

# Memorial Hermann Health System

Memorial Hermann Surgical Hospital – First Colony  
Community Benefits Strategic Implementation Plan 2016

September 20, 2016



Health Resources in Action  
*Advancing Public Health and Medical Research*

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Please address written comments on the Community Health Needs Assessment (CHNA) and Strategic Implementation Plan (SIP) and requests for a copy of the CHNA or SIP to:

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## INTRODUCTION

### Memorial Hermann Health System

Proudly working for individuals and families for more than 109 years, Memorial Hermann Health System (MHHS) is the largest non-profit health care system in Southeast Texas. Memorial Hermann's 13 hospitals and numerous specialty programs and services serve the Greater Houston area, the fifth largest metropolitan area in the United States. To fulfill its mission of providing high quality health services in order to improve the health of the people in Southeast Texas, Memorial Hermann annually contributes more than \$451 million in uncompensated care, community health improvement, community benefits, health professions education, subsidized health services, research, and community education and awareness.

### Memorial Hermann Community Benefit Corporation

Established in 2007, Memorial Hermann Community Benefit Corporation (MHCBC) is a subsidiary of Memorial Hermann Health System. MHCBC's mission is to test and measure innovative solutions that reduce the impact of the lack of access to care on the individual, the health system and the community. MHCBC works in collaboration with other healthcare providers, government agencies, business leaders and community stakeholders to move closer to completion of an infrastructure for the Houston and Harris County region that will ensure a healthy, productive workforce.

Committed to making the greater Houston area a healthier and more vital place to live, MHHS and its subsidiary, MHCBC work together to provide or to collaborate with the following initiatives:

- Health Centers for Schools
- Mobile Dental Vans
- ER Navigators
- Nurse Health Line
- STEP Healthy to Reduce Obesity
- Neighborhood Health Centers
- Psychiatric Response Team
- Mental Health Crisis Clinics
- Home Behavioral Health Services

Since 2007, MHCBC has worked collaboratively with health related organizations, physicians groups, research and educational institutes, businesses, nonprofits, and government organizations to identify, raise awareness and to meet community health needs. Conducted every three years for each of MHHS's hospitals, the Community Health Needs Assessments (CHNA) guide MHCBC and the entire MHHS to better respond to each community's unique health challenges. The CHNA process enables each hospital within MHHS to develop programs and services that advance the health of its community, building the foundation for systemic change across the greater Houston area.

### About Memorial Hermann Surgical Hospital – First Colony

Memorial Hermann Surgical Hospital – First Colony (hereafter MH First Colony), formerly Sugar Land Surgical Hospital, is a physician-health system partnership located in Fort Bend County. Patients who come to MH First Colony may receive treatment for a wide number of medical conditions. Surgical services at MH First Colony include gastroenterology, general surgery, hand surgery, orthopedics, otolaryngology, podiatry, pain management, and spine surgery. MH First Colony also offers imaging and emergency care services. MH First Colony was rated in the top 10 on Consumer Reports 2013 ranking of Houston-area hospitals based solely on surgical services.

## The Memorial Hermann Surgical Hospital – First Colony Community

The community defined for MH First Colony includes the counties of Fort Bend, Harris, Matagorda, and Wharton. MH First Colony defines its community for the CHNA process as the top 75% of zip codes corresponding to inpatient discharges in fiscal year 2015. These selected zip codes correspond to the communities of Sugar Land, Richmond, Missouri City, Houston, Rosenberg, Needville, Stafford, Katy, Bay City, El Campo, Fresno, and Wharton within the Counties of Fort Bend, Harris, Matagorda, and Wharton. A large majority of MH First Colony inpatient discharges in fiscal year 2015 occurred among residents of Fort Bend County (83.4%) and Harris County (12.4%); only a small proportion of inpatient discharges occurred among Matagorda County residents (2.8%) and Wharton County residents (1.3%). At a city level, most MH First Colony inpatient discharges occurred among residents of Sugar Land (30.0%) and Richmond (19.3%).

It is important to recognize that multiple factors have an impact on health, and there is a dynamic relationship between people and their lived environments. Where we are born, grow, live, work, and age—from the environment in the womb to our community environment later in life—and the interconnections among these factors are critical to consider. That is, not only do people’s genes and lifestyle behaviors affect their health, but health is also influenced by more upstream factors such as employment status and quality of housing stock. The social determinants of health framework addresses the distribution of wellness and illness among a population. While the data to which we have access is often a snapshot of a population in time, the people represented by that data have lived their lives in ways that are constrained and enabled by economic circumstances, social context, and government policies.

In addition to considering the social determinants of health, it is critical to understand how these characteristics disproportionately affect vulnerable populations. Health equity is defined as all people having the opportunity to “attain their full health potential” and no one is “disadvantaged from achieving this potential because of their social position or other socially determined circumstance.” When examining the larger social and economic context of the population (e.g., upstream factors such as housing, employment status, racial/ethnic discrimination, the built environment, and neighborhood level resources), the disparities and inequities that exist for traditionally underserved groups need to be considered.

## COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA) FOR MH SURGICAL HOSPITAL FIRST COLONY

To ensure that MH First Colony’s community benefit activities and programs are meeting the health needs of the community, MH First Colony conducted a Community Health Needs Assessment (CHNA).

The CHNA was guided by a participatory, collaborative approach, which examined health in its broadest sense over a six-month period. This process included integrating existing secondary data on social, economic, and health issues in the region with qualitative information from 11 focus groups with community residents and service providers and 27 interviews with community stakeholders. Focus groups and interviews were conducted with individuals from the Greater Houston area and from within MH First Colony’s diverse community.

## PRIORITY COMMUNITY NEEDS FOR MH SURGICAL HOSPITAL FIRST COLONY

The following key health issues emerged most frequently from a review of the available data across all MHHS hospitals and were considered in the selection of the system-wide Strategic Implementation Plan (SIP) health priorities:

- Health Care Access
- Issues Related to Aging
- Behavioral Health, Including Substance Abuse and Mental Health
- Transportation
- Healthy Eating, Active Living, and Overweight/Obesity
- Chronic Disease Management

HRiA facilitated MHHS leadership in an initial narrowing of the priorities based on key criteria, outlined in Figure 1, which could be applied across all CHNAs in the system. MHHS applied these criteria to select system-level priorities for approval by representatives from MH First Colony.

**Figure 1: Criteria for Prioritization**

<b>RELEVANCE</b> <i>How Important Is It?</i>	<b>APPROPRIATENESS</b> <i>Should We Do It?</i>	<b>IMPACT</b> <i>What Will We Get Out of It?</i>	<b>FEASIBILITY</b> <i>Can We do It?</i>
<ul style="list-style-type: none"> <li>• Burden (magnitude and severity, economic cost; urgency of the problem)</li> <li>• Community concern</li> <li>• Focus on equity and accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Ethical and moral issues</li> <li>• Human rights issues</li> <li>• Legal aspects</li> <li>• Political and social acceptability</li> <li>• Public attitudes and values</li> </ul>	<ul style="list-style-type: none"> <li>• Effectiveness</li> <li>• Coverage</li> <li>• Builds on or enhances current work</li> <li>• Can move the needle and demonstrate measureable outcomes</li> <li>• Proven strategies to address multiple wins</li> </ul>	<ul style="list-style-type: none"> <li>• Community capacity</li> <li>• Technical capacity</li> <li>• Economic capacity</li> <li>• Political capacity/will</li> <li>• Socio-cultural aspects</li> <li>• Ethical aspects</li> <li>• Can identify easy short-term wins</li> </ul>

The top three key priorities identified by this process were:

1. Healthy Living
2. Behavioral Health
3. Health Care Access

In May 2016, HRiA led a two-hour, facilitated conversation with Memorial Hermann Health System (MHHS), MH First Colony, and the other twelve MHHS hospitals (MH Greater Heights, MH Katy, MH Rehabilitation Hospital - Katy, MH Northeast, MH Memorial City, MH Southeast, MH Southwest, MH Sugar Land, MH TIRR, MH TMC, MH The Woodlands, MH Kingwood Surgical Hospital) participating in its 2016 CHNA-SIP process. This conversation included a presentation of the priorities identified by the Community Health Needs Assessment (CHNA) across all MHHS hospitals, including a discussion of the key criteria for prioritization and the impact of these health issues on the most vulnerable populations. After discussion among all hospital facilities, representatives came to consensus on these three top key priorities for each hospital facility and agreed, as they develop their hospital’s Strategic Implementation Plan (SIP), to set hospital-specific goals, objectives, and strategies within them that addressed the facility’s specific service area and populations served.

These three overarching priorities reflect all of the needs identified system-wide in the CHNAs including transportation (reflected under Access to Health Care), substance abuse (reflected under Behavioral Health), and issues related to aging (considered as one of several vulnerable populations addressed across the SIPs).

## THE STRATEGIC IMPLEMENTATION PLAN (SIP)

The goal of the 2016-2019 Strategic Implementation Plan is to:

- Develop a 3-year plan for the hospital to address the top priority health issues identified by the CHNA process
- Describe a rationale for any priority health issues the hospital does not plan to address
- Develop goals and measurable objectives for the hospital's initiatives
- Select strategies, taking into account existing hospital programs, to achieve the goals and objectives
- Identify community partners who will help address each identified health priority.

The 2016-2019 Strategic Implementation Plan is designed to be updated quarterly, reviewed annually and modified as needed.

### Memorial Hermann Surgical Hospital (Kingwood and First Colony) CHNA and Strategic Implementation Plan Work Group

- Peter Blach, Market President
- Wade Burgess, Regional Vice President
- Marcy Trout, Regional Vice President

## RATIONALE FOR PRIORITY COMMUNITY NEEDS NOT ADDRESSED

### Priority 1: Healthy Living

- 1.1 Early Detection and Screening
- 1.2 Obesity Prevention
- 1.3 Access to Healthy Food
- 1.4 Time for/Safety During Physical Activity
- 1.5 Chronic Disease Management

The mission of MH First Colony is focused on surgical treatment and management of a wide number of medical conditions and does not have a primary focus on prevention. Healthy living needs are comprehensively addressed by nonsurgical partners in the Memorial Hermann Hospital System.

### Priority 2: Access to Health Care

- 2.2 Health Insurance Coverage and Costs
- 2.4 Health Care Navigation

Health Insurance Coverage and Costs are adequately covered by other entities within the Memorial Hermann Health System and are not a primary part of the MH First Colony mission.

# MH FIRST COLONY STRATEGIC IMPLEMENTATION PLAN

## Priority 1: Healthy Living

See "Rationale for Community Needs Not Addressed"

## Priority 2: Access to Health Care

<b>Priority 2: Health Care Access</b>		
<b>Goal 2: Provide first class surgical services in a safe and welcoming environment.</b>		
<b>Availability of Primary Care and Specialty Providers</b>		
<b>Objective 2.1: Increase access to primary care and specialty providers</b>		
<b>Outcome Indicators:</b>	<b>Baseline</b>	<b>FY 2020 Target</b>
<ul style="list-style-type: none"> <li>Number of hospital's associated counties' calls to Nurse Health Line (Fort Bend, Harris, Matagorda, and Wharton)</li> </ul>	31,298	31,298
<ul style="list-style-type: none"> <li>Number of Surgical Saturdays</li> </ul>	1	2
<ul style="list-style-type: none"> <li>Number of PCP/Hospitalist available for ER and inpatients</li> </ul>	2	4
<b>Strategies:</b>	<b>Timeline: Year 1,2,3</b>	
2.1.1 Provide a 24/7 free resource via the Nurse Health Line that community members (uninsured and insured) within the MHHS community can call to discuss their health concerns, receive recommendations on the appropriate setting for care, and get connected to appropriate resources	1, 2, 3	
2.1.2: Provide patients access to free surgical care through Surgical Saturdays	1,2,3	
2.1.3: Contract with PCP group to provide hospitalist services to insured and uninsured patients, such as patient rounding while the patient is admitted and PCP oversight for patients presenting to the ER without a PCP	1,2,3	
<b>Monitoring/Evaluation Approach:</b>		
<ul style="list-style-type: none"> <li>Call Logs</li> <li>Admissions Data</li> <li>Number of patients that received PCP referral</li> </ul>		
<b>Potential Partners:</b>		
<ul style="list-style-type: none"> <li>Gateway to Care</li> <li>Memorial Hermann Medical Group</li> <li>PCP Groups</li> </ul>		

**Priority 2: Health Care Access**

**Goal 2: Provide first class surgical services in a safe and welcoming environment.**

**Health Insurance Coverage and Costs**

See “Rationale for Priority Community Needs Not Addressed”

**Transportation**

**Objective 2.3: Provide transportation to patients in need.**

**Outcome Indicators:**

**Baseline**

**FY 2020 Target**

- Number of post-surgical transportation services provided

10

10

**Strategies:**

**Timeline:  
Year 1,2,3**

2.3.1: Provide post-surgical transportation for patients with unanticipated transportation needs

1,2,3

**Monitoring/Evaluation Approach:**

- Invoices provided to Surgical Hospital from Transportation Partners
- Post-discharge calls to patients to verify satisfactory transportation received

**Potential Partners:**

- Fort Bend County New Freedom Transportation

**Health Care Navigation**

See “Rationale for Priority Community Needs Not Addressed”



### Priority 3: Behavioral Health

The following tables provide strategies and outcome indicators that reflect an MHHS system-wide approach to Behavioral Health. Data is not specific to MH First Colony but to the community at large.

<b>Priority 3: Behavioral Health</b>		
<b>Goal 3: Ensure that all community members who are experiencing a mental health crisis have access to appropriate psychiatric specialists at the time of their crisis, are redirected away from the ER, are linked to a permanent, community based mental health provider, and have the necessary knowledge to navigate the system, regardless of their ability to pay.</b>		
<b>Objective 3.1: Create nontraditional access points around the community (crisis/ambulatory, acute care, and community-based chronic care management), and link those who need services to permanent providers and resources in the community.</b>		
<b>Outcome Indicators:</b>	<b>Baseline</b>	<b>FY 2020 Target</b>
• Decrease in the number of ER encounters that result in psychiatric inpatient stay	1,146	1,089 5% reduction of baseline
• Number of MHCC Memorial Hermann Crisis Clinic total visits	5,400	5% over baseline
• Number of Psychiatric Response Care Management total visits	1,200	5% over baseline
<b>Strategies:</b>		<b>Timeline: Year 1,2,3</b>
3.1.1: Provide mental health assessment, care, and linkage to services in an acute care setting, 24x7		1,2,3
3.1.2: Create nontraditional community access to psychiatric providers for individuals experiencing a mental health crisis. Clinical Social Workers connect the target population to on-going behavioral health care		1,2,3
3.1.3: Engage individuals with a chronic mental illness and work to maintain engagement with treatment and stability in the community via enrollment in community-based mental health case management program		1,2,3
<b>Monitoring/Evaluation Approach:</b>		
• EMR/registration system (track and trend daily, weekly, monthly)		
<b>Potential Partners:</b>		
• System acute care campuses • Memorial Herman Medical Group • Network of public and private providers		

<b>Priority 3: Behavioral Health</b>		
<b>Goal 3: Ensure that all community members who are experiencing a mental health crisis have access to appropriate psychiatric specialists at the time of their crisis, are redirected away from the ER, are linked to a permanent, community based mental health provider, and have the necessary knowledge to navigate the system, regardless of their ability to pay.</b>		
<b>Objective 3.2: Reduce stigma in order to promote mental wellness and improve community awareness that mental health is part of physical health and overall well-being</b>		
<b>Outcome Indicators:</b>	<b>Baseline</b>	<b>FY 2020 Target</b>
• Number of presentations/educational sessions for healthcare professionals within MHHS	50 sessions per year	5% increase over baseline
• Number of presentations/educational sessions for corporations	5	5% over baseline
• Training on Acute Care Concepts - system nurse resident program	15 trainings (45 hours total/3 hours each)*	15 trainings (45 hours total/3 hours each)*
• Training on CMO Roundtable - system-wide	1 training (2 hours)*	1 training (2 hours)*
• *Total time includes training material development and implementation		
<b>Strategies:</b>		<b>Timeline: Year 1,2,3</b>
3.2.1: Provide mental health education sessions within the MH health system for nurses and physicians		1,2,3
3.2.2: Work with employer solutions group to provide education and training with corporations on MH topics (stress, PTSD)		1,2,3
<b>Monitoring/Evaluation Approach:</b>		
• Requests for presentations and sessions tracked via calendar/excel		
<b>Potential Partners:</b>		
<ul style="list-style-type: none"> <li>• System acute care campuses</li> <li>• System Marketing and Communications</li> <li>• Employer solutions group</li> </ul>		

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<b>Goal 3: Ensure that all community members who are experiencing a mental health crisis have access to appropriate psychiatric specialists at the time of their crisis, are redirected away from the ER, are linked to a permanent, community based mental health provider, and have the necessary knowledge to navigate the system, regardless of their ability to pay.</b>		
<b>Objective 3.3: Quality of mental health and substance abuse services: access, link, and practice utilizing evidence-based practice to promote overall wellness</b>		
<b>Outcome Indicators:</b>	<b>Baseline</b>	<b>FY 2020 Target</b>
• Number of Memorial Hermann Crisis Clinic follow-ups post discharge with clinic patients	7,716	5% over baseline
• Psychiatric Response Case Management reduction in system ER utilization	54.4%	5% increase over baseline
<b>Strategies:</b>	<b>Timeline: Year 1,2,3</b>	
3.3.1: Social workers follow-up with discharged patients and their families to assess well-being and connect them to community resources	1,2,3	
3.3.2: Psychiatric Response Case Management Program utilizes evidence-based practice interventions (motivational interviewing, MH First Aid, CAMS, etc.) to reduce ER utilization for program enrollees	1,2,3	
<b>Monitoring/Evaluation Approach:</b>		
• Social work logs (Excel spreadsheet)		
<b>Potential Partners:</b>		
• System acute care campuses • Community-based clinical providers • Network of public and private providers		