worked well together to implement the designated H1N1 Flu vaccination action plan. The CCHD received information from the NYSDOH and the CDC and distributed it to the partners, and also distributed vaccine to the hospitals and providers for use in their community Flu Clinics. Two Community Flu Clinics were held by Brooks (Dunkirk Salvation Army on December 18, 2009 and the Fredonia Wal-Mart on January 9, 2010). Brooks vaccinated a total of 630 community members against the H1N1 flu. Overall, approximately 12,500 individuals were immunized by the CCHD and partners, while the number of Chautauqua County residents immunized totaled 25,252 as reported by the NYSDOH.

- Support Groups
 - The Brooks Diabetes Educator has started a Children's Diabetes Support Group.
 - Other Brooks Support Groups continue to meet at the hospital and are promoted by the hospital on its website and in local community calendars.

- HealthQuest Programs
 - 2010 Topics selected from Prevention agenda (Health Insurance 101, Nutrition for a Healthier Life, Community and Individual Preparedness, Diabetes Self-Management, Smoking Cessation, Stroke – Acute Management & Intervention, Kidney Disease, The Flu and You, Diabetic Foot Care)

- Health Fairs
 - Continue to participate in several area health fairs and community events.

- Individualized Education
 - Approximately 25 people per month (patients & family) participate in the free Joint Education Classes offered by Brooks Memorial Hospital.
 - Approximately 24 community members per month come to Brooks to meet with the hospital's Diabetic Educator, or call for a free phone consultation.
 - Approximately 2 community members come to Brooks each month to meet with the Dialysis Nurse Manager. These are individuals who have been diagnosed with stage 4-5 chronic kidney disease, and come in for this free counseling to learn how to best maintain their kidney function and potentially avoid the need for dialysis.
 - The hospital's Certified Lactation Counselor counsels approximately 50 women per month (via discharge phone calls), providing support and guidance relating to breastfeeding. In addition approximately 9 women (and partners) come into the Lactation Counselor's office each month to receive free, one-on-one counseling and instruction pertaining to breast feeding.

6. DISSEMINATION OF THE REPORT TO THE PUBLIC

The Brooks Memorial Hospital Community Service Plan 1 Year Update will be posted on the hospital website and will be available at <http://www.brookshospital.org/documents/BMHCSP.pdf>. A press release regarding the Community Service Plan will be run in the local papers and will provide information about how readers can obtain and/or view the hospital's One Year CSP Update.

7. CHANGES IMPACTING COMMUNITY HEALTH, PROVISION OF CHARITY CARE, AND ACCESS TO SERVICES

Challenges continuing to fact Brooks Memorial Hospital include the current economic environment, along with federal and state budget cuts. Helping to alleviate these challenges is the hospital's recent affiliation with the TLC Health Network through the auspices of the Lake Erie Regional Health System of NY (LERHSNY), an active parent corporation that is now governing both organizations in accordance with the legislative intent of the NYS Commission on Health Care Facilities in the 21st Century (aka the Berger Commission)

Whereas Brooks and TLC Health Network both provide important core services, each entity also provides unique, yet complementary programs and services. Through this coordinated, regional approach, the LERHSNY organizations will be able to more efficiently and effectively serve the needs of the collective community in support of our efforts to achieve the best possible quality outcomes. In addition to the improved clinical quality and economic efficiencies, anticipated benefits include the ability to attract and retain highly qualified physicians and health care professionals across of all disciplines.

8. FINANCIAL AID PROGRAM

The Financial Aid policy currently in use at Brooks Memorial Hospital goes beyond the minimum requirements set by New York State, providing assistance to patients who live outside of our defined service area and even those who do not apply on their own. Information about the hospital's Financial Assistance Policy is provided upon admission, is posted on the hospital website, throughout the hospital, and provided through the Chautauqua County Health Network. Nurse Managers in the hospital have also been in-serviced about the Financial Aid program so that they can provide information to patients as well.

Brooks Memorial Hospital has experienced both success and challenges in providing financial assistance to the community it serves. The increased awareness and utilization of the program is one of the biggest successes. The number of patient accounts receiving financial assistance increased 37% from 2008 to 2009, and the actual amount of financial assistance provided increased 89% during that same time period. Since there has been no increase in staffing in the Business Office over the past year, it is a challenge for the staff to process the ever increasing number of financial assistance applications.

An increase in the number of self-directed high-deductible insurance plans is also proving to be an ongoing challenge. More and more people are defaulting on the higher deductibles and co-pays that come with this type of insurance, and these charges are often written off through the Financial Aid program. The current economy and unemployment situation offers no relief in this area and Brooks anticipates that this trend will be continuing, even as hospital reimbursements and financial stability decline. Cash flow can be considered a challenge.

Brooks shares and gathers "best practice" information in a variety of ways including participation in the Healthcare Financial Management Association. Hospital staff also meets regularly with county social service agencies and counterparts at local hospitals to keep abreast of local, state, and national trends and practices pertaining to financial assistance.