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## **Implementation Plan for Needs Identified in the Community Health Needs Assessment for Einstein Medical Center Montgomery**

**FY 2015-2017**

Einstein's overall mission is to provide compassionate, high-quality healthcare to residents of the greater Philadelphia region and deliver care in a manner, which is personally satisfying to patients and their families. *With Humanity, humility, and honor, to heal by providing exceptionally intelligent and responsive healthcare and education for as many as we can reach.* Einstein offers a wide range of healthcare programs and services, ranging from community and expertise. Einstein cares for each person regardless of race, religion, national origin, or ability to pay. To continue to meet those responsibilities, the network must remain financially viable. We recognize our responsibility to use our resources to elevate the health status of the communities we serve.

**Community Health Needs Assessment:** A Community Health Needs Assessment (CHNA) was performed in the fall of 2015 to determine the health status and health care needs of residents of Einstein Healthcare Network Einstein Medical Center Montgomery's service area. The needs assessment was conducted by the Public Health Management Corporation, a private non-profit public health institute. The purpose of the needs assessment is to identify and prioritize community health needs so that the Einstein can develop strategies and implementation plans that benefit our community.

The unmet health care needs for this service area were identified by comparing the health status, access to care, health behaviors, and utilization of services for residents of the service area to results for the county and state and the Healthy People 2020 goals for the nation. Input was also received from individuals working for organizations in the communities in the hospital's service area who could provide their thoughts on the needs assessment as public health experts or persons with knowledge of unmet health care needs in the community and/or of underserved racial minorities, low income residents, women and children, older adults and/or the chronically ill.

Below are the identified unmet needs and Einstein's strategy to meet these needs:

### **Need: Improve access to prenatal care**

**Strategy:** Einstein will continue to work on engaging women early in their pregnancy to improve birth outcomes, especially in low income communities. Our primary way of doing this is through the Genuardi Family Foundation Maternal Health Center. We anticipate improved access to the Center due to increased and stable provider presence including physicians, nurse practitioners and midwives. We will increase outreach to promote the Center in the community, using churches and other community agencies and organizations. In addition, we will partner with the Maternity Care Coalition and join the collaborative efforts of the Montgomery County Early Childhood Consortium. We will continue with the Centering Program and expand it as

volumes increase in the Genuardi Center. As volumes increase, we will add evening hours to accommodate the working family population.

**Need: Improve access to primary care, including screenings, especially for low income residents.**

**Strategy:** Einstein believes preventive and primary care are crucial for the ongoing health of our community. We have an extensive infrastructure in place to meet this need and will work to better integrate these services into our community through increased outreach and communication.

Einstein Physicians Montgomery (EPM) is the primary care network of Einstein Healthcare Network serving the Montgomery market. EPM currently consists of practices at locations throughout Montgomery County. These practices consist of internal medicine providers, family practice providers, and pediatric providers. Of the providers, eleven are nurse practitioners.

On an annual basis, the EPM providers see 180,000 patients a year. There are 24,350 capitated patients in our adult practices, 14% are insured through Medical Assistance. In 2016, EPM practices received their designation as accredited Level 2 Medical Homes through NCQA. We are currently pursuing Level 3 designation for these practices and expect to receive that by Spring, 2017. The addition of care coordinators in the EPM practices will assist in identifying patients who have not completed their recommended annual screenings such as mammography, pap tests, and colonoscopy. Improved access to these services is also being pursued through implementation of open access schedules in the EPM practices and the joint venture opportunity for mammography services. In addition, our continued expansion of ambulatory care sites also improves access. Most recently the King of Prussia site opened and we expect additional sites to open in Blue Bell and Lansdale in the next two years.

We will increase our presence at community events throughout catchment areas of EPM to reiterate the importance of routine screenings and provide information on access to the services provided by EPM and EMC.

**Need: Improve access to dental care, especially for low income residents.**

**Strategy:** Pediatric HMO capitated patients have access to dentists in the Montgomery market. Adult and pediatric without dentistry care can be referred to the Einstein Dental Medicine Program located at the Germantown Community Health Center.

**Need: Improve access to mental and behavioral health services, particularly for low and moderate income residents.**

**Strategy:** The lack of access to mental health providers remains a significant problem. We are working to solve that through several initiatives. We have collaborated with CM Counsel, Inc. to place behavioral health providers in four of our primary care practices. CM Counsel, Inc. has taken a lease for office space in the King of Prussia ambulatory site. By providing these resources in the primary care practices, we hope to improve access to behavioral health services for our patients. In addition, through Health Spark Foundation, a private, independent foundation providing support to organizations that serve the unmet health and/or human service

needs of residents living in and organizations serving Montgomery County, EMCM has been participating in a behavioral health collaborative. The collaborative has determined several priorities to work on over the next year including better understanding emergent behavioral health needs and patterns of residents of Montgomery County and creating a behavioral health asset map that lists all providers, agencies, and services available in Montgomery County.

We will further support existing collaborative efforts in the community to reduce the stigma of mental health to expand capabilities for early detection that can be filtered or referred through the planned expanded provider services.

**Need: Improve access to specialists, especially among lower income residents**

**Strategy:** EPM has opened several ambulatory centers in the Montgomery market in Collegeville and King of Prussia at the western and southern areas of our market and in the Braemer Building at EMCM. Specialists such as Pain Management, Surgery, Cardiology, Pulmonary, Podiatry, Hepatology, Gastroenterology, and Neurosurgery see patients in the Multispecialty Center on a rotating basis. Moss Rehab is also on location at all sites. Radiology, Mammogram (King of Prussia) and Laboratory services provided in these centers have been well received by patients due to improved access and convenience to home. King of Prussia and Collegeville Centers also have Primary Care at the site. Additional centers are planned in Blue Bell and Lansdale in the near future.

**Need: Additional unmet needs (healthy living issues, cultural barriers, food insecurity). Expand the reach of community wellness activity by using nationally recognized health observances to promote the benefits of preventive screenings and healthy lifestyle behaviors that contribute to overall quality of life and healthy outcomes.**

**Use evidence based, accredited programs in conjunction with targeted outreach to engage and empower a subgroup (subpopulation) in achieving quality of life and health outcomes through the services and programs provided at EMCM.**

**Strategy:**

Einstein provides multiple screenings and education programs designed to increase the health and quality of life for the residents in our community. Einstein will leverage our marketing resources to bring greater awareness to our community and partners of our services.

We provide information, educational materials and advertise in multiple languages. We will refine the materials that we currently have, ensuring that they are in languages that represent our community. We must expand our reach and promote trust in the services that we provide.

Some of the programs we provide to promote wellness and preventive care and will further highlight in our community include:

- ABC Diabetes – Offers nutritional counseling and Diabetes Education
- Silver Sneakers – Silver Sneakers is the premier fitness program for those over 65 years provided at no cost by more than 60 health plans nationwide. Services are offered at Moss Rehab in Norristown, PA

- Walk with a Doc - Will be collaborating with the Upper Merion Community Center for a twice a month walk and program offered by various physicians from Einstein Medical Center Montgomery and Einstein Physicians Montgomery
- Participation at health fairs in the Korean Community

As part of our commitment to educating the community on health initiatives, we are continuing efforts to provide information on early heart attack care (EHAC), helping residents to understand the signs and symptoms of a heart attack and what action should be taken if you or someone you are with experiences these symptoms. Our CPR Education Program offers several community CPR classes.

Through our NICHE (Nurses Improving Care for Healthsystem Elders) we have implemented several community based programs focused on the health and wellness of elders. These include:

- Partnering with Meals on Wheels for a 2 day turn around for our discharged patients in need of meals. Regular turn around was 5-7 days.
- Providers in our Shannondell practice will be offering information related to transitions in care – including Medications, healthy lifestyle and fall prevention.

We are working to add food insecurity to our admission assessment to capture data on patients and better understand this issue.

Einstein Montgomery Homecare, Hospice, and Palliative Care has paired with the EPM providers to reinforce with the patients the importance of follow up services with a provider after hospital services were required. The Homecare department works with the care managers to notify them of issues that the patient maybe experiencing that could cause them to not keep their provider appointment. In doing so, it allows for the care managers to arrange home visits for the patients if appropriate.