



Brookwood Baptist
Health®

Brookwood Baptist Medical Center Community Health Needs Assessment Implementation Strategy

Report Date: March 27, 2020

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Introduction

Implementation Strategy Process for Brookwood Baptist Medical Center

The most recent Community Health Needs Assessment (CHNA) for Brookwood Baptist Medical Center (BBMC) was adopted on December 11, 2019. The Implementation Strategy was developed by hospital leadership to describe how BBMC will address the significant needs identified during the CHNA, and the priority of maternal and child health which was identified through other means.

Current Health Priorities for Brookwood Baptist Medical Center

1. Access to Care & Affordability
2. Nutrition & Weight Status
3. Substance Abuse
4. Mental Health

Health Priority Identified through Other Means

5. Maternal and Child Health

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Access to care & affordability	Whole community	1 Improve medication adherence	A) Reduce cost barriers for medications by facilitating a prescription assistance program or providing free/reduced-cost medications B) Educate providers on cost-lowering treatment alternatives C) Maintain a database of community-based organizations, providers, and pharmacies who provide medication assistance and refer patients as needed	Baptist Health Foundation	Drug companies, local pharmacies	"Average total drug spending per hospital admission increased by 18.5% between FY2015 and FY2017" - Association of Health-System Pharmacists
Access to care & affordability	Individuals eligible for Medicaid benefits	2 Increase the number of eligible individuals who are enrolled in the Medicaid program	A) Provide enrollment assistance within inpatient and outpatient settings via case management B) Educate providers and employees on criteria and how to engage patients in enrollment and re-enrollment		Jefferson County Health Department, 211, local FQHCs	"Navigators play a vital role in helping consumers prepare applications to establish eligibility and enroll in coverage through the Marketplaces and potentially qualify for an insurance affordability programs. They also provide outreach and education to raise awareness about the Marketplace, and refer consumers to health insurance ombudsman and consumer assistance programs when necessary." - Centers for Medicare & Medicaid Services
Access to care & affordability	Low-income individuals	3 Improve awareness of free or low-cost healthcare providers in the community	A) Streamline internal processes for referrals to partner organizations B) Engage faith-based organizations to provide marketing materials about clinics and providers offering free or low-cost services	FQHCs, Cahaba Medical, Christ Health, MPower Health	Samford's Congregational Health Programs, Aunt Bertha, La Casita	"Even under the ACA, many uninsured people cite the high cost of insurance as the main reason they lack coverage. In 2018, 45% of uninsured adults said that they remained uninsured because the cost of coverage was too high. Many people do not have access to coverage through a job, and some people, particularly poor adults in states that did not expand Medicaid, remain ineligible for financial assistance for coverage. Some people who are eligible for financial assistance under the ACA may not know they can get help, while others have income above the cutoff for financial assistance. Additionally, undocumented immigrants are ineligible for Medicaid or Marketplace coverage. People without insurance coverage have worse access to care than people who are insured. One in five uninsured adults in 2018 went without needed medical care due to cost. Studies repeatedly demonstrate that uninsured people are less likely than those with insurance to receive preventive care and services for major health conditions and chronic diseases." - Kaiser Family Foundation
Access to care & affordability	Whole community	4 Decrease the number of community members who cite transportation as a barrier to seeking care	A) Explore the potential for the use of ride-share programs to transport patients B) Expand satellite locations into areas where individuals lack access to public transportation C) Through partnerships, utilize census-tract level data to examine areas with greatest need for transportation services D) Provide vouchers for transportation services to eligible patients E) Refer eligible patients to the Kid One Transport program		Jefferson County Collaborative for Health Equity, Greater Birmingham Ministries, Baptist Health Foundation	"There is a strong business case for hospitals and health systems to address transportation needs since individuals experiencing these issues are more likely to miss appointments or not fill prescriptions, leading to delays in care and potentially to disease progression and complications or readmissions." - American Hospital Association

Implementation Strategy

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Nutrition & weight status	Whole community	5 Screen for chronic disease markers and risk factors including pre-diabetes and diabetes	A) Conduct regular screening events within the community B) Utilize data to expand event offerings to target areas of highest need		Jefferson County Health Department	"Identifying patients with prediabetes has important benefits for individuals as well as healthy systems" including, better patient outcomes, cost-effectiveness, and improved population health.-National Institute of Diabetes & Digestive & Kidney Disease
Nutrition & weight status	School-aged children	6 Improve knowledge and skills related to healthy eating and physical activity with an emphasis on low-cost options	Partner with Jefferson County organizations to create healthy lifestyle campaigns in local elementary schools, where BBMC will have its staff participate in conducting at least one program (i.e. healthy snack creation with certified nutritionists, certified physical therapists campus wide Stretch for Success session(s), interactive health education presentation, etc.)		Jefferson County Schools, Children's of Alabama, YMCA of Greater Birmingham, Jefferson County Collaborative for Health Equity, Community Food Bank of Central Alabama	"Behaviors that influence excess weight gain include eating high-calorie, low-nutrient foods and beverages, not getting enough physical activity, sedentary activities such as watching television or other screen devices, medication use, and sleep routines. In contrast, consuming a healthy diet and being physically active can help children grow as well as maintain a healthy weight throughout childhood. Balancing energy or calories consumed from foods and beverages with the calories burned through activity plays a role in preventing excess weight gain. In addition, eating healthy and being physically active also has other health benefits and helps to prevent chronic diseases such as type 2 diabetes, cancer, and heart disease." - Centers for Disease Control and Prevention
Nutrition & weight status	Individuals with obesity	7 Educate the public about weight status as a risk factor for chronic disease	A) Offer bariatric treatment to eligible patients including a comprehensive care plan B) Through the Bariatrics Department, provide educational programs, seminars and events detailing surgical and non-surgical weight-loss options	Hospital bariatrics program		"When combined with a comprehensive treatment plan, bariatric surgery may often act as an effective tool to provide [a patient] with long term weight-loss and help [them] increase [their] quality of health. Bariatric surgery has been shown to help improve or resolve many obesity-related conditions, such as type 2 diabetes, high blood pressure, and heart disease." -American Society for Metabolic & Bariatric Surgery
Nutrition & weight status	Whole community	8 Improve awareness of how behavioral risk factors like nutrition and physical activity contribute to chronic disease	A) Provide regular health promotion messaging via print, web-based, and social media outlets B) Engage in regular community-based events and provide evidence-based education on behavioral risk factors and promote existing support programs		YMCA of Greater Birmingham, Children's of Alabama, Community Food Bank of Central Alabama	"Several health conditions, lifestyle, age, and family history can increase risk for heart disease. About half of all Americans (47%) have at least 1 of 3 key risk factors for heart disease: high blood pressure, high cholesterol, and smoking." - Centers for Disease Control and Prevention
Nutrition & weight status	Brookwood Baptist Health Employees	9 Decrease the percentage of BBH employees who are overweight or obese	A) Provide employee wellness incentives B) Create and promote internal health programs or initiatives (i.e. walking clubs, yoga and meditation classes, cooking classes, gym 101 education, etc.)	Health Insurance Provider		"Research in adults shows a link between physical activity and cognitive benefits like memory and focus. One study found employees who participated in a health promotion program and improved their health care or lifestyle regained an average of 10.3 hours in additional productivity annually and saved their companies an average of \$353 per person per year in productivity costs compared to non-participants. According to the Centers for Disease Control and Prevention (CDC), productivity losses related to personal and family health problems cost U.S. employers \$1,685 per employee per year, or \$225.8 billion annually. Evidence also indicates that instituting workplace health programs can reduce the average sick leave, health plan, and workers' compensation and disability insurance costs by approximately 25 percent." - Office of Disease Prevention and Health Promotion

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Substance abuse	Whole community	10 Reduce opioid addiction and dependence	A) Provide safe medication disposal sites B) Host educational events for providers and staff C) Partner to host an interdisciplinary Opioid Roundtable to encourage cross-sector collaboration		Recovery Resource Center, Law Enforcement, Local Elected Officials, substance abuse treatment providers	"Prescription opioid misuse is one of the most common types of illegal drug use in the United States. Many people who misused prescription pain-reducing medicine said that they got it from a friend or relative. The best way to dispose of most types of old, unused, unwanted, or expired medicines (both prescription and over the counter) is to drop off the medicine at a drug take back site, location, or program immediately" - Food and Drug Administration
Substance abuse	Individuals experiencing opioid addiction and dependence	11 Increase the number of individuals who access opioid addiction treatment	A) Partner to provide free or low-cost treatment to those who qualify B) Maintain a database of existing resources for individuals impacted by opioid addiction including temporary grants and funding streams			"In 2018, approximately 20.3 million people aged 12 or older had a substance use disorder (SUD) related to their use of alcohol or illicit drugs in the past year, including 14.8 million people who had an alcohol use disorder and 8.1 million people who had an illicit drug use disorder. In 2018, an estimated 21.2 million people aged 12 or older needed substance use treatment. This number translates to about 1 in 13 people who needed treatment (7.8 percent). An estimated 11.1 percent of people aged 12 or older who needed substance use treatment received treatment at a specialty facility in the past year." - Substance Abuse and Mental Health Services Administration
Substance Abuse	Inpatients and ED encounters	12 Increase screening rates for substance abuse disorders	A) Implement a screening protocol like the National Institute on Drug Abuse (NIDA) Quick Screen Tool within the ED or as part of discharge planning B) Conduct a more detailed screening as needed to determine patient risk level and recommend resources and referrals specific to the Substance Involvement (SI) score		Bradford Health Services	"Despite the high prevalence of mental health and substance use problems, too many Americans go without treatment — in part because their disorders go undiagnosed. Regular screenings in primary care and other healthcare settings enables earlier identification of mental health and substance use disorders, which translates into earlier care. Screenings should be provided to people of all ages, even the young and the elderly." - SAMHSA and HRSA Center for Integrated Health Solutions
Substance abuse	Individuals with substance abuse disorders	13 Increase the number of individuals who receive peer support	A) Through membership in the HAP, explore grant opportunities to support substance abuse initiatives within the community B) Refer patients for wraparound services including peer support C) Promote local peer support programs		Compact 2020, Celebrate Recovery, The Recovery Organization of Support Specialists, Recovery Resource Center, Health Action Partnership	"Peer support workers are people who have been successful in the recovery process who help others experiencing similar situations. Through shared understanding, respect, and mutual empowerment, peer support workers help people become and stay engaged in the recovery process and reduce the likelihood of relapse. Peer support services can effectively extend the reach of treatment beyond the clinical setting into the everyday environment of those seeking a successful, sustained recovery process." - Substance Abuse and Mental Health Services Administration
Substance abuse	Whole community	14 Improve access to Naloxone	A) Provide Naloxone training to laypeople B) Link to free or reduced-cost prescriptions		Get Naloxone Now, American Red Cross, Parents of Addicted Loved Ones, Compact 2020	"The people who most often witness and respond to an overdose are other persons who use drugs. By equipping these individuals with naloxone and training them to identify and respond to an overdose, the potential delay between the onset of an opioid overdose and the delivery of life-saving care can be reduced from hours to seconds. This is especially true in rural areas, where residents may experience longer EMS response times. With powerful opioids, like fentanyl and fentanyl analogs, appearing in the U.S. drug supply, higher doses of naloxone may be needed. Therefore, ready access to naloxone among members of the lay community and first responders is key for saving lives." - Centers for Disease Control and Prevention
Substance abuse	Adolescents and young adults	15 Reduce the number of young people who engage in substance use	A) Partner to host evidence-based educational events for local students B) Collaborate to provide CME to pediatrics, med-peds and adolescent medicine specialists related to preventing and identifying substance abuse disorders		Local school systems, Bradford Health Services, Recovery Resource Center	"Scientists have developed a broad range of programs that positively alter the balance between risk and protective factors for drug use in families, schools, and communities. Studies have shown that research-based programs, such as described in NIDA's Principles of Substance Abuse Prevention for Early Childhood: A Research-Based Guide and Preventing Drug Use among Children and Adolescents: A Research-Based Guide for Parents, Educators, and Community Leaders, can significantly reduce early use of tobacco, alcohol, and other drugs. Also, while many social and cultural factors affect drug use trends, when young people perceive drug use as harmful, they often reduce their level of use." - National Institute on Drug Abuse

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Mental health	Whole community	16 Improve access to treatment for mental health crises	A) Refer low-income patients to an internal call center to facilitate access to treatment B) Maintain a database of local providers, community-based organizations and funding programs C) Support the development of a 24/7 psychiatric crisis center in Birmingham		NAMI, Jefferson County Health Department	"Effective integration of behavioral health and general health care is essential for identifying patients in need of treatment, engaging them in the appropriate level of care, and ensuring ongoing monitoring of patients with substance use disorders to reduce their risk of relapse. Implementation of systems to support this type of integration requires care and foresight and should include educating and training the relevant workforces; developing new workflows to support universal screening, appropriate follow-up, coordination of care across providers, and ongoing recovery management; and linking patients and families to available support services. Quality measurement and improvement processes should also be incorporated to ensure that the services provided are effectively addressing the needs of the patient population and improving outcomes." U.S. Dept. of Health & Human Services
Mental health	Healthcare providers	17 Improve provider self-efficacy to identify mental health concerns and refer patients to local treatment and support resources	Facilitate access to mental health continuing education programs and courses for primary care and emergency medicine providers		NAMI	"While psychiatric and other mental health professionals can play an important role in the provision of high-quality mental health care services, primary care physicians are the main providers for the majority of patients. Most people with poor mental health will be diagnosed and treated in the primary care setting. Mental illness also complicates other medical conditions, making them more challenging and more expensive to manage. Together, this makes mental health an important issue for primary care physicians." - American Academy of Family Physicians
Mental health	Whole community	18 Increase awareness of mental health risk factors and conditions, and reduce stigma	A) Engage faith-based organizations and leaders in mental health education B) Partner with local organizations to conduct campaigns and promote educational messaging via print, web-based, and social media outlets		NAMI, JBS Mental Health Authority, OASIS Counseling for Women & Children, The Crisis Center, Jefferson County Health Department	"For many who seek psychiatric care, religion and spirituality significantly influence their internal and external lives and are an important part of healing. Because religion and spirituality often play a vital role in healing, people experiencing mental health concerns often turn first to a faith leader. From a public-health perspective, faith community leaders are gatekeepers or "first responders" when individuals and families face mental health or substance use problems. In that role they can help dispel misunderstandings, reduce stigma associated with mental illness and treatment, and facilitate access to treatment for those in need. " - American Psychiatric Association Foundation
Mental health	Family members or friends of people with mental health conditions	19 Improve coping and problem-solving abilities	Partner to host Family-to-Family support groups	NAMI		"NAMI Family-to-Family is a free, 8-session educational program for family, significant others and friends of people with mental health conditions. It is a designated evidenced-based program. This means that research shows that the program significantly improves the coping and problem-solving abilities of the people closest to a person with a mental health condition. NAMI Family-to-Family is taught by NAMI-trained family members who have been there, and includes presentations, discussions and interactive exercises." - NAMI
Mental health	Adults caring for seniors	20 Provide caregiver support	Provide education on a variety of topics specific to caring for older adults through the "Let's Talk Senior" program at BBMC and PBMC			"A variety of interventions improve caregiver outcomes, especially when provided in combination: Most effective interventions begin with an assessment of caregivers' risks, needs, and preferences. Education and skills training improve caregiver confidence and ability to manage daily care challenges. Counseling, self-care, relaxation training, and respite programs can improve both the caregiver's and care recipient's quality of life. Caregiver training strategies that involve the active participation of the caregiver are more effective than didactic approaches." - National Academies of Science, Engineering, and Medicine

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Cross-Cutting: Mental health and Substance Abuse	Healthcare providers	21 Improve provider understanding of trauma and its role in mental health and substance abuse disorders	A) Trauma-informed care education for providers B) Implement trauma-informed practices at the organizational level		Trauma-Informed Care Implementation Resource Center (national), Jefferson County Collaborative for Health Equity, Children's Aid Society of Alabama	"[Trauma] results from exposure to an incident or series of events that are emotionally disturbing or life-threatening with lasting adverse effects on the individual's functioning and mental, physical, social, emotional, and/or spiritual well-being. Adopting trauma-informed practices can potentially improve patient engagement, treatment adherence, and health outcomes, as well as provider and staff wellness. It can also help reduce avoidable care and excess costs for both the health care and social service sectors. Trauma-informed care seeks to: realize the widespread impact of trauma and understand paths for recovery; recognize the signs and symptoms of trauma in patients, families, and staff; Integrate knowledge about trauma into policies, procedures, and practices; and actively avoid re-traumatization." - Trauma-Informed Care Implementation Resource Center
Cross-Cutting: Mental health and Substance Abuse	Inpatients	22 Improve the linkages between inpatient and tertiary care settings	A) Improve the efficiency of referrals for patients requiring mental health and substance abuse treatment B) Stabilize load levels across various local treatment facilities through careful distribution of patient referrals	BBH facilities		"Effective integration of behavioral health and general health care is essential for identifying patients in need of treatment, engaging them in the appropriate level of care, and ensuring ongoing monitoring of patients with substance use disorders to reduce their risk of relapse. Implementation of systems to support this type of integration requires care and foresight and should include educating and training the relevant workforces; developing new workflows to support universal screening, appropriate follow-up, coordination of care across providers, and ongoing recovery management; and linking patients and families to available support services. Quality measurement and improvement processes should also be incorporated to ensure that the services provided are effectively addressing the needs of the patient population and improving outcomes." U.S. Dept. of Health & Human Services
Cross-Cutting: All	Healthcare providers	23 Increase awareness of the impact of health literacy on patient adherence	A) Offer provider education modules on health literacy B) Promote health literacy messaging			"Health literacy requires a complex group of reading, listening, analytical, and decision-making skills, as well as the ability to apply these skills to health situations. Both health care providers and patients play important roles in health literacy. Recognizing that culture plays an important role in communication helps us better understand health literacy. For people from different cultural backgrounds, health literacy is affected by belief systems, communication styles, and understanding and response to health information. According to the AHRQ, low health literacy is linked to higher risk of death and more emergency room visits and hospitalizations. Health literacy may not be related to years of education or general reading ability. A person who functions adequately at home or work may have marginal or inadequate literacy in a health care environment. People with low health literacy use more health care services, have a greater risk for hospitalization, and have a higher utilization of expensive services, such as emergency care and inpatient admissions." - National Network of Libraries of Medicine
Cross-Cutting: All	Faith-based communities	24 Improve the reach of health promotion messaging and screening initiatives and increase the number of individuals with a regular source of care	A) Explore potential partnerships with congregational nursing programs and training programs B) Collaborate with congregational health programs to promote educational messaging		Samford's Congregational Health Programs	"Faith community nursing is a recognized specialty practice, according to the American Nursing Association, and a professional model of health ministry. It is a practice that focuses on the intentional care of the spirit, while promoting wholistic health and preventative care. Most importantly, faith community nurses integrate faith and health to help parishioners lead healthier lives, physically and spiritually. Through education and collaboration with other community resources, these specialized nurses help people understand their own health issues and take proactive steps to greater health. The faith community nurse will collaborate with (and make referrals to) other community resources, when necessary, while creating support groups for people in need. And critically, they are advocates for their patients' overall health, often times coordinating services for people who have no other options. Their specific services vary according to the needs of the congregations, but might include coordinating blood pressure screenings, organizing health related guest speakers, maintaining health educational bulletin boards, leading diabetes and cancer support groups, delivering flu shots and weight loss programs." - Samford University College of Health Sciences

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
<i>Other - Maternal and Child Health</i>	Mothers and families	25 Improve maternal mortality and infant mortality rates	A) Provide support groups for pregnant women and new parents B) Continue to offer the Birth Navigator program C) Provide evidence-based prenatal and parenting support courses free of charge, including a program specific to grandparents and caregivers		March of Dimes, UAB School of Public Health, AL Department of Public Health	"Many factors influence pregnancy-related health outcomes. It is important for all women of reproductive age to adopt healthy lifestyles (e.g., maintain a healthy diet and weight, be physically active, quit all substance use, prevent injuries) and address any health problems before getting pregnant. A healthy pregnancy begins before conception and continues with prenatal care, along with early recognition and management of complications if they arise. Health care providers can help women prepare for pregnancy and for any potential problems during pregnancy. Early initiation of prenatal care by pregnant women, and continuous monitoring of pregnancy by health providers, are key to helping to prevent and treat severe pregnancy-related complications." - Centers for Disease Control and Prevention
<i>Other - Maternal and Child Health</i>	Infants	26 Improve breastfeeding rates	A) Provide lactation counseling to new mothers B) Continue to support a breastfeeding help line C) Facilitate breastfeeding support groups within the community		Community Food Bank of Alabama (breast milk bank)	"Only 1 in 4 infants is exclusively breastfed as recommended by the time they are 6 months old. Low rates of breastfeeding add more than \$3 billion a year to medical costs for the mother and child in the United States. Black infants are 15% less likely to have ever been breastfed than white infants." - Centers for Disease Control and Prevention



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