

Attachment C
Westfield Memorial Hospital
One-year Community Service Plan Update- 2011

In 2011, there were no changes in Westfield Memorial Hospital's Mission Statement (I), Service Area (II) or Public Participation (III).

(IV) ASSESSMENT OF PUBLIC HEALTH PRIORITIES

During the Community Health Assessment/Community Service Plan planning process in 2009, Chautauqua County hospitals Brooks Memorial Hospital (BMH), WCA Hospital (WCA), and Westfield Memorial Hospital (WMH), joined forces with the Chautauqua County Health Department (CCHD) and the Chautauqua County Health Network (CCHN) to form the Chautauqua County Community Health Planning Team (CCCHPT). Referencing health, behavior, and Vital Statistics data, community input, and professional input, the CCCHPT identified four Prevention Agenda Priority Areas that encompassed outstanding health issues of Chautauqua County residents. These Priority areas included: Chronic Disease, Physical Activity and Nutrition, Access to Quality Healthcare, and Infectious Disease.

Using Prevention Agenda goals as a guideline, the CCCHPT set forth goals and objectives for resident health in the priority areas, along with strategies that would allow us to work toward our goals. Actions that were currently being taken by the members, separately or collaboratively, as well as those projected for the future were listed as strategies. The CCCHPT goals established for each designated priority area were:

Priority Area #1 - Access to Quality Health Care, Charity Care

Access to quality health care in rural communities is an ongoing concern within Chautauqua County. The recruitment and retention of trained and qualified Primary Care Providers and Specialists continues to be a goal that Chautauqua County Hospitals and health care agencies pursue.

Priority Area #2 - (Chronic Disease) Diabetes Education and Self-Management Tools

The collaborative CHA and CSP progress increased the group's awareness about all of the individual diabetes prevention and self-management care programs conducted at each hospital but a comprehensive approach has not been successfully developed. If each hospital and the health department were to pull their resources, a comprehensive approach becomes a reality.

Priority Area #3 – (Infectious Disease) Immunizations

Local hospitals and the Chautauqua County Health Department collaborate on many levels of public health emergency preparedness drills, reporting and communication. These exercises have proven valuable. These exercises enable hospitals and the Local Health Departments to communicate quickly and effectively about disease progression, testing and reporting in our local community.

Priority Area #4 - (Tobacco Use) Tobacco Cessation

Tobacco use represents the single most avoidable cause of death in our society. Tobacco use leads to the promotion of almost all chronic disease, therefore, decreasing the tobacco use in Chautauqua County will lead to lower rates of chronic disease.

Priority Area #5 - (Physical Activity and Nutrition) High Level Wellness

At every stage of life, preventative health promotion activities hold the promise of improving lives. Prevention stems directly from evidence that many of the leading causes of disability and premature death are in some way linked to personal behaviors that may either exacerbate or contribute to disease development or exacerbate current health problems

The promotion of healthy lifestyle habits with affordable and sound nutrition, stress management, and adequate aerobic exercise address the most important health issues of our time. They include obesity, a high fat diet leading to cardiovascular disease, stress reduction and diabetes prevention.

(V) THREE YEAR PLAN OF ACTION

Priority Area #1 - Access to Quality Health Care, Charity Care

Goal: Westfield Memorial Hospital's goal is to continue to increase the number of primary and specialty providers through recruitment and retention in Chautauqua County.

In 2011, Westfield Memorial Hospital recruited a total 19 physicians in the areas of General Surgery, Otolaryngology, Cardiology and Emergency Medicine. Westfield Memorial Hospital continues to add new services and recruit physicians in order to provide quality care to the Chautauqua County community.

Goal: Westfield Memorial Hospital's goal is to increase the number of people receiving health care services

Accessing quality health care in rural communities requires appropriate health care coverage. With the country's current economic condition and unemployment rate, more and more people are uninsured or underinsured and require further financial assistance.

The Charity Care Program at Westfield Memorial Hospital is designed to assist persons with Westfield Memorial Hospital medical bills who are under-insured, or uninsured, and who have

limited income and resources. Patients may also request financial planning and Community Care evaluation prior to a hospital service.

The Community Care program is based on your yearly income, the size of your family and other factors, such as savings and investments. These factors will be compared to guidelines approved by the Westfield Memorial Hospital Board of Directors to determine eligibility for this program.

In 2010, Westfield Memorial Hospital provided uncompensated medical care to 486 patients totaling \$236,727 in Community Care. In comparison, there was an increase in assistance of \$40,184 compared to 2009.

Priority Area #2 – (Chronic Disease) Diabetes Education and Self-Management Tools

Goal: Westfield Memorial Hospital's goal is to continue to promote healthy lifestyles in both adults and children by offering diabetes and weight management classes.

Goal: Westfield Memorial Hospital's goal is to reduce diabetes complications in adults throughout Chautauqua County.

Westfield Memorial Hospital holds weight management and diabetes classes. These programs are available on the hospital campus. Upon request, classes may also be scheduled at a business or company location.

Westfield Memorial Hospital works continuously to raise awareness regarding diabetes management programs in the community and to promote prevention of complications of diabetes in those who currently have the disease.

During Wellness Days, WMH Registered Dietician provides nutrition education in school classrooms.

Goal: Westfield Memorial Hospital's goal is to continue to work closely as a member of the Diabetes Task Force in bringing prevention and self-management care programs to Chautauqua County.

The Diabetes Task Force (DTF), consisting of Registered Dietitians, Certified Diabetes Educators, and representatives from CCHD, CCHN, WMH, BMH, WCA, Nutrition to Go, and the Chautauqua County Office for the Aging, meets monthly to discuss risk factors in the County that are contributing to elevated diabetes prevalence and mortality rates. An assessment of A1C data from County diabetics determined that our County has good diabetes management programs.

The DTF recognized a need for an improved, streamlined universal referral process. The group developed a fax to referral form, listing all Certified Diabetes Educators and Registered Dietitians who provide diabetes education in the County. The standardized referral form was developed in September of 2010 and distributed to Chautauqua County Providers to improve consistency and communication. It also allowed patients a choice in choosing where they would like to receive their education. In March of 2011, all area providers were given informational packets outlining Diabetes standards of care and where to get more information

and resources. Additionally, the DTF is working to develop more specific and measurable goals that can be used over the next several years to measure progress that includes increasing the percent of Chautauqua County diabetics following diabetes management recommended standards of care for the prevention of 2 complications – LDL and eye disease. All eye care providers were surveyed and data was collected. An initiative was made to improve correspondence between PCP's and Optometrists. In July a meeting was held to discuss goals of improving care and communication with Optometrists.

Two focus groups were held to assess the Hispanic/Latino community's knowledge of diabetes and needs for healthcare and education. These focus groups were held at the Joint Neighborhood Project (South County) and at Chautauqua County Rural Ministry (North County). A total of 32 people participated in a brainstorming session and completed surveys (20 participants were of Hispanic descent). The DTF plans to hold more focus groups and intends to use information gleaned from this project to address the need for culturally and linguistically competent diabetes education in Chautauqua County.

In March 2011, the Diabetes Task Force was awarded a \$4,000 grant from NACCHO to develop and carry out a coalition-based action plan. The plan has given the DTF more direction and the funding has provided more flexibility for operations.

In July 2011, the DTF partnered with the Chautauqua County Health Network to host the "Defeating Diabetes Expo: An Opportunity to Inform and Inspire." The expo targeted physicians and community agencies, highlighting clinical and preventive initiatives in the County that are working toward diabetes prevention and management improvement. The event was attended by 36 people.

Priority Area #3 – (Prevention of Disease) Immunizations

Goal: To increase the awareness of how illness is spread and to decrease the spread of disease throughout the community.

Goal: Westfield Memorial Hospital's goal is to reduce the incidence of flu through enhanced immunizations and prevention education.

Westfield Memorial Hospital administers appropriate Immunizations in specific populations per the CDC.

- Annually, Westfield Memorial Hospital provides community immunizations for seasonal influenza in the fall in conjunction with the Visiting Nurse Association.
- Annual immunizations for seasonal influenza are offered to all associates at Westfield Memorial Hospital.
- Annually, all Westfield Memorial Hospital Associates are fitted with an N95 respirator mask, as needed.

Westfield Memorial Hospital implemented its in-house contagious disease plan as part of the Pandemic Preparedness Plan. Signs and posters are placed at all entrances of the hospital. Masks are located at all entrances for patients and visitors who may have respiratory diseases.

All healthcare agencies have agreed upon distributing common messages about disease prevention and the importance and availability of immunizations. The Chautauqua County Health Department distributes information to all area healthcare providers.

- Westfield Memorial Hospital informs all staff members with direct patient care of any directives from the CCHD and the CDC.
- Information is disseminated via monthly postings via the hospital's Take Five newsletter.
- Education is provided as needed through the Patient Services Department.
- Westfield Memorial Hospital associates complete a mandatory annual in-service using the Pandemic Preparedness Guide for staff, as well as the annual updated Influenza Protocol, and Power Point Presentation followed by successful completion of a post test.
- Westfield Memorial Hospital provides education and promotion of immunizations and their availability throughout the community by placing community ads and distributing flyers.
- Westfield Memorial Hospital promotes prevention of disease transmissions at Wellness Days, community health fairs, local businesses, newspapers and local schools.

Priority Area #4 – (Chronic Disease) Tobacco Cessation

Goal: Westfield Memorial Hospital's goal is to reduce the prevalence of smoking among Chautauqua County residents.

Westfield Memorial Hospital is a smoke-free campus. WMH provides consistent educational materials and opportunities for smoking cessation to the community and the hospital associates.

The "Five A's" tobacco education intervention was introduced into hospitals and health practitioner offices during Steps to a Healthier NY (2003-2008). The "Five A's" intervention is an evidence-based practice that is presented at each patient visit by a nurse or doctor at the hospital. The process is to ask, advise, assess, assist, and arrange. At every visit, a patient is asked about their smoking status, are advised to stop, their readiness to quit is assessed, they are assisted despite their willingness to quit, and a follow-up appointment is arranged. Brooks Memorial Hospital, Lakeshore Hospital, TLC Hospital, WCA Hospital and Westfield Memorial Hospital continue to implement the Five A's and are each smoke-free campuses. Some of the hospitals face challenges in enforcing smoke-free campuses due to lack of administrative support.

Westfield Memorial Hospital staff provides patients with a 2-minute intervention with the 5A's (ask, advise, assess, assist and arrange). Hospital staff is trained in the 2-minutes intervention as part of orientation to the hospital.

Priority Area #5 – (Physical Activity and Nutrition) High Level Wellness

Goal: Westfield Memorial Hospital's goal is to educate people in modifying their behavior in order to reduce and control risk factors in chronic disease and to also reduce the prevalence of childhood and adult obesity in Chautauqua County.

Westfield Memorial Hospital offers programs to the community that promotes the prevention of chronic disease through physical activity and nutrition and disease management to prevent complications. Classes have been held educating the public on eating three healthy meals a day, stress reduction and exercise.

Westfield Memorial Hospital also offers weekly blood pressure screening throughout the community at the YWCA, Soup Kitchen and in the hospital lobby. Glucose, bone density, BMI and blood pressure screenings as well as health information are held at health fairs throughout the region.

WMH is a member of the Cancer Services Program in the County and provides mammography annually to this group, as well as promoting the groups cancer screening services at all Health Fairs, at medical office manager's meetings, & other events.

Westfield Memorial Hospital's Auxiliary holds a "Walk for Wellness" that draws community members together to share in exercise once a year.

Community Programs and events are promoted on Access Channel Five.

Monthly educational wellness articles i.e.: "Health Briefs" are submitted to local newspapers.

(VI) FINANCIAL AID PROGRAM

Success and Challenges

In 2010, Westfield Memorial Hospital provided uncompensated medical care to 486 patients totaling \$236,727 in Community Care. In comparison, there was an increase in assistance of \$40,184 compared to 2009.

Successes: Westfield Memorial Hospital continues to maintain its Charity Care Program threshold to 300% of the national poverty rate. WMH provides an on-site financial counselor to assist patients and families with financial analysis and insurance concerns. This program continues to be very successful and has allowed the hospital to help more people.

Challenges: Despite prominently displaying information on the Charity Care Program in the front lobby, at admissions, on statements sent to the patient and counseling ER patients without insurance at the time of service, it remains difficult to get all eligible applicants to take the steps necessary to qualify for the Charity Care Program.

In general, Westfield Memorial Hospital is seeing a raise in the underinsured and uninsured population which is becoming a challenge due to the increase of the unemployment rate and the national economic condition.

(VII) Changes Impacting Community Health/Provision of Charity Care/Access to Services
(No changes from the original plan have been made)

(VIII) Dissemination of the Report to the Public

Westfield Memorial Hospital places its Community Service Plan on its web-site. Community Education classes are advertised in local newspapers, Access Channel Five, flyers throughout the community, in pamphlets, in Physician's Offices and through public service announcements.