

Baptist Medical Center Jacksonville

Community Health Plan Report

Year 1 Update — 2019-2021



Changing Health Care for Good.®

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 Jacksonville 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
- Deaths due to drugs are a concern, in part due to the opioid crisis

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"> • 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
	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

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
<p>Increase access to behavioral health services.</p>	<p>Participate in Project Save Lives to provide access to peer support for ED patients with mental health and substance use disorder for the purpose of getting them into treatment.</p>	<ul style="list-style-type: none"> • Number of people who met with peer specialist • Number of people who enter treatment • Number of people who are readmitted into ED 	<ul style="list-style-type: none"> • City of Jacksonville • Gateway Services 	<ul style="list-style-type: none"> • The Project Save Lives MOU was signed and funding provided in September 2019 • Peer support services began on November 18, 2019 • Between Nov. 18 and Dec. 31, 2019, 49 patients were seen, 25 patients consented to services
	<p>Implement support groups for LGBT+ populations to address addictions, mental health, advocacy, community resources, etc.</p>	<ul style="list-style-type: none"> • Number of people participating in support groups • Evaluation of quality and outcomes of support groups 	<ul style="list-style-type: none"> • JASMYN • University of North Florida • PFLAG • Jacksonville Coalition for Equality 	<ul style="list-style-type: none"> • Baptist Health hosted a weekly support group April 10 – May 15, 2019, for one hour. 19 individuals registered and an average of 8 individuals attended weekly <ul style="list-style-type: none"> ○ 88% of respondents agreed their social support system increased since participating in the group ○ 100% of respondents “strongly agreed” they would recommend this group to other LGBT+ adults • Baptist Health hosted a weekly support group from October 2 – December 18, 2019. Seventeen individuals registered and an average of 6 individuals attended weekly <ul style="list-style-type: none"> ○ 100% of evaluation respondents “strongly agreed” their social support system increased since participating in the group and they would recommend this group to other LGBT+ adults

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to behavioral health services.	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 • Jewish Community Alliance 	<ul style="list-style-type: none"> • Provided 49 meditation classes with 315 visits at Riverside YHLC • Hosted 24 NAMI Peer Connection Recovery Support Groups at Riverside YHLC • Participated in 19 health fairs attended by 399 individuals. Attendees were screened mental health risk and behavioral health resource information was provided. If identified as at-risk, participants received a follow-up from an RN

Maternal, Fetal and Infant Health

Each year, approximately 2,000 babies are delivered Baptist Medical Center Jacksonville. The health and wellbeing of the mothers, fathers and their babies is important to the hospital. This health need is a new focus for Baptist Medical Center Jacksonville due to the significant number of adverse outcomes in Jacksonville identified in the 2018 Community Health Needs Assessment.

Key Issues Identified in the Assessment

- High rates of adverse outcomes in service area, such as pre-term births, babies with low birth weight, infant mortality.
- A large proportion of mothers do not receive early prenatal care.
- Adverse birth outcomes are prevalent as a result of substance abuse among pregnant women.

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Decrease the number of pre-term births, babies with low birth weight and infant mortality.	Partner with the Northeast Florida Healthy Start Coalition to study the cause of every infant death in Northeast Florida in a 12-month period.	<ul style="list-style-type: none"> • Identify causes for infant deaths in Northeast Florida 	<ul style="list-style-type: none"> • Northeast Florida Healthy Start Coalition • Florida Blue • UF Health Jacksonville • Jacksonville University 	<ul style="list-style-type: none"> • Actively participate on FIMR meetings • Providing funding for an in-depth review of all 2019 infant deaths to develop a strategy to end infant mortality
	Partner with Northeast Florida Health Start Coalition to develop a community plan to reduce the number of infant deaths.	<ul style="list-style-type: none"> • Decrease in the number of infant deaths 	<ul style="list-style-type: none"> • Northeast Florida Healthy Start Coalition • Florida Blue • UF Health Jacksonville • Jacksonville University • The Community Foundation for Northeast Florida 	<ul style="list-style-type: none"> • Developed WELLcome Home visiting program providing newborn and maternal education for families who deliver at BMCJ and reside in Duval County. WELLcome Home is designed to provide mothers and families with resources, such as lactation support, emotional encouragement, home and car safety, and safe sleep practices • Implemented safe sleep policies in hospitals and education for new parents

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Decrease the number of pre-term births, babies with low birth weight and infant mortality.	Offer Ready, Set, Sleep class focused on increasing awareness of safe sleep practices and CPR to expectant mothers.	<ul style="list-style-type: none"> • Measure pre and post-test knowledge gains • Number of participants to class 	<ul style="list-style-type: none"> • Florida Department of Health • Duval Healthy Start • UF Health Healthy Start 	<ul style="list-style-type: none"> • THE PLAYERS Center for Child Health educators provided safe sleep education to 956 people at 21 community events • Safe Sleep messaging had a program reach of 220,026 media impressions • 136 sleep sacks and 116 pack and plays were distributed
	Continue partnering with Duval County Public Schools to provide safe sex education through health curriculum.	<ul style="list-style-type: none"> • Number of students participating in classes 	<ul style="list-style-type: none"> • University of North Florida • Duval County Public Schools 	<ul style="list-style-type: none"> • Wolfson Children’s Hospital assisted with sexual health education for 7 schools educating 1,122 students • Provided Play60 nutrition curriculum to 802 students in 6 schools and 4 counties • THE PLAYERS Center for Child Health provided nutrition and hygiene education to 4,253 students in 191 classes • Implemented safe sleep policies in hospitals and education for new parents

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Support parents with perinatal mood disorders.	Provide a continuum of care including psychology and psychiatry support on an inpatient and outpatient basis.	<ul style="list-style-type: none"> • Number of participants 	<ul style="list-style-type: none"> • Private OBGYN Practices 	<ul style="list-style-type: none"> • Developed new behavioral health services for new moms and dads • Outpatient: Baptist Behavioral Health received 166 maternal mental health referrals, of those referrals 81 patients were served. • Inpatient: Baptist Behavioral Health received 86 maternal mental health referrals, of those referrals, 64 patients were served.
	Provide education on perinatal mood disorder to clinicians.	<ul style="list-style-type: none"> • Number of people trained 	<ul style="list-style-type: none"> • Postpartum Support International 	<ul style="list-style-type: none"> • “BHU - Pregnancy Emotional Health: Perinatal Mood and Anxiety Disorders” <ul style="list-style-type: none"> ○ 7 clinicians trained 7/23/19 • “BHU - System MNB Intensive: Care of the Postpartum Patient” <ul style="list-style-type: none"> ○ 10 clinicians trained 4/15/19 ○ 11 clinicians trained 9/9/19
	Provide support groups to new mothers experiencing perinatal mood disorder.	<ul style="list-style-type: none"> • Number of people participating in support groups 	<ul style="list-style-type: none"> • Florida’s First Coast YMCA • Postpartum Support International 	<ul style="list-style-type: none"> • Moms Matter Group – 6 classes at Riverside YHLC; 17 visits

Vulnerable Population – LGBT+

The Lesbian, Gay, Bisexual, Transgender, Queer or Questioning and Intersex (LGBT+) community has made important advancements in their attainment of civil liberties. However, LGBT+ individuals continue to face barriers that prevent them from accessing culturally competent healthcare and achieving the highest possible level of health. Due to these barriers, LGBT+ individuals experience multiple health disparities. Compared to their heterosexual counterparts, LGBT+ populations have higher rates of HIV and sexually transmitted infections, obesity, certain forms of cancer, suicide, and tobacco, alcohol, and other drug use. LGBT+ adults are also more likely to delay or avoid seeking medical care due to decreased access to healthcare and fear of discrimination.

LGBT+ people experience disparities in health outcomes resulting from a variety of sources: differential risks and risk taking between the community and the general population, unequal access to health and societal resources, stigma in the community and healthcare institutions, disparities in insurance coverage, and a history of culturally incompetent care.

Baptist Health participated in the Jacksonville-Area Community Assessment, which was initiated to learn about the composition, experiences, and needs of Northeast Florida's large and diverse lesbian, gay, bisexual, transgender and intersex (LGBT+) community. Between August and November 2017, 671 LGBT+ adults who lived, worked, worshipped or received services in Jacksonville in the prior year completed anonymous, English-language surveys.

Health needs identified in the survey include:

- more than one-third (34.2%) of respondents reported a lifetime diagnosis of depression,
- almost sixty percent (58.4%) of gender minorities reported a lifetime diagnosis of depression
- rates of attempted suicide were higher among gender minority respondents (11.1%) compared to cisgender respondents (2.6%)
- rates of attempted suicide were higher among younger respondents (5.6%) compared to older respondents (0.0%)
- 16.5% of all LGBTQI respondents reported being a current smoker
- binge drinking in the past 30 days was reported by nearly four out of ten respondents

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to support services.	Implement support groups for LGBT+ populations to address addictions, mental health, advocacy, community resources, etc.	<ul style="list-style-type: none"> • Number of people participating in support groups • Evaluation of quality and outcomes of support groups 	<ul style="list-style-type: none"> • JASMYN • University of North Florida • PFLAG • Jacksonville Coalition for Equality 	<ul style="list-style-type: none"> • Baptist Health hosted a weekly support group April 10 – May 15, 2019, for one hour. 19 individuals registered and an average of 8 individuals attended weekly <ul style="list-style-type: none"> ○ 88% of respondents agreed their social support system increased since participating in the group ○ 100% of respondents “strongly agreed” they would recommend this group to other LGBT+ adults • Baptist Health hosted a weekly support group from October 2 – December 18, 2019. Seventeen individuals registered and an average of 6 individuals attended weekly <ul style="list-style-type: none"> ○ 100% of evaluation respondents “strongly agreed” their social support system increased since participating in the group and they would recommend this group to other LGBT+ adults
	Partner with JASMYN to provide support to parents and family members of LGBT+ people.	<ul style="list-style-type: none"> • Number of people who participate in education • Evaluation of quality and outcomes of support groups 	<ul style="list-style-type: none"> • JASMYN • Faith Partners • Pride Team Member Community 	<ul style="list-style-type: none"> • Worked with JASMYN to coordinate the Family Acceptance Project. Discussion with faith partners will be held in spring 2020

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Increase access to support services.	Partner with AHEC to provide health education specific to LGBT+ populations.	<ul style="list-style-type: none"> • Number of people who participate in education • Evaluation of quality and outcomes of support groups 	<ul style="list-style-type: none"> • AHEC 	<ul style="list-style-type: none"> • Baptist Health hosted a six-week support group on consecutive Wednesdays, April 10 – May 15, 2019, for one hour. Nineteen individuals registered and an average of 8 individuals attended weekly. Depression, anxiety and substance misuse were health topics identified and addressed in the two LGBTQ support groups implemented by Baptist Health in 2019

Vulnerable Population - Seniors

Seniors, the fastest-growing population in Northeast Florida, is identified as a population in need of services through the 2016 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 Nassau County, the Age-Adjusted Death Rate due to Falls is higher than the state average.
- The percentages of older adults over age 65 with arthritis and cancer are higher than the state averages.

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"> • UNF • Morrison’s Cafeteria (provide food) 	<ul style="list-style-type: none"> • Donated food to UNF dietary department for the Meals on Wings program • More than 5,500 meals provided to seniors through the Meals on Wings program in 2019
	Created proposal to Nonprofit Hospital Partnership to fund a full time employee at ElderSource to oversee a Friendly Visiting Program for area seniors.	<ul style="list-style-type: none"> • Number of seniors reached through the program • Changes in perceived loneliness through use of the UCLA loneliness scale. 	<ul style="list-style-type: none"> • Nonprofit Hospital Partnership • ElderSource 	<ul style="list-style-type: none"> • Proposal presented to partnership on December 18, 2019, efforts continue in the development of this program
Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.	Implement ENRICH Outreach cognitive enhancement program for seniors experiencing moderate to 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 by seniors and care partners 		<ul style="list-style-type: none"> • Since 2017, AgeWell has held 10 sessions. Three sessions occurred throughout 2019 with a total of 15 couples (30 participants) total <ul style="list-style-type: none"> ○ Session 1: 4 couples (8 participants) ○ Session 2: 5 couples (10 participants) ○ Session 3: 6 couples (12 participants) • Results and impact: <ul style="list-style-type: none"> ○ Of the 27 care partners who were involved in the pilot program, 25 completed the post-program surveys ○ All completing the survey agreed that the ENRICH Cognitive Program was highly worthwhile, supportive and informative, enriching, and fun

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.	Implement ENRICH Outreach cognitive enhancement program for seniors experiencing moderate to 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 by seniors and care partners 		<ul style="list-style-type: none"> ○ Comments also indicated that it was a safe environment for sharing ideas and receiving emotional support; was an avenue for resources to help better understand and care for loved ones; and was enjoyed by patients who looked forward to attending ○ Care partners were highly satisfied with content and opportunities for respite and self-care • In addition, care partners felt that AgeWell cared about them as well. Through a creation of a support system, and access to education and resources, care partners are hopefully able to reduce levels of stress, improving their personal health, thus allowing them to better care for their loved one. Providing them with unique holistic care, care partners begin to feel supported and relieved. Providing them with disease-specific education allows them to gain a better understanding of the disease and its progression. Knowing what to expect calms fears
	Partner with health education organizations to offer senior programming to address health needs.	<ul style="list-style-type: none"> • Number of seniors and care partners who participate • Evaluation of program satisfaction and 		<ul style="list-style-type: none"> • Baptist AgeWell offered senior health education on 10 formal topics and an additional option to customize chronic disease education by specific illness: <ol style="list-style-type: none"> 1. “5 Keys to Healthy Aging” 2. “Understanding the 3 D’s”

		health outcomes by seniors and care partners		<ol style="list-style-type: none"> 3. "Fall prevention" 4. "Bladder Health" 5. "Is this depression?" (Topic can also be altered to reflect virtually any issue related to mental health. Particularly as the condition may impact seniors)
Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.	Partner with health education organizations to offer senior programming to address health needs.	<ul style="list-style-type: none"> • Number of seniors and care partners who participate • Evaluation of program satisfaction and health outcomes by seniors and care partners 		<ul style="list-style-type: none"> • "Coping with grief" • "Caring for the Caregiver Mind, Body, and Spirit" • "Accessing community resources for yourself or your loved one" • "Pills, Pills, Pills" • "Living a Brain Healthy Lifestyle" • (Health condition) education (Specific health condition can be requested such as "Diabetes, Heart Disease, High Blood Pressure) • 865 people attended 75 health and aging educational programs in the community

<p>Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.</p>	<p>Implement Congregational Health Network to provide care and support to seniors through key, trained volunteers within churches. Two levels of collaboration:</p> <ul style="list-style-type: none"> • Congregational Health Network Basic Partnership: Certified Community Health Workers (“Liaisons”) are trained to independently assist members of the church with general health needs and health promotion, and assistance in navigating the hospital system and connecting to community health resources • Congregational Health Network Plus Partnership: Certified Community 	<ul style="list-style-type: none"> • Number of patients in program • Number of hospital admissions • Admits per patient • Total patient days • Days per admission • Days per patient (total) • Total charges • Average charge/admit • Average charge/patient • Number of ED visits • Number of ED admits 	<ul style="list-style-type: none"> • Area church congregations <ul style="list-style-type: none"> ○ Pastors ○ Health Ministry Members (to serve as Liaisons) • Certified trainers for volunteers (“Liaisons”), Life Limbs • ElderSource • City of Jacksonville 	<ul style="list-style-type: none"> • From the larger Faith Partner Program, twelve churches have agreed to participate in the Congregational Health Network Basic Partnership. <ul style="list-style-type: none"> ○ Five area churches signed agreements to participate as Congregational Health Network Plus Partnership • Cohort 1 consists of 18 Liaisons. 2 hours of program training completed 1.13.2020, and 6.5 hours of Community Health Worker training completed 1.25.2020. (Training was paused due to COVID-19) • Cohort 2 consists of 13 Liaisons. Training begins 6.11. 2020. • The goal for all Liaisons is to complete 30 hours of classroom training and obtain certification as a Community Health Workers
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	Health Workers are trained as described in the above bullet. Additionally, the agreement includes formalized alert process to contact program coordinator to Community Health Workers when a member (patient) is admitted to the hospital (via auto-alert with Patient Access Services)			
Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
	Address the social needs of patients with chronic conditions that are not being optimally managed by performing skilled and non-skilled services in the home.	<ul style="list-style-type: none"> • Reduction in avoidable hospital admissions, readmissions, and ED visits • Patient satisfaction 	<ul style="list-style-type: none"> • Aging True 	<ul style="list-style-type: none"> • No avoidable hospital admissions, readmissions or ED visits have occurred among the patient population (n=8) since services have started (10/2019) • All patients who completed the satisfaction survey (n=6) rated the program 100/100 and replied “yes” when asked if they are likely to recommend • Although not an anticipated metric, this program has helped transition patients off the ElderSource waitlist for home and community services to long-term Medicaid. Without these services, these

				patients would most likely be living in a nursing home or ALF. These services allow the individual to remain at home, this reducing their overall cost of care
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