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

As Nassau County’s main source of health care, Baptist Medical Center Nassau has partnered with Barnabas Center for many years. Barnabas provides medical care, dental care, emergency financial assistance and food to Nassau County residents who do not have adequate insurance. Baptist Medical Center Nassau has also partnered with Nassau County Council on Aging to provide transportation to medical appointments for seniors in need of that service.

Key Issues Identified in the Assessment:

- Community input found that access to health services is the most important social determinant of health in Nassau County
- The dentist rate and primary care provider rate for Nassau County are both significantly lower than the Florida and U.S. rates
- There are very few mental health and substance abuse services in the county
- Transportation issues and the large, dispersed geography of the county exacerbate the access problem
- Food insecurity is a concern in Nassau County
- Key informants cited that families often have to make difficult choices when it comes to spending their income, and that they will often have to choose between putting food on the table and getting their health care needs met
- High rent cost prevents the affordability of safe, acceptable housing
- Other expenses such as health care needs are sacrificed.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategies</th>
<th>Metrics/What we are measuring</th>
<th>Potential Partnering/External Organizations</th>
<th>Results</th>
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</thead>
<tbody>
<tr>
<td>Increase access to health services for un- and under-insured people in the BMCN service area.</td>
<td>Continue partnership with organizations to increase access to care.</td>
<td>• Number of people served</td>
<td>• Barnabas Center</td>
<td>Year 1</td>
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<tr>
<td></td>
<td></td>
<td>• Evaluate health and wellness of participants</td>
<td>• Nassau County Council on Aging</td>
<td>• Barnabas Center provided medical services to 849 patients and dental services to 689 patients&lt;br&gt;  o Barnabas served 117 patients with diabetes, 66% reached normal levels&lt;br&gt;  o Barnabas served 292 patients with hypertension 64% reached normal levels</td>
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<td></td>
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<td>• Walgreens/Faith Based Partners &amp; Assisted Living</td>
<td>Year 2</td>
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<td>• Barnabas Center provided medical services to 1,575 patients and dental services to 1,324 patients&lt;br&gt;  o Barnabas served 215 patients with diabetes, 66% reached normal levels&lt;br&gt;  o Barnabas served 503 patients with hypertension 72% reached normal levels&lt;br&gt;  o Barnabas served 166 patients mental health needs, 35% participated in at least one counseling session</td>
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<td>• Nassau County Council on Aging provided 748 seniors and low income individuals with transportation to medical appointments</td>
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<td>• Nassau County Council on Aging served 479 seniors with home health services and opened 46 new home health cases</td>
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| Increase access to health services for un- and under-insured people in the BMCN service area. | Continue partnership with Starting Point to increase access to behavioral health treatment | • Number of people engaging in treatment  
• Evaluation of health and wellbeing of patients | • Starting Point | • 689 individuals were assigned a care coordinator  
  o 69% engaged in care coordination services  
  o 59% receiving care coordination participated in treatment and achieved stabilization |
Behavioral Health

Baptist Health has made behavioral health services a priority, providing comprehensive inpatient and outpatient services. Mental Health was a priority health need addressed by Baptist Medical Center Nassau 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. Two years ago, Baptist Nassau began partnering with Starting Point to provide peers can care coordinators to talk with ER patients with a diagnosis of drug or alcohol addiction. The result has been many patients accessing behavioral health treatment and decreases in ER visits and hospital admissions.

Key Issues Identified in the Assessment
- Alcohol-related health issues are prevalent in Nassau County
- Death rate due to suicide is much higher than the state and national values and far exceeds the Healthy People 2020 target
- Suicide rate doubles every other county in our service area.
- Suicide, depression among seniors is an emerging issue
- Few providers of mental health or substance abuse services in the community and in schools

<table>
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<th>Death Rate do to Suicide (2016)</th>
<th>Alcohol Impaired Driving Deaths</th>
<th>Death Rate do to Drug Poisoning</th>
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<tr>
<td>Florida</td>
<td>Nassau</td>
<td>Florida</td>
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<tr>
<td>14.2%</td>
<td>30.7%</td>
<td>26.4%</td>
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<tr>
<td>Florida</td>
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<td>17.4%</td>
<td>16.1%</td>
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| Increase access to behavioral health services. | 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. | • 3,000 people trained by 2021  
• Evaluate participant satisfaction | • Jacksonville Nonprofit Hospital Partnership  
• National Council for Behavioral Health  
• Baptist Health Faith Partners  
• Florida’s First Coast YMCA | Year 1  
• 2,517 people were trained October 1, 2018 – September 30, 2019  
  o 98% of participants rated high satisfaction with training quality  
  o 96% of participants rated high satisfaction with training usefulness  
  o 99% of participants would recommend the training to others  
Year 2  
• 1,050 people were trained October 1, 2019 – September 30, 2020  
  o 98% of participants rated high satisfaction with training quality  
  o 99% of participants rated high satisfaction with training usefulness  
  o 95% of participants would recommend the training to others |
| 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  
• Barnabas served 166 patients mental health needs, 35% participated in at least one counseling session |
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• Evaluation of health and wellbeing of patients | • Starting Point | • 689 individuals were assigned a care coordinator  
○ 69% engaged in care coordination services  
○ 59% receiving care coordination participated in treatment and achieved stabilization |
| Host a community-wide conference on mental health to reduce stigma and barriers to care. | | • Number of people attending the conference  
• Satisfaction surveys | • Faith organizations  
• University of North Florida  
• Community mental health providers | • A planning committee of community representatives and BH 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 was 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. |
Vulnerable Population - Seniors

Seniors, the fastest-growing population in Northeast Florida, is identified as a population in need of services through the 2016 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 Nassau County, the Age-Adjusted Death Rate due to Falls is higher than the state average.
- The percentages of older adults over age 65 with arthritis and cancer are higher than the state averages.
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| Decrease the number of Nassau County seniors who experience falls. | Develop and implement a falls prevention initiative for Nassau seniors. | • Number of Fire and Rescue personnel trained to conduct assessments  
• Number of seniors participating in education sessions  
• Number of falls | • Fernandina Beach Fire and Rescue  
• Nassau County Fire and Rescue  
• Nassau County Council on Aging  
• AHEC  
• PEA  
• Ames Productions  
• Jacksonville Non Profit Hospital Partnership | Falls Prevention initiative planned with Fernandina Beach Fire and Rescue & Nassau County Council on Aging for implementation in November 2019  
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 |
| Ensure Nassau County seniors have access to care. | Continue partnership with Nassau County Council on Aging to provide transportation to doctor’s appointments and errands. | • Number of trips provided | • Nassau County Council on Aging  
• Walgreens/Faith Based Partners & Assisted Living | Nassau County Council on Aging provided 748 seniors and low income individuals with transportation to medical appointments  
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| Decrease isolation of seniors. | Strategies: Engage Baptist Health’s team of volunteers and Auxiliary Members 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 |