



Implementation Strategy

Community Health Improvement Plan

St. Joseph's Hospital
Fiscal Year 2014

Adopted and reviewed by St. Joseph's Board of
Directors on 5/28/2013

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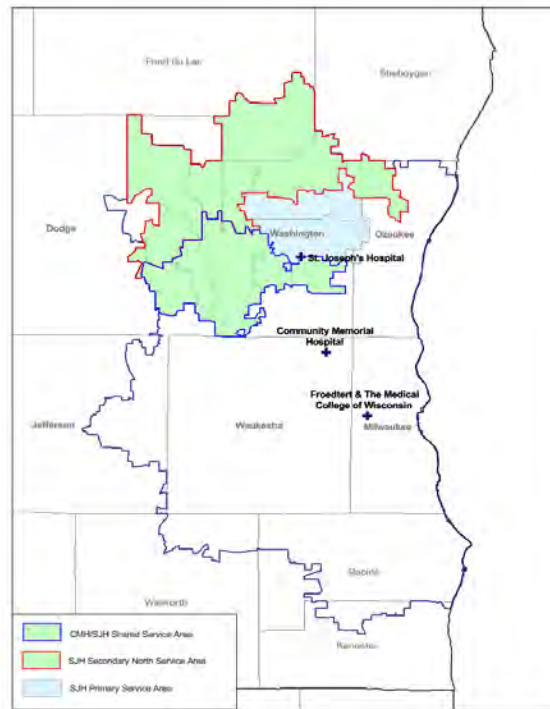
Overview

This Implementation Strategy serves as the *community health improvement* component of St. Joseph's Hospital community benefit strategy, focusing on Access to Primary/Specialty Care, Chronic Disease Management, Alcohol and Other Drug Abuse and Obesity/Physical Activity.

St. Joseph's Hospital community benefit framework is to improve the quality of life in the communities we serve through health care programs and services that are measurable, accessible, and culturally appropriate.

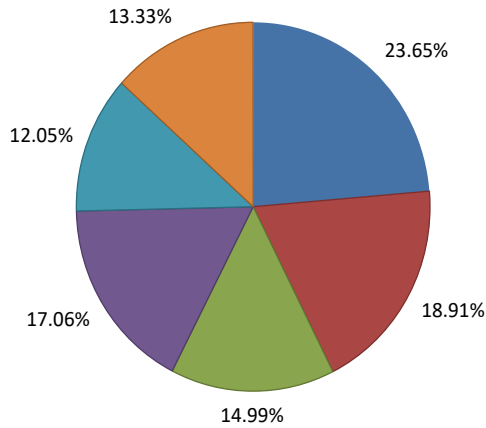
Community Demographics

St. Joseph's Hospital develops its health improvement strategies and programs to meet the needs of the communities it serves. St. Joseph's Hospital total service area map reflects the 16 zip codes within the Milwaukee five-county area.

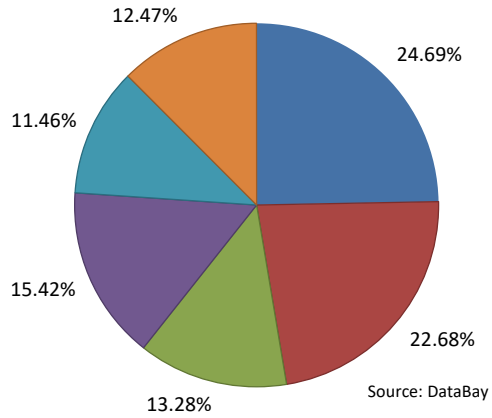


- **Age** – The SJH Total service area has a comparable age distribution as the Milwaukee five-county area. The percentage of 35-44, critical ages when people begin getting routine screenings, is 14.99% in the SJH Total service area and slightly lower at 13.28% in the five-county area.

**2012 Age Distribution
SJH Total Service Area**

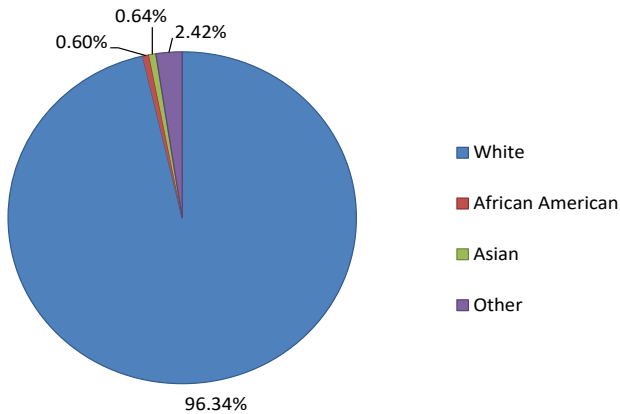


**2012 Age Distribution
Milwaukee 5 County Area**

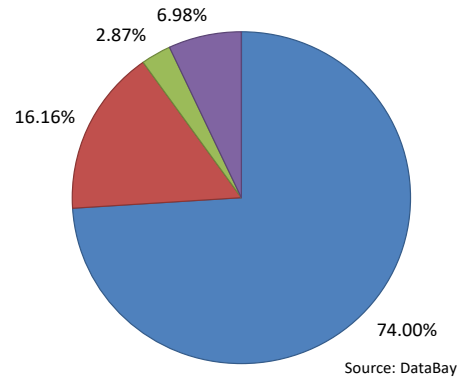


- Race/Ethnicity** – The racial distribution in the SJH Total service area is predominantly Caucasia (96.34%). The five-county area has more diversity with 16.16% of the population being of African American descent and 6.98% of being of other races.

**2012 Racial Distribution
SJH Total Service Area**

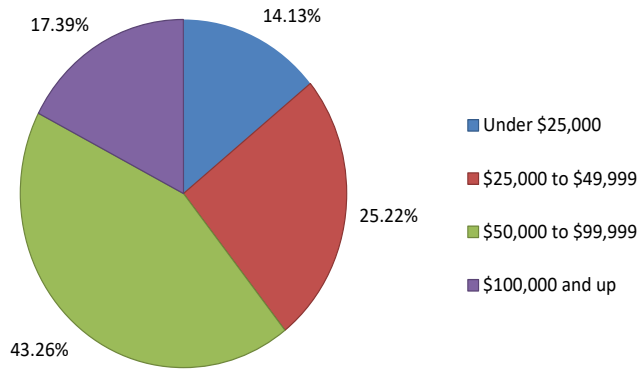


**2012 Racial Distribution
Milwaukee 5 County Area**

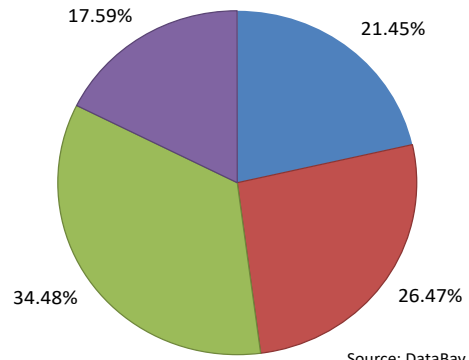


- Household Income** – 60.65% of the SJH Total service area earn more than \$50,000 annually whereas in the five-county area, only 52.07% of the population earns \$50,000 or more.

**2012 Household Income Distribution
SJH Total Service Area**



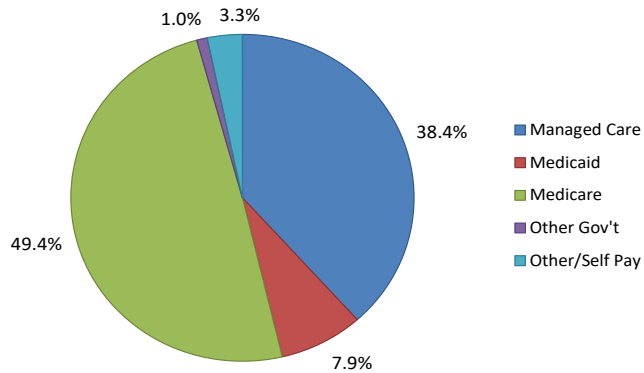
**2012 Household Income Distribution
Milwaukee 5 County Area**



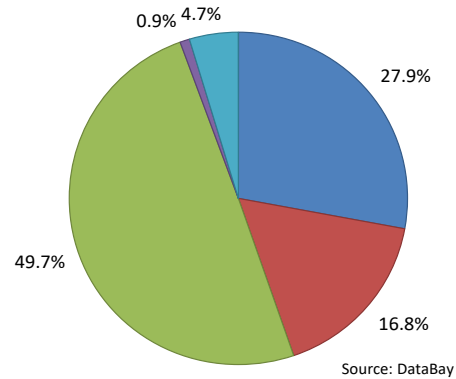
Source: DataBay

- Payer Mix** – 11.2% of the patients in the SJH Total service area are Medicaid or Self Pay (uninsured) patients, compared to 21.5% in the five-county area.

**FY 2012 Payer Mix
SJH Total Service Area**



**FY 2012 Payer Mix
Milwaukee 5 County Area**



Source: DataBay

Community Health Needs Assessment

Froedtert Health is a member of the Milwaukee Health Care Partnership www.mkehcp.org, a public private consortium dedicated to improving care for underserved populations in Milwaukee County. Through the Partnership, Milwaukee’s five health systems and the Washington County Health Department aligned resources to complete a shared community health needs assessment (CHNA) in 2011 - 2012. Supported by additional analysis from the Center for Urban Population Health, this robust community-wide CHNA includes findings from a community health survey of over 400 adults, significant key informant interviews and a secondary source data analysis. This shared CHNA serves as the foundation for St. Joseph’s Hospital’s implementation strategy to improve health outcomes and reduce disparities in Washington County.

The CHNA summary and full reports can be found on St. Joseph’s website:

- [Washington County CHNA Executive Summary](#)
- [Washington County CHNA Community Health Survey](#)
- [Washington County CHNA Key Informant Interview Report](#)

Identified Community Health Needs in Washington County

Priorities across the CHNA Health Survey, Stakeholder Interviews and Secondary Data	
Access to Health Care Services: includes behavioral, oral health and prenatal services	
Health Insurance Coverage	
Mental Health: includes Alcohol and Other Drug Abuse (AODA)	
Obesity, Nutrition and Physical Activity	
Chronic Disease	
Transportation	
Health Literacy and Navigation	
The Washington County Community Health Survey and the Stakeholder Interviews reported slightly different health need priorities	
<p>Survey Priorities</p> <ul style="list-style-type: none"> • Alcohol & Other Drug Abuse (AODA) • Chronic Disease • Access to Care • Mental Health or Depression • Infectious Disease • Violence • Infant Mortality 	<p>Key Informant Priorities</p> <ul style="list-style-type: none"> • Mental Health • AODA • Access to Primary/Specialty Care • Dental Services • Obesity, Nutrition and Physical Activity • Transportation

St. Joseph’s Hospital’s Implementation Strategy Priorities

Reflecting St. Joseph’s Hospital clinical strengths and community partnerships, the CHNA identified priorities of **Access, AODA, Obesity and Physical Activity** and **Chronic Disease** as focus areas for its Implementation Strategy.

**Froedtert and The Medical College of Wisconsin | St. Joseph's
Implementation Strategy
2014/2015**

Program/Initiative	Community Health Need/Rationale	Froedtert Health Resources	Community Partners/Resources	Objectives/Outcomes & Deliverables	Deliverables
Access to Primary, Specialty and Preventative Care					
Subsidized Transportation	<ul style="list-style-type: none"> Affordable and Accessible Transportation 	<ul style="list-style-type: none"> Community Engagement Discharge Planning and Case Management Nursing Administration Emergency Department 	<ul style="list-style-type: none"> Washington County Shared Ride Taxi 	<ul style="list-style-type: none"> Provide affordable and accessible medical transportation to SJH patients at or below 200% Federal Poverty Level 	<ul style="list-style-type: none"> 1,594 rides provided to patients at or below 200% FPL
Albrecht Free Clinic	<ul style="list-style-type: none"> 8% of Washington County Residents Uninsured Unmet Medical Care Routine Procedures Access to Specialty Care 	<ul style="list-style-type: none"> F&MCW Community Physicians SJH Leadership and Physician Involvement on AFC Board SJH & CP Lab and Radiology Depts. SJH Case Managers SJH Emergency Dept Staff 	<ul style="list-style-type: none"> Albrecht Free Clinic Washington County Healthy Community Fund Washington County Public Health Department 	<ul style="list-style-type: none"> Referral process for uninsured populations from SJH Emergency Department to Albrecht Free Clinic Provide vouchers for ancillary services for AFC patients Provide vouchers for specialty care to clinic patients Recruitment and support F&MCW Community Physicians that donate time to AFC 	<ul style="list-style-type: none"> 2,573 patient visits

Program/Initiative	Community Health Need/Rationale	Froedtert Health Resources	Community Partners/Resources	Objectives/Outcomes & Deliverables	Deliverables
Access to Primary, Specialty and Preventative Care					
Prostate Screening Program	<ul style="list-style-type: none"> Decrease in percentage of men having Prostate Cancer Screening in Washington County the past two years 	<ul style="list-style-type: none"> Kraemer Cancer Center F&MCW Community Physicians Community Engagement SJH Community Foundation Marketing 	<ul style="list-style-type: none"> ZERO Albrecht Free Clinic Washington County Public Health Dept. American Cancer Society Casa Guadalupe 	<ul style="list-style-type: none"> Increase the amount of men having PSA and Digital Exam every two years 	<ul style="list-style-type: none"> 34 patients screened in October 2014 7 patients had elevated PSA of 2.5 and referred for follow-up
Colorectal Screening Awareness	<ul style="list-style-type: none"> Decrease in blood stool test in past year 69% of population age 50 and older had a colonoscopy in the past 10 years 	<ul style="list-style-type: none"> Kraemer Cancer Center F&MCW Community Physicians Community Engagement Marketing and Communications 	<ul style="list-style-type: none"> American Cancer Society Albrecht Free Clinic Casa Guadalupe 	<ul style="list-style-type: none"> Increase the number of populations reporting having a colonoscopy age 50 and above Provide care navigation and facilitate access for vulnerable populations through health education and colonoscopy screenings 	<ul style="list-style-type: none"> 12 individuals attended Kraemer Cancer Center Colorectal Cancer Education Event 250 toured the Strollin Colon exhibit at Washington County Healthy Families Event
Sexual Assault Nurse Examiner Program	<ul style="list-style-type: none"> 4% of population reported being afraid for their safety 	<ul style="list-style-type: none"> Emergency Department Trained SANE Nurse St. Joseph's Community Foundation SJH Community Partners 	<ul style="list-style-type: none"> Friends of Abused Families Washington County EMS/Police Departments 	<ul style="list-style-type: none"> Provide forensic evaluations, assessment and emotional support to victims Track and facilitate referrals to medical and other non-profit agencies 	<ul style="list-style-type: none"> 13 individuals screened and referred

Program/Initiative	Community Health Need/Rationale	Froedtert Health Resources	Community Partners/Resources	Objectives/Outcomes & Deliverables	Deliverables
AODA/Mental Health					
Every 15 Minutes Program	<ul style="list-style-type: none"> Increase in binge drinking – higher than state and national average 3% of population reported driving while under the influence or was a passenger 	<ul style="list-style-type: none"> Emergency Department Community Engagement Emergency Preparedness Coordinator Marketing and Communications Nursing Staff 	<ul style="list-style-type: none"> West Bend School District Kewaskum School District Washington County Sheriff's Department West Bend Fire/EMS Flight for Life Washington County Injury Prevention Coalition 	<ul style="list-style-type: none"> Reduce youth underage drinking and driving Reduce traffic related impairment accidents and deaths Program runs approximately every three years 	<ul style="list-style-type: none"> Executed program at Kewaskum High School in May 2014 Planning underway for West Bend High School in May 2015
Prevention Network of Washington County	<ul style="list-style-type: none"> Increase in binge drinking – higher than state and national average 3% of population reported driving while under the influence or was a passenger Increase in drug/opiate related incidence and death in Washington County 	<ul style="list-style-type: none"> Community Engagement Behavioral Health Services Emergency Department Case Management 	<ul style="list-style-type: none"> Kewaskum Cares About Kids Germantown Youth Futures Hartford Project Care West Bend ACTS STAND Elevate Inc 	<ul style="list-style-type: none"> Reduce youth substance abuse <ul style="list-style-type: none"> Alcohol Prescription drugs Opiates Increase Washington County youth involved in AODA prevention efforts Strengthen collaboration among communities, private nonprofit agencies, and other local agencies/organizations 	<ul style="list-style-type: none"> Participated in three Heroin Awareness programs in Washington County with 750 parents and students in attendance
Washington County Mental Health Task Force In Development	<ul style="list-style-type: none"> Increase in drug/opiate related incidence and death in Washington County Issues with navigating/accessing AODA/Mental Health 	<ul style="list-style-type: none"> Community Engagement Behavioral Health Services Emergency Department Case Management 	<ul style="list-style-type: none"> NAMI Washington County Aurora Health Care Elevate Inc Washington County Public Health Department Albrecht Free Clinic Germantown Police Department 	Currently In Development	

Obesity and Physical Activity					
Program/Initiative	Community Health Need and Rationale	Froedtert Health Resources	Community Partners/Resources	Community Partners/Resources	Deliverables
Healthy People Project of Washington County	<ul style="list-style-type: none"> • Increase in populations reporting they are overweight – higher than the national average • Decrease in the number of populations reported getting recommended moderate and vigorous physical activity • Decrease in recommended fruit and vegetable intake 	<ul style="list-style-type: none"> • Community Engagement • Froedtert Health Leaders • F&MCW Community Physicians 	<ul style="list-style-type: none"> • Washington County Healthy Community Fund • Albrecht Free Clinic • Aurora Health Care • Kettle Moraine YMCA • UW-Extension Washington County • Washington County Public Health Dept. 	<ul style="list-style-type: none"> • Increase the number of individuals reporting moderate to vigorous physical activity • Increase the daily amount of fruit and vegetable intake • Decrease the number of individuals reporting being overweight or obese 	<ul style="list-style-type: none"> • 16,000 students eating fresh fruits and vegetables through HPPWC Farm to School program in Washington County

Program/Initiative	Community Health Need/Rationale	Froedtert Health Resources	Community Partners/Resources	Objectives/Outcomes & Deliverables	Deliverables
Chronic Disease Management					
<p>Living Well with Chronic Conditions (Evidenced Based National Program)</p> <p>Goal – 15 Participants each session</p>	<ul style="list-style-type: none"> Adults in Washington County with chronic disease: 28% with high blood pressure 21% with high cholesterol 9% with diabetes 	<ul style="list-style-type: none"> Community Education department Froedtert and Medical College of Wisconsin trained facilitators Wellness Works Community Engagement F&MCW Community Physicians 	<ul style="list-style-type: none"> Wisconsin Institute for Health Aging Washington County ADRC Albrecht Free Clinic Kettle Moraine YMCA Casa Guadalupe 	<ul style="list-style-type: none"> Increase patient engagement in self-management of chronic disease. Decrease in ED utilization for chronic disease management. Increase in self-management as measured by pre and post survey. 	<ul style="list-style-type: none"> 14 individuals completed training in Spring 2014
<p>Heart360 (High Blood Pressure Program)</p> <p>Goal – 50 Participants Annually</p>	<ul style="list-style-type: none"> Adult Hispanic population in Washington County 28% with high blood pressure 	<ul style="list-style-type: none"> Community Engagement SJH Nurses & Support Staff 	<ul style="list-style-type: none"> Casa Guadalupe American Heart Association Kettle Moraine YMCA United Way of Washington County – Hartford Community Center 	<ul style="list-style-type: none"> Increase awareness & understanding of blood pressure numbers & what they mean. Improve cardiovascular health in our community. Reduce cardiovascular disease & stroke. 	<ul style="list-style-type: none"> 47 participants graduated Facilitated seven screenings Systolic BP decreased by 12 points and diastolic down 7 points
Health Care Coverage					
<p>Enrollment/Coverage Initiative</p>	<ul style="list-style-type: none"> Open enrollment in Marketplace begins October 1, 2013 Transition of 1,650 individuals off Medicaid in Washington County. 1,300 newly eligible for the Marketplace in Washington County 	<ul style="list-style-type: none"> Froedtert and The Medical College of Wisconsin Enrollment Outreach and Retention Task Force Froedtert Health Patient Financial Services Community Engagement F&MCW Community Physician Clinics 	<ul style="list-style-type: none"> Albrecht Free Clinic Impact 211 Casa Guadalupe 	<ul style="list-style-type: none"> Promote awareness and education of the Marketplace for the public. Train and deploy certified application counselors Targeted outreach to identify eligibility and pathways for enrollment. Inform, train, and provide continuing education to F&MCW staff, physicians and community partners to support enrollment of patients. Enroll newly eligible Medicaid & Marketplace Enroll transitioning individuals into Marketplace 	<ul style="list-style-type: none"> 123 individuals were assisted with enrollment in Badgercare; 148 received assistance in Marketplace. 2,789 ACA calls were received to Patient Financial Services

