Implementation Strategy

Community Health Improvement Plan

Froedtert Health Neighborhood Hospital, LLC
Doing Business As:

Froedtert Community Hospital – New Berlin
Fiscal Year 2024-2026

Approved by Froedtert Health Neighborhood Hospital, LLC Board of Managers on 08/07/2023
This implementation strategy serves to describe how Froedtert Community Hospital – New Berlin will address the community needs as described in the CHNA Report. Effective July 1, 2023 in fiscal year 2024 to comply with federal tax law requirements set forth in Internal Revenue Code Section 501(r) and to satisfy the requirements set forth in IRS Notice 2011-52 and the Affordable Care Act for hospital facilities owned and operated by an organization described in IRC Section 501(c)(3).


CHNA adopted by the Froedtert Health Neighborhood Hospital, LLC Board of Managers on 05/01/2023

CHNA made publicly available on 05/02/2023

Implementation Strategy adopted by the Froedtert Health Neighborhood Hospital, LLC Board of Managers on 08/07/2023

Implementation Strategy made publicly available on 08/08/2023

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Overview
Froedtert Community Hospital, part of the Froedtert & the Medical College of Wisconsin health network, includes locations in Mequon, New Berlin, Oak Creek and Pewaukee. Each licensed, accredited, acute-care facility provides high-quality care close to home in a small-scale hospital setting and features an emergency department, inpatient beds, laboratory, pharmacy and imaging services.

Mission Statement
The Froedtert & the Medical College of Wisconsin health network advances the health of the people of the diverse communities we serve through exceptional care enhanced by innovation and discovery.

Froedtert Community Hospital – New Berlin Service Area and Demographics
For the purpose of the Community Health Needs Assessment, the community is defined as ZIP codes within Milwaukee, Racine, and Waukesha County, because 19.1% of discharges occur from this geography. All programs, activities, and partnerships under the CHNA will be delivered in Waukesha County. Froedtert Community Hospital – New Berlin determines its primary service area by completing an annual review and analysis of hospital discharges and market share according to various determinants.

<table>
<thead>
<tr>
<th>Primary Service Area</th>
<th>Zip Code</th>
<th>Town</th>
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<tbody>
<tr>
<td>53005</td>
<td>Brookfield</td>
<td>53122 Elm Grove</td>
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<tr>
<td>53149</td>
<td>Mukwonago</td>
<td>53188 Waukesha</td>
</tr>
<tr>
<td>53220</td>
<td>Milwaukee</td>
<td>53045 Brookfield</td>
</tr>
<tr>
<td>53129</td>
<td>Greendale</td>
<td>53150 Muskego</td>
</tr>
<tr>
<td>53189</td>
<td>Waukesha</td>
<td>53221 Milwaukee</td>
</tr>
<tr>
<td>53226</td>
<td>Milwaukee</td>
<td>53051 Menomonee Falls</td>
</tr>
<tr>
<td>53130</td>
<td>Hales Corners</td>
<td>53151 New Berlin</td>
</tr>
<tr>
<td>53213</td>
<td>Milwaukee</td>
<td>53072 Pewaukee</td>
</tr>
<tr>
<td>53185</td>
<td>Waterford</td>
<td>53214 Milwaukee</td>
</tr>
<tr>
<td>53227</td>
<td>Milwaukee</td>
<td>53103 Big Bend</td>
</tr>
<tr>
<td>53186</td>
<td>Waukesha</td>
<td>53219 Milwaukee</td>
</tr>
<tr>
<td>53228</td>
<td>Milwaukee</td>
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</tr>
</tbody>
</table>
Froedtert Health Community Engagement

Community Engagement proactively addresses community health needs through innovative programs and partnerships that improve population health and reduce disparities.
About the Community Health Needs Assessment and Implementation Strategy

Community Health Needs Assessment (CHNA)

Froedtert Community Hospital – New Berlin assesses the health needs of the communities it serves through a comprehensive data collection process from a number of key sources. Data and research included information from community members, public health officials, community leaders/experts, and non-profit organizations representing vulnerable populations in the hospital service area. The following information/data sources were collected and taken into consideration for assessing and addressing community health needs:

- Community Health Survey
- Key Informant Interviews
- Secondary Data Sources
- Internal Hospital Data

The Froedtert Community Hospital – New Berlin CHNA report and supporting information can be found at https://www.froedtert.com/community-engagement/froedtert-community-hospital.

Implementation Strategy/Community Health Improvement Plan

An implementation strategy (sometimes called a Community Health Improvement Plan) is a written plan of the long-term, systematic effort to address each significant health need identified in the community health needs assessment. Every three years, the CHNA serves as the basis for the creation of the implementation strategy to improve health outcomes and reduce disparities in the Froedtert Community Hospital – New Berlin service area.

Explanations of the significant health needs identified as priorities for Froedtert Community Hospital – New Berlin’s 2024-2026 Implementation Strategy include:

- Strategies and actions planned to address each need
- Evaluation metrics
- Anticipated impact of those strategies
- Resources committed to those strategies
- Planned collaborative partners
Implementation Strategy Development Process

1) CHNA: Identify significant health needs
Froedtert Community Hospital – New Berlin, in collaboration with local health systems and the Waukesha County Health Department, assessed the health needs of the communities it serves through a comprehensive data collection process from a number of key sources.

2) Prioritization: Select priority health needs
Froedtert Community Hospital – New Berlin CHNA/Implementation Strategy Advisory Committee reviewed CHNA data, identified key themes, and prioritized and selected significant health needs.

3) Implementation Strategy Development: Identify actions to address priority health needs
The Community Engagement team, in partnership with key stakeholders, identified evidence-based strategies, partnerships and resources to address significant health needs utilizing a health equity lens.

4) Approval: Authorizing body
The three-year implementation strategy is approved by the Froedtert Health Neighborhood Hospital, LLC Board of Managers. Community Engagement leadership and staff regularly monitor and report progress toward achieving goals and objectives.

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**Community Health Needs Assessment Process**

- **Collect & Analyze Data**
  - Community Health Survey
  - Key Stakeholder Interviews
  - Secondary Data Analysis
  - Internal Hospital Data Analysis

- **Prioritize Health Needs**

- **Identify and Select Significant Health Needs**
  - Identify
  - Prioritization
  - Select

- **CHNA & Implementation Strategy Development**
  - Development of Reports
  - Approval by Authorizing Body
Prioritizing Significant Health Needs

Froedtert Community Hospital – New Berlin, in collaboration with community partners, and JKV Research, LLC, analyzed secondary data of several indicators and gathered community input through online and phone surveys and key stakeholder interviews to identify the needs in the Froedtert Community Hospital – New Berlin service area. Based on the information from all the CHNA data collection sources, the health needs were identified as:

- Mental Health
- Substance Use and Abuse (alcohol, tobacco and other drugs)
- Access to Health Care
- Chronic Diseases
- Access to Social Services

The CHNA was reviewed by the Froedtert Community Hospital – New Berlin CHNA/Implementation Strategy Advisory Committee (Appendix A), which consists of members of the Froedtert Community Hospital – New Berlin Community Advisory Committee, Waukesha County community partners, the Waukesha County Public Health Department and hospital and health system leadership and staff. Committee members were selected based on their specific knowledge of health needs and resources in the Froedtert Community Hospital – New Berlin service area for a collective analysis of the CHNA findings. Under the direction of the Department of Community Engagement leadership team and a trained meeting facilitator, the planning process included four steps in prioritizing Froedtert Community Hospital – New Berlin’s significant health needs:

- Review current hospital and community health improvement initiatives and strategies.
- Review the Community Health Needs Assessment results for identification and prioritization of community health needs.
- Rank and selected priority areas.
- Brainstorm evidence-based strategies, partnerships and programs to address community health needs.

During a facilitated workout session in January 2023, members of the CHNA/Implementation Strategy Advisory Committee were asked to rate each health need based on the following criteria, to identify the significant health needs:

**Alignment:** the degree to which the health issue aligns with Froedtert Health’s mission and strategic priorities.

**Feasibility:** the degree to which the hospital can address the need through direct programs, clinical strengths and dedicated resources.

**Partnerships:** the degree to which there are current or potential community partners/coalitions.

**Health Equity:** the degree to which disparities exist and can be addressed.

**Measurable:** the degree to which measurable impact can be made to address the issue.

**Upstream:** the degree to which the health issue is upstream from and a root cause of other health issues.
Based on those results, one overarching significant health need was identified as the priority for Froedtert Community Hospital – New Berlin’s Implementation Strategy for fiscal 2024-2026:

**Mental Health**: Mental and physical health are equally important components of overall health. Poor mental health is associated with poor quality of life, higher rates of chronic disease and a shorter lifespan. Froedtert Community Hospital – New Berlin is committed to working internally to expand mental health services and partnering with community organizations to address this health need through prevention.

**Implementation Strategy Development**

After the facilitated workout session in January 2023, suggested strategies were identified utilizing the public health framework for reducing health inequities and understanding how social determinants of health impact health outcomes. The Froedtert & the Medical College of Wisconsin health network’s mission is to advance the health of the people of the diverse communities we serve through exceptional care enhanced by innovation and discovery. Froedtert Community Hospital – New Berlin has a commitment to being an inclusive and culturally competent organization that provides exceptional care to everyone; therefore, equity, diversity and inclusion are priorities for not only the hospital but also the entire health network. Health equity and social determinants of health were considered during the entire community health needs assessment, the identification of significant health needs and the prioritization of those needs. Furthermore, health equity, disparities and social determinants of health were considered as Froedtert Community Hospital – New Berlin identified strategies to address those prioritized significant health needs.
Significant Health Needs Not Addressed

Froedtert Community Hospital – New Berlin is unable to address all of the identified community health needs due to limited resources, magnitude/severity of the issue, or the presence of existing resources already in place to address the need.

- **Alcohol Use and Substance Use:** Addressed through the Waukesha County Substance Use Community Health Action Team, a collaboration of the local health department, health networks and community organizations.

- **Access to Social Services and Health Care:** This need is addressed through the hospital’s care delivery system. The most recent Community Health Needs Assessment identified individuals in Waukesha County as having high access to a variety of health care services. Access to mental health care is an identified need that will be addressed in the implementation plan strategies.

- **Chronic Diseases:** Addressed through the Froedtert Menomonee Falls Hospital Community Health Improvement Plan, explaining chronic disease prevention and management efforts will continue throughout Waukesha County. Examples include chronic disease and cancer screenings, participation in community events focused on physical activity, and nutrition and supporting chronic disease management education.

Implementation Strategy Evaluation

Froedtert Community Hospital – New Berlin’s Community Engagement will regularly monitor and report on progress towards the Implementation Strategy objectives and provide quarterly reports to the Froedtert Health Neighborhood Hospital, LLC Board of Managers, Community Advisory Committee and health system’s Community Engagement Steering Committee. Additional progress on the Implementation Plan will be reported annually through the hospital’s IRS Form 990 Schedule H filing and other reporting sources associated with strategic partners and community coalitions.
Why Mental Health?
Mental and physical health are equally important components of overall health. Poor mental health is associated with poor quality of life, higher rates of chronic disease and a shorter lifespan.

Froedtert Community Hospital – New Berlin 2022 Community Health Needs Assessment Results

The following data is from the Waukesha County 2022 Community Health Needs Assessment that supports the need to address mental health.

- 19% reported having a mental health condition in the past three years (baseline: 13%)
- 12% reported having frequent mental distress 14 or more days per month (WI: 13%)
- 4%: unmet mental health care services in past year (baseline: <1%)
- 12: suicide rate per 100,000 population (WI: 15)
- **Priority populations**: groups of people with the greatest health disparities and/or risk for poor health. The highest need populations in Waukesha County include low income, racial/ethnic minorities and elderly.

Froedtert Community Hospital – New Berlin Strategies and Actions to Address Mental Health

**Community Collaborations & Charitable Giving**

Support mental health initiatives through community collaborations and charitable giving.

a. Actively participate on the Waukesha County Mental Health Action Team.
b. Support mental health efforts through charitable giving and sponsorship.

**Health Care Career Exploration**

Expose youth to mental health care careers.

a. Expand mental health care career exploration to offer at least two presentations or speakers for middle school or high school students per year.

**Educational Trainings**

Conduct an educational training for community organizations and health care staff who serve priority populations.

a. Collaborate with community organizations to conduct at least one educational training to increase awareness and skills to address mental health concerns, improve individual self-care and provide community with support, tools and resources.

**Referral Applications**

Provide access to mental health resources through referral applications.

a. Utilize and promote Impact 211 as a central access point for people in need of mental health support.
b. Explore the expansion of SilverCloud to the community.
**Significant Health Need:** Mental Health

**Program/Initiative:** Coalition Participation, Charitable Giving and Sponsorship, Health Care Career Exploration, Educational Trainings and Referral Applications.

**Goal:** Support mental health and well-being through evidence-based, community-led prevention programs and navigation of support services that are equitable, high-quality, culturally responsive, and linguistically appropriate, specifically for priority populations.

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>STRATEGIES</th>
<th>ACTIONS</th>
<th>FY24-FY26 TARGETS</th>
<th>TOTAL</th>
<th>MEASURES</th>
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<tbody>
<tr>
<td>Support mental health outreach, education and prevention programs by June 30, 2026.</td>
<td>Support mental health initiatives through community collaborations and charitable giving.</td>
<td>Actively participate on the Waukesha County Mental Health Action Team.</td>
<td>A minimum of 50 people impacted/year</td>
<td>150 people impacted</td>
<td># of people impacted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Support mental health efforts through charitable giving and sponsorship.</td>
<td>Support at least one organization addressing mental health per year. Impact a minimum of 50 individuals through funding per year.</td>
<td>Three organizations; 150 individuals impacted</td>
<td># of organizations; amount of funding; # of individuals impacted</td>
</tr>
<tr>
<td>Expose youth to mental health care careers.</td>
<td>Expand mental health care career exploration to offer at least two presentations or speakers for middle school or high school students per year.</td>
<td>Two presentations/year A minimum of 20 attendees/year 50% of attendees increase knowledge Number of students indicating an interest in mental health careers through a student survey</td>
<td>Six presentations; 60 attendees; 50% of attendees increased knowledge; total mental health careers</td>
<td># of presentations; # of attendees; Pre and post interest and knowledge survey; mental health careers</td>
<td></td>
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<tr>
<td>Conduct an educational training for community organizations and health care staff who serve priority populations.</td>
<td>Collaborate with community organizations to conduct at least one educational training to increase awareness and skills to address mental health concerns, improve individual self-care and provide community with support, tools and resources.</td>
<td>Year 1: Engage a minimum of two collaborative partners Year 2: Develop implementation plan Year 3: Conduct training with a minimum of 25 individuals</td>
<td>25 individuals trained; minimum of two collaborative partners</td>
<td># of people trained; # of collaborative partners</td>
<td></td>
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<tr>
<td>Improve access to mental health services and navigation to community resources by June 30, 2026.</td>
<td>Provide access to mental health resources through referral applications.</td>
<td>Utilize and promote Impact 211 as a central access point for people who are in need of mental health support.</td>
<td>Year 1: five organizations trained to update 211 system Year 2 and 3: A minimum 100 requests for mental health services</td>
<td>15 organizations trained; 300 211 mental health requests</td>
<td># organizations trained; # of 211 mental health requests</td>
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<td></td>
<td>Explore the expansion of SilverCloud to the community.</td>
<td>Year 1: Gather information on system capabilities and gain support Year 2: Develop a pilot Year 3: Pilot SilverCloud in a community-based setting</td>
<td>Community-based SilverCloud</td>
<td>System progress and milestones</td>
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**Anticipated Impact:**
- Strengthened community capacity and collaboration for shared responsibility to address unmet mental health needs.
- Increased awareness and interest in mental health careers.
- Increased awareness, knowledge and skills to support individuals experiencing mental health concerns.
- Increased access to behavioral health services.

**FCH Available Resources:**
- Community Engagement leadership/staff
- Behavioral Health services
- Froedtert Menomonee Falls Hospital Community Outreach Steering Committee funds
- Froedtert Health sponsorship
- Workforce development
- The Department of Psychiatry and Behavioral Health
- The Medical College of Wisconsin
- Inception Health
- Behavioral Health liaison

**FCH Collaborative Partners:**
- Waukesha County Public Health Department - Partner to promote and implement mental health initiatives.
- Waukesha County school districts – Partner to expose youth to mental health care careers.
- National Alliance on Mental Illness (NAMI) Southeast Wisconsin – Partner to provide educational trainings in the community.
- Elevate, Inc. – Partner to provide education and resources.
- First responders – Partner to conduct front line mental health trainings.
- Impact 211 – Partner to increase awareness of resources.
- Eras Senior Network – Partner to provide mental health programs to elderly population.
- Addiction Resource Council – Partner to provide education and resources.
- CESA 1: Partner to engage students in health care career explorations.

**Long-term metrics:**
- County health rankings (Waukesha: #2)
- Average number of poor mental health days in last 30 days (WI: 4.4)
- Unmet mental health care in past year (baseline: 2%)
- Ratio of mental health providers (WI: 440)
- Frequent mental distress (14 or more days per month) (WI: 13)
- Suicide Rate (WI: 14.7)
- Reported mental health condition (baseline: 13%)
- Mental health emergency department visits for visits for BIPOC+A*

  *BIPOC+A includes race/ethnicity categories of 1) Black or African American, 2) American Indian or Alaska Native, 3) Native Hawaiian or Other Pacific Islander, 4) Hispanic, and 5) Asian*
### Appendix A: Froedtert Community Hospital – New Berlin CHNA/Implementation Strategy Advisory Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Hospital Affiliation</th>
</tr>
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<tbody>
<tr>
<td>Michelle Clark</td>
<td>Hospital Administrator</td>
<td>Froedtert Community Hospital - New Berlin</td>
<td>CAC</td>
</tr>
<tr>
<td>Rolando DeLeon</td>
<td>Diversity Program Coordinator</td>
<td>Froedtert Health</td>
<td></td>
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<tr>
<td></td>
<td>Diversity &amp; Inclusion</td>
<td></td>
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<tr>
<td>Barbara Jacob</td>
<td>Assistant Director</td>
<td>New Berlin Food Pantry</td>
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<tr>
<td>Andy Kraus</td>
<td>Lieutenant</td>
<td>Muskego Police Department</td>
<td></td>
</tr>
<tr>
<td>Katie Malone</td>
<td>Human Resources Manager</td>
<td>Wenthe-Davidson Engineering</td>
<td>CAC</td>
</tr>
<tr>
<td>Julie Niedfeldt</td>
<td>VP of HR and EHS</td>
<td>Dynatect Manufacturing, Inc.</td>
<td>CAC</td>
</tr>
<tr>
<td>Greg Raethke</td>
<td>Executive Director, Occupational Health</td>
<td>Froedtert Health</td>
<td>CAC</td>
</tr>
<tr>
<td>Jennifer Ruis</td>
<td>Association Sr. Director of Membership</td>
<td>YMCA of Greater Waukesha County</td>
<td></td>
</tr>
<tr>
<td>Kellie Sanders</td>
<td>Chief Academic Officer</td>
<td>School District of New Berlin</td>
<td>CAC</td>
</tr>
<tr>
<td>Steve Thompson</td>
<td>Captain of Community Programs and Events</td>
<td>New Berlin Police Department</td>
<td>CAC</td>
</tr>
<tr>
<td>Andy Dresang</td>
<td>Executive Director, Community Engagement</td>
<td>Froedtert Health</td>
<td></td>
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<tr>
<td>Larry Dux</td>
<td>Director, Clinical Informatics</td>
<td>Froedtert Health</td>
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<tr>
<td>Melissa Kerhin</td>
<td>Community Engagement Coordinator</td>
<td>Froedtert Health</td>
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<tr>
<td>Amanda Wisth</td>
<td>Manager of Community Benefit and Impact</td>
<td>Froedtert Health</td>
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<tr>
<td>Patricia Nimmer</td>
<td>Director, Community Outreach/Partnerships</td>
<td>Froedtert Health</td>
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<tr>
<td>Robert Ramirez</td>
<td>Director, Community Health</td>
<td>Froedtert Health</td>
<td></td>
</tr>
<tr>
<td>Kiara Green</td>
<td>Executive Assistant Associate – Community Engagement</td>
<td>Froedtert Health</td>
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