

Baptist Medical Center South

Community Health Plan Report

Three-Year Report 2019-2021



Access to Care

Baptist Medical Center South has partnered with Muslim American Social Services, The Way Free Clinic and Vision is Priceless to provide access to care for people living in Baptist Medical Center South's service area who do not have insurance.

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

Goal	Strategies	Metrics/What we are measuring	Partnering/External Organizations	Results
Increase access to health services for un- and under-insured people in the BMCS service area.	Continue partnering with organizations who provide access to care for Duval and Clay residents who do not have health insurance.	<ul style="list-style-type: none"> • Number of people served • Evaluate health and wellness of participants 	<ul style="list-style-type: none"> • Agape Health • Community Health Outreach • Mission House • Muslim American Social Services (MASS) • Sulzbacher Center • We Care Jacksonville • Volunteers in Medicine • The Way Free Clinic 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> • Community Health Outreach, MASS, Mission House, Sulzbacher, We Care, Volunteers in Medicine and The Way collectively served 8,283 un- and under-insured patients <ul style="list-style-type: none"> ○ 1,238 diabetic patients were served, of which 914 were seen at least twice during the 12-month period and 41.5% reported reaching within normal levels (HbA1c<7% or 8%) ○ 2,936 hypertensive patients were served, of which 1,980 were seen at least twice during the 12-month period and 55.4% measured <140/90 <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> • Community Health Outreach, MASS, Mission House, Sulzbacher, We Care, Volunteers in Medicine and The Way collectively served 5,163 un- and under-insured patients <ul style="list-style-type: none"> ○ 1,177 diabetic patients were served, of which 807 were seen at least twice during the 12-month period and 32.8% reported reaching within normal levels (HbA1c<7% or 8%)

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				<ul style="list-style-type: none"> ○ 2,323 hypertensive patients were served, of which 1,625 were seen at least twice during the 12-month period and 49.0% measured <140/90 ○ 1,444 patients with mental health needs were serviced, of which 833 scored 10 or greater on PHQ9 and were referred for treatment and 78.4% participated in at least one counseling session during the 12-month period <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> • Community Health Outreach, MASS, Mission House, Sulzbacher, Volunteer in Medicine, The Way, and WeCare collectively served 8,844 un- and under-insured patients <ul style="list-style-type: none"> ○ 1,339 diabetic patients were served, of which 978 were seen at least twice during the 12-month period and 31.6% reported reaching within normal levels (HbA1c<7% or 8%) ○ 3,115 hypertensive patients were served, of which 2,203 were seen at least twice during the 12-month period and 53.1% measured <140/90 ○ 1,648 patients with mental health needs were serviced, of which 933 scored 10 or greater on PHQ9 and/or were referred for treatment and 92.7% participated in at least one counseling session during the 12-month period.
	Support Duval free medical clinics and Federally Qualified Health Centers in collaborative efforts 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"> • Agape Health • Community Health Outreach • MASS • Mission House • Sulzbacher Center • Volunteers in Medicine • We Care Jacksonville 	<ul style="list-style-type: none"> • Baptist Health funded a facilitator to help the free clinics and FQHCs develop a model to create JaxCareConnect, a system of care led by WeCare Jacksonville <ul style="list-style-type: none"> ○ As of September 31, 2021, 429 referrals for care were received from community members and emergency department social workers, 305 (71.1%) moved

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				<p>forward with scheduling an appointment with a primary care physician and 151 of these patients (49.5%) established a medical home with a JaxCareConnect-affiliated free clinic or FQHC and 70 (22.9%) were enrolled in private or city sponsored healthcare plans.</p> <ul style="list-style-type: none"> • 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
Increase access to health services for un- and under-insured people in the BMCS service area.	Continue partnering with organizations to provide referrals for and increase access to smoking cessation classes and assistive medication.	<ul style="list-style-type: none"> • Number of people referred to programs • Number of people participating in classes • Number of people completing classes 	<ul style="list-style-type: none"> • Agency Health Education Center • American Lung Association 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> • In 2019, Better Breathers class was held onsite at BMCS with 14 participants <p>Year 1 and 2 (October 1, 2018 – Sept. 30, 2020)</p> <ul style="list-style-type: none"> • 56 signed referrals for Smoking Cessation Program <ul style="list-style-type: none"> ○ 23 participants enrolled in a class <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> • AHEC: Smoking Cessation at Mandarin Y-Health Living Centers hosted 2 classes with 2 participants
	Continue providing screenings and health coaching through Y Healthy Living Centers and JCA Health Connexions.	<ul style="list-style-type: none"> • Number of people receiving screening • Number of people receiving coaching 	<ul style="list-style-type: none"> • Florida's First Coast YMCA • Jewish Community Alliance 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> • Mandarin Y Healthy Living Center had 916 total visits/interactions <ul style="list-style-type: none"> ○ 59 patients with biometric screenings ○ 118 1:1 health coaching sessions • JCA had a total of 1,118 total visits/interactions <ul style="list-style-type: none"> ○ 224 patients with biometric screenings ○ 664 1:1 coaching sessions <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> • Due to COVID, there was an expected drop in visitations. Mandarin Y Healthy Living Center had 369 total visits/interactions <ul style="list-style-type: none"> ○ 57 patients with biometric screenings ○ 115 1:1 health coaching sessions

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				<ul style="list-style-type: none"> ○ 197 program participants • JCA had a total 365 visits/interactions <ul style="list-style-type: none"> ○ 21 patients with biometric screenings ○ 250 1:1 coaching sessions ○ 94 program participants <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> • Due to COVID, there was an expected drop in visitations. Mandarin Y Healthy Living Center had 249 total visits/interactions <ul style="list-style-type: none"> ○ 39 patients with biometric screenings ○ 48 1:1 health coaching sessions ○ 162 program participants • JCA had a total 365 visits/interactions <ul style="list-style-type: none"> ○ 92 patients with biometric screenings ○ 203 1:1 coaching sessions ○ 413 program participants • Nocatee Center for Healthy Living had a total of 319 total visits/interactions <ul style="list-style-type: none"> ○ 83 patients with biometric screenings ○ 236 coaching sessions
Every Child in Northeast Florida has Health Care	Partner with CHS, Clay Public Schools and Aza Health to assess the feasibility of offering health services in Wilkinson and Keystone Heights and developing a plan if determined feasible.	<ul style="list-style-type: none"> • Feasibility of offering health services in Wilkinson Junior High & Keystone Heights Junior/ Senior High 	<ul style="list-style-type: none"> • Aza Health • Children's Home Society Buckner Division • Clay County Public Schools 	<ul style="list-style-type: none"> • No enrollment events took place with Wilkinson Jr High for 20-21. However, Florida KidCare marketing materials were dropped off. • Application assistance and enrollment events at Wilkinson Junior High School took place January 30th, 2019 and February 10th, 2020. Seven families were helped during the events

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 South in the last three-year CHNA cycle, and the focus on this health need continues into this CHNA cycle as behavioral health needs of residents of Duval Clay and St. Johns counties continue to increase.

Key Issues Identified in the Assessment

- Many clinics are not equipped to deal with serious mental health illnesses
- Great need for psychiatrists for the underinsured/uninsured as services are expensive but mental health issues often affect those without coverage
- Smoking and drug use are prevalent in Duval County
- Alcohol use and health issues and outcomes related to it affect the entire service area

Goal	Strategies	Metrics/What we are measuring	Partnering/External Organizations	Results
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

Goal	Strategies	Metrics/What we are measuring	Partnering/External Organizations	Results
				<ul style="list-style-type: none"> 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
	Provide funding to innovative efforts to reduce stigma, advocate for increased services and increase access to care.	<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 Community Foundation for Northeast Florida 	<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. With funding from Baptist, Community Health Outreach, MASS, Mission House, Sulzbacher, We Care, Volunteers in Medicine, and The Way collectively served: <ul style="list-style-type: none"> In 2020, 833 un- and under-insured patients who needed mental health services of which 78.4% participated in at least one treatment session In 2021, 933 un- and under-insured patients who needed mental health services of which 92.7% 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.	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 	Year 1 (October 1, 2018 – September 30, 2019) <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

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				<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
	Provide education and prevention programming in the community.	<ul style="list-style-type: none"> Number of people participating in programs 	<ul style="list-style-type: none"> Florida's First Coast YMCA Jewish Community Alliance 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> Provided 275 people with mental health education and prevention programming material at the Clay County Government Health & Benefits Fair and the Springs Church Community Outreach event Participated in 6 health fairs attended by 132 individuals. Attendees were screened for mental health risk, and behavioral health resource information was provided. If identified as at-risk, participants received a follow-up from a RN <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> Hosted a 3 week "Coping with COVID" webinar series which reached a total of 4,096 individuals. Hosted "Suicide Prevention 101: What You Need to Know to Help Save Lives" virtually for the community and Baptist Health Team Members on September 22, 2020 with 100 individuals attending. <ul style="list-style-type: none"> 100% of survey respondents rated the quality of the event as excellent or good

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				<ul style="list-style-type: none"> Hosted a webinar on depression in the LGBT+ community on September 24, 2020 with 51 individuals attending. <ul style="list-style-type: none"> 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 <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> Hosted “Distress Tolerance & Practicing Acceptance” webinar on Jan. 1, 2021 reaching 1,833 individuals. The Resilience and Strength: Supporting the Mental Well-Being of our Black Community series was a three-session panel held in the spring/summer of 2021 and focused on the mental health of elders, caregivers and adults, and youth with attendance totaling 280 people Hosted a webinar on depression, substance use, and suicide in the LGBT+ community on July 15, 2021 that was shared with the community Hosted five behavioral health Grand Rounds presentations with 349 participants

Maternal, Fetal and Infant Health

Each year, approximately 2,500 babies are delivered Baptist Medical Center South. The health and wellbeing of the mothers, fathers and their babies is important to the hospital. This health need is a new focus for Baptist Medical Center South due to the significant number of adverse outcomes in Jacksonville.

Key Issues Identified in the Assessment

- Duval County in particular struggles in this area
- Adverse birth outcomes are prevalent as a result of substance abuse and smoking among pregnant women
- The environment that many people live in, particularly those who are low-income or underserved, is not conducive to good fetal and infant health

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
Decrease the number of pre-term births, babies with low birth weight and infant mortality.	Partner with the Northeast Florida Healthy Start Coalition to study the cause of every infant death in Northeast Florida in a 12-month period.	<ul style="list-style-type: none"> • Identify causes for infant deaths in Northeast Florida 	<ul style="list-style-type: none"> • Florida Blue • Jacksonville University • Northeast Florida Healthy Start Coalition • UF Health Jacksonville 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> • Actively participated in Fetal Infant Mortality Review meetings • Provided funding for an in-depth review of all 2019 infant deaths to develop a strategy to end infant mortality <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> • Actively participated in Fetal Infant Mortality Review meetings • Provided funding for an in-depth review of all 2020 infant deaths resulting in a strategic plan to reduce infant mortality in Duval County • Provided funding to implement community health workers in OB offices to increase risk-screening completion rates, a key part of the strategic plan to reduce infant mortality in Duval <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> • Actively participated in Fetal Infant Mortality Review meetings • Provided funding for an in-depth review of all 2021 infant deaths resulting in a strategic plan to reduce infant mortality in Duval County

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
	Partner with Northeast Florida Health Start Coalition to develop a community plan to reduce the number of infant deaths.	<ul style="list-style-type: none"> Decrease in the number of infant deaths 	<ul style="list-style-type: none"> The Community Foundation for Northeast Florida Florida Blue Northeast Florida Healthy Start Coalition UF Health Jacksonville Jacksonville University 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> Developed WELLcome Home visiting program which focuses on newborn and maternal education for families who deliver at Baptist Medical Center Jacksonville and reside in Duval County. WELLcome Home is designed to provide mothers and families with educational resources, such as lactation support, postpartum emotional encouragement, home and car safety, and safe sleep practices Implemented safe sleep policies in hospitals and education for new parents <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> Developed WELLcome Home visiting program focused on newborn and maternal education for families who deliver at South and reside in Duval County. WELLcome Home provides mothers and families with educational resources, such as lactation support, postpartum emotional encouragement, home and car safety, and safe sleep practices. <ul style="list-style-type: none"> 743 calls placed, 356 were first time moms 491 mothers participated, 230 first time moms 157 mothers were referred or requested additional services Top three WELLcome Home participant zip codes 32210, 32218, 32207 Baptist Health implemented a system-wide “Infant Safe Sleep” hospital policy no. 7.22.02, which follows the Safe Sleeping Guidelines established by the American Academy of Pediatrics. The purpose of the policy is to model and promote safe sleep practices for patients and visitors at Baptist Health

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
				<ul style="list-style-type: none"> Baptist Health engaged in a Safe Sleep Initiative to train hospital staff in appropriate safe sleeping behaviors to model safe sleep practices in the hospital setting practices before parents and families return to their home environment 521 maternal and newborn hospital staff members attended a Safe Sleep Demonstration training to identify safe and unsafe sleep practices, swaddling demonstrations, and patient education and correction <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> Continued WELLcome Home visiting program focused on newborn and maternal education for families who deliver at BMC-Jax and reside in Duval County. <ul style="list-style-type: none"> 1141 total calls placed 759 mothers participated, 374 first time moms Top three WELLcome Home participant zip codes 32210, 32218, 32207 347 mothers referred to additional services, such as WELLcome Home Healthy Start Home visit, Lactation Consultation, Behavioral Health. <ul style="list-style-type: none"> 63.5% of mothers referred to the WELLcome Home Healthy Start Home Visit completed the home visit.
Decrease the number of pre-term births, babies with low birth weight and infant mortality.	Continue partnering with Duval County Public Schools to provide safe sex education through health curriculum.	<ul style="list-style-type: none"> Number of students participating in classes 	<ul style="list-style-type: none"> University of North Florida Duval County Public Schools 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> Wolfson Children's Hospital team members assisted with condom demonstration for 7 schools educating 1,122 students. <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> Wolfson Children's Hospital team members assisted with condom demonstration for 17 school classes educating a total of 671 students. <p>Year 3 (October 1, 2020 – September 30, 2021)</p>

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
				<ul style="list-style-type: none"> Wolfson Children's Hospital team members assisted with condom demonstration for 1 school educating a total of 13 students.
	Offer Ready, Set, Sleep class focused on increasing awareness of safe sleep practices and CPR to expectants mothers.	<ul style="list-style-type: none"> Measure pre and post-test knowledge gains Number of participants to class 	<ul style="list-style-type: none"> Duval Healthy Start Florida Department of Health UF Health Healthy Start 	<p>Year 1 (October 1, 2018 – September 30, 2019)</p> <ul style="list-style-type: none"> THE PLAYERS Center for Child Health educators provided safe sleep education to 956 people at 21 community events Safe Sleep messaging had a program reach of 220,026 media impressions 136 sleep sacks and 116 pack and plays were distributed <p>Year 2 (October 1, 2019 – September 30, 2020)</p> <ul style="list-style-type: none"> A total of 417 individuals were educated on safe sleep Distributed a total of 9 pack and plays and 9 sleep sacks Attended a total of 15 community events Had a total of 557,000 social media impressions Participated in Sleep Baby Safely - a community initiative to help reduce infant mortality related to unsafe sleep. Funding was provided by DOH Florida. Every mom that birthed at one of the 9 birthing hospitals was given a "safety bag" along with education provided by the nurse before discharge. <p>Year 3 (October 1, 2020 – September 30, 2021)</p> <ul style="list-style-type: none"> Hosted virtual, in-person, and Spanish-speaking specific safe sleep classes Organized 7 classes to educate individuals on safe sleep. Distributed a total of 7 Pack N Plays Had a total of 6,085 social media impressions on safe sleep practices and tips.
Support parents with perinatal mood disorders.	Provide a continuum of care including psychology and psychiatry support on an	<ul style="list-style-type: none"> Number of participants 	<ul style="list-style-type: none"> Private OBGYN Practices 	<ul style="list-style-type: none"> Developed new behavioral health services for new moms and dads

Goal	Strategies	Metrics/What we are measuring	Potential Partnering/External Organizations	Results
	inpatient and outpatient basis.			<ul style="list-style-type: none"> Outpatient: Baptist Behavioral Health received 981 maternal mental health referrals, of those referrals: <ul style="list-style-type: none"> 227 patients were served (Y1&2) 294 were scheduled (Y3) Inpatient (maternity): Baptist Behavioral Health received 436 maternal mental health referrals, of those referrals, 384 patients were served
	Provide education on perinatal mood disorder (PMD) to clinicians.	<ul style="list-style-type: none"> Number of people trained 	<ul style="list-style-type: none"> Postpartum Support International 	<ul style="list-style-type: none"> 38 clinicians trained in Pregnancy Emotional Health: Perinatal Mood and Anxiety Disorders 64 clinicians trained in MNB Intensive: Care of the Postpartum Patient
	Provide support groups to new mothers experiencing PMD.	<ul style="list-style-type: none"> Number of people participating in support groups 	<ul style="list-style-type: none"> Florida's First Coast YMCA Postpartum Support International 	<ul style="list-style-type: none"> 137 individuals participated in new mom support groups.