COMMUNITY BENTEM COMMUNITY BENTEM INVESTMENT



There is only so much impact a hospital can have by just helping the sick. Creating a healthy community goes beyond treating illness. It's about prevention, health education, community outreach, innovative partnerships and dynamic services and programs that change behaviors, empower good decision making and ultimately improve the quality of life.

For Elkhart General Hospital and Memorial Hospital of South Bend, investing in community health initiatives is part of each hospital's long-time medical legacy. Whether the issue is teen pregnancy, cancer prevention, access to appropriate health services, reaching out to underserved communities, early prenatal care or one of many other challenges, Beacon Health System's two hospitals are committed to investing in the long-term sustainability and growth of our region.

WHAT IS A COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA)?

Both hospitals are held to rigorous standards of accountability under the Patient Protection and Affordable Care Act (PPACA is commonly referred to as "health care reform"). These rules include the new requirements for non-profit hospitals, which had to be in place by December 2013.

One of the most significant requirements of PPACA is for hospitals to conduct a community health needs assessment (CHNA), which helps us evaluate community health priorities. This gives residents a

voice in identifying a population health strategy. Assuring our adherence to established guidelines is a serious responsibility, not only because hospitals failing to do so are in danger of losing their non-profit status. Fortunately, we are not strangers to investing in the health of our community, and we have been well prepared to meet this newly legislated requirement.

The Affordable Care Act specifically mandates that hospitals communicate their population health strategy, implementation plan, measurements and progress to the community, and ultimately to the Attorney General's office. The Community Health Needs Assessments and Implementation Strategies can be found on our hospitals' websites: EGH.org/CommunityHealthNeedsAssessment and QualityOfLife.org/chna.

CHNA also requires the organization of the Elkhart General and Memorial Hospital's Community Health Enhancement (CHE) board-represented councils to oversee community partnerships and investment in the health issues in alignment with the CHNA priorities.

The final step of CHNA is the development of a Policy and Procedures document delineating the Tithing and Community Benefit Investment process. The Policy and Procedures were approved by the Beacon Health System Board at the end of October 2013. The Policy and Procedures have a more legalistic tone, as they serve as the vehicle by which Beacon Health System can build the framework to

meet the legal mandates. The codification must stand the test of time, sensibility and judicial review while simultaneously meeting the organization's intent, best serving the community, and providing good stewardship of the funds, while also satisfying federal law.

In the rest of this report, we'd like to share with you some of our landmark 2013 projects and programs as a sample of what CHNA means for our communities.

ELKHART GENERAL HOSPITAL'S COMMUNITY OUTREACH 2013 HIGHLIGHTS

Dame Tu Mano

Dame Tu Mano ("Give Me Your Hand") is Elkhart General Hospital's Hispanic Latino health outreach program. It is a broad-based community health empowerment effort to address the health needs of the nearly 29,000 Hispanic Latinos in Elkhart County. The goal of the program is to provide health educational messages via print, electronic and radio media and educational venues.

PEERS

PEERS is Elkhart General's middle-school risk avoidance curriculum that emphasizes abstinence from sexual involvement, alcohol, drugs and smoking, and empowers youth with assertive life skills. Educational sessions annually reach 1,100 middle-school students in Elkhart and Baugo Schools systems,

with lessons facilitated by 175 Elkhart General-trained teen mentors.

Advocacy Center

The HealthCoverage Enrollment Center offers a program to address the community's need to access health care, a situation identified as a priority health need in the 2012 Elkhart County CHNA. The Center assists Elkhart County residents in applying for, enrolling in, and maintaining coverage in health insurance programs, including the Federally Facilitated Marketplace Qualified Health Plans, Medicaid, Hoosier Healthwise and Healthy Indiana Plan.

Cancer Education

Elkhart General Community Cancer Education programming is a community-based education and screening effort designed to educate Elkhart County residents on cancer prevention and promote detection awareness.

Activities are responsive to the identified needs within the community and focus on prevention and early detection health messages. Free screenings with follow-up ensure that those with abnormal screening results receive proper medical attention. Activities include cancer education sessions to area employers and the community at large, a Freedom from Smoking series, awareness activities coinciding with national awareness designated days, activities associated with National Smoke-Out Day, editorials and Elkhart

General support of American Cancer Society and Ribbon of Hope on-site programs.

4-H Fair

Elkhart County 4-H Fair Health Awareness is an annual, on-site health awareness initiative with interactive activities. The goal is to raise awareness on myriad health issues, provide prevention and wellness education, and to conduct screening, support and referral services to fair attendees. Interactive age- and gender-specific themed efforts focus on children, families, seniors, females, males, and Hispanic Latinos. In 2013, an estimated 48,000 persons participated.

Childhood Obesity

Elkhart County Child Obesity Prevention is facilitated by Elkhart General leadership in conjunction with other groups which aim to prevent and reduce obesity in Elkhart County youth.

MEMORIAL COMMUNITY HEALTH ENHANCEMENT 2013 HIGHLIGHTS

Aging in Place

Aging in Place is an innovative partnership that enables older people to remain independent in their own homes while surrounded by a caring community of peers. The program places a nurse and a resident-life assistant in low-income, independent living facilities for elderly residents. Aging in Place provides health oversight and education, community resource navigation and social activities, helping the residents

to live healthy, productive and independent lives. The program is experiencing steady and continued growth, as the desire to remain independent becomes an increasingly relevant issue for more families.

A third location was opened in the last quarter of 2012 and reached full lease-up in early 2013. In collaboration with the University of Notre Dame Interdisciplinary Center for Network Science and Applications, a research project was launched within Aging in Place. This study will lead to a comprehensive understanding of the impact of smart health technology in providing a foundation for health and wellness, especially for a senior population. Working with the Memorial Hospital Family Medicine Residency Program, physician residents are on-site at our Housing Authority of South Bend site as part of their "Care of the Underserved" curriculum.



BrainWorks

Funding from the Leighton-Oare Foundation supported BrainWorks' record-breaking attendance at the 2013 Mary Morris Leighton Lecture, featuring Dan Buettner, *National Geographic* fellow and author of the international best seller *Blue Zones*, for which he traveled around the world interviewing healthy centenarians.

Collaboration continues with Dr. Dominic Vachon, Director of the Ruth Hillebrand Center for Compassionate Care in Medicine. BrainWorks hosted presentations by Dr. Vachon both to the medical community and to the general public on the neuroscience of compassion.

BrainWorks' School Team continues to offer evidence-based prevention programs within South Bend's middle schools. Approximately 4,000 students in the intermediate schools participated in the "Draw the Line; Respect the Line" program focusing on developing the skills necessary to prevent pregnancy, HIV and sexually transmitted infections.

"FitNoggins!," an innovative brain and exercise program for elementary and middle school children, was also created. BrainWorks received renewal of the St. Joseph County VOICE grant, enabling programs that inspire high school students to advocate against the tobacco industry's attempts to recruit teens as new smokers.



Early Childhood Services

The Early Childhood Services focus at Community Health Enhancement includes minority health and sickle cell anemia screening and education, prenatal care coordination, the Beds and Britches, Etc. store (B.A.B.E.), a fetal alcohol prevention program, Women, Infants, and Children (WIC) nutrition program and the CDC and WIC-sponsored breastfeeding programs.

Women, Infants and Children

Memorial continues to receive the WIC grant for St. Joseph County, a grant that totals more than \$1 million annually. Memorial has operated the department of agriculture - funded WIC nutrition program for more than 20 years, successfully completing the competitive process. CHE serves more than 18,000 women, infants and children annually with this program. Certifying six employees to become lactation specialists, which enables them

to counsel new and expectant mothers, has been promising for the future health of our children in the community. WIC received a groundbreaking opportunity to research pregnancy outcomes among WIC clients who were exposed to adverse childhood experiences and the impact on the birthing outcomes and infants.

Sickle Cell Disease

We introduced a case management system for clients with sickle cell disease who frequently seek acute care. This service, provided in collaboration with Memorial's Emergency Department, aims to reduce unnecessary and preventable emergency room visits.

Grants Address Substance Abuse

Two additional grant applications were successful: a grant sponsored by the Substance Abuse and Mental Health Services Association, under the Department of Health and Human Services, builds upon the earlier work on Fetal Alcohol Syndrome, providing education and support for pregnant women. The second was a sizeable increase in state funding for prenatal care coordination and allows the addition of a community health worker to enhance the efficiency and increase the support of at-risk pregnant women.

Bendix Family Physicians

Bendix Family Physicians (BFP) is a full-service medical practice that provides comprehensive, high-quality and patient-friendly care to medically isolated and underserved South Bend residents. Additional services are provided through the Volunteer Provider Network of more than 350 physicians who volunteer time and services.

Language Services

In addition to providing interpretation, Language Services also conducts outreach to the Hispanic Latino community and provides diabetes case management services for those who are medically underserved.

The language services team supplied medical interpretation services to over 30 medical providers and practices throughout the area. Two Arabic interpreters have been added to Memorial's team in response to an ever-growing demand.



Diabetes Outreach

Diabetes Outreach implemented the launch of an ambitious pilot program that draws upon lessons learned from the successful "Diabeticos Saludables" program and utilizing community health workers (CHWs) to assist individuals in managing their diabetes.

The Diabetes Care Management program served 364 individuals, improving the disease management process and the health of the participants, while simultaneously avoiding nearly \$1 million in costs, and decreasing bad debt and charity care. The diabetes team guided 26 pregnant women with gestational diabetes in managing their condition through the program "Bebes Dulces sin Azucar." This resulted in no complications for babies and mothers—all babies were born at a healthy weight and all mothers' blood sugars returned to appropriate levels within weeks of delivery.

COMMUNITY-BASED PARTNERSHIPS INITIATED IN 2013

Study to Review Racial Disparity Related to Infant Mortality

The racial disparity in death during the first 12 months of life was among the top five priorities of the CHNA for Elkhart and St. Joseph counties. Therefore, the Equity in Birth Outcomes Study goal is to identify the variables that most impact the cause of early death.



Childhood Obesity

The CHE Council approved the funding of Creating Large-Scale Social Change in Childhood Obesity & Academic Performance. United Way of St. Joseph County convened and sponsored the initial approach: a two-year project to tackle childhood obesity community wide as a disease prevention model.

Anti-Violence Efforts

South Bend's Anti-Violence Commission will replicate the Group Violence Reduction Strategy developed at John Jay College of Criminal Justice. Successful implementation of the strategy has been proven to reduce homicides by 30 to 40 percent. The initial focus is to reduce gun violence, and then expand to address drug activity, robberies and domestic violence.







