

Community Health Needs Assessment: Community Health Needs Priorities and Implementation Plan

May 2013

Overview and Background: Bryn Mawr Hospital

Bryn Mawr Hospital (BMH) was established in 1893 by Dr. George S. Gerhard, a local doctor who believed that medical expertise and community care should work hand-in-hand. For more than 100 years, the hospital and the communities we serve have supported each other to improve the health and quality of life in our neighborhoods. BMH was one of the founding members of the Main Line Health System (MLHS) in 1985.

Today, BMH continues its leadership role in serving our community. We have consistently been at the forefront of medical excellence with advanced medical technology and access to some of the most qualified medical staff in the region.

"Our longstanding commitment to providing the community with excellent state-of-the-art care is evident in our orthopaedic, cancer, surgical, cardiac, pediatrics, neurovascular and maternity services." *Andrea Gilbert, President of BMH*



Overview and Background: Bryn Mawr Hospital

BMH continues to be recognized by organizations that measure quality and patient satisfaction:

- Recognized as 100 Top Hospital by Truven Health Analytics (2009, 2011, 2012).
- Named to Truven Health Analytics 50 Top Cardiovascular Hospitals list (2011).
- First and only suburban hospital in the southeastern Pennsylvania region to have a university-affiliated neurosciences center for comprehensive stroke care - the Jefferson Neurosciences Institute at BMH.
- A Magnet® hospital for nursing excellence.
- Accredited as a Bariatric Surgery Center of Excellence by the American Society of Metabolic and Bariatric Surgery.

BMH is well known throughout the community for its high-quality, personalized care, provided by board-certified physicians and an excellent nursing staff. We were the first hospital in the area to have a full-time Community Services Department. The full range of long-established community partnerships will be demonstrated in this document. Having the strength of these partnerships gives us the ability to focus on the priorities identified in the Community Health Needs Assessment process; those being obesity prevention, senior care, cardiovascular disease and cancer care.



Priority: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming <u>overweight and obese</u>

Supporting Information (Adults):

- Obesity is defined as a body mass index (BMI) of greater than or equal to 30. Adult overweight is defined as a body mass index in the range of 25-30. Healthy weight is defined as a BMI of 18.5-24.9.
- One of the largest changes has been an increase in the number of Americans in the obese category.
 Obesity has doubled and in some cases triples between the 1970's and 2008. (Centers for Disease Control and Prevention. U.S. Obesity Trends. August 12, 2010)
- Individuals who are overweight and obese have an increased risk for type 2 diabetes, heart disease and certain types of cancer. (*Dietary Guidelines for Americans*, 2010)
- Bryn Mawr Hospital Community Health Needs Assessment (BMH CHNA) identified obesity as one of the top health concerns by community leaders, school nurses, MLH medical staff and community members.
- Although obesity in the BMH CHNA area is at 19%, which is below the Southeast PA level of 26.3%, the
 percentage of obese persons has been trending upward since 2002.



Priority: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming <u>overweight and obese</u> (continued)

Supporting Information (Children/Adolescents ages 2-19):

- Obesity in children and adolescents is defined as having age and gender specific BMI at <u>> 95th</u> percentile. Overweight is defined as age- and gender-specific BMI between 85th and 95th percentiles. Healthy weight is defined as age- and gender-specific BMI between fifth and 85th percentile. (*US Preventive Services Task Force, Screening for Obesity in Children and Adolescents, 2010*)
- In 2010, 22.6% of children age 6 or older were overweight or obese. While this percentage is below the
 rate of 34.8% in Southeast PA, obesity in children can lead to numerous health problems as adults.
 Additionally, obesity was ranked by school nurses in the BMH area as a top health concern.
- Obese children and adolescents have an increased risk of type 2 diabetes, high cholesterol and high blood pressure. It's estimated that 70% of obese youth have at least one risk factor for cardiovascular disease. (*Nutrition and Weight Status, Healthy People 2020*)



Priority: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming overweight and obese (continued)

Goal 1: Increase the proportion of adults who are at a healthy weight and reduce the proportion of adults who are obese

- Promote prevention guidelines based on Healthy People 2020 and Dietary Guidelines for Americans, 2010 Objectives.
- Promote increasing the variety and contribution of fruits, vegetables and whole grains in diets and reduce the consumption of calories from solid fats and added sugars.
 - Provide nutrition lectures for community organizations and corporate sites
 - Participate in health and wellness fairs for community organizations and corporate sites
 - Promote Main Line Health (MLH) Well Ahead Community website for easy, on-line access to wellness and health videos, webinars, healthy recipes, articles, wellness event calendars and printable education materials.
 - Promote MLH social media (i.e., Facebook, Twitter, blogs) to expand health and wellness messaging.
 - Develop and distribute education materials with standardized content and messaging based on national nutrition and fitness campaigns in conjunction with MLH hospital partners.
- Continue offering "Know Your Numbers Screenings" for cholesterol, glucose, BMI or blood pressure at community organizations and corporate sites.



Priority: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming overweight and obese (continued)

Goal 1: Increase the proportion of adults who are at a healthy weight and reduce the proportion of adults who are obese (continued)

- Explore Treatment Options
 - Explore increasing Medical Nutrition Therapy (MNT) with registered dietitians from Community Health Services (CHS) and the Diabetes/Nutrition Center.
 - Explore the use of health coaching via phone as follow-up support to MNT.
 - Research viability of establishing a virtual Weight Management Center utilizing MLH resources (i.e., registered dietitians, exercise physiologists, psychologists, sleep center, diabetes education, stress management programs and wellness education programs).
 - Utilize Bariatric Medicine Program as appropriate.
 - Explore partnership with Bryn Mawr College in developing weight management program for morbidly obese students.
- Serve on the Montgomery County Obesity Task Force Alliance coordinating county-wide obesity prevention objectives.



Priority: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming overweight and obese (continued)

Goal 2: Reduce the proportion of children and adolescents who are considered obese and prevent inappropriate weight gain in youth

- Promote prevention-based on Healthy People 2020 and 2010 Dietary Guideline Objectives.
- Promote increasing the variety and contribution of fruits, vegetables and whole grains in diets and reduce the consumption of calories from solid fats and added sugars
 - Provide health and wellness fairs at schools, community organizations and public events. (Think Your Drink, More Matters Fruits and Veggies, The Whole Grain Truth booths)
 - Provide nutrition education programs for elementary school students using in-classroom lessons called *Rainbow on Your Plate* and *The Whole Grain Truth*.
 - Participate in annual Go for the Greens state-wide fruit and veggie promotion in six elementary schools.
 - Provide in-service training for teachers, school nurses and staff.
 - Provide parent education on nutrition, early childhood feeding, and easy, healthy meal tips at three schools (PTO meetings, parent groups, back to school events, pre-school and daycare centers).
- Assist Main Line YMCA with securing a grant from General Mills for nutrition and fitness education for summer camps.



Priority area: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming overweight and obese (continued)

Goal 2: Reduce the proportion of children and adolescents who are considered obese and prevent inappropriate weight gain in youth (continued)

- Participate on School Health Advisory Councils (Wellness Councils)
 - Nutrition and wellness education support for students, parents and faculty.
 - Work with council to provide healthier food and beverage options for students.
- Explore expanding Nemours Health Prevention Services "5-2-1 Almost None" evidence-based healthy lifestyle message.
- Connect local schools to the Health Education Center at Lankenau Medical Center.
- Consider sponsorships for youth fitness events.
- Explore Treatment Options.
 - Utilize Nemours Children's Clinic and Nemours Alfred I. duPont Hospital for Children to provide weight management counseling for physicians and dietitians.
 - Continue to provide Medical Nutrition Therapy (MNT) with registered dietitians from Community Health Services (CHS) and the Diabetes/Nutrition Center.



Priority area: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming overweight and obese (continued)

Goal 3: Promote healthy weight and activity to BMH/MLH employees.

- Promote utilization of the MLH Well Ahead website featuring healthy cooking, nutrition and fitness videos, recipes and wellness events.
- Continue annual employee health fair and screening featuring "Know Your Numbers" (cholesterol, glucose, BMI, waist circumference, blood pressure).
- Continue nutrition and wellness lunch and learn programs.
- Develop education materials with standardized content and messaging based on national nutrition and fitness campaigns in conjunction with MLH hospital partners.
- Promote employee benefit plan programs supporting healthy weight and activity
- Continue the "Just 4 You" wellness and healthy eating initiative.
 - Removing fryers from cafeterias
 - Improving cafeteria options by promoting more healthy menu items
 - Farmers markets in cafeteria
 - Cooking demonstrations
- Continue hospital-based and system-wide Wellness Councils.



Priority area: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming overweight and obese (continued)

Goal 4: Increase the number of physician office visits that include counseling or education related to nutrition or weight

- Explore providing Nemours Health and Prevention Services "5-2-1 Almost None" Primary Care toolkit to physician offices and provide in-service training on use of toolkit to physicians and staff
- Continue Medical Nutrition Therapy (MNT) support for Primary Care and FP offices
 - Bryn Mawr Family Practice is piloting a program



Priority: To reduce the number of overweight and obese individuals and to prevent persons at risk from becoming <u>overweight and obese</u> (continued)

Partnerships

- Lower Merion School District
- Haverford School District
- Montgomery County Health Alliance
- Nemours Children's Clinics and Health and Prevention Services
- BMH Community Health Services
- Bryn Mawr Family Practice
- Main Line YMCA
- Bryn Mawr College
- Others as appropriate

Nutrition Messaging

- Know Your Numbers- know how many calories you need
- Know Your Numbers- cholesterol, glucose, BP, waist circumference, BMI
- Calories Count- like a budget, you only get so many to spend so spend wisely
- Fun Stuff Counts as Exercise- dancing, walking, playing
- 4. Take Charge of Your Weight- balance calories with exercise, be in control
- Small Steps =Big Changes- smaller portions, count your steps, just 100 calories less/day
- **6. Base Your Plate-** on nutrient-rich foods with fewer calories, make half your plate fruits and vegetables
- 7. You are an Important Role Model to Your Children



Priority: Improve Quality of Life and Increase Education, Awareness and Access to Senior Services

Supporting Information:

- Older Adults are among the fastest growing age groups, and the first "Baby Boomers" (adults born between 1946 and 1964) will turn 65 in 2011.
- More than 37 million people in this group (60 percent) will manage more than one chronic condition by 2030. (American Hospital Association, 2007)
- There is a high percentage of persons age 65+ in the Bryn Mawr CHNA area.
- 32% are coping with chronic illness.
- 69% of Adults 65+ in BMH CHNA area plan to stay in their current home for 10 years.
- 25% of those wanting to remain in their home are concerned with cost issues.
- Adults 65+ in BMH CHNA area have used, or are aware of, the following: 18% senior programs, 8% of food programs, 10% of transportation and 8% about PACE prescription program.
- One in seven adults 65+ in BMH CHNA area has had a fall in past year.



Priority: Improve Quality of Life and Increase Education, Awareness and Access to Senior Services (continued)

Goal 1: Educate seniors, care providers and caregivers about appropriate care services available in the community, how to connect with them and to strengthen partnerships with agencies

- Support and strengthen partnerships with community agencies.
 - Increase annual financial support to ElderNet to support their social work staff doing in-home visits and responding to emergency needs of the clients.
 - Provide the "Your Call" referral and information support and publicize it.
 - Continue the Ada Mutch Food Pantry.
 - Continue the "Quick Find Main Line" program, and the "Lock for Life" program, both partnerships with the Lower Merion Police Department.
 - Continue "File of Life" program and "Key Fob Health Information" program which provides clear information to physicians and first responders.
- Explore developing a Health Advocate Program to refer patients to appropriate services with follow up phone calls.
- Continue to offer "Ask-A-Nurse" program at senior centers, community center and various other sites
- Participate in Senior Expos in Lower Merion Township, Upper Merion Township, Plymouth Township, and others.
- Provide annual flu vaccinations at five senior centers.
- Provide educational programs and screenings at senior centers and other venues.
- Explore expanding "Stretch Your Limits" senior exercise program.



Priority: Improve Quality of Life and Increase Education, Awareness and Access to <u>Senior Services</u> (continued)

Goal 2: Explore the development of a falls reduction program in conjunction with other MLH hospitals

Action Item:

Explore the development of and participation in MLH falls reduction program.

Goal 3: Continue the efforts of the MLH Transitions in Care teams to identify and decrease readmissions and risk to patients after hospital discharge

Action Items:

Continue to participate in the "Our Patients in Common" (OPIC) initiative, a MLH program
collaborating with numerous organizations (churches, senior centers, home health and
government agencies, nursing homes, housing and education) to work to improve transitions in
care, reduce hospitalizations and coordinate care among clients.

Goal 4: Explore the feasibility of developing a geriatric assessment program in conjunction with other MLH hospitals

Action Items:

 Explore the feasibility of developing a Geriatric program staffed by geriatricians, social work and nurse practitioners to provide evaluative services, prepare care plans and connect seniors to medical and community resources.

Priority: Improve Quality of Life and Increase Education, Awareness and Access to <u>Senior Services</u> (continued)

Community Senior Centers:

- Havertown Center for older adults
- Hometown Senior Center
- The PALM Senior Center in Ardmore
- Upper Merion Senior Services Center in King of Prussia
- Wayne Senior Center
- Ada Mutch Resource Center
- Main Line YMCA
- Catholic Social Services

Organizations:

- ElderNet of Lower Merion and Narberth
- Montgomery County Office of Aging
- COSA (Delaware County Office of Aging)
- CARE, MLH Program
- OPIC, Our Patients in Common
- CADCOM- Montgomery County agency
- AARP
- Township Police departments
- Main Line Adult Day Care
- Parish Nurses
- Township municipalities
- Whole Foods in Wayne, PA



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Priority: Improve Cardiovascular Health in the Community

Supporting Information:

- Heart disease is the leading cause of death in the U.S. Stroke is the third leading cause of death in the U.S. Together, heart disease and stroke are among the most widespread and costly health problems.
- Heart disease is more prevalent in the BMH CHNA area than in Southeastern Pennsylvania (SEPA).
- 14% of adults in the BMH area smoke, which is above the Healthy People 2020 target of 12%.
 There is a clear and well-defined link between smoking and heart disease.
- High blood pressure and cholesterol are still major contributors to the national epidemic of cardiovascular disease. High blood pressure affects approximately one in three adults in the U.S., and more than half of Americans with high blood pressure do not have it under control.
- The risk of Americans developing and dying from cardiovascular disease would be substantially reduced if major improvements were made across the U.S. population in diet and physical activity, control of high blood pressure and cholesterol, smoking cessation and appropriate aspirin use.



Priority: Improve <u>Cardiovascular Health</u> in the Community (continued)

Goal 1: Provide access to free stroke, blood pressure and cholesterol education and screening, to include the community, businesses and employees

Action Items:

- Continue to provide four public screenings and education for blood pressure, cholesterol and glucose.
- Continue to provide five corporate screenings and education for blood pressure and glucose.
- Continue to provide five public screenings and education for stroke.
- Continue to participate in cardiovascular health fairs.
- Promote BMH cardiovascular website for healthy living.

Goal 2: Provide referrals and support within the community to increase the number of adults that obtain treatment for hypertension

Action Items:

- Explore options to link patients with their PCP when in need of follow care as a result of screening.
- Utilize Bryn Mawr Family Practice Residency Program to further identify patients at high risk of cardiovascular disease.
- Explore system resources available for follow-up phone calls.

Goal 3: Reduce the number of people that smoke, to include the community, businesses and employees

- Continue to provide smoking prevention educational programs.
- Continue to provide eight free smoking cessation classes.
- Provide one-on-one counseling sessions for inpatients/outpatients and one community setting.
- Offer smoking cessation education in middle schools and high schools.
- Maintain Bryn Mawr Hospital as a smoke-free campus.

Priority: Improve Cardiovascular Health in the Community (continued)

Goal 4: Provide outreach and support for patients with high risk of cardiovascular complications, using the medical home model, and to include appropriate follow up

Action Item:

Continue to pilot through the medical home model at Bryn Mawr Family Practice Residency Program.

Goal 5: Collaborate with external organizations to promote cardiovascular health

- Maintain participation in the American Heart Association activities: Heart Walk, Go Red fashion show, Queen of Hearts, Women's Heart initiative.
- Promote cardiovascular risk assessment on BMH website.
- Participate in Heart Awareness month in February and Stroke awareness month in May.
- Maintain Joint Commission certified chest pain center.
- Maintain Joint Commission certified stroke center and provide neuro-interventional program for the immediate treatment of stroke patients.
- Incorporate low sodium education through health fair booths, campaigns.
- Continue three physician and community nurse lectures.



Priority: Improve Cardiovascular Health in the Community (continued)

Partnerships

- American Heart and Stroke Association
- Whole Foods in Wayne, PA

Community Centers

- Havertown Center for Older Adults
- Hometown Senior Center
- The Palm Senior Center in Ardmore
- Upper Merion Senior Center in King of Prussia
- Wayne Senior Center
- Ada Mutch Resource Center
- Main Line YMCA



Supporting Information:

- Cancer rates in the BMH
- CHNA area are higher than in the rest of the region for breast, lung, prostate and colon cancer.
- The BMH CHNA area has a greater percentage of senior persons in SE Pennsylvania region, which puts them at greater risk.
- There is a higher percentage of Ashkenazi Jews in the BMH CHNA area; this population is predisposed to increased risk of breast cancer.
- Percentage of adults who smoke is higher than the Healthy People 2020 goal.
- In the community survey, cancer was identified as the #2 most important health condition.
- In BMH Medical Staff survey, cancer was identified as one of the top three medical issues having greatest impact on the health of the community.



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Priority: Improve quality of life for cancer patients and increase awareness of <u>cancer services</u> (continued)

Goal1: Increase awareness and access to patients and the community about information and services for cancer (breast, lung, colon, prostate)

Action Items:

- Continue breast cancer screenings for early detection/prevention.
 - "Mammo/manicures" (for screening mammography)
 - "Walk in Wednesdays" (for screening mammography)
 - "Montgomery County Healthy Women" uninsured/underinsured program
- Continue to increase patient and community awareness and education programs:

Breast cancer

- Breast education programs
- Annual Mother/Daughter Tea
- Increase minority participation

Lung cancer

- Provide lung cancer educational seminars for community presented by pulmonologists and thoracic surgeons.
- Provide MLH/BMH smoking inpatient/outpatient cessation programs and maintain or improve oneyear quit rate of 40% or greater
- Provide educational programs investigate offering additional programs i.e. asbestos
 and second-hand smoke (passive smoke)

 Bryn Mawr Hospital
- Participate in local health fairs

Goal1: Increase awareness and access to patients and the community about information and services for cancer (breast, lung, colon, prostate) (continued)

Prostate cancer

- Continue educational programs.
- Continue to offer demonstrations of DaVinci robotic prostate surgery at BMH minimedical school.

Colon cancer

- Continue two physician-led seminars for the public.
- Continue to participate in local health fairs.
- Continue free colonoscopy program for underinsured and uninsured through the Loglisci Fund.
- Continue employee awareness education on Breast, Prostate, Lung, and Colon cancer:
 - Table in cafeteria during appropriate months.
- Encourage employee participation in external events
 - Undy 500 Walk/Run
 - American Cancer Society Bike-A-Thon
 - Susan B. Komen Three-Day Event
- Continue Medical Nutrition services and education by registered dieticians for cancer patients.
- Continue integrative health and complimentary programs (Reiki, acupuncture, drumming, Qi gong).

Goal1: Increase awareness and access to patients and the community about information and services for cancer (breast, lung, colon, prostate) (continued)

- Continue Survivorship events:
 - Annual "BMH National Survivor Day"
 - Continue to promote awareness of "Surgical Sisters Program"
 - "Unite for Her"
- Continue Nurse Navigators, assisting patients with their individual care path.
- Continue Medical Nutrition Therapy services and education from registered dieticians regarding weight gain from hormone therapy.
- Continue to implement Genetic Cancer Screening Program based on NCCN guidelines.
- Continue to promote support services for Cancer Survivors:
 - Lending Library services
 - Strength after Breast Cancer
 - Newly diagnosed Breast Cancer support group
 - Creative Arts Group
 - Buzzy Bonnets made and donated from PALM in Ardmore
 - Rebecca's Chemo Closet
 - BMH Wig Program
 - Launch husband/significant other breast cancer support group
 - Living With Cancer



Goal1: Increase awareness and access to patients and the community about information and services for cancer (breast, lung, colon, prostate) (continued)

- Continue to provide Oncology rehab services :
 - Lymphedema specialists
 - Fatigue, de-conditioning and muscle wasting-therapy
- Continue college scholarship essay contest on colorectal cancer
- Continue to offer integrative medicine programs in collaboration with Thomas Jefferson University Hospital (TJUH).
- Promote BMH social media (i.e. Facebook, Twitter, blogs) to expand cancer education to the community



Goal 2: Improve collaboration and communication with primary care physicians regarding the screening, surveillance and treatment of their cancer patients

Action Items:

- Continue cancer conferences and educational lectures to PCPs and other specialists:
 - Quarterly Breast Health Partnership
 - Promote grant supported Breast research and presentations at national conferences by BMH breast surgeons and breast fellows
 - Four seminars from pulmonologists and thoracic surgeons for medical staff
 - Tumor boards for breast, lung, prostate and colon cancer
 - Promote increased awareness of BMH colonoscopy patient self-referral program
- Continue genetic screening program and testing for high-risk patients/families and cancer patients
- Continue access and awareness of clinical trials for prevention and treatment through Community Clinical Oncology Program (CCOP)
- Continue to promote MLH onco-fertility services

Goal 3: Increase awareness and access to palliative, pain and hospice care services to community and physicians

- Educate community on palliative, pain, and hospice care services.
- Explore development of outpatient Palliative Care Program.



Partnerships

- Montgomery County Healthy Women's Program
- Cancer Support Community of Philadelphia
- Cuddle My Kids
- Unite for Her
- Komen Race for the Cure
- American Cancer Society
- Living Thru Cancer
- Cancer Support Community of Philadelphia-Lung
- Tobacco Coalition- Montgomery and Delaware County
- American Lung Association
- Man to Man Prostate Support Group
- American Cancer Society



Priority: Cultural/Diversity

Supporting Information

Cultural awareness and competence improves the quality of care and health outcomes. Being culturally competent and understanding the varying health needs of diverse populations is important to eliminate disparities of care and to remove any cultural barriers for accessing care.

There are pockets of diverse population in the BMH community. Although there is limited information on these sub-populations, they may contain persons with varying health needs that may need to be addressed.

Goal 1: BMH will participate in the Main Line Health System-wide Diversity and Inclusion Initiative that is comprised of numerous high level committees and Diversity and Cultural Competence work groups.

- Active participation on MLH "Disparities in Care Work Group" to assess current and projected state of care across MLH related to diverse patient base (racial, cultural, age, gender, sexual preference).
- Active participation on MLH "Community Work Group" to convey the findings and recommendations of the community health needs assessment, better understand the health needs of pockets of diverse populations and ensure that care and education is aligned with the health needs of the community.

The following health needs are important to the community, however they are not being addressed with specific implementation plans, as services to address these areas are being provided throughout the BMH and MLH system communities.

Behavioral Health

As noted, there are some data gaps to thoroughly understand the specific behavioral health issues in the community. Regardless, Main Line Health has several uniquely designated behavioral health centers, each specializing in a level of care and treatment. For families and individuals coping with issues like psychiatric disorders, addictions or other problems which affect one's sense of well-being and participation in life, the Main Line Health Behavioral Health network provides numerous services for the BMH and MLH community. All MLH nospitals can either care for or provide referrals for persons in need of Behavioral Health services. Additionally, BMH is one of the few acute care hospitals in the area to provide inpatient mental health services.

Pediatrics

BMH has a strong relationship with Alfred I. duPont Nemours Children's Hospital to provide children's health care including a pediatric emergency program, specialty care, inpatient and outpatient services. BMH will be working closely with Nemours to extend its outreach for children in the community.



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