

Implementation Plan

Fiscal Year 2016



SIGNATURE HEALTHCARE

What is a Community Benefits Program?

- The Attorney General's Community Benefits Guidelines call upon hospitals to identify and respond to unmet community health needs. By formalizing their approach to community benefits planning, collaborating with community representatives they identify and create programs that address those needs, and issue annual reports on their efforts/findings.
- Efforts are expected to be measurable and fall within at least one of the statewide priorities:
 - Supporting health care reform
 - Chronic disease management in disadvantaged populations
 - Reducing health disparities
 - Promoting wellness of vulnerable populations

Community Health Needs Assessment

- The Community Health Needs Assessment utilized a four pronged approach to uncover the state of health in the City of Brockton and the surrounding towns:
 - Key informant interviews with people who work within the CHNA 22 cities and towns including Brockton were conducted to determine the needs of the residents both inside and outside of the city;
 - Existing programs, strategies and services in the area were reviewed to uncover gaps;
 - Data was analyzed to determine how health outcomes in the City of Brockton and surrounding towns differ from each other and the State of Massachusetts overall;
 - Focus groups in and outside of Brockton were conducted to examine the perceptions regarding the priority areas and their impact in the service area.

Community Health Needs Assessment

- In December 2010 Signature Healthcare, in collaboration with CHNA 22 (Greater Brockton), conducted a Community Health Needs Assessment (CHNA) – a comprehensive review of the area’s most pressing health needs.
- Identified were 4 key areas:
 - Asthma
 - Substance Abuse
 - Oral Health
 - Nutrition & Fitness
- A Community Health Needs Assessment (CHNA) is required to be conducted every three years thus, in December 2013, a deeper analysis was conducted in these 4 key areas.

Priority Health Concerns for CHNA 22

- Asthma

- The City of Brockton had a higher prevalence of lifetime asthma among children in kindergarten through grade 8 (15%) than the state overall (11%) during the 2006-2007 academic year
- Many key informants outside of Brockton identified childhood asthma as a chronic health concern, though they noted asthma tends to be better controlled among the population of high school age children.
- Black, non-Hispanic residents and Hispanic residents each had a higher rate of emergency department visits for asthma than non-Hispanic, White residents. The pattern was the same for asthma-related emergency department visits for children ages 0-9.



Priority Health Concerns for CHNA 22

- Oral Health
 - In 2004, 2006 and 2008, the CHNA had a greater percentage of people age 18 or older who reported 5 or more teeth missing due to decay or disease (19.3%) than the state overall at (14.7%)
 - None of the communities in CHNA 22 have water fluoridation.
 - Key informants outside of Brockton identified oral health problems and a lack of dental insurance or dentists who accept Mass Health.



Priority Health Concerns for CHNA 22

- Substance Abuse
 - From 2005-2007 the opioid-related fatal overdose rate in the city of Brockton (15 per 100,000) was significantly higher than the state average (9 per 100,000).
 - Young adults ages 20-24 in Avon, Whitman, Holbrook, Stoughton, East Bridgewater, Brockton and Abington had higher rates of admission to Bureau of Substance Abuse Services (BSAS) facilities for all substances than the state rate in 2007.



Priority Health Concerns for CHNA 22

- Nutrition and Fitness
 - In 2011, MA Black adults were 43% more likely to be obese, and Hispanic adults were 40% more likely to be obese than white adults.
 - Between 2007-2009 the percentage of adults ages 18 and older in the Greater Brockton CHNA area “ever diagnosed with diabetes” was approximately 8%, as was the state average. Since that time, the rate among CHNA residents has increased to 9.4% , an 18% increase (2008-2010).



Interventions – Wellness Wednesday

- In response to a variety of findings in the CHNA that highlighted the lack of physical activity for adults and children, Signature Healthcare implemented a free Zumba program. This program has been in place since 2011. The classes are held at Massasoit Community College and attract 20-30 attendees each week. These classes, offered in a safe environment, provide community members with an opportunity to begin their fitness journey. Signature aims to continue to offer this program year after year.



Interventions – Blessings in a Backpack

- To address the need for enhanced nutritional services, Signature Healthcare will continue to work with “Blessings in a Backpack”; a program that supports children who are on the free and reduced breakfast and lunch program. Signature will provide the 50 children, identified from the Kennedy School, nutritious food to take home for the weekend.



Interventions – Brockton Knocks Down Diabetes

- Signature Healthcare will continue to be part of the larger community wide “Brockton Knocks Down Diabetes” (BKDD) initiative and will kick it off with a Health & Wellness Expo. Signature
 - Will provide clinicians when needed
 - Assist with coordination and staffing for various events
 - Offer healthcare education classes throughout the initiative
 - Work with various community partners including:
 - Brockton VNA
 - Old Colony YMCA
 - American Diabetes Association
 - Harbor One

Interventions – Health & Wellness Expo

- Signature Healthcare's annual FREE Health & Wellness Expo will be offered each June and will include:
 - Screenings
 - Education
 - Healthy Cooking Demonstrations
 - Kids Activities
 - Fitness Demonstrations
 - Ask the Clinician stations



Interventions – Health & Wellness Expo

- As part of the Annual Expo, Signature Healthcare will continue to work with Protecting All Smiles. They will provide children under 21 with Preventative Hygiene services including a dental screening and fluoride treatment along with education.



Interventions – Asthma Camp

- Signature Healthcare will continue to sponsor Asthma Camp for the community. Signature Healthcare will continue to work with partners such as Brockton Public Schools and Walgreens to provide a well rounded event. These children and their parents will be able to visit numerous stations including; Household hazards, Medication Management, Triggers and the event will end with Asthma Jeopardy.



Interventions – Kids Road Races

- Signature Healthcare will, in an effort to address the community's nutrition and fitness needs, continue to support “Kids Road Races” a grassroots program that has been led by a community resident for over 30 years;
- Signature Healthcare will provide funding for the insurance coverage for the event and healthy food options at the end of each race.



Interventions – “See Test & Treat”

- We will continue to invite area women who are uninsured or underinsured to Signature Healthcare to take part in the Annual “See Test and Treat” event.

The goal of this event is to:

- Eliminate barriers to healthcare
- Provide Mammograms/Pap Smears
- Receive same day results
- Ensure future appointments are scheduled as needed



Interventions – Substance Abuse & Opioid Crisis Management Programs

- Signature Healthcare ED Physicians will continue to work with local police and fire departments – providing training and medical guidance.
- Staff will continue to be part of the Brockton Mayor’s Opioid coalition, Independence Academy and the Plymouth County’s Substance abuse coalition.
- Within the Signature Healthcare ED, overdose patients will receive nasal narcan, a list of detox facilities and counseling. The ED physicians are also limiting the number of narcotics prescribed to patients. They will not fill lost prescriptions and they are advancing use of the states “Prescription Monitoring Program”.