

Baptist Medical Center Beaches

Community Health Plan Report

Year 1 Update — 2019-2021



Changing Health Care for Good.®

Access to Care

As the Beaches communities’ main source of health care, Baptist Medical Center Beaches has partnered with the Beaches Health and Wellness initiative for many years. The Beaches Health and Wellness initiative is led by We Care Jacksonville. Active participants include Baptist Medical Center Beaches, BEAM, Sulzbacher Center, Muslim American Social Services and Mission House.

Key Issues Identified in the Assessment:

- There are adults who lack a usual source of health care in the service area
- There is a deficit of mental health services in the service area, with access being nearly impossible for those who are underinsured or uninsured
- There are language barriers and barriers due to transportation issues that affect access
- Lack of access to proper nutrition in some areas – food desert designation in Atlantic Beach

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to health services for un- and under-insured people in the BMCB service area.	Continue participation in the Beaches Health and Wellness initiative.	<ul style="list-style-type: none"> • Number of people served • Evaluate health and wellness of participants 	<ul style="list-style-type: none"> • We Care Jacksonville • Beaches Emergency Assistance Ministry (BEAM) • Sulzbacher Center • Muslim American Social Services (MASS) • Mission House 	<ul style="list-style-type: none"> • We Care Jacksonville <ul style="list-style-type: none"> ○ 242 unique patients ○ 83 diabetes diagnosis, 40% improved to normal level ○ 111 hypertension diagnosis, 70% improved to normal level • MASS <ul style="list-style-type: none"> ○ 1784 unique patients ○ 303 diabetes diagnosis, 25% improved to normal level ○ 419 hypertension diagnosis, 55% improved to normal level • Mission House <ul style="list-style-type: none"> ○ 104 unique patients ○ 47 diabetes diagnosis, 27% improved to normal level ○ 140 hypertension diagnosis, 36% improved to normal level

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to health services for un- and under-insured people in the BMCB service area.	Support Duval free medical clinics and Federally Qualified Health Centers in collaborative efforts to increase access to care.	<ul style="list-style-type: none"> • Number of people served • Evaluate health and wellness of participants 	<ul style="list-style-type: none"> • Agape Health • Community Health Outreach • MASS • Mission House • Sulzbacher Center • We Care Jacksonville • Volunteers In Medicine 	<ul style="list-style-type: none"> • Baptist Health funded a facilitator to help the free clinics and FQHCs develop a model to create a system of care led by We Care Jacksonville • MASS documentary screening onsite BMCB on 3/27 • Mission House monthly meal service by BMCB team members • Mission House team member and physician clinic tours • Mission House volunteer recruitment event and sponsorship on 11/10/19
	Partner with area faith partners and civic groups to offer health education.	<ul style="list-style-type: none"> • Number of partner organizations • Number of people served 	<ul style="list-style-type: none"> • Faith partners • Rotary Club • Y Healthy Living Center 	<ul style="list-style-type: none"> • 11 partner organizations, 15 events with 2566 total participation
	Continue partnerships to offer free smoking cessation classes.	<ul style="list-style-type: none"> • Number of people referred for classes • Number of people who participate in and complete classes 	<ul style="list-style-type: none"> • NE Florida Area Health Education Center (AHEC) 	<ul style="list-style-type: none"> • 25 inpatient referrals • 4 two-hour and 1 six-week smoking cessation programs offered onsite at BMCB
	Develop resource catalog for transportation, prescription assistance, nutrition, and health services to better connect people to available resources.	<ul style="list-style-type: none"> • Number of people trained on available community resources 	<ul style="list-style-type: none"> • We Care Jacksonville • BEAM • Sulzbacher Center • MASS • Mission House • Beaches Council on Aging 	<ul style="list-style-type: none"> • The resource catalog is currently in development • Once completed the guide will be shared with BMCB Auxiliary members and others upon request

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to health services for un- and under-insured people in the BMCB service area.	Connect healthcare professionals to volunteer opportunities at community health events and clinics.	<ul style="list-style-type: none"> • Number of opportunities • Number of participants 	<ul style="list-style-type: none"> • Baptist Excel nursing program 	<ul style="list-style-type: none"> • Hosted volunteer recruitment event at Mission House on 11/10/2018 • Coordinated tour of Mission House for Baptist neurologist to begin monthly neurology clinic • Provide Mission House clinic tour to 4 healthcare professionals each month • Documentary screening to BMCB team members on MASS clinic services. Held on 3/27 with 32 in attendance • 7 additional community events with 18 volunteer team members
Increase access to nutritious food to frail seniors.	Partner with Meals on Wings to provide nutritional meals to seniors on the state waiting list for services.	<ul style="list-style-type: none"> • Number of seniors receiving meals 	<ul style="list-style-type: none"> • University of North Florida 	<ul style="list-style-type: none"> • More than 2,900 meals provided to seniors through the Meals on Wings program since 2018

Behavioral Health

Baptist Health has made behavioral health services a priority, providing comprehensive inpatient and outpatient services to both children and adults. Mental Health was a priority health need addressed by Baptist Medical Center Beaches in the last three-year CHNA cycle, and the focus on this health need continues into this CHNA cycle as behavioral health needs of Jacksonville residents continue to increase.

Key Issues Identified in the Assessment

- Alcohol use continues to negatively affect the region
- Stigma related to mental health and substance abuse often prevents those affected from seeking help
- Depression and substance abuse issues among seniors is growing
- Many healthcare providers are not equipped to deal with serious mental health illnesses
- There is a great need for psychiatrists for the underinsured and uninsured as services are expensive but mental health issues often affect those without coverage

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to behavioral health services.	Continue offering Mental Health First Aid, a proven best practice to reduce stigma of mental illness which increases the likelihood that people will access care.	<ul style="list-style-type: none"> • 3,000 people trained by 2021 • Evaluate participant satisfaction 	<ul style="list-style-type: none"> • Jacksonville Nonprofit Hospital Partnership • National Council for Behavioral Health • Baptist Health Faith Partners • Florida’s First Coast YMCA 	<ul style="list-style-type: none"> • 5 Mental Health First Aid 8-hour training classes offered onsite at BMCB with 76 participants • 2 Mental Health First Aid 8-hour training classes offered at PV YHLC with 21 participants • 528 people were trained October 1, 2018 – January 1, 2019 • 1,989 people were trained January 2, 2019 – September 30, 2019 • 98% of participants rated high satisfaction with training quality • 96% of participants rated high satisfaction with training usefulness • 99% of participants would recommend the training to others

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to behavioral health services.	Provide funding to innovative efforts to reduce stigma, advocate for increased services and increase access to care.	<ul style="list-style-type: none"> Evaluate the impact of each initiative according to its focus 	<ul style="list-style-type: none"> The Partnership for Mental Health: A project of Baptist Health and the Delores Barr Weaver Fund at The Community Foundation for Northeast Florida 	<ul style="list-style-type: none"> The fund was established with \$2.2m. As of December 2019, 14 grants have been made for a total of approximately \$900,000
	Continue offering free post-partum support and meditation programs.	<ul style="list-style-type: none"> Number of offerings 	<ul style="list-style-type: none"> Baptist Women’s Resource Center 	<ul style="list-style-type: none"> 5 postpartum support group sessions offered at PV Y HLC with 9 in attendance Weekly meditation program offered onsite at BMCB. 182 in attendance during FY2019 6 meditation classes offered at Ponte Vedra Y HLC with 61 in attendance
	Continue hosting behavioral health support groups.	<ul style="list-style-type: none"> Number of sessions held at location 	<ul style="list-style-type: none"> Substance abuse and mental health support organizations 	<ul style="list-style-type: none"> Hosted 6 behavioral health support groups with a total of 304 sessions
	Host a community-wide conference on mental health to reduce stigma and barriers to care.	<ul style="list-style-type: none"> Number of people attending the conference Satisfaction surveys 	<ul style="list-style-type: none"> Faith organizations University of North Florida Community mental health providers 	<ul style="list-style-type: none"> A planning committee of community representatives and BH team members was formed and met monthly to determine conference content and format Conference is planned for November 2020
	Provide education and prevention programming in the community.	<ul style="list-style-type: none"> Number of people participating in programs 	<ul style="list-style-type: none"> Florida’s First Coast YMCA 	<ul style="list-style-type: none"> 7 partner organizations, 7 events with 1634 participation

Vulnerable Population - Seniors

Seniors, the fastest-growing population in Northeast Florida, is identified as a population in need of services through the 2018 needs assessment. Baptist Health partnered with United Way in 2003 to better serve our senior population resulting in a Robert Wood Johnson grant to provide additional social supports to frail seniors upon discharge from our downtown hospital. These early efforts informed the development of AgeWell, which opened as the region's first and only comprehensive geriatric program in 2012. AgeWell provides an enriched level of specialized, geriatric primary care uniquely designed to meet the needs of our community's medically complex, frail seniors. The Institute provides comprehensive geriatric assessments and utilizes evidenced-based protocols through an integrated, interdisciplinary care team model. The team includes Geriatricians, Gero-Psychiatrist, Psychologist, RN Care Manager, Licensed Social Workers, Clinical Pharmacists, Nutritionist, a rehab team, and Social Service coordinators. The team of geriatric specialists extend traditional medical boundaries to address the social and emotional needs of patients and their caregivers; promoting better health and maximizing their functional capacity and ability to live at home in their communities. Most of the non-medical services are unreimbursed by Medicare or other insurance carriers and not charged to patients. The type of comprehensive geriatric care is typically only available at academic medical centers where unreimbursed costs can be covered/reduced through residents and fellowships and research funding.

Key Issues Identified in the Assessment:

- According to the data, the Medicare population has high rates of chronic diseases and injuries; specifically, atrial fibrillation, cancer, hyperlipidemia, rheumatoid arthritis, and stroke.
- In Duval County, the Age-Adjusted Death Rate due to Falls is higher than the state average.
- The percentages of older adults over age 65 with influenza and pneumonia vaccinations are lower than the state average.

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Reduce isolation of frail seniors and proactively identify health needs.	Partner with Meals on Wings to provide nutritional meals to seniors on the state waiting list for services.	<ul style="list-style-type: none"> • Number of seniors receiving meals 	<ul style="list-style-type: none"> • University of North Florida 	<ul style="list-style-type: none"> • 5,500 meals served to seniors in 2019 through UNF Meals on Wings program • Developed working group of community partners to better prioritize health needs of seniors
Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.	Expand ENRICH enhancement programs for seniors experiencing moderately severe cognitive impairment and their care partners.	<ul style="list-style-type: none"> • Number of seniors and care partners who participate • Evaluation of program satisfaction and health outcomes 	<ul style="list-style-type: none"> • Baptist Health AgeWell 	<ul style="list-style-type: none"> • 4 sessions of ENRICH scheduled for FY2020 onsite at BMCB
	Partner with area faith partners, civic groups and AHEC to offer senior programming to address health needs.	<ul style="list-style-type: none"> • Number of seniors who participate • Evaluation of program satisfaction and health outcomes 	<ul style="list-style-type: none"> • Area Health Education Center (AHEC) • ElderSource • Pablo Towers • Pablo Hamlet • Faith organizations 	<ul style="list-style-type: none"> • 10 partner organizations, 15 events with 2566 participation • AgeWell provided education on aging and brain health to 525 community members