



## **MEMORIAL HERMANN SOUTHEAST HOSPITAL**

2019  
Implementation  
Strategy

MEMORIAL<sup>®</sup>  
HERMANN  
Southeast

## Executive Summary

### Introduction & Purpose

Memorial Hermann Southeast Hospital (MH Southeast) is pleased to share its Implementation Strategy Plan, which follows the development of its 2019 Community Health Needs Assessment (CHNA). In accordance with requirements in the Affordable Care Act and IRS 990 Schedule H requirements, this assessment was approved by the Memorial Hermann Health System Board of Directors on June 27<sup>th</sup>, 2019.

This report summarizes the plans for MH Southeast to develop and collaborate on community benefit programs that address the 4 Pillar prioritized health needs identified in its 2019 CHNA. These include:

#### Memorial Hermann Health System's CHNA Pillar Priorities

- Pillar 1: Access to Healthcare
- Pillar 2: Emotional Well-Being
- Pillar 3: Food as Health
- Pillar 4: Exercise Is Medicine

The following additional significant health needs emerged from a review of the primary and secondary data: Older Adults and Aging; Cancers; Education; Transportation; Children's Health; Economy. With the need to focus on the prioritized health needs described in the table above, these topics are not specifically prioritized efforts in the 2019-2022 Implementation Strategy. However, due to the interrelationships of social determinant needs many of these areas fall, tangentially, within the prioritized health needs and will be addressed through the upstream efforts of the prioritized health needs. Additionally, many of them are addressed within ongoing programs and services (and described in more detail in the CHNA report).

MH Southeast provides additional support for community benefit activities in the community that lay outside the scope of the programs and activities outlined in this Implementation Strategy, but those additional activities will not be explored in detail in this report.

The purpose of the CHNA was to offer a comprehensive understanding of the health needs in MH Southeast's service area and guide the hospital's planning efforts to address those needs. Special attention was given to the needs of vulnerable populations, unmet health needs or gaps in services, and input from the community. To standardize efforts across the Memorial Hermann Health System and increase the potential for impacting top health needs in the greater Houston region, community health needs were assessed and prioritized at a regional/system level. For further information on the process to identify and prioritize significant health needs, please refer to MH Southeast's CHNA report at the following link: [www.memorialhermann.org/locations/southeast/community-health-needs-assessment-southeast/](http://www.memorialhermann.org/locations/southeast/community-health-needs-assessment-southeast/).

## Memorial Hermann Southeast Hospital

Located in the heart of southeast Houston, MH Southeast Hospital has been caring for families in the Bay Area of Houston since 1986 at the current 293-bed facility. The highly trained and experienced staff and affiliated doctors span a diverse range of medical specialties and disciplines to offer area residents exceptional care close to home with services including breast care, children's care, cancer care, esophageal disease treatment, heart and vascular care, neuroscience, orthopedics and sports medicine, sleep disorders, wound care, and women's care. In 2016, Memorial Hermann Pearland, a 64-bed hospital located 14 miles from MH Southeast and operating under the Southeast license opened, providing medical/surgical, intensive and cardiac care, and labor and delivery services.

### Vision

Memorial Hermann will be the preeminent health system in the U.S. by advancing the health of those we serve through trusted partnerships with physicians, employees and others to deliver the best possible health solutions while relentlessly pursuing quality and value.

### Mission Statement

Memorial Hermann is a not-for-profit, community-owned, health care system with spiritual values, dedicated to providing high quality health services in order to improve the health of the people in Southeast Texas.

### Memorial Hermann Health System

One of the largest not-for-profit health systems in the nation, Memorial Hermann Health System is an integrated system with an exceptional affiliated medical staff and more than 26,000 employees. Governed by a Board of community members, the System services Southeast Texas and the Greater Houston community with more than 300 care delivery sites including 19 hospitals; the country's busiest Level 1 trauma center; an academic medical center affiliated with McGovern Medical School at UTHealth; one of the nation's top rehabilitation and research hospitals; and numerous specialty programs and services.

Memorial Hermann has been a trusted healthcare resource for more than 110 years and as Greater Houston's only full-service, clinically integrated health system, we continue to identify and meet our region's healthcare needs. Among our diverse portfolio is Life Flight, the largest and busiest air ambulance service in the United States; the Memorial Hermann Physician Network, MHMD, one of the largest, most advanced, and clinically integrated physician organizations in the country; and, the Memorial Hermann Accountable Care Organization, operating a care delivery model that generates better outcomes at lower costs to consumers. Specialties span burn treatment, cancer, children's health, diabetes and endocrinology, digestive health, ear, nose and throat, heart and vascular, lymphedema, neurosurgery, neurology, stroke, nutrition, ophthalmology, orthopedics, physical and occupational therapy, rehabilitation, robotic surgery, sleep studies, transplant, weight loss, women's health, maternity and wound care. Supporting the System in its impact on overall population health is

the Community Benefit Corporation. At a market share of 26.1% in the 'expanded' greater Houston area of 12 counties, our vision is that Memorial Hermann will be a preeminent integrated health system in the U.S. by advancing the health of those we serve.

## Summary of Implementation Strategies

### Implementation Strategy Design Process

Stakeholders from the 13 hospital facilities in the Memorial Hermann Health System were invited to participate in an Implementation Strategy Kick-Off event hosted by Memorial Hermann's Community Benefit Department and Conduent Healthy Communities Institute (HCI) on May 6, 2019. During this half-day event, participants reviewed Memorial Hermann's CHNA, were introduced to the 2019 MH Implementation Strategy Template and worked in groups to begin drafting their new implementation strategies for their respective hospitals. After the Kick-Off event, each hospital engaged in a series of three bi-weekly technical assistance calls with the Conduent HCI team and representatives from the MH Community Benefit Department to further develop and refine their implementation strategy.

### Memorial Hermann Southeast Implementation Strategy

The implementation strategy outlined below summarizes the strategies and activities that will be taken on by MH Southeast to directly address the Four Pillars and focal areas identified in the CHNA process. They include:

- **Pillar 1: Access to Care**
  - Nurse Health Line
  - ER Navigation
  - OneBridge Health Network
- **Pillar 2: Emotional Wellbeing**
  - Mental Health and Substance Abuse
- **Pillar 3: Food as Health**
  - Diabetic Support Groups
  - Food Insecurity Screening
  - Provide Heart Disease/Stroke Education to the Community
- **Pillar 4: Exercise is Medicine**
  - Walk with a Doc
  - Pediatric Weight Loss Management Program

The Action Plan presented below outlines in detail the individual strategies and activities MH Southeast will implement to address the health needs identified through the CHNA process. The following components are outlined in detail in the tables below: 1) actions the hospital intends to take to address the health needs identified in the CHNA, 2) the anticipated impact of these actions as reflected in the Process and Outcomes measures for each activity, 3) the resources the hospital plans to commit to each strategy, and 4) any planned collaboration to support the work outlined.

## Memorial Hermann Southeast Hospital: Implementation Strategy Action Plan

### PILLAR 1: ACCESS TO HEALTHCARE

**Goal Statement: From 2019-2021, Memorial Hermann will implement initiatives that increase patients access to care to ensure they receive care at the right location, at the right cost, at the right time.**

#### Focal Area 1: Access to Health Services

#### Strategy 1.A: Nurse Health Line

Activities	Process Measures	Baseline	Y1	Y2	Y3	Outcomes
<p>Activity 1.A.1</p> <p>Provide a 24/7 free resource via the Nurse Health Line that community members (uninsured and insured) within the greater Houston community can call to discuss their health concerns, receive recommendations on the appropriate setting for care, and get connected to appropriate resources.</p>	<p># of call by county for the counties comprising SE/PL's CHNA</p>	34,785	34,785	34,785	34,785	<p>% Callers satisfied with the NHL</p> <p>% Callers who followed the NHL Advice</p> <p>% Callers who were diverted from the ER</p>
<p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>NHL management and operations (currently funded through DSRIP)</li> </ul>						
<p><b>Collaboration:</b></p> <ul style="list-style-type: none"> <li>MH Community Benefit Corporation</li> <li>Greater Houston Safety-Net Providers</li> </ul>						

**PILLAR 1: ACCESS TO HEALTHCARE**

**Goal Statement: From 2019-2021, Memorial Hermann will implement initiatives that increase patients access to care to ensure they receive care at the right location, at the right cost, at the right time.**

**Focal Area 2: Lack of Health Insurance**

**Strategy 2:A: ER Navigation**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 2.A.1 Navigating uninsured and Medicaid patients that access the ER for primary care treatable and avoidable issues to a medical home.	# of Encounters	2,846	2,846	2,846	2,846	Decline in ER Visits post ER Navigation Intervention as opposed to pre at 6, 12, and 18-month intervals
	# of Referrals	4,283	4,283	4,283	4,283	
<b>Resources:</b> <ul style="list-style-type: none"><li>• Staff and benefits</li><li>• IT; operating costs</li></ul>						
<b>Collaboration:</b> <ul style="list-style-type: none"><li>• MH Community Benefit Corporation</li><li>• Greater Houston Safety-Net Providers</li></ul>						

**PILLAR 1: ACCESS TO HEALTHCARE**

**Goal Statement: From 2019-2021, Memorial Hermann will implement initiatives that increase patients access to care to ensure they receive care at the right location, at the right cost, at the right time.**

**Focal Area 3: Low Income/Underserved**

**Strategy 3:A: OneBridge Health Network**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 3.A.1 Provide OneBridge Health Network to connect uninsured patients, meeting eligibility criteria, including a referral from a PCP, with the specialty care connections they need to get well (including SEVA Clinic).	# of physicians on boarded	0 – New Program	Implement- ation Initiation Year	5	7	# of patients navigated  # of patients treated by specialists  \$s of specialty services provided
<b>Resources:</b> <ul style="list-style-type: none"><li>• OneBridge Support Staff and Operations</li><li>• Hospital Staff communications/marketing to Providers</li><li>• Providers’ donation of time</li></ul>						
<b>Collaboration:</b> <ul style="list-style-type: none"><li>• MH Community Benefit Corporation</li><li>• Greater Houston Safety-Net Providers</li></ul>						

**PILLAR 2: EMOTIONAL WELLBEING**

**Goal Statement: From 2019-2021, Memorial Hermann will implement initiatives that connect and care for community members that are experiencing a mental health crisis with: access to appropriate psychiatric specialists at the time of their crisis; redirection away from the ER; linkage to a permanent, community based mental health provider; and knowledge to navigate the system, regardless of their ability to pay.**

**Focal Area 1: Mental Health and Substance Abuse**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 1.A.1 Memorial Hermann Psychiatric Response Team: Memorial Hermann Psychiatric Response Team, a mobile assessment team, works 24/7 across the System and provides behavioral health expertise to all acute care campuses, delivering services to ERs and inpatient units	# of patients from Southeast (including Pearland)	1,133	1,139	1,144	1,150	# ED patients referred to outpatient care
Activity 1.A.2 Memorial Hermann Mental Health Crisis Clinics: Memorial Hermann Mental Health Crisis Clinics (MHCCs) are outpatient specialty clinics open to the community, meant to serve individuals in crisis situations or those unable to follow up with other outpatient providers for their behavioral health needs	# of patients	4,286	4,286	4,286	4,286	# PCP Referrals
Activity 1.A.3 Memorial Hermann Integrated Care Program:	# of patients	213	214	215	216	# Substance abuse screenings completed



<p>Memorial Hermann Integrated Care Program (ICP) strives to facilitate systematic coordination of general and behavioral healthcare. This program embeds a Behavioral Health Care Manager (BHCM) into primary and specialty outpatient care practices. Includes depression and substance abuse screenings.</p>						<p># Unique Patients Screened for Depression (using either PHQ9 or PSC-17 or Edinburg tools)</p>
<p>Activity 1.A.4 Memorial Hermann Psychiatric Response Case Management: Memorial Hermann Psychiatric Response Case Management (PRCM) program provides intensive community-based case management services for individuals with chronic mental illness who struggle to maintain stability in the community</p>	<p># of unique patients</p>	<p>182</p>	<p>183</p>	<p>184</p>	<p>185</p>	<p>% Reduced readmissions  # of PCP Referrals  # Complete housing assessments</p>
<p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>• Human Resources - Behavioral Health Services Employees</li> <li>• Operating Resources – Computers, EMR, and other documentation tools</li> <li>• Capital Resources – Offices and other facilities</li> </ul>						
<p><b>Collaboration:</b></p> <ul style="list-style-type: none"> <li>• Collaboration with all the Memorial Hermann Facilities, Leadership, Case Management, Medical staff, Community Service Providers, and other Community Partners</li> </ul>						

**PILLAR 3: FOOD AS HEALTH**

**Goal Statement: From 2019 – 2021, Memorial Hermann will implement initiatives that increase awareness of food insecurity, provision of food programs, and education that promotes the reduction/postponement of chronic disease.**

**Focal Area 1: Diabetes**

**Strategy 1:A: Diabetic Support Groups**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 1.A.1 Series of quarterly Diabetic Support Groups to provide outpatient education for Type 1 and 2 Diabetics	# of sessions  # of participants	Implementation	4  10	4  12	4  14	Increase in Knowledge measured with Pre/Post tests
<b>Resources:</b> <ul style="list-style-type: none"><li>• Diabetic Educator at MHSE</li></ul>						
<b>Collaboration:</b> <ul style="list-style-type: none"><li>• American Diabetic Association</li><li>• American Association of Diabetes Educators</li><li>• Academy of Nutrition in Diabetics</li><li>• American Heart Association</li><li>• Collaboration with other MH facilities</li></ul>						

**PILLAR 3: FOOD AS HEALTH**

**Goal Statement: From 2019 – 2021, Memorial Hermann will implement initiatives that increase awareness of food insecurity, provision of food programs, and education that promotes the reduction/postponement of chronic disease.**

**Focal Area 2: Food Insecurity**

**Strategy 2:A: Food Insecurity Screening**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 2.A.1 Screen for food insecurity via ER staff and care managers and connect patients to area Food Banks for SNAP eligibility and food pantry connections	# of patients screened	94,237	94,237	94,237	94,237	# of SNAP applications completed by Houston Food Bank for Hospital's service area counties
	# of patients reporting food insecurity	1,114	1,114	1,114	1,114	
<b>Resources:</b> <ul style="list-style-type: none"><li>• Staff time to interview and navigate patients</li><li>• Staff time to compile reports</li></ul>						
<b>Collaboration:</b> <ul style="list-style-type: none"><li>• Community Benefit Corporation</li><li>• Houston Food Bank</li><li>• Galveston County Food Bank</li></ul>						

**PILLAR 3: FOOD AS HEALTH**

**Goal Statement: From 2019 – 2021, Memorial Hermann will implement initiatives that increase awareness of food insecurity, provision of food programs, and education that promotes the reduction/postponement of chronic disease.**

**Focal Area 3: Heart Disease/Stroke**

**Strategy 3:A: Provide Heart Disease/Stroke Education to the Community**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 3.A.1 Stroke Support Group	# of groups	4	4	4	4	Improved skills for stroke survivors and care givers in coping with the impact of the stroke. Survey to be administered annually.
	# of participants	8	8	10	12	
Activity 3.A.2 AHA Heart Walk participation including year-round general educational opportunities to increase awareness of signs and symptoms of stroke and heart attack at walk events	# of walkers	4	50	75	100	Number of walkers will be calculated and number of educational materials.
<b>Resources:</b> <ul style="list-style-type: none"><li>• American Heart Association</li><li>• MHSE Stroke Coordinator</li></ul>						
<b>Collaboration:</b> <ul style="list-style-type: none"><li>• American Heart Association</li><li>• MHSE physicians and Stroke Coordinator</li></ul>						

**PILLAR 4: EXERCISE IS MEDICINE**

**Goal Statement: From 2019 – 2021, Memorial Hermann will implement initiatives that promote physical activities that promote improved health, social cohesion, and emotional well-being.**

**Focal Area: Obesity**

**Strategy 1:A: Walk with a Doc**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 1.A.1 Walk with a Doc – MHSE: Host ten Walk with a Doc events per year. Educational talk by physician Group Walk Referrals if necessary	# of events held (educational talk/walk)  # of participants	Implementation Year	10  5	10  10	10  12	Retention of participants
Activity 1.A.2 Walk with a Doc – Friendswood: Host ten Walk with a Doc events per year. Educational talk by physician Group Walk Referrals if necessary	# of events held (educational talk/walk)  # of participants	Implementation Year	10  5	10  10	10  12	Retention of participants
<b>Resources:</b>						
<ul style="list-style-type: none"> <li>• TX Hospital Association provides materials</li> <li>• Physician time dedicated to walks</li> <li>• Marketing materials</li> </ul>						
<b>Collaboration:</b>						
<ul style="list-style-type: none"> <li>• MHSE physicians</li> <li>• Community partners (Chamber of Commerce)</li> </ul>						

**PILLAR 4: EXERCISE IS MEDICINE**

**Goal Statement: From 2019 – 2021, Memorial Hermann will implement initiatives that promote physical activities that promote improved health, social cohesion, and emotional well-being.**

**Focal Area: Obesity**

**Strategy 1:B: Pediatric Weight Loss Management Program**

<b>Activities</b>	<b>Process Measures</b>	<b>Baseline</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Outcomes</b>
Activity 1.B.1 Pediatric Weight Loss Management Program	# of participants	5	5	7	10	Teach the population 12-17 years of age nutrition: Healthy meal recipes, pack a healthy lunch, eat out healthy, read food labels, and exercise for better health.  Pre/Post Survey

**Resources:**

- Dietitians

**Collaboration:**

- MHSE physicians
- Dietitians