

NYS Joint Community Service Plan Progress Report September 2010

Background

NYS Public Health Law requires that non-profit hospitals file a Community Service Plan (CSP) with the NYS Department of Health. Last year, we filed our first 3 year plan under new regulatory guidelines that seek to integrate traditional medical services with public health interventions to foster positive behavioral changes to improve health status. These guidelines require hospitals to participate in a collaborative approach to community health assessment and planning, and work together with their local health departments and other community partners to address the NYS Commissioner's public health priorities identified in the 2008 NYS Prevention Agenda. The Prevention Agenda established 10 public health priorities which include: Access to Quality Health Care; Chronic Disease; Community Preparedness; Healthy Environment; Healthy Mothers, Healthy Babies; Infectious Disease; Mental Health & Substance Abuse; Physical Activity & Nutrition; Tobacco Use; and Unintentional Injury. While this type of health system and public health collaboration may be new to many communities, this has been ongoing for the URM and the other hospitals in our community for 12 years. Monroe County hospitals have chosen to address physical activity and nutrition, and prevention and management of chronic disease as our areas of focus for our CSP. Each year, an update on the progress of the NYS Joint Community Service plan is provided to our URM, Strong Memorial Hospital and Highland Hospital Boards and posted on our website to ensure compliance with dissemination requirements.

Assessment of Public Health Priorities

The needs assessment that has guided our joint effort over the past several years is a robust community-wide process involving all four health systems (URM, RGH, Unity, Lakeside), the county health department, and other key community stakeholders. The process is known as **HEALTH ACTION** which is coordinated by the Monroe County Department of Public Health. We believe this process has resulted in a more comprehensive needs assessment than any system could perform individually. It has also allowed the health systems to be involved in planning efforts and service provision that go beyond clinical care and enter the domains of prevention and public health.

2010 Update on the Three Year Plan of Action

Increase Physical Activity and Improve Nutrition

Increase Physical Activity and Improve Nutrition has been a **HEALTH ACTION** priority for several years. In June of 2009, the Monroe County Department of Public Health and the University of

Rochester's Center for Community Health convened the Monroe County Physical Activity and Nutrition Task Force. The vision for the Task Force is "Monroe County adults will maintain healthy eating and physical activity supported by policies and environments (physical and social) that promote healthy lifestyles at home, work and in the community." The mission is to "Identify and implement sustainable policy and environmental changes that promote increased physical activity and improved nutrition among adults in Monroe County." A number of agencies and organizations are represented on the task force as are the area hospitals. Members of the Community Service Plan Group for each hospital are responsible for assuring the implementation of at least one environmental change to improve physical activity and nutrition within their hospital. The URMC has implemented several through a comprehensive employee wellness initiative, outlined in Attachment 1.

Improve Prevention and Management of Chronic Disease

Monroe County hospitals chose three initiatives to support this Prevention Agenda priority: Improve asthma care of children through establishment of the Breath of Hope Asthma Program; Improve diabetes care in primary care offices by increasing the number of primary care physicians who are NCQA-certified in diabetes care; Reduce preventable hospitalizations (Prevention Quality Indicators (PQI) admissions) by participating in the Finger Lakes Health Systems Agency 2020 Performance Commission process.

The Breath of Hope Asthma Program

Since 2008 the Department of Pediatrics at the University of Rochester Medical Center has been coordinating an effort to create a program that provides a mobile asthma service in support of primary care practices and other community agencies in their efforts to care for children with asthma and their families. The effort includes Monroe County's hospitals, a local community health center, community based clinical practices, the Rochester City School district, and other community stakeholders. The program recognizes that managing childhood asthma is a difficult and complicated process and requires interventions beyond primary care office visits. A van staffed by community health nurse educators visits children with asthma in a variety of settings, schools, homes, and community healthcare practices to help provide support and education to families. The Breath of Hope Asthma demonstration pilot is implementing Strong Memorial Hospital tested clinical practices in asthma management and adapting them to community-based settings (i.e. community pediatricians' offices). Pediatric practices that serve predominantly the inner-city Rochester pediatric population are Breath of Hope pilot sites and include Golisano Children's Hospital General Pediatric Practice, Culver Medical Group, Unity Health Care General Pediatric Network, RGH General Pediatric Practice, and The Anthony Jordan Health Center. Each of these five sites has identified 25 patients facing challenges in maintaining asthma control. Implementation in the community outpatient setting best serves the overarching goal of this initiative – to keep children with asthma out of the hospital, out of the ED, in their schools, and in their communities and homes. This has the added benefit of keeping their parents at work and vastly lowering the direct and indirect costs of healthcare to the community.

National Committee on Quality Assurance (NCQA) Diabetes Care

NCQA is the only national program that provides certification in diabetes care for primary care physicians. The program recognizes established standards for the provision of good diabetes care, provides a mechanism for measuring individual physician and practice performance against those standards – both process and outcomes measures – and provides certification to physicians who demonstrate expert adherence to these accepted standards. The Rochester Regional Quality Improvement Initiative (RRQII), a collaborative effort of local insurers, the American Diabetes Association, the Rochester Business Alliance, the Finger Lakes Health Systems Agency, the Monroe County Department of Public Health, and NYSDOH developed a program in Monroe County that resulted in thirty-seven local primary care physicians becoming NCQA-certified for diabetes care. Using the experience of RRQII as a model, and as part of this three year plan, Monroe County hospitals proposed to increase the number of primary care physicians who would receive NCQA certification in diabetes care. As a result of these efforts, the number of primary care physicians certified by NCQA for diabetes care increased from 37 in 2009 to 148 in 2010. These physicians are located in 38 different clinic locations throughout the Rochester region.

Reduce Preventable Hospitalizations and Low Acuity Emergency Room Visits

The 2020 Commission was formed in 2008 and staffed by the Finger Lakes Health Systems Agency (FLHSA) to assess and make recommendations about the number of new hospital acute care beds needed in the community. The 2020 Commission recommended that the local hospitals in Monroe County reduce the number of new hospital beds they requested from the NYSDOH, and at the same time develop inter-disciplinary community initiatives to reduce hospital use. The 2020 Performance Commission evolved from the 2020 Commission. Local hospitals, health care providers, the Monroe County Department of Public Health, health insurers, and the business community are represented on the Performance Commission. In the three year plan of action in the 2009 CSP, hospitals reinforced that they will work with the Commission to identify and implement changes to improve management of chronic disease with specific goals to reduce preventable admissions and low acuity emergency room visits.



University of Rochester – 2010 Employee Wellness

Program element: Maintaining smoke-free buildings and grounds

- UR Medical Center went smoke free in 2006 (inside and outside). Currently, there are two smoking outposts where smoking is permitted within the perimeters of the Medical Center.
- Employees are encouraged not to smoke and resources are available at no cost to UR employees/spouses/domestic partners:
 - Telephonic and intensive individual support through The Healthy Living Center
 - Telephonic and web-based program offered through Care Management Vendor-Carewise Health

Program element: Mental health resources

- EAP available for employees and families
- Depression screenings available annually
- Stress Management programs offered throughout the year by Well-U and EAP
- Personal Health Assessment and online “Relax” program offered through Carewise Health
- Mindfulness program offered through The Healthy Living Center
- Services offered by Aetna and Excellus

Program element: Healthy food selections (via onsite cafeteria or vending)

- Campus cafeterias expanded salad bars and increased offerings of low-fat foods
- Worksite Community Supported Agriculture program delivers locally grown produce to UR employees (onsite) who enroll between June-October
- Promotion of Neighborhood farmers markets (Southwedge and Southwest)
- A major cafeteria expansion is underway for 2010 to increase healthy eating options

Program element: Access to fitness facilities

- Two fitness centers are located at UR
- URMW Wellness Center offers 24-hour access

University of Rochester – 2010 Employee Wellness

Attachment 1

- R-Club (River Campus Fitness Center) opened M-F 6:30-8:00 p.m. and Saturday mornings
- Facilities are affordably priced
- Payroll deduction option
- Personal trainers, year round programming (tai-chi, aerobics, fitness challenges etc...)
- Safe and up-to date equipment
- Other fitness initiatives at the UR:
 - Annual events (National Trails Day, Bike to Work Week, Chase Corporate Challenge)
 - Indoor walking paths through AHA Start! Walking Program
 - Telephonic physical activity program “Energize” offered through Carewise Health
 - Walking clubs and Online walking resources
 - Workplace Yoga
 - CDC stairwell signage posted
 - Eat Well Live Well Challenge
 - Stair Challenge during National Nutrition Month
 - On site Sculpting classes – HH
 - Website access walking maps, BMI calculator for staff and list of current activities- HH
 - On site health and wellness fairs
 - Participant- Worksite Alliance of Greater Rochester

Program element: Use of health risk assessments

- Employees/spouses/domestic partners are encouraged to complete an online personal health assessment* on an annual basis
 - Participants receive an individualized report, recommendations on how to improve their health, and access to tools and online wellness programs
- * To date, over 5,000 employees/spouses/domestic partners have completed a PHA in 2010

Program element: Access to biometric testing

- Employees and qualified spouses/domestic partners are encouraged to get a biometric screening on an annual basis (done by the School of Nursing (SON))
 - No cost to the employee/qualified spouse/domestic partner
 - Participants receive confidential and immediate results*, feedback and recommendations
- * The University receives an aggregate report from the SON with results and recommendations, but no individual data is shared.

University of Rochester – 2010 Employee Wellness

Program element: Health and Wellness Initiatives:

- Onsite flu shots
- Pre-natal breast-feeding classes available through Strong
- Nutrition Counseling (available through Healthy Living Center, or University Food and Nutrition Department)
- Weight Watchers at Work
- Healthy Living Center Services:
 - Tobacco Dependence
 - Pre-Diabetes/Hyperlipidemia
 - Mindfulness Stress Reduction
- Carewise Health Offerings:
 - 24/7 Health Advocacy Line
 - Telephonic Health Coaching:
 - Nutrition Management
 - Obesity
 - Physical Activity
 - Pre-Diabetes
 - Pre-Hyperlipidemia
 - Pre-Hypertension
 - Stress Management
 - Tobacco Cessation
 - Weight Management
 - Telephonic Disease Management for:
 - Asthma
 - Atrial Fibrillation
 - COPD
 - CHF
 - Diabetes
 - CAD
 - Hypertension
 - Hyperlipidemia
 - Low Back Pain
 - Stroke/TIA
 - High Risk Maternity Management (Telephonic)
 - Web-based Lifestyle Management:
 - Nutrition
 - Stress Management
 - Tobacco Cessation
 - Weight Management

University of Rochester – 2010 Employee Wellness

Program element: Incentives to embrace healthful behaviors

Attachment 1

- Cash incentives are offered to qualified employees who complete a Personal Health Assessment
- Cash incentives are offered for the completion of a telephonic Disease Management Program
- Cash incentives are offered for the completion of a Wellness coaching program (telephonic coaching through Carewise Health or telephonic/in-person at the Healthy Living Center)
- NRT provided at no cost for qualified employees who enroll in a tobacco dependence or smoking cessation program
- Prescription drug discount for qualified DM participants (conditions include asthma, congestive heart failure, coronary artery disease, diabetes, hypertension)

Program element: Health education and programs

- Well-U holds health education classes on various topics throughout the year including National Health Observances that promote healthy lifestyle choices (Go Red Day, National Health Care Decisions Day etc.)
- The Benefits Office offers monthly educational sessions about health benefits and financial fitness
- Employees have access to free ergonomic evaluations and work station adjustments
- Health Education mailings offered through Carewise Health
- Departments within the Medical Center offer health education programs
- EAP Health Bites Series offers monthly lunch time talks on such topics:
 - Preventing Heart Attack and Stroke
 - Navigating health websites
 - Autism Spectrum Disorder
 - Crime Prevention
 - Social Networking sites and children
 - Reducing the stress of parental breakup

Program element: Access to health screenings (mammography, colonoscopy, prostate exams, etc.)

- Employees who enroll in a University Health Care Plan (approximately 19,000 members) have access to in-network preventive care at no cost

University of Rochester – 2010 Employee Wellness

- Since 2008, when the University began to offer preventable health services at no cost to health care plan enrollees, the number of adult, child, and well-baby visits per 1,000 members increased by over 10% across the board

Program element: End-of-life planning

- Well-U collaborates with Aetna and Excellus to offer an annual National Health-Care Decisions Day
 - Review of Excellus compassionate care website and materials
 - Promotion of Health-Care Proxy and Living Will

Program element: Rewards/recognition for success

- Employees who complete a Weight Watchers program with perfect attendance may be reimbursed 50% of the upfront cost
- Plans are underway to institute a formal wellness recognition program

Program Evaluation:

The University implemented a data aggregator to store and analyze medical, pharmacy, short-term and long-term disability data. This will assist in future program planning.

Return to Work:

The University has a nationally recognized Return to Work Program.