

UPPER VALLEY MEDICAL CENTER

# Community Health Improvement Plan

2014-2016

A comprehensive plan outlining the efforts  
of Upper Valley Medical Center to improve the health  
of those we serve.

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## A Message from Premier Health

Dear Colleagues:

Healthcare is experiencing unprecedented changes that affect individuals and the entire community. In particular, the move to focus more fully on building healthier communities is a systemic change we have embraced for a long time at Premier Health and is part of our mission. We are committed to and are excited to support these initiatives that will positively impact so many of the people we serve.

An essential part of knowing how we can improve health in our community is to understand the unique health issues of our community. To that end, Premier Health was part of a collaboration in 2013 with the Greater Dayton Area Hospital Association and hospitals throughout Southwestern Ohio to conduct a regional Community Health Needs Assessment. This assessment assisted us in identifying areas of opportunity to improve community health.

This report shares our plan for improving population health in the identified priority areas in our region. As you will see, a task this large cannot be done alone. Premier Health collaborates with numerous organizations, coalitions and other groups to impact these important issues. Just as we strive to offer patient-centered care in our clinical facilities, the majority of activities you see in this plan are community-centered.

This plan is just the beginning. Every three years a Community Health Needs Assessment and subsequent Community Health Improvement Plan will be repeated to help us understand the impact of our strategies as it relates to improving health and to identify emerging issues.

We are pleased to present this Community Health Improvement Plan for your review. We consider it a privilege to serve the people of the greater Dayton region and continue our efforts to impact the health status of the community.

Sincerely,

James Pancoast  
President and CEO  
Premier Health

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## **Executive Summary**

Upper Valley Medical Center is part of Premier Health, the largest healthcare system in southwestern Ohio. This Community Health Improvement Plan comes from data gathered by a Community Health Needs Assessment conducted in 2013 on behalf of all the hospitals in the region by the Greater Dayton Area Hospital Association and Wright State University. The service area identified for improvement by that survey is Miami County, Ohio.

The priority areas identified for health improvement are:

Priority Area 1: Reduce the proportion of adults with hypertension.

Priority Area 2: Reduce melanoma incidence and mortality rates.

While some other areas were identified for improvement, because of our involvement in community or statewide initiatives to address those issues, we are not addressing them separately in this report.

For detailed information about county demographics, social determinants of health, accessibility of health care facilities and resources, behavior risk factors, maternal and infant health, clinical care indicators, some chronic disease indicators and leading causes of death, please consult the Community Health Needs Assessment.

## **Upper Valley Medical Center and Premier Health: Committed to Improving Community Health**

Upper Valley Medical Center (UVMC) is part of Premier Health, the largest healthcare system in southwestern Ohio. It is committed to improving the health of the communities it serves through a variety of prevention, health improvement and engagement programs. As part of its overall commitment to the community, Upper Valley Medical Center focuses on four areas of service:

- Investing in the community
- Prevention and wellness
- Commitment to the under-served
- Community engagement

Three examples of Upper Valley Medical Center's community health improvement programs include:

### **HealthWise Outdoor Fitness Center**

To promote exercise and activity in Miami County, Upper Valley Medical Center partnered with the American Cancer Society and Edison Community College to host a HealthWise Outdoor Fitness Center on the Edison campus in Piqua, Ohio. The unique exercise fitness facility is free and open to the public.

### **Grants to Community-Based Organizations**

Upper Valley Medical Center supports the efforts of community-based organizations through its Community Benefit Grants Fund. This Fund was established as part of UVMC's mission to support local programs that help serve the health needs of the community. Grant recipients have included Health Partners Free Clinic, Hospice of Miami County, Miami County Dental Clinic and a Behavioral Health Collaboration of UVMC, Miami County Recovery Council and Samaritan Behavioral Health Inc. In addition, the UVMC Foundation this year is launching the Rachel's Challenge program for all schools in Miami County. Rachel's Challenge uses student empowering strategies born from the tragedy of the Columbine High School shootings. The program is a series of projects designed to combat bullying and address feelings of isolation through the use of kindness and compassion in everyday dealings. The UVMC Foundation also provides the Bill and Ruth McGraw Cancer Awareness Symposium which is an annual event open to the community. Steve Ford, actor and son of President Gerald Ford and First Lady Betty Ford, was the featured speaker at the 2013 event. Ford spoke on the topic, "Facing Breast Cancer: The 'First Family' Speaks Out."

### **Project SEARCH**

Project SEARCH provides work experience and education for individuals with significant disabilities. It is administered on-site by Upper Valley Career Center. Participants are trained in a variety of jobs throughout the hospital, working in each area for 12 weeks at a time for the duration of the school year.

### **Premier Health's Commitment to the Community**

While Premier Health has a robust community-focused program, it also serves the community in other ways. In 2012, Premier Health:

- spent more than \$106 million in 2012 to provide services to low-income residents to assure they got the medical care they needed;
- supported neighborhood development projects in east and west Dayton totaling more than \$600,000;
- provides health education and screening services totaling more than \$8.4 million;
- offered community and social services that totaled more than \$6.7 million.

### **Premier Community Health**

The hospitals in Premier Health collaborate to offer Premier Community Health. This organization offers evidence-based community health services to all the communities Premier Health serves. Its mission is to create a healthier community on behalf Premier Health through prevention, early detection and disease self management. Its focus areas are cancer, diabetes, heart, lung health and healthy living. In addition to a robust employer wellness program, it serves the community at congregations, senior centers and other community-based venues.

Premier Health Partners includes:

- Miami Valley Hospital
  - Miami Valley Hospital South
  - Miami Valley Hospital Jamestown Emergency Center
- Good Samaritan Hospital
  - Good Samaritan North Health Center
- Atrium Medical Center
- Upper Valley Medical Center
- Premier HealthNet
- Premier Health Specialists
- Upper Valley Professional Corporation
- Fidelity Health Care
- Samaritan Behavioral Health
- Premier Community Health

## Identified Priorities

In the Community Health Assessment, researchers identified priority areas for community health improvement using a variety of criteria. The priorities that are included and excluded in the plan are outlined here. Priorities that are included in the plan are not listed in order of importance.

### Priorities Included in the Plan

Through the Community Health Risk Assessment, the identified priorities with an improvement plan Upper Valley Medical Center are:

#### ***Primary and Chronic Diseases***

1. Hypertension – from 2004 to 2012, the rate of hospital inpatient hypertension discharge diagnoses increased from 96 to 130 per 1,000 adults.
2. Melanoma of the skin – The cancer rate has increased from 35.4 to 88.0 per 100,000 from 2000 to 2011.

### Priorities Addressed Through Collaboration

All identified priorities are important elements of improving the health of our community. In some instances priorities are already being targeted by collaborative groups of which Upper Valley Medical Center is a part. Additional strategies will not be developed independent of these efforts. Because of the importance of these community-wide efforts, the following identified priorities are not included in the Community Health Improvement Plan.

#### ***Maternal and Infant Priorities***

1. First trimester prenatal care
2. Teen pregnancy
3. Low birth weight
4. Tobacco use in pregnant women

Upper Valley Medical Center is involved in several state-wide initiatives addressing these issues. As part of these collaborations, it will share the goals and objectives developed by those groups for program implementation and measurement.

Ohio Perinatal Quality Collaborative. Upper Valley Medical Center is a non-charter member of this organization as a maternity hospital. The mission of the Collaborative is, “Through collaborative use of improvement science methods, reduce preterm births and improve outcomes of pre-term newborns in Ohio as quickly as possible.”

Projects of the collaborative include:

- 39 Weeks Delivery Charter Project – To reduce elective unnecessary scheduled births before 39 weeks gestational age. (Reduce infant mortality and low birth weights.)
- 39 Weeks Dissemination and Birth Registry Accuracy Project – This project was to address inaccuracies in birth certificate data within the Quality Improvement framework.
- Obstetrics Antenatal Corticosteroids Project- This project focuses on increasing the use of antenatal corticosteroids to reduce mortality and morbidity among preterm infants. (Reduce infant mortality.)
- Progesterone Project – This project intends to help raise awareness about the need for screening and intervention for progesterone, provide support to teams to implement screening, identification and treatment, develop the capacity and

capability of skilled ultrasound technicians and remove administrative barriers to the administration of progesterone. (Reduce infant mortality and low birth weights.)

Ohio Hospital Association (OHA). OHA has developed a plan to reduce infant mortality (which also addresses low infant birth weight and first trimester care) in Ohio which includes:

- Safe sleep (infant mortality)
- Eliminating elective deliveries before 39 weeks (infant mortality)
- Progesterone for high risk mothers (infant mortality)
- Eliminating health disparities
- Safe spacing (infant mortality and low birth weight)
- Access to prenatal care (First trimester care, infant mortality and low birth weight)
- Promote breast milk
- These program areas also then address increasing first trimester care, improving low birth weight and decreasing infant mortality.

Upper Valley Medical Center is concerned about the data showing the use of tobacco among pregnant women. It is further researching this issue to identify potential resources to address this issue.

#### ***Primary and Chronic Diseases***

5. Department alcohol and drug discharge diagnoses

The Tri-County Board of Recovery and Mental Health Services Serving Darke, Miami and Shelby Counties coordinates alcohol and substance abuse services in Miami County. According to its 2014 – 2016 strategic plan, it intends to expand funding for programs that treat addictions, development and implement a community behavioral health prevention plan and establish a new behavioral health “one stop shop” model program in Miami County.

## Key Health Priorities by Objective

### Priority Area 1: Reduce the incidence and complications from adult hypertension.

Blood pressure is how hard blood pushes against the walls of our arteries when our heart pumps blood. When someone has high blood pressure, which is also called hypertension, the increased pressure against the arteries causes damage. Hypertension is called the silent killer because usually those who have it do not feel anything. High blood pressure increases risk for heart disease, stroke, heart failure, kidney disease and blindness.

The percentage of adults who have been told by a primary care provider that they have high blood pressure	
Ohio	31.7%
Miami	38.3%

In many cases hypertension can be prevented by maintaining a healthy weight, being active, eating healthy, not using tobacco and limiting alcohol. Most people who are diagnosed with high blood pressure can be controlled. Those with high blood pressure should take the same steps that may prevent high blood pressure. If medication is needed, it is imperative to take it every day. From 2004 to 2012, the rate of hospital inpatient hypertension discharge diagnoses increased from 96 to 130 per 1000 adults.

Because of the significant health threat posed by hypertension, a community-focused, population health improvement strategy would benefit all parts of the community.

### Priority Area 1: Reduce the proportion of adults with hypertension.

#### Objective 1.1: Increase the proportion of adults with hypertension whose blood pressure is under control.

##### Evidence-based Strategies:

Coordinate a hypertension education health communications campaign that will include communications tactics; free, community-based screenings and free online education.

Promote lectures about high blood pressure prevention and control in worksites, congregations, senior centers and other community based venues.

Identify an educational brochure targeted to those who already have high blood pressure about the importance of medication adherence and healthy lifestyle. Make collateral available through system websites, Facebook pages, at employer and community events and other outlets to be identified. These will include how to get more information by telephone and/or online

#### Outcome Indicators

##### Short and Intermediate Term

To have communications at least once a year in existing hospital communications vehicles that highlights hypertension and how it can be prevented/treated successfully.

##### Long Term

Increase the proportion of adults with hypertension whose blood pressure is under control.

#### Objective 1.2: Increase the proportion of adults who have had their blood pressure

**measured within the preceding two years and can state whether their blood pressure was normal or high.**

Evidence-based Strategies:

Upper Valley Medical Center will conduct blood pressure screenings on at least 250 individuals per year at worksites, congregations, senior centers and other community-based venues.

Attempt telephone follow-up with 100% of those who have a stage 2 hypertension result, do not opt out of follow-up and have a working telephone.

We will successfully contact at least 45% of those eligible for follow-up.

If an individual does not have a primary care provider, we will offer to make a referral to the individual that meets their needs.

If an individual has not seen their primary care provider for three or more years, we will educate them about the importance of seeing their physician regularly to maintain themselves as a patient and encourage them to call their physician to become reestablished with them.

If an individual uses tobacco, we will educate them about local tobacco cessation services.

### Outcome Indicators

#### Short and Intermediate Term

At least 250 unique individuals will receive a blood pressure screening each year in a variety of venues.

We will successfully contact at least 45% of those eligible for follow-up.

#### Long Term

Increase the proportion of adults who have had their blood pressure measured within the preceding two years and can state whether their blood pressure was normal or high.

### Programs and Resources to be Committed to Implement Plan

To implement the included programs, the hospital and Premier will provide:  
Program management/coordination/implementation staffing, physical work space, access to computers/telephones/standard office equipment, access to marketing and communications professionals for collateral writing/design/printing, professionals for follow-up calls and health coaching, maintenance of all data collected and data analysis, primary care referral services, speakers, educational collateral pieces, appropriate social media, meeting space and space for community-focused health programs, screening paperwork and program evaluation.

### Intended Collaborative Partnerships

All hospitals in Premier Health  
Premier Community Health  
American Heart Association

## Priority Area 2: Reduce melanoma incidence and mortality rates.

The Community Preventative Services Task Force recommendation for programs to promote sun safety and increase preventive behaviors in a population is to offer a community intervention using combinations of individual directed strategies, health communications and environmental and policy changes across multiple settings. Studies used in formulating the recommendations included at least two of the above stated interventions.

Of the research tested interventions listed at the National Cancer Institute, none targeted rural populations. However, the two settings recommended for programs were outdoor occupational and outdoor recreational settings.

According to the United States Census Bureau, between 11% and 15% of Miami County residents work outdoors. This includes those who work in agriculture, forestry, fishing, hunting, mining, construction, utilities, recreation and waste management services.

Melanoma in Miami County has increased from 35.4 to 88 per 100,000 from 2000 to 2011.

### Priority Area 2: Reduce melanoma incidence and mortality rates.

**Objective 2.1: Increase the proportion of persons who participate in behaviors that reduce their exposure to harmful ultraviolet (UV) irradiation and avoid sunburn using a multi component, community wide intervention that combines individual directed strategies and targeted media.**

Evidence-based Strategies:

Conduct free, annual full-body skin screening for the community.

Promote availability of a skin safety presentation by request for employers and community-based groups.

Offer Dermascan awareness screenings in Miami County.

### Outcome Indicators

#### Short and Intermediate Term

Conduct at least 30 full-body screenings per year.

Conduct at least 1 sun safety lecture per year.

Conduct at least 100 Dermascan awareness screenings. \*

#### Long Term

Increase the number of individuals in Miami County who report they use sun protective measures.

Decrease melanoma and other skin cancers in Miami County.

### Programs and Resources to be Committed to implement this plan

To implement the included programs, the hospital and Premier will provide:

Program management/coordination/implementation staffing, physical work space, access to computers/telephones/standard office equipment, access to marketing and communications professionals for collateral writing/design/printing, maintenance of all data collected and data analysis, educational collateral pieces, professionals with expertise in sun safety and cancer, Dermascan skin awareness tool, appropriate social media, meeting space and space for community-focused health programs and program evaluation.

### Intended Collaborative Partnerships

Premier Community Health

\*There are 2 Dermascan units in Premier Health- one with UVMC and one with Premier Community Health. Units are no longer manufactured, so numbers may be revised if one or both of the units becomes unusable.

## **Moving Forward**

All the hospitals in Premier Health have a rich history of working with the communities they serve to improve the health of its citizens. With the data gleaned from this Community Health Needs Assessment and having developed a Community Health Improvement Plan, our work continues.

Improving community health is a process of continuing to build traditional and nontraditional partnerships, assuring programs and strategies are evidence-based, building in feedback loops, conducting ongoing evaluation and measuring if what we are doing is having the intended result. We understand these are issues that cannot be solved by a hospital alone- but take the work of all interested stakeholders in the community. We know we need to develop detailed strategies for the identified targeted areas with in-depth work plans and responsible parties.

As the process continues, we will continue to look at new strategies and opportunities, looking for ways to expand beyond the programs here and reach more people with life-improving and perhaps life-saving education and services.

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