

## Implementation Plan: FY 2019-2021

### INTRODUCTION

Community Medical Centers (CMC), in compliance with federal regulations and true to our mission of improving the health of our region, participates in the joint-hospital triennial Community Health Needs Assessment (CHNA) to identify the area's most pressing health needs in Fresno, Madera, Kings and Tulare Counties.

This CMC Board-approved Implementation Plan outlines our sincere effort to invest in community-wide initiatives and partner with local organizations committed to addressing the top health needs identified in the CHNA — especially for low-income, vulnerable populations in our service area.

On average, 15% of CMC's operating expenses go toward uncompensated community benefit initiatives.

### 2019 CHNA SUMMARY

The [2019 Community Health Needs Assessment](#) (CHNA) consists of primary data from more than 1,000 participants in individual interviews, multi-language focus groups, and online surveys. Participants included representatives from and users of health improvement programs aimed at low-income, vulnerable populations, and serving children, homeless, LGBTQ+, veterans, seniors, tribal communities, as well as African American, Hmong, Latino and Spanish-speaking populations. Secondary data was collected using government and other resources, such as the California Department of Public Health, Health Resources and Services Administration, and the Robert Wood Johnson's County Health Rankings and Roadmaps. The identified 13 major health needs include:

- Access to Care
- Asthma
- Cancer
- Climate and Health
- CVD/Stroke
- Economic Security
- HIV/AIDS/STIs
- Maternal and Infant Health
- Mental Health
- Obesity/HEAL (healthy eating and active living)/Diabetes
- Oral Health
- Substance Abuse/Tobacco
- Violence and Injury Prevention

In collaboration with Saint Agnes Medical Center and Valley Children's Healthcare, CMC invited public health and community-based organization leaders from the four-county region to prioritize our area's health needs. These leaders, most of whom also participated

in the primary data gathering, ranked the most pressing needs based on the following criteria:

- Severity, magnitude, urgency
- Feasibility and effectiveness of possible interventions
- Potential impact on greatest number of people
- Potential health need score (based on primary data)
- Measurable and achievable outcomes in a 3-year span
- Existing resources/programs

The process concluded with the following health needs in order of importance:

<b>Rank</b>	<b>Health Need</b>	<b>Description</b>
1	Access to Care	Access to healthcare facilities, healthcare coverage, and primary care providers
2	Obesity/HEAL/Diabetes	Obesity, healthy eating and active living, and diabetes
3	Maternal and Infant Health	Prenatal care, breastfeeding, and birth outcomes
4	Mental Health	Depression, suicidal ideation, and mental health providers
5	Economic Security	Poverty, education, public assistance, and homelessness
6	Oral Health	Access to dental care
7	Substance Abuse/Tobacco	Mortality from drug overdose, excessive drinking, and tobacco use
8	Violence and Injury Prevention	Unintentional injuries and violence
9	Climate and Health	Air quality, water quality and pollution
10	CVD/Stroke	Cardiovascular disease and stroke
11	Asthma	Asthma prevalence, emergency department visits, hospitalizations, and mortality from chronic lower respiratory disease
12	HIV/AIDS/STIs	HIV, AIDS, and sexually transmitted infections
13	Cancer	Cancer and related mortality rates

## 2019-2021 IMPLEMENTATION PLAN

While CMC participates in local and regional collaborative efforts around all 13 identified health needs, CMC's Implementation Plan will primarily focus on addressing the **top five** healthcare needs identified.

### 1. Access to Care

#### *Expand 'Access to Care' education and assistance*

CMC seeks opportunities to support local, neighborhood-based programs that focus on socio-economically disadvantaged areas, promote culturally-relevant health education, and assist with healthcare coverage enrollment. In partnership with the area Hospital Council, local hospital partners, and through participation as a founding member of the Fresno County Health Improvement Project (FCHIP), CMC is working with over 150 community-based organizations, and healthcare, education, business and government entities.

#### *'Hospital Presumptive Eligibility' enrollment*

With the Fresno County Department of Social Services and newly implemented technology, CMC is expanding system-wide efforts to screen and link uninsured patients to Medi-Cal coverage. Presumptive eligibility provides patients 60-day Medi-Cal coverage, which becomes permanent once the patient completes the Department of Social Services enrollment process. In FY 2018, CRMC enrolled about 2,000 patients in the Medi-Cal program.

#### *Fresno's Medical Respite Center*

In partnership with the Fresno Rescue Mission, CMC provides homeless patients a safe place for recovery upon discharge. Patients at the Fresno Medical Respite Center receive healthcare, social services, and access to other community resources. Respite Center funding serves patients from all Fresno hospitals. In FY 2018, the Respite Center provided services to 330 patients.

#### *MAP Point Project*

CMC supports Multi-Agency Access Program (MAP) screening and linkage services. Through MAP, the Fresno County Department of Behavioral Health and other local organizations link patients and families to vital social services, outpatient care, substance abuse treatment, mental health services and healthcare insurance enrollment aid. Community Regional's emergency department is one of eight MAP sites, which connected more than 250 individuals and families to services in FY 2018.

## **2. Obesity/Healthy Eating, Active Living (HEAL)/Diabetes**

### ***Support ‘Obesity/HEAL/Diabetes’ efforts***

CMC supports local programs that promote education and activities for healthy eating, active living, and obesity and diabetes education and prevention. For example, CMC supports southeast Fresno’s *Neighborhood Latin Dance* program, which provides health education and fitness training to local residents.

### ***Addressing Prediabetes and Diabetes in the community***

CMC leads FCHIP’s Diabetes Collaborative, a community-wide initiative to promote diabetes prevention, management, policy change, neighborhood interventions, and community engagement. The Collaborative seeks to decrease prediabetes and diabetes rates in Fresno County by 9% in the next 10 years by focusing on gestational diabetes, access to healthy food and beverage resources, and community outreach.

### ***Gestational Diabetes***

Through our weekly TV show *MedWatch Today* and other community outreach efforts, CMC continues promoting resources for high-risk pregnant mothers diagnosed with gestational diabetes. CRMC also offers expectant mothers free gestational diabetes education through individual counseling sessions.

### ***Diabetes prevention and management education***

CMC provides free diabetes prevention and management education for our four-county region through in-person seminars, CMC’s weekly TV show *MedWatch Today*, bilingual television broadcasts, and social media campaigns.

### ***Diabetes prevention and management education***

In partnership with Centro La Familia and the Latino Health Workgroup, CMC organizes no-cost health screening events, *Know Your Numbers* (KYN). These free, public quarterly events held at CRMC provide glucose, blood pressure and body mass index screenings. Participants receive bilingual information on diabetes prevention, risks, and effective diabetes management.

## **3. Maternal and Infant Health**

### ***Promoting healthy birth outcomes***

CMC is a lead organization in Fresno County’s Pre-Term Birth Initiative—an effort aimed at increasing the number of healthy, full-term babies. CMC’s clinical leadership and staff serve as advisors and participants in county-wide interventions to reduce preterm births and provides the initiative with technical support, data collection, analysis, and grant-writing assistance.

### ***Breastfeeding education***

CMC's Mother's Resource Center provides inpatient and outpatient breastfeeding education and services. Lactation consultants provide advice and counseling to breastfeeding mothers. The Center's goal is 30% exclusive breastfeeding during a mother's inpatient hospital stay, which increases the likelihood of breastfeeding post-discharge.

## **4. Mental Health**

### ***Support mental health and resiliency efforts***

CMC participates in community-wide efforts to address mental health issues, such as Community Conversations on Mental Health and the Fresno Suicide Prevention Collaborative to promote mental health wellbeing and resiliency for adult and adolescent populations. CMC provides funding for Care Fresno and Youth Leadership Institute. Both provide leadership and mentorship opportunities to disadvantaged youth and families, including parenting and resiliency counseling in high-crime, socio-economically burdened neighborhoods.

### ***Clinical pastoral education***

CMC partners with Clinical Pastoral Education of Central California to increase spiritual support services in the clinical setting through the chaplaincy training program. The partnership also increases spiritual resources for disadvantaged populations such as immigrants, migrant farmworkers and prison populations.

### ***Clovis Unified suicide prevention***

CMC supports school-based interventions for student emotional wellness in the Clovis Unified School District. CMC's support helps equip staff, students and families with resources to identify, prevent and respond to emotional crises among students. As a result of the district's emotional wellness programs, in the 2017-2018 school year Clovis Unified saw a 35% reduction in 5150 emergency room mental health holds among students.

### ***Increase acute mental health capacity***

CMC's Community Behavioral Health Center (CBHC) is the region's only inpatient hospital treating patients suffering from acute mental health crisis. In 2019, CBHC completed its first expansion phase, increasing inpatient beds from 61 to 73 and is planning an additional expansion of 36 more beds.

## **5. Economic Security**

### ***Promoting economic mobility***

CMC supports upward economic mobility for working individuals through its partnership with Fresno Adult School. Students who enroll in basic housekeeping and sterile processing courses, complete internship hours at CMC facilities. CMC is exploring the possibility of

expanding the program to include careers such as nutrition and dining services. CMC also hosts Project SEARCH, a workforce development program for developmentally disabled adults. In FY 2018, CMC hosted 12 Project SEARCH participants in clinical and non-clinical areas; three participants are now CMC employees.

### ***Healthy food access to low-income residents***

CMC supports county-wide efforts to increase access to healthy food in rural areas and neighborhoods designated as ‘food deserts.’ For example, CMC provides \$25,000 in funding to the Fresno Economic Opportunity Commission’s Food Express Bus, which delivers healthy food to school-aged kids living in impoverished areas during holiday and summer breaks.

### **Other health needs support**

In addition to focusing on our region’s top five identified health needs, CMC uses the 13 identified health needs in the CHNA to help direct its community outreach resources. CMC will raise awareness of these health issues with in-person seminars and workshops, televised bilingual *MedWatch Today* health education segments, as well as social media campaigns to provide preventative health information for the following:

#### ***Oral health education***

Through its maxillofacial clinic, CMC provides highly specialized surgical services to socio-economically disadvantaged children, adults and disabled patients. Clinic services include jaw reconstruction, complicated tooth extractions, traumatic injury as well as oral oncological interventions. In FY 2018, 57% of the clinics’ patients were covered by Medi-Cal. Through participation in the Oral Health Advisory Committee, CMC supports local initiatives that promote oral health and hygiene for children, disabled and homebound persons.

#### ***Substance abuse prevention***

CRMC is one of 50 California Substance Abuse and Mental Health Services Administration sites for comprehensive inpatient opioid interventions. The “Bridge” program provides round-the-clock treatment in the emergency room and obstetrics departments for withdrawal symptoms and offers referrals to local substance abuse programs. CMC helps fund activities to curb alcohol consumption through Youth Leadership Institute’s [\*Friday Night Live\*](#) (FNL) initiative. FNL is a statewide effort to reduce deaths and injuries caused by teen drivers under the influence of alcohol and drugs.

#### ***Violence and injury prevention***

CMC’s trauma prevention program provides education in schools, health fairs and seminars targeting vulnerable populations. Topics include burn and fall prevention, car seat

and bicycle safety, distracted driver awareness, as well as the “Stop the Bleed” bilingual training, as uncontrolled bleeding is the leading cause of preventable death from traumatic injury. In addition, CMC will continue supporting victims of sexual assault through its Sexual Assault Forensics Examiners (SAFE) program. Specially-trained SAFE RNs perform round-the-clock assault assessments and serve as expert court witnesses. The program annually serves an average of 150 victims.

### ***CMC green initiatives***

In FY 2018, CMC’s recycling efforts diverted over 700,000 pounds of medical supplies, paper, cardboard and computer equipment from local landfills. FY 2019 projects include adding no-cost clean air vehicle charging stations for employee and public use. With PG&E, CMC is replacing aged lighting across its campuses and parking lots with energy efficient LED lights. To optimize efficiency of its central energy plant, CMC uses the Southeast Surface Water Treatment Plant which minimizes ground water usage. And, since March 2015, CCMC uses the City of Clovis’ recycled municipal water for its campus landscape irrigation—saving an average of 36 million gallons annually.

### ***Stroke Awareness and Education***

CMC continues outreach efforts to educate vulnerable, low-income communities about cardiovascular health and stroke prevention. This includes vital and timely information on stroke symptom identification to reduce debilitating outcomes. CMC partners with the American Heart Association to take advantage of outreach opportunities at local events such as the Central California Women’s Conference and Fresno Grizzlies games.

### ***Pediatric Asthma Education program***

To reduce repeat ED visits, CMC’s pulmonary rehabilitation department is expanding parental asthma education. The program provides individualized asthma ‘action plans’ tailored to each patient by respiratory care practitioners who teach patients and family members to track symptoms, triggers, proper medication and inhaler use. Care team members educate parents about signs of an asthma attack during two, one-hour consultations and education as needed.

### ***Support for HIV/AIDS patients and families***

CMC is the recipient of the Health Resources Services Administration’s Ryan White grant, and partners with Family Health Care Network to operate the Special Services Clinic on the CRMC campus. Comprehensive, patient-centered primary care services include screenings, labs, medication and case management support for low-income, uninsured and underinsured HIV patients. In FY 2018 the clinic served 1,100 HIV patients.

### ***Cancer patient support and navigation services***

Through its comprehensive services with the Community Cancer Institute (CCI), CMC provides no-cost resources and support services to disadvantaged patients and their families. CCI’s multi-disciplinary team of nurse navigators, social workers, dieticians,

speech-language pathologists and other healthcare professionals guide and support patients and caregivers throughout their care journey—from diagnosis to aftercare.

## **EVALUATION OF IMPACT**

CMC will report our progress on the initiatives outlined in this Implementation Plan and the impact we made to address the identified health needs in our region in our 2022 Evaluation of Impact report.