



Hoopeston Regional Health Center

# COMMUNITY BENEFIT IMPLEMENTATION PLAN

## **CARLE HOOPESTON REGIONAL HEALTH CENTER COMMUNITY BENEFIT IMPLEMENTATION PLAN**

Based upon the Community Health Needs Assessment using both quantitative and qualitative research, Carle Hoopeston Regional Health Center (CHRHC) has prioritized the significant community health needs of Vermilion County considering several criteria including: alignment with the hospital's mission, existing programs, the ability to make an impact within a reasonable time frame, the financial and human resources required, and whether there would be a measurable outcome to gauge improvement. The following five health areas were selected as the top priorities:

- **Children's Health**
- **Teen & Adolescent Health**
- **Oral Health**
- **Cancer**
- **Diabetes**

While there were a number of additional needs identified by the data and input from community leaders, as a Critical Access Hospital, Carle Hoopeston Regional Health Center does not have the resources to address all of them. The issues that will not be addressed in this implementation plan are lower priority because the need was not as significant; they are not central to the hospital's mission; and CHRHC has determined it does not have the ability to make a measurable impact in those areas. CHRHC will not focus this Community Benefit Implementation Plan on addressing community health challenges related to Disabilities; Exercise, Nutrition and Weight; Immunization and Infectious Diseases; Maternal, Fetal and Infant Health; Mental Health; Older Adults and Aging; Respiratory Diseases or Substance Abuse.

Carle Hoopeston Regional Health Center will continue its work to improve the overall health of the community through service to its patients and that will include emphasis on Access to Health Services, Heart Disease and Stroke and the other specialties and services the hospital or Carle health system provides. The Carle Foundation is diligently working to improving access and services throughout the east central Illinois region, not just for this geographic area. Many of the other concerns are also addressed through services provided for Carle patients, but these areas are not the primary emphasis of the Community Benefit Implementation Plan which targets more specific low income populations in Vermilion County.

This plan includes Carle Hoopeston Regional Health Center's intent to address and measure outcomes from 2014-2016. Because this is the first Community Benefit Implementation Plan for the organization, 2014 will be used to set benchmarks and the plan will be evaluated annually and adjusted as needed.

### **CHILDREN'S HEALTH**

Carle Hoopeston Regional Health Center will work to address children's health needs by pursuing options to expand access. Pediatrics will be added in Hoopeston in 2014 and beyond with the addition of three pediatric providers based in Carle Danville. A rotation will be established that will expand care that focuses specifically on

children's needs. Later, this may also include exploring opportunities for existing Carle specialists based in Danville or Urbana to add office hours in Hoopston or northern Vermilion County. While recruiting providers to a rural area can be challenging, a great impact can be made when Carle providers can see more children in Vermilion County. Carle will also evaluate options to partner with other organizations to address Oral Health needs.

Carle Hoopston Regional Health Center will pursue these initiatives to improve children's health in the community:

1. Add a social worker to assist with health insurance enrollment and other resources.
2. Increase appointments available to children with the addition of pediatrics in Hoopston that will be provided by two physicians and a physician assistant based in Vermilion County.
3. Pursue the addition of OB/Gyn services which will improve prenatal care available and therefore improve the health of infants and young women in this category.
4. Evaluate a partnership for access to dental care

Measures of success:

- Number of children enrolled in state assistance programs
- Number of additional appointments for children

### **TEEN AND ADOLESCENT HEALTH**

Carle Hoopston Regional Health Center will address teen and adolescent health needs with emphasis on pregnancy and STD prevention through education as well as access to appropriate testing, treatment and care.

Carle Hoopston Regional Health Center will pursue these initiatives to improve teen and adolescent health in the community:

1. Explore school-based education programs to be provided by CHRHC staff. This has been presented to the Hoopston Board of Education and a final determination allowing the program to move ahead is pending.
2. Add an OB/Gyn provider which will expand access to care for all women, and will provide support to teens and adolescents which would include birth control, STD testing and treatment and prenatal care.
3. Provide education in Hoopston and northern Vermilion County communities that house a CHRHC facility exploring educational initiatives that could include information on the web or mobile apps aimed at teens.

Measures of success:

- Increase number of impressions to educational messages annually among people aged 13-18

- Increase number of STD and pregnancy tests administered at Carle Hoopston Regional Health Center locations
- Rates of positive STD tests among people aged 13-18

### **ORAL HEALTH**

While Carle Hoopston Regional Health Center does not employ dental professionals, access to oral health, particularly for children, has been a predominant theme over the past several years. The organization has understood the need, which is again illustrated in both data and expert input and CHRHC will continue to explore options to expand access to care for children.

Carle Hoopston Regional Health Center will pursue these initiatives to improve oral health in the community:

1. Educate parents on the importance of dental health for children
2. Evaluate partnership for oral health services in northern Vermilion County

Measures of success:

- Distribution of dental health educational materials
- Complete feasibility study on launch of oral health provision of service in northern Vermilion County

### **CANCER**

Given the prevalence of Cancer-related deaths in Vermilion County illustrated by the Community Health Needs Assessment data, Carle Hoopston Regional Health Center will focus on improving early detection. With the resources available through Carle Cancer Center and Mills Breast Cancer Institute in Urbana and in Danville, CHRHC anticipates being able to impact this area.

Carle Hoopston Regional Health Center will pursue these initiatives to improve early detection and treatment of cancer in the community:

1. Evaluate options to add specialist appointments in Hoopston
2. Expand education efforts on the importance of early detection and about screening services available with the ability to provide skin cancer screenings, lab testing and digital mammography in Hoopston.

Measures of success:

- Increase number of impressions to educational messages about early detection and screening services in Vermilion County, with emphasis on Northern Vermilion County zip codes

- Complete feasibility study of adding a visiting specialist in Hoopston

## DIABETES

With the connection to many health problems facing those with diabetes, and increasing prevalence of the condition in Vermilion County, Carle Hoopston Regional Health Center will work to both educate patients and the community about resources available and pursue adding services to help address the need.

All Carle locations are in the process of moving physician offices to a model where diabetes and other chronic conditions are managed through a patient centered medical home model. Specifically, Carle Hoopston Regional Health Center sees a large number of patients who have diabetes, and one provider has more patients who have diabetes in his practice than any other Carle physician. For that reason, managing diabetes is expected to be more effective and have a significant impact for this population in Vermilion County.

Carle Hoopston Regional Health Center will pursue these initiatives to improve detection and treatment of diabetes in the community:

1. Pursue moving primary care practices to the patient centered medical home model which will help improve access for those who need it, establish a stronger relationship with patients which will foster an environment where the patient is more likely to follow the provider's guidance to better manage the condition.
2. Add a nurse navigator to provide education, testing and follow up for patients with diabetes and other chronic conditions.
3. Educate the community about diabetes risk, testing and treatment through educational materials, health fairs, speaking engagements and other available means.

Measures of success:

- Number of newly diagnosed cases of diabetes at CHRHC locations
- Number of patients whose primary care provider is based at CHRHC with A1C within optimal range
- Increase number of impressions to educational messages about risk as well as services in Vermilion County, with emphasis on Northern Vermilion County zip codes