



Community Health Needs Assessment And Implementation Plan

Implementation plan

As recommended by federal guidelines, Barnes-Jewish West County Hospital (BJWCH) has chosen from the health needs identified in our community health needs assessment five priority areas that align with the strategic priorities of the hospital in order to ensure dedicated resources. This implementation plan includes the rationale of the selection of our focus areas, as well as an explanation of how we will meet the needs identified in our community health needs assessment.

A. Identified Community Health Needs We Will Address:

1. Access to Affordable Health Care
2. Cancer
3. Cardiovascular Conditions
4. Health Literacy, Advocacy and Cultural Competence
5. Preventive Health Behaviors

1. Access to Affordable Health Care

Goal: Increase enrollment into government health insurance and Barnes-Jewish West County Hospital financial assistance programs among underinsured and uninsured individuals.

Rationale:

- According to the *2011 St. Louis County Community Health Needs Assessment*, The rate of uninsured adults age 18-64 in West County is 4.5% and in South County is 8.8%.
- Access to care can be limited by lack of: financial resources, insurance, knowledge of Medicare and Medicaid or understanding the importance of preventive measures.
- Poor access to health care is a social determinant of health that can result in health care disparities. According to the Agency for Healthcare Research and Quality (2008), individuals without health insurance are less likely to participate in preventive care and are more likely to delay medical treatment.
- The CDC reported in 2012 that “Uninsured adults were more likely than those with private health insurance or a public health plan to visit the emergency room due to having no other place to go.”
- The elimination of this program would detrimentally affect our uninsured patients.

Action Plan:

- Continue to provide financial counseling and assistance in applying for state Medicaid, Medicare or any insurance the person qualifies for, including our own financial assistance programs.
- Continue to provide care to people regardless of their ability to pay in accordance with BJC HealthCare’s charity care policy.

Evaluate/Measuring Outcomes:

- Given the research cited in our Community Health Needs Assessment, we can conclude the outcome of assisting the uninsured with finding insurance and primary care will decrease unnecessary emergency room visits and reduce hospital readmissions.
- Based on the following historical data, we will continue to increase enrollment and will reach above 164 persons served in 2014.
 - 2010: 109 enrolled in health care plan or financial assistance program
 - 2011: 158 enrolled in health care plan or financial assistance program
 - 2012: 164 enrolled in health care plan or financial assistance program

2. Cancer

Goal: Improve early detection of skin cancer and improve knowledge of skin cancer prevention among area residents.

Rationale:

- Skin cancer is the most common form of cancer in the United States according to the Centers for Disease Control and Prevention.
- When skin cancer is detected early, it is most effectively treated.
- In 2011, there were 32 deaths from malignant melanoma in St. Louis County.
- While skin cancer prevalence data specifically for West County and South County is unavailable, a free skin cancer screening of 211 area residents on May 11, 2013 at Barnes-Jewish West County Hospital resulted in 4 diagnoses of melanoma, 5 squamous cell carcinoma and 15 basal cell carcinoma.

Objective:

- Screen 5% more area residents for skin cancer at Barnes-Jewish West County Hospital in 2014 than in 2013 (an increase of 11 residents over 2013).
- Connect 10% of those diagnosed with an appropriate health care provider.

Action Plan:

- Continue our annual free skin cancer screening in May conducted by Washington University dermatologists which includes one-to-one patient-to-doctor skin cancer education.
- Follow up with patients identified with any type of skin cancer or pre-cancer, connecting a minimum of 10% with available providers and encouraging them to seek treatment.
- In an effort to encourage those in our community to adopt preventive health behaviors, such as using sunscreen, include information on our website, post information on social media and provide printed materials to educate the public on how to prevent skin cancer, warning signs and risks.

Evaluate/Measuring Outcomes:

- Continue to measure the number of those screened with resulting positive diagnoses of basal, squamous and melanoma skin cancer and abnormal skin conditions that the doctor recommends follow-up observation.
- Follow 100% of patients diagnosed with abnormal or cancerous skin conditions: day of screening, two months later, one year later.
- Record outcomes of those diagnosed to determine the number of diagnosed patients who received follow-up treatment.

3. Cardiovascular Conditions – Heart Disease and Stroke

Goal: Decrease incidence of heart disease and stroke among area residents.

Rationale:

- In 2010, 27% of all deaths in St. Louis City and County were caused by heart disease.
- Thirty percent of West County and South County residents are at risk for heart disease due to high cholesterol and high blood pressure.
- Thirty-nine percent of the population in West County and South County is overweight and 25% are obese. This can lead to high blood pressure, high cholesterol and high blood pressure.

Objective:

- Screen 100 adults from South and West St. Louis County for cholesterol and high blood pressure in 2014.

Action Plan:

- Provide free screenings to area residents for cholesterol, high blood pressure and glucose levels at Barnes-Jewish West County Hospital and at community educational events.
- Provide community events with health educators and physicians to educate the public on risk and prevention of heart disease.
- Connect those at high risk for heart disease, hypertension, stroke and other heart conditions with providers and resources to help manage their condition.
- Conduct multi-faceted programs in order to collect health status information before and after heart health education.

Evaluate /Measuring Outcomes:

- Identify individuals in South and West County at risk for cardiovascular disease.
- Through follow-up phone calls provide referrals to medical care for 5 participants.
- Through follow-up email, BJWCH will provide lifestyle risk factor education and encourage re-screening at six months and one year, and consequently lower the number of at risk participants.

4. Health Literacy, Advocacy and Cultural Competence

Goal: Build a more knowledgeable, skilled health care workforce.

Rationale:

- The growing elder population in St. Louis County will require highly-trained and skilled health professionals to meet the needs of those 65 and older who are more likely to have chronic medical conditions and illnesses with a higher acuity.
- Hospitals are facing increasing challenges to provide high quality, effective care at lower costs and to improve patient outcomes. To accomplish this, health care workers must be highly-skilled and knowledgeable.
- Advances in medicine, treatment and technology create an ever-changing landscape of the health care delivery system.
- The quality of care provided has a direct effect on health outcomes.

Objective:

- Provide an educational environment for those interested in entering the medical field and those currently in the medical field.
- To introduce students to the variety of career choices and benefits of the industry.

Action Plan:

- Conduct a Pre-Professional Health Sciences Academy in conjunction with BJC School Outreach and Youth Development, Parkway and St. Louis County Special School Districts enabling students to gain onsite observation of hospital workers in action.
- The Pre-Professionals Health Sciences Academy course will cover the following National Consortium on Health Science and Technology Education Standards: an academic foundation; communications; systems; employability skills; legal responsibilities; ethics; safety practices; teamwork; health maintenance practices; technical skills; and information technology applications.
- The Pre-Professionals Health Sciences Academy will also cover basic health care essential skills will be covered such as vital signs, CPR and First Aid certification.
- Offer medical tech interns from local community colleges shadowing opportunities in clinical rotations on site at our hospital.

Evaluate /Measuring Outcomes:

- Measure the number of students served by these programs. Track those in the Pre-Professionals Health Sciences Academy (approximately 15 students each year) to record their final career choice and assist with additional shadowing opportunities if needed.
- Conduct pre- and post-term evaluations in order to measure impact of program

5. Preventive Health Behaviors

Goal: Decrease incidence of influenza among area residents.

Rationale:

- Influenza, or the seasonal flu, is a pulmonary illness which can make chronic conditions worsen and cause a life-threatening condition especially among the elderly.
- In Missouri, a category combining pneumonia and influenza is number 11 on the top 20 causes of death in Missouri (MICA).
- In St. Louis County 2,916 deaths occurred from pneumonia and influenza at a mortality rate of 21.06 per 100,000 population from 2001-2011 (MICA).
- There is a need for an annual influenza vaccination as the virus continues to mutate and mortality rates can fluctuate year to year depending on the current virus.
- Due to the need, our hospital receives an annual grant from The Foundation for Barnes-Jewish Hospital to cover the cost of the vaccine.
- In fall 2012, 3,221 free influenza vaccinations were administered at BJWCH.
- Recognizing that flu immunization has a direct correlation on health outcomes, BJWCH will dedicate resources to address this need.

Objective:

- Vaccinate approximately 3, 250 area residents in fall 2014 (or approximately 1% more residents than the previous year).

Action Plan:

- Continue our annual free flu shot day at Barnes-Jewish West County Hospital offering free vaccinations to those ages six months and older.
- Include information on our website and post information on social media to educate the public on the value of flu vaccination and overall flu prevention methods.

Evaluate/Measuring Outcomes:

- Continue to measure the number of vaccinations.
- Provide written documentation of each vaccination to every patient.
- Our hospital will not follow up with participants to measure this program, as gathering demographic information could deter some in our community from participating and/or limit participation to certain socioeconomic groups.

B. Community Health Needs BJWCH Will Not Address:

Barnes-Jewish West County Hospital will not address five of the ten needs that we identified through the Community Health Needs Assessment. A hospital of our size cannot adequately address all of the needs uncovered in our Assessment.

1. **Behavioral and Mental Health** will not be addressed. BJWCH does not offer behavioral and mental health services; therefore we do not have resources to address this need.
2. **Chronic Conditions** will not be addressed, but may be indirectly affected by the work being done to address cardiovascular conditions.
3. **Maternity and Pediatric Health Issues** will not be addressed. BJWCH does not offer any obstetric maternity health services and a limited amount of pediatric health services; therefore we do not have resources to address this need.
4. **Pulmonary Conditions** will not be addressed beyond the work that is being done to address preventive behaviors, which includes influenza vaccinations.
5. **Senior Services and Social Support** will not be addressed by BJWCH but will be addressed by the OASIS Institute, headquartered in St. Louis and affiliated with BJC HealthCare. OASIS serves the St. Louis area including West and South County.