

Baptist Medical Center Nassau

Community Health Plan Report

Three-Year Report 2019-2021



Changing Health Care for Good.®

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.

Goal	Strategies	Metrics/What we are measuring	Partnering/External Organizations	Results
Increase access to health services for un- and under-insured people in the BMCN service area.	Continue partnership with organizations to increase access to care.	<ul style="list-style-type: none"> • Number of people served • Evaluate health and wellness of participants 	<ul style="list-style-type: none"> • Barnabas Center • Nassau County Council on Aging • Walgreens/Faith Based Partners & Assisted Living 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> • Barnabas Center provided medical services to 849 patients and dental services to 689 patients <ul style="list-style-type: none"> ○ Barnabas served 117 patients with diabetes, of which 91 were seen at least twice during the 12-month period and 65.9% reported reaching within normal levels (HbA1c<8%) ○ Barnabas served 292 patients with hypertension, of which 216 were seen at least twice during the 12-month period and 63.9% measured <140/90 <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> • Barnabas Center provided medical services to 726 patients and dental services to 635 patients <ul style="list-style-type: none"> ○ Barnabas served 124 patients with diabetes, of which 109 were seen at

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				<p>least twice during the 12-month period and 39.4% reported reaching within normal levels (HbA1c<8%)</p> <ul style="list-style-type: none"> ○ Barnabas served 287 patients with hypertension, of which 224 were seen at least twice during the 12-month period and 62.5% measured <140/90 ○ Barnabas served 166 patients with mental health needs, of which 108 scored 10 or greater on PHQ9 and were referred for treatment and 35% participated in at least one counseling session during the 12-month period <ul style="list-style-type: none"> • Nassau County Council on Aging provided 748 seniors and low income individuals with transportation to medical appointments • Nassau County Council on Aging served 479 seniors with home health services and opened 46 new home health cases • BMCMC partnered with Walgreens/Faith Based Partners and Assisted Living Facilities to implement flu shots for seniors. 243 flu shots were given in Nassau County. <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> • Barnabas Center provided medical services to 851 patients and dental services to 490 patients <ul style="list-style-type: none"> ○ Barnabas served 121 patients with diabetes, of which 117 were seen at least twice during the 12-month period and 52.99% reported reaching within normal levels (HbA1c<8%) ○ Barnabas served 260 patients with hypertension, of which 210 were seen at least twice during the 12-month period and 65.7% measured <140/90 ○ 490 patients were engaged in dental care through 1,473 visits, 55% received oral hygiene

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				<ul style="list-style-type: none"> Council on Aging provided 193 seniors and low income individuals with transportation to medical appointments
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	<ul style="list-style-type: none"> Number of people engaging in treatment Evaluation of health and wellbeing of patients 	<ul style="list-style-type: none"> Starting Point 	<p>Year 1 (July 1 2018 – June 30, 2019)</p> <ul style="list-style-type: none"> 1,679 patients identified by the Baptist ED, 479 were screened or referred to our Integrated Care Team, resulting in a 30% referral rate 100% of referrals had an identified care coordinator assigned to them and 54% of those identified engaged in care coordination services <p>Year 2 (July 1, 2019 – June 30, 2020)</p> <ul style="list-style-type: none"> 1,812 patients identified by the Baptist ED, 210 were screened or referred to our Integrated Care Team, resulting in a 12% referral rate 100% of referrals had an identified care coordinator assigned to them and 69% of those identified engaged in care coordination services <p>Year 3 (July 1, 2020 – June 30, 2021)</p> <ul style="list-style-type: none"> 1,946 patients identified by the Baptist ED, 267 were screened or referred to our Integrated Care Team, resulting in a 14% referral rate 100% of referrals had an identified care coordinator assigned to them and 34% of those identified engaged in care coordination services

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

Death Rate do to Suicide (2016)		Alcohol Impaired Driving Deaths		Death Rate do to Drug Poisoning	
Florida	Nassau	Florida	Nassau	Florida	Nassau
14.2%	30.7%	26.4%	32.0%	17.4%	16.1%

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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.	<ul style="list-style-type: none"> 3,000 people trained by 2021 Evaluate participant satisfaction 	<ul style="list-style-type: none"> Baptist Health Faith Partners Florida's First Coast YMCA Jacksonville Nonprofit Hospital Partnership National Council for Behavioral Health 	<ul style="list-style-type: none"> 4,472 people were trained October 1, 2018 – September 30, 2021 across Northeast Florida <p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> 2,517 trained <ul style="list-style-type: none"> 98% of participants rated high satisfaction with training quality 96% of participants rated high satisfaction with training usefulness 99% of participants would recommend the training to others <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> 1,050 trained <ul style="list-style-type: none"> 98% of participants rated high satisfaction with training quality 99% of participants rated high satisfaction with training usefulness 95% of participants would recommend the training to others <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> 905 trained <ul style="list-style-type: none"> 97% of participants rated high satisfaction with training quality 94% of participants rated high satisfaction with training usefulness 99% of participants would recommend the training to others 178 Narcan kits and training were distributed to participants 145 10th graders at Fernandina Beach High School trained in Youth MHFA <ul style="list-style-type: none"> 4.2% increase in identification of a mental health challenge 3.6% increase in contact with someone experiencing a mental health challenge
Increase access to behavioral health services.	Provide funding to innovative efforts to reduce stigma, advocate for	<ul style="list-style-type: none"> Evaluate the impact of each initiative according to its focus 	<ul style="list-style-type: none"> The Partnership for Mental Health: A project of Baptist Health and the Delores Barr Weaver Fund at The 	<ul style="list-style-type: none"> The fund was established with \$2.2m. As of December 2021, 60 grants were made to 49 organizations for a total of approximately \$2,407,874.

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	increased services and increase access to care		Community Foundation for Northeast Florida	<ul style="list-style-type: none"> • With funding from Baptist, Barnabas served: <ul style="list-style-type: none"> ○ In 2020, 108 un- and under-insured patients who needed mental health services of which 35.2% participated in at least one treatment session ○ In 2021, 84 un- and under-insured patients who needed mental health services of which 61.9% participated in at least one treatment session • With funding from Baptist to community behavioral health organizations, 527 youth received mental health services and Ending the Silence presentations were made to 7,638 middle and high school students • With funding from Baptist to community behavioral health organizations, 407 calls to NAMI's crisis line were answered • Wolfson launched the On Our Sleeves campaign to educate about youth mental health. 1,056 people subscribed to the monthly educational newsletter
Increase access to behavioral health services.	Continue partnership with Starting Point to increase access to behavioral health treatment	<ul style="list-style-type: none"> • Number of people engaging in treatment • Evaluation of health and wellbeing of patients 	<ul style="list-style-type: none"> • Starting Point 	<p>Year 1 (July 1 2018 – June 30, 2019)</p> <ul style="list-style-type: none"> • 1,679 patients identified by the Baptist ED, 479 were screened or referred to our Integrated Care Team, resulting in a 30% referral rate • 100% of referrals had an identified care coordinator assigned to them and 54% of those identified engaged in care coordination services <p>Year 2 (July 1, 2019 – June 30, 2020)</p> <ul style="list-style-type: none"> • 1,812 patients identified by the Baptist ED, 210 were screened or referred to our Integrated Care Team, resulting in a 12% referral rate • 100% of referrals had an identified care coordinator assigned to them and 69% of

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				<p>those identified engaged in care coordination services</p> <p>Year 3 (July 1, 2020 – June 30, 2021)</p> <ul style="list-style-type: none"> 1,946 patients identified by the Baptist ED, 267 were screened or referred to our Integrated Care Team, resulting in a 14% referral rate 100% of referrals had an identified care coordinator assigned to them and 34% of those identified engaged in care coordination services
	Host a community-wide conference on mental health to reduce stigma and barriers to care.	<ul style="list-style-type: none"> Number of people attending the conference Satisfaction surveys 	<ul style="list-style-type: none"> Community mental health providers Faith organizations University of North Florida 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> A planning committee of community representatives and Baptist Health team members met monthly to determine conference content and format <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> The 2020 Behavioral Health Conference - Health and Wellbeing in a Pandemic, was hosted virtually on Nov. 17, 18, and 19 with 159, 151 and 131 individuals attending, respectively <ul style="list-style-type: none"> Recordings and other session content 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 <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> COVID-19 surges in 2021 postponed the September conference to April 2022

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.

Goal	Strategies	Metrics/What we are measuring	Partnering/External Organizations	Results
Decrease the number of Nassau County seniors who experience falls.	Develop and implement a falls prevention initiative for Nassau seniors.	<ul style="list-style-type: none"> Number of Fire and Rescue personnel trained to conduct assessments Number of seniors participating in education sessions Number of falls 	<ul style="list-style-type: none"> Ames Productions Fernandina Beach Fire and Rescue Jacksonville Non Profit Hospital Partnership Nassau County Council on Aging Nassau County Fire and Rescue 	<p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> Falls Prevention initiative planned with Fernandina Beach Fire and Rescue & Nassau County Council on Aging for implementation in November 2019 <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> A screening and discussion with the Caregiver Coalition occurred on September 14, 2021. 85 Zoom participants attended. Due to COVID affecting the program implementation, fall data has not been recorded.
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.	<ul style="list-style-type: none"> Number of trips provided 	<ul style="list-style-type: none"> Nassau County Council on Aging Walgreens/Faith Based Partners & Assisted Living 	<ul style="list-style-type: none"> Nassau County Council on Aging provided 748 seniors and low income individuals with transportation to medical appointments Partnered with Walgreens/Faith Based Partners and Assisted Living Facilities to implement flu shots for seniors. 243 flu shots were given in Nassau County. In 2021, Nassau Transit provided 193 seniors transportation to 11 different locations in the community, including various medical entities and pharmacists
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,	<ul style="list-style-type: none"> Number of volunteers in program Number of community members (patients) in program Number of phone calls Total time invested in calls 	<ul style="list-style-type: none"> Baptist Health Auxiliary 	<p>Year 2 (June 1, 2020 – September 30, 2020)</p> <p>Across the system</p> <ul style="list-style-type: none"> 72 volunteers 100 community members 400 phone calls 200 hours Quality of calls (as rated by volunteers) <ul style="list-style-type: none"> Excellent: 64.02% Pretty Good: 30.16%

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	encouragement, and support.	<ul style="list-style-type: none"> Quality of phone calls (reported by volunteers) 		<ul style="list-style-type: none"> OK: 2.91% Weak: 1.85% Poor: 1.06% <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <p>Across the system</p> <ul style="list-style-type: none"> 67 volunteers 69 community members 1605 phone calls 654 hours Quality of calls (as rated by volunteers) <ul style="list-style-type: none"> Excellent: 77.43% Pretty Good: 17.62% OK: 2.01% Weak: 1.85% Poor: 1.09%