Community Health Plan Report
Year 2 Update — 2019-2021
Access to Care

As the Beaches communities’ main source of health care, Baptist Medical Center Beaches has partnered with the Beaches Health and Wellness initiative for many years. The Beaches Health and Wellness initiative is led by We Care Jacksonville. Active participants include Baptist Medical Center Beaches, BEAM, Sulzbacher Center, Muslim American Social Services and Mission House.

Key Issues Identified in the Assessment:
- There are adults who lack a usual source of health care in the service area
- There is a deficit of mental health services in the service area, with access being nearly impossible for those who are underinsured or uninsured
- There are language barriers and barriers due to transportation issues that affect access
- Lack of access to proper nutrition in some areas – food desert designation in Atlantic Beach

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| Increase access to health services for un- and under-insured people in the BMCB service area. | Continue participation in the Beaches Health and Wellness initiative. | • Number of people served  
• Evaluate health and wellness of participants | • Beaches Emergency Assistance Ministry (BEAM)  
• Community Health Outreach  
• Mission House  
• Muslim American Social Services (MASS)  
• Sulzbacher Center  
• The Way  
• Volunteers in Medicine  
• We Care Jacksonville | • In 2020, Community Health Outreach, MASS, Mission House, Sulzbacher, We Care, Volunteers in Medicine and The Way collectively served 5,889 un- and under-insured patients  
  o 1,301 patients with diabetes, 32% improved and 34% reached normal levels  
  o 2,610 patients with hypertension, 78% improved and 51% reached normal levels  
  o 943 patients were identified as needing mental health services, 73% participated |
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<td>Increase access to health services for un- and under-insured people in the BMCB service area.</td>
<td>Support Duval free medical clinics and Federally Qualified Health Centers in collaborative efforts to increase access to care.</td>
<td>• Number of people served • Evaluate health and wellness of participants</td>
<td>• Agape Health • Community Health Outreach • MASS • Mission House • Sulzbacher Center • Volunteers In Medicine • We Care Jacksonville</td>
<td>• Baptist Health funded a facilitator to help the free clinics and FQHCs develop a model to create a system of care led by We Care Jacksonville • The result was the creation and funding of JaxCareConnect • MASS documentary screening onsite at BMCB on 3/27/19 to encourage referrals; 32 team members attended • Mission House monthly meal service by BMCB team members with 4 employees participating each month since October 1, 2018 • Provided Mission House clinic tour to healthcare professionals each month in FY2019; 40 team members participated • Mission House volunteer recruitment event and sponsorship on 11/10/18</td>
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<td>Partner with area faith partners and civic groups to offer health education.</td>
<td>• Number of partner organizations • Number of people served</td>
<td>• Faith partners • Rotary Club • Y Healthy Living Center</td>
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<td>11 partner organizations, 17 events with 2628 total participation with tabling events and presentations covering health education topics including: Baptist Health service line information, blood pressure and BMI management, end of life planning, healthy aging, joint care, lung health, mental health and stroke awareness • In September, free flu vaccines were provided to 24 seniors at the vaccine clinic</td>
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<td>Continue partnerships to offer free smoking cessation classes.</td>
<td>• Number of people referred for classes • Number of people who participate in and complete classes</td>
<td>• NE Florida Area Health Education Center (AHEC)</td>
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<td>27 inpatient referrals since October 1, 2018 • 5 two-hour, 1 four-week, and 1 six-week smoking cessation programs offered onsite at BMCB with 26 participants total</td>
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| Increase access to health services for un- and under-insured people in the BMCB service area. | Develop resource catalog for transportation, prescription assistance, nutrition, and health services to better connect people to available resources. | • Number of people trained on available community resources | • Beaches Community Kitchen  
• Beaches Council on Aging  
• BEAM  
• Elder Source  
• Hart Felt Ministries  
• MASS  
• Mission House  
• Pablo Towers / Pablo Hamlet  
• Sulzbacher Center  
• WeCareJax  
• UNF | • The resource catalog is currently in development in partnership with the Beaches Council on Aging  
• Once completed, the guide will be distributed to community partners who serve seniors in the Beaches service area |
| Increase access to health services for un- and under-insured people in the BMCB service area. | Connect healthcare professionals to volunteer opportunities at community health events and clinics. | • Number of opportunities  
• Number of participants | • Baptist Excel nursing program | • Hosted volunteer recruitment event at Mission House on 11/10/18  
• Provided Mission House clinic tour to healthcare professionals each month; 40 team members participated in FY2019  
• Documentary screening to BMCB team members on MASS clinic services. Held on 3/27/19 with 32 in attendance  
• 7 additional community events with 18 volunteer team members |
| Increase access to nutritious food to frail seniors. | Partner with Meals on Wings to provide nutritional meals to seniors on the state waiting list for services. | • Number of seniors receiving meals | • University of North Florida | • More than 8,000 meals provided to seniors through the Meals on Wings program since 2018 |
Behavioral Health

Baptist Health has made behavioral health services a priority, providing comprehensive inpatient and outpatient services to both children and adults. Mental Health was a priority health need addressed by Baptist Medical Center Beaches in the last three-year CHNA cycle, and the focus on this health need continues into this CHNA cycle as behavioral health needs of Jacksonville residents continue to increase.

Key Issues Identified in the Assessment
- Alcohol use continues to negatively affect the region
- Stigma related to mental health and substance abuse often prevents those affected from seeking help
- Depression and substance abuse issues among seniors is growing
- Many healthcare providers are not equipped to deal with serious mental health illnesses
- There is a great need for psychiatrists for the underinsured and uninsured as services are expensive but mental health issues often affect those without coverage

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<td>Increase access to behavioral health services.</td>
<td>Continue offering Mental Health First Aid, a proven best practice to reduce stigma of mental illness which increases the likelihood that people will access care.</td>
<td>• 3,000 people trained by 2021&lt;br&gt;• Evaluate participant satisfaction</td>
<td>• Baptist Health Faith Partners&lt;br&gt;• Florida’s First Coast YMCA&lt;br&gt;• Jacksonville Nonprofit Hospital Partnership&lt;br&gt;• National Council for Behavioral Health</td>
<td>Year 1&lt;br&gt;• 2,517 people were trained October 1, 2018 – September 30, 2019&lt;br&gt;• 98% of participants rated high satisfaction with training quality&lt;br&gt;• 96% of participants rated high satisfaction with training usefulness&lt;br&gt;• 99% of participants would recommend the training to others&lt;br&gt;Year 2&lt;br&gt;• 1,050 people were trained October 1, 2019 – September 30, 2020&lt;br&gt;• 98% of participants rated high satisfaction with training quality&lt;br&gt;• 99% of participants rated high satisfaction with training usefulness&lt;br&gt;• 95% of participants would recommend the training to others</td>
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| Increase access to behavioral health services. | Provide funding to innovative efforts to reduce stigma, advocate for increased services and increase access to care. | • Evaluate the impact of each initiative according to its focus | • The Partnership for Mental Health: A project of Baptist Health and the Delores Barr Weaver Fund at The Community Foundation for Northeast Florida | • The fund was established with $2.2m. As of December 2020, 29 grants have been made for a total of approximately $1,452,000  
• With funding from Baptist, Community Health Outreach, MASS, Mission House, Sulzbacher, We Care, Volunteers in Medicine and The Way collectively served 943 un- and under-insured patients who needed mental health services  
  o 73% participated in at least one session  
• With funding from Baptist to community behavioral health organizations, 359 youth received mental health services  
• With funding from Baptist to a community behavioral health organization, 125 adults received mental health services |
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<td>Increase access to behavioral health services.</td>
<td>Continue offering free post-partum support and meditation programs.</td>
<td>• Number of offerings • Number of sessions held at location</td>
<td>Baptist Women’s Resource Center</td>
<td>Year 1 • 5 postpartum support group sessions offered at Ponte Vedra YHLC with 9 in attendance • 6 meditation classes offered at Ponte Vedra YHLC with 61 participants in attendance • Weekly meditation program offered onsite at BMCB. 182 in attendance during FY2019</td>
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<td>Year 2 • Provided 82 meditation classes with 657 visits at Y Healthy Living Centers and JCA Wellness Connexion</td>
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<td>Continue hosting behavioral health support groups.</td>
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<td>• Number of offerings • Number of people attending the conference • Satisfaction surveys</td>
<td>Substance abuse and mental health support organizations</td>
<td>BMCB hosted 7 behavioral health support groups with a total of 433 sessions since October 1, 2018</td>
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<td>Host a community-wide conference on mental health to reduce stigma and barriers to care.</td>
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<td>Community mental health providers • Faith organizations • University of North Florida</td>
<td>• In FY2019, a planning committee of community representatives and Baptist Health team members met monthly to determine conference content and format • The 2020 Behavioral Health Conference - Health and Wellbeing in a Pandemic, was hosted on Nov. 17, 18, and 19 with 159, 151 and 131 individuals attending each day, respectively • Recordings and other content from each session were posted on the Baptist Health website, receiving about 56 views a day the week of the conference. 96% of survey respondents rated the conference quality as excellent or good</td>
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| Increase access to behavioral health services. | Provide education and prevention programming in the community. | • Number of people participating in programs | • Florida’s First Coast YMCA | • In FY19, BMCB partnered with 7 organizations, supporting 7 events with 1634 total participants  
• Provided 82 meditation classes with 657 visits at Y Healthy Living Centers and JCA Wellness Connexion  
• Hosted “Suicide Prevention 101: What You Need to Know to Help Save Lives” virtually for the community and Baptist Health Team Members on 9/22/20 with 100 individuals attending  
  o 100% of survey respondents rated the quality of the event as excellent or good  
• Hosted a webinar on depression in the LGBT+ community on 9/24/20 with 51 individuals attending  
  o 80% of survey respondents were either likely or very likely to recommend the event to a friend or family member  
• 80% of survey respondents rated the quality of the event overall as above average or outstanding |
Vulnerable Population - Seniors

Seniors, the fastest-growing population in Northeast Florida, is identified as a population in need of services through the 2018 needs assessment. Baptist Health partnered with United Way in 2003 to better serve our senior population resulting in a Robert Wood Johnson grant to provide additional social supports to frail seniors upon discharge from our downtown hospital. These early efforts informed the development of AgeWell, which opened as the region’s first and only comprehensive geriatric program in 2012. AgeWell provides an enriched level of specialized, geriatric primary care uniquely designed to meet the needs of our community’s medically complex, frail seniors. The Institute provides comprehensive geriatric assessments and utilizes evidenced-based protocols through an integrated, interdisciplinary care team model. The team includes Geriatricians, Gero-Psychiatrist, Psychologist, RN Care Manager, Licensed Social Workers, Clinical Pharmacists, Nutritionist, a rehab team, and Social Service coordinators. The team of geriatric specialists extend traditional medical boundaries to address the social and emotional needs of patients and their caregivers; promoting better health and maximizing their functional capacity and ability to live at home in their communities. Most of the non-medical services are unreimbursed by Medicare or other insurance carriers and not charged to patients. The type of comprehensive geriatric care is typically only available at academic medical centers where unreimbursed costs can be covered/reduced through residents and fellowships and research funding.

Key Issues Identified in the Assessment:
- According to the data, the Medicare population has high rates of chronic diseases and injuries; specifically, atrial fibrillation, cancer, hyperlipidemia, rheumatoid arthritis, and stroke.
- In Duval County, the Age-Adjusted Death Rate due to Falls is higher than the state average.
- The percentages of older adults over age 65 with influenza and pneumonia vaccinations are lower than the state average.

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<td>Reduce isolation of frail seniors and proactively identify health needs.</td>
<td>Partner with Meals on Wings to provide nutritional meals to seniors on the state waiting list for services.</td>
<td>• Number of seniors receiving meals</td>
<td>• University of North Florida</td>
<td>• More than 8,000 meals served to seniors in 2019 through UNF Meals on Wings program</td>
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| Reduce isolation of frail seniors and proactively identify health needs. | Engage Baptist Health’s team of Auxiliary volunteers in a Friendly Calling program to reduce feelings of loneliness and isolation in community seniors with social phone calls to offer friendship, encouragement and support. | • Number of volunteers in program  
• Number of community members (patients) in program  
• Number of phone calls  
• Total time invested in calls  
• Quality of phone calls (reported by volunteers) | • Baptist Health Auxiliary | • The program began in June 2020  
• Across the system June- Sept 2020  
  o 72 volunteers (6 for beaches)  
  o 100 community members  
  o 400 phone calls  
  o 200 hours  
• Quality of calls (as rated by volunteers across the system)  
  o Excellent: 64.02%  
  o Pretty Good: 30.16%  
  o OK: 2.91%  
  o Weak: 1.85%  
  o Poor: 1.06%  
• The program continues to grow to include more volunteers and community members |
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| Reduce isolation of frail seniors and proactively identify health needs. | Develop working group of community partners to prioritize health needs of seniors. | • Number of seniors and community organizations who participate  
• Number of volunteers who participate  
• Evaluation of partnership satisfaction and health outcomes | • Beaches Community Kitchen  
• Beaches Council on Aging  
• BEAM  
• Elder Source  
• Hart Felt Ministries  
• Pablo Towers / Pablo Hamlet  
• UNF | • 4 strategy meetings held in FY20 with representatives from Beaches Council on Aging, BEAM, Elder Source, Hart Felt Ministries, Pablo Towers / Pablo Hamlet and UNF  
• The priority of the group includes identifying existing services and providing easier access to services for seniors who are isolated and/or in need of services, including seniors discharged from the hospital without sufficient in-home support  
• Jacksonville Nonprofit Hospital Partnership is working with Ames Productions to increase awareness of fall prevention strategies with seniors and caregivers using the Saving Claire documentary as a platform for discussion |
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| Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors | Expand ENRICH enhancement programs for seniors experiencing moderately severe cognitive impairment and their care partners. | • Number of seniors and care partners who participate  
• Evaluation of program satisfaction and health outcomes | Baptist Health AgeWell | • 4 sessions of ENRICH scheduled for FY2020 onsite at BMCB; these sessions were cancelled due to the COVID-19 pandemic. |
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<td>Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.</td>
<td>Partner with area faith partners, civic groups and AHEC to offer senior programming to address health needs.</td>
<td>- Number of seniors who participate&lt;br&gt;- Evaluation of program satisfaction and health outcomes</td>
<td>- Area Health Education Center (AHEC)&lt;br&gt;- ElderSource&lt;br&gt;- Faith organizations&lt;br&gt;- Pablo Towers&lt;br&gt;- Pablo Hamlet</td>
<td>- 10 partner organizations, 31 events with 3245 total participation with tabling events and presentations covering health education topics including: Baptist Health service line information, blood pressure and BMI management, end of life planning, falls prevention, healthy aging, joint care, lung health, mental health and stroke awareness&lt;br&gt;- In FY19, 865 people attended 75 health and aging educational programs in the community throughout the Baptist Health system&lt;br&gt;- Social distancing precautions for COVID-19 forced all face-to-face educational opportunities to be offered through virtual platforms. As such, participants from around the region were invited to attend these events. System wide:&lt;br&gt;  - Baptist AgeWell offered senior health education on 10 formal topics and an additional option to customize chronic disease education by specific illness:&lt;br&gt;    o “5 Keys to Healthy Aging”, “Understanding the 3 D’s”, “Fall prevention”, “Bladder Health”, “Is this depression?”, “Coping with grief” “Caring for the Caregiver Mind, Body, and Spirit”, “Accessing community resources for yourself or your loved one”, “Pills, Pills, Pills”, “Living a Brain Healthy Lifestyle”&lt;br&gt;    o Approximately 300 individuals attended live and virtual events&lt;br&gt;    o Those attending training sessions took surveys which averaged a “highly satisfactory” or “satisfactory” ratings&lt;br&gt;  - In 2020, The Social responsibility Office provided 7 presentations to approx. 215 community members (live and virtual events)&lt;br&gt;  - Educated Senior Round Table on the connection between grief and health/immunity in seniors and strategies for stress reduction to manage both stress and grief attended by 50 caregivers&lt;br&gt;  - Provided education on stress management, and information on where to turn for additional support to staff at senior ALF or ILF facilities&lt;br&gt;    o 250 attended&lt;br&gt;    o Those reached reported high satisfaction with information and support provided</td>
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