



CHENANGO MEMORIAL HOSPITAL

COMMUNITY SERVICE PLAN 2014 UPDATE

I. Three Year Plan of Action

1. Prevent Chronic Disease – Reduce Tobacco Use

Strategy Objective: Decrease the smoking rate among antepartum patients in Chenango County by year end 2015.

Chenango Memorial will focus on the antepartum patients for these reasons:

- Approximately 75% of Chenango Memorial’s antepartum patient base is self-pay or covered by Medicaid. This represents about 225 babies and mothers per year.
- This group of patients has numerous socio-economic challenges and represents a disparity common in this extremely rural county.
- Anti-tobacco use is critical for the health of the unborn child and the mother.

Goals and Objectives, Improvement Strategies and Performance Measures (with measurable and time-framed targets over the three year period):

Tactics

- Counsel and disseminate information to antepartum patients. Distribute information provided by Chenango County Department of Health to patients during their initial visit. This will include information about the LHD’s “Baby and Me Tobacco Free” program starting January 2014.
- Refer patients to the NYS Quit Line and the LHD. These referrals will be provided at the patient’s initial, 20-week, 36-week, and post-partum visits. The LHD will then follow-up with the patients post-partum.
- Continue to host the “Baby Basics” program in our Women’s Health Center started in 2013 provided and by the Mothers & Babies South Central New York Perinatal Network. Nurses will review the “Baby Basics” book, especially with first-time moms, during each visit. Additionally, Mothers & Babies will be on-site once a month discussing a different topic each time.

Goals and Performance Measures

- Track referrals to the NYS Quit Line and LHD with a goal of referring 100% of smoking moms in 2015. We will establish a baseline in 2014 to measure future progress.
- Follow-up with mothers at the time of birth to see if they are still smoking. A baseline will be established in 2013 to measure progress starting in 2014. The goal will be to

reduce the percent of mothers who are still smoking at birth by 5% in 2014 and by 10% in 2015.

- Track the number of “Baby Basics” books distributed, especially to first-time moms, during the patient’s first pre-natal visit to the Women’s Health Center. These books cover anti-tobacco use and are reviewed by the nurse at every visit. In 2014 and 2015, 100% of first-time mothers will receive the book. We will track attendance during the monthly “Baby Basics” programs and interview new moms to evaluate the usefulness of the information provided.

2014 Progress Report

- 100% of smoking moms (108) were referred to the NYS Quit Line at their first appointment in the Women’s Health Center.
- Thirteen (13) patients were referred from CMH to the “Baby & Me Tobacco Free” program administered by the LHD. Those 13 patients represent 12% of the 108 moms that were smoking at their first appointment. We will use the 12% benchmark going forward in 2015.
- Two (2) patients were referred to the Delaware County “Baby & Me Tobacco Free” program from our Sidney, NY office.
- In 2013, 33% of mothers were smoking at delivery at CMH. In 2014, that number was down to 27.6% which slightly exceeded our goal of 28%.
- Eighty (80) “Baby Basics” books were distributed in the Women’s Health Center. Unfortunately, the books were out of print for a few months or this number would have been higher. The books are made available through the Mothers & Babies South Central New York Perinatal Network. Nurses reviewed the books as available with first-time moms at each appointment.
- Representatives from the Mothers & Babies South Central New York Perinatal Network have been in the waiting room once a month to help patients with questions and services. Originally scheduled for 4 hours once a month, it was increased to 6 hours. This program has been so successful that a representative will be in the waiting room every Wednesday starting in February 2015. In 2014, they visited with 109 patients that, in combination with distributing the “Baby Basics” book, resulted in 43 patient referrals.

2. Healthy Women, Infants and Children

Strategy Objective: Provide education and support to pregnant women, particularly those women considered high risk and covered by Medicaid.

Chenango Memorial will focus on the antepartum patients for some of the same reasons as mentioned previously:

- Approximately 75% of Chenango Memorial’s antepartum patient base is self-pay or covered by Medicaid. This represents about 225 babies and mothers per year.
- This group of patients has numerous socio-economic challenges and represents a disparity common in this rural county.
- Attendance at pre-natal education classes has been poor.

- The percentage of pregnant women participating in WIC and who obtain early prenatal care in Chenango County is lower than other WIC participants in NYS and NYS excluding NYC.

Tactics

- The LHD will develop and produce an easy-to-read booklet of resources that Chenango Memorial can distribute to pregnant and post-partum women and their significant others.
- Pregnant women receiving services at Chenango Memorial will be encouraged to attend the pre-natal classes.
- Working collaboratively with the LHD and other community partners, Chenango Memorial will redesign the pre-natal educational program. The redesigned program will be free, include speakers from the community agencies, and potentially include a giveaway. The hospital will host the classes.
- Develop a survey for participants to complete at the end of each class and at the end of the program to measure the value of the information provided.
- Continue to host the “Baby Basics” program in our Women’s Health Center started in 2013 provided by the Mothers & Babies South Central New York Perinatal Network. Nurses will review the “Baby Basics” book, especially with first-time moms, at each visit. Additionally, Mothers & Babies will be on-site once a month discussing a different topic each time.

Goals and Performance Measures

- Improve attendance of the pre-natal educational program by redesigning the program. Use attendance sheets signed by the participants to measure attendance. A baseline will be established in 2013 to measure progress starting in 2014. The goal will be to have 100% of first-time mothers attend the class in 2015. A baseline for first-time mothers will be established in 2014.
- Ensure the education is worthwhile by developing a survey for the participants to complete at the end of each class and at the end of the program. A baseline will be established in 2014 to measure progress in 2015 and beyond. The goal will be to have a rating of “excellent” from 75% of the participants in 2015.
- Track the number of “Baby Basics” books distributed, especially to first-time moms, during the patient’s first pre-natal visit to the Women’s Health Center. In 2014 and 2015, 100% of first-time mothers will receive the book. Track attendance during the monthly “Baby Basics” programs and interview new moms to evaluate if the information provided was helpful.

2014 Progress Report

- In 2013, there were 107 first time births and 28 first time moms (26%) who attended classes. In 2014, in partnership with the LHD, we completely revamped the program making the classes three 2-hour sessions every 6 weeks to cover more information in greater depth. After launching the new classes in 2014, we had 80 first time births from Chenango County and 32 of the moms (40%) attended the birthing classes. This will be the baseline going forward.

- At the end of each class, participants are asked to complete a class survey. On a scale of 1 to 5 with 5 being the highest and 1 being the lowest, all classes and all segments of the classes scored over 4.
- Eighty (80) “Baby Basics” books were distributed in the Women’s Health Center. Unfortunately, the books were out of print for a few months or this number would have been higher. The books are made available through the Mothers & Babies South Central New York Perinatal Network. Nurses reviewed the books as available with first-time moms at each appointment.
- Representatives from the Mothers & Babies South Central New York Perinatal Network have been in the waiting room once a month to help patients with questions and services. Originally scheduled for 4 hours once a month, it was increased to 6 hours. This program has been so successful that a representative will be in the waiting room every Wednesday starting in February 2015. In 2014, they visited with 109 patients that, in combination with distributing the “Baby Basics” book, resulted in 43 patient referrals.

In addition to the targeted priorities, Chenango Memorial will continue to work on other health-related initiatives which include but are not limited to:

- Control of Hepatitis C
 - Continue community Sharps program
 - Disseminate educational materials provided by the LHD and other agencies.

2014 Progress Report

In addition to continuing our Sharps program and disseminating information, CMH has taken other steps in caring for patients:

- All moms are being tested for Hep C in the Women’s Health Center. If positive, they are checked again during postpartum visits. Babies are checked at 18 mos. We currently have 2 referrals who are receiving treatment. These patients are receiving treatment with an affiliated gastroenterology service in Binghamton where they have the infrastructure and support to help these patients. Treatment is provided after delivery.
- Our director of emergency services is participating in the LHD’s forums focusing on Hep C and drug use in Chenango County. These forums include representatives from all parts of the community, i.e. law enforcement, court system, healthcare, and have been meeting since 2Q14. The LHD has hired a project leader and there will be three work groups focusing on treatment, prevention and education, and harm reduction in 2015.

- Patient-Centered Care
 - A closer affiliation with the LHD and other agencies will enhance our clinicians’ ability to make referrals to community resources.

2014 Progress Report

- On April 17, representatives of NYConnects and the LHD were on site to meet with the VP of Operations, Long-Term Care Administrator, and Director of Projects. NY Connects presented the variety of services they provide. This presentation was targeted for our geriatric practice which unfortunately was discontinued.

- Palliative Care & Hospice
 - UHS Chenango Memorial will continue its 5-year relationship with Hospice and Palliative Care of Chenango County particularly when it involves a resident in our long-term care facility. Hospice will also speak periodically at meetings of the hospital's employed provider group.

2014 Progress Report

- Hospice and palliative care services have continued on in our long-term care facility which resulted in 3 referrals in 2014.
- Hospice and palliative care services received 16 referrals from our acute care unit. Additionally, the hospital was recognized as a 2014 Hospice Hero by Hospice and Palliative Care of Chenango County.
- Hospice and Palliative Care of Chenango County had speakers present at our employed medical staff meeting on August 26, 2014. They informed providers about the services Hospice offers patients (terminal) & their families and changes in Part D coverage.
- Palliative care is also a project in our Delivery System Reform Incentive Program (DSRIP).

- Breast Cancer Screenings
 - Chenango Memorial and the LHD are active partners in the Chenango Health Network's "Every Woman Counts in Chenango County Campaign" that encourages women to seek screenings regularly and timely. Chenango County has a high incidence of women whose breast cancer is detected at a later stage.

2014 Progress Report

- The above-mentioned program continued in 2014 and will continue indefinitely. In 2014, there were 361 patient referrals to CMH.
- The Chenango Health Network administers this program and spoke to the employed medical group on August 26, 2014 about their services and how providers can help.

II. Dissemination of the Plan to the Public

1. The Community Service Plan is made available to the public through a link on the website <http://www.uhs.net> in the "About Us" section. The report is downloadable in Adobe Acrobat format (PDF) and information is provided regarding how to obtain a free

hard copy. The UHS.net website includes extensive information regarding public health programs on the Stay Healthy page and throughout the site. The patient and visitor information site includes a link to the financial assistance page which includes information regarding:

- Online Services
- Online Forms
- Patient Billing
- Financial Assistance
- Glossary of Terms
- FAQ
- Online Bill Pay

2. A brief description of the process that will be used to maintain engagement with local partners over the three years of the Community Service Plan, and the process that will be used to track progress and make mid-course corrections.

Chenango Memorial will play the lead role in a work team that will, at a minimum, meet quarterly to track progress and make mid-course corrections. The existing team consists of the following members:

Chenango Memorial Hospital
Women's Health Center Site Manager
Nurse Manager – Obstetrics
Chenango County Department of Health
Supervising Public Health Nurse
Director of Nursing

2014 Progress Report

- UHS Chenango Memorial Hospital and the LHD began meeting weekly in December 2013 to launch the following:
 - “Baby and Me Tobacco Free” program administered by the LHD
 - Revamped childbirth education classes held at the hospital

The group currently meets every 6 weeks usually after the last set of childbirth classes.

- Despite a setback in funding from the March of Dimes, the LHD persevered getting the “Baby and Me” program running and the Board of Supervisors of Chenango County approved a budget for it in February 2014. Training immediately began and the program was launched in March. The hospital made 13 referrals in 2014.
- The team worked diligently from Dec 2013-Mar 2014 to develop a 3-session curriculum for the childbirth education classes. The new curriculum includes providers from anesthesia, pediatrics and obstetrics as well as speakers from the community: Chenango County Sheriff's Department (car seat safety), WIC, and the LHD (care of the newborn). The new childbirth classes launched in March 2014.

- Although we saw an uptick in the percent of first-time moms attending these sessions, there is still ample room for growth. Getting moms to participate will be an on-going challenge.

The group will expand, as needed, to include a maternity nurse from Chenango Memorial and representatives from Family Planning of South Central New York, Mothers and Babies Perinatal Network of South Central New York, and Chenango County WIC, to name a few.

Minutes will be recorded of each meeting and an Active Issues Log maintained to keep track of action items and their completion or obstacles encountered.