

# Hancock Regional Hospital

## Implementation Strategy

2021-2023

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## **Implementation Strategy Overview**

Hancock Health serves communities in and around Hancock County. The health system includes Hancock Regional Hospital, Hancock Physician Network and more than 20 other healthcare facilities such as wellness centers, women’s clinics, family practices, the Sue Ann Wortman Cancer Center and the healthy365 Connection Center. The main campus, Hancock Regional Hospital, is in Greenfield and consists of 68 beds. In 2020, a Community Health Needs Assessment (CHNA) helped to identify significant health needs within the community. Following the CHNA, diverse community stakeholders helped to develop an implementation strategy focused on improving the health status of the area’s residents. Hancock Regional Hospital will utilize this implementation strategy and facilitate collaboration across the community in order to address the top priority health needs. The following report summarizes the prioritized health needs and the implementation strategy that the hospital system will utilize during 2021-2023. The Community Health Needs Assessment (CHNA) summary is published on the website of Hancock Regional Hospital at <https://www.hancockregionalhospital.org/about/population-health/>. A paper version is also available for examination upon request.

## **How the Implementation Strategy was Developed**

The Hancock Regional Hospital team collected and reviewed qualitative and quantitative data from a broad group of community stakeholders and experts. After the data was analyzed, a series of meetings were held with community stakeholders and hospital leadership to discuss significant health needs and prioritize the comprehensive list of community needs, services and potential gaps. Diverse community representatives helped to develop a robust implementation strategy based on the top priority health needs.

## **The Significant Health Needs of the Community**

After robust input from diverse stakeholders, experts and underserved populations, the following top five priorities were selected based on their impact on the health and well-being of the community. The significant health needs were very consistent across varied stakeholders and sub-groups. The significant health concerns and needs of the population that were identified by the community include:

1. Cost of health insurance, healthcare, and/or medications
2. Addiction, drug overdoses and tobacco use/vaping
3. Mental health and suicide
4. Chronic diseases (cancer, diabetes, heart disease, etc.)
5. Obesity and access to healthy foods

## **Implementation Strategy**

The Hancock Regional Hospital team and its diverse community stakeholders developed the following Implementation Strategy to address the significant health needs of the community.

Cost of health insurance, healthcare, and/or medications

Intervene earlier, enhance access to affordable services, address the social determinants of health and assist members of the community with barriers such as the cost of health insurance, healthcare, and/or medications.

- Hancock Regional Hospital will provide affordable screening, labs and testing to at least 4,000 individuals throughout 2021-2023 by launching Gateway.
- Hancock Regional Hospital will leverage its charity care program to address this need.
- The new healthy365 Connection Center will help members of the community find the appropriate services earlier by providing at least 2,000 referrals using warm handoff throughout 2021-2023 instead of paying for the wrong services or delaying treatment.
- Hancock Physician Network will provide patients with options for accessing affordable prescriptions, help patients sign up for Medicaid/HIP, help patients enroll in patient assistance programs and access care coordination.
- Hancock Health Congregational Network will provide at least 3 educational workshops and at least 500 one on one contacts with hospital patients to promote social support networks and improve health behaviors during 2021-2023.
- The healthy365 Connection Center will maintain a database to store an electronic version of the paperback Hancock County Resource Guide to improve access to services county-wide.
- Hancock Regional Hospital will leverage the Hancock Wellness Centers and the healthy365 Connection Center to address the social determinants of health so that patients can achieve the best long-term outcomes possible for an affordable cost.
- Hancock Counseling will continue to provide behavioral health services to the community and will coordinate with the healthy365 Connection Center to help to address the needs of the community.
- The healthy365 Connection Center will facilitate quarterly outreach meetings to improve knowledge and referrals of family serving agencies.
- The healthy365 Connection Center will explore providing virtual options for selected training and navigation to increase accessibility especially for patients with transportation or technology challenges.

#### Addiction, drug overdoses and tobacco use/vaping

Collaborate with local partners to connect people with substance use disorder to effective resources and partner to reduce drug overdoses and tobacco use within the community.

- The healthy365 Connection Center will facilitate monthly System of Care meetings to continue efforts for improving access to mental health and substance use disorder services and empowering change and capacity building within the community.
- The healthy365 Connection Center will provide navigation and referral services to individuals with mental illness and/or substance use disorder throughout 2021-2023.
- The healthy365 Connection Center will participate in the Tobacco Free Coalition and promote initiatives to prevent and reduce tobacco use.
- Hancock Regional Hospital and the Tobacco Free Coalition will work with governmental agencies to promote clean air events.
- Hancock Regional Hospital will provide at least 6 tobacco cessation classes for adults at no cost to individuals throughout 2021-2023.
- The healthy365 Connection Center will provide technical assistance and support to the drug court.
- The healthy365 Connection Center will explore the possibility of providing recovery coaching.
- Hancock Regional Hospital will facilitate tobacco education classes to all four school districts and oversee youth-led tobacco cessation peer groups.

#### Mental health and suicide

Provide navigation and referral services for individuals with mental illness and educate the community to prevent suicides and reduce the stigma associated with mental illness.

- The new healthy365 Connection Center will offer navigation and warm handoff referrals to members of the community with a mental illness and/or substance use disorder.
- The healthy365 Connection Center will continue to promote mental health clubs within the high schools in order to reduce stigma.
- The healthy365 Connection Center will host a minimum of one Rise Above It event per year to promote awareness of mental health with a focus on stigma reduction and suicide prevention.
- The healthy365 Connection Center will support local crisis intervention teams by partnering with the Greenfield Police Department and the Hancock County Sheriff Department in planning, funding and facilitating Crisis Intervention Team (CIT) training and evidence-based practices for all Hancock County first responders.
- The healthy365 Connection Center will offer Mental Health First Aid training to providers and members of the community.
- The healthy365 Connection Center will leverage their certified Question, Persuade, Refer (QPR) instructors to offer free QPR trainings quarterly to raise awareness for suicide prevention.
- Hancock Counseling Services will offer a virtual counseling option for as long as it is allowed under Medicaid, Medicare and insurance in order to increase accessibility especially for patients with transportation barriers.
- The healthy365 Connection Center will provide technical assistance as the community explores the creation of a mental health court.
- The healthy365 Connection Center will implement a CISM team to foster trauma informed support for clinicians.
- Hancock Counseling Services will foster integrated care by co-locating therapists within selected OB/GYN, Pediatric and Internal Medicine Hancock Physician Network offices.

#### Chronic diseases (cancer, diabetes, heart disease, etc.)

Provide education and support to patients with chronic diseases such as cancer, diabetes, heart disease.

- Provide a wide range of wellness education as described at:  
<https://www.hancockregionalthospital.org/wellness-education/>
- The healthy365 Connection Center will help to connect people with a chronic health condition to the Hancock Health Congregational Network.
- During 2021-2023, Hancock Physician Network will serve at least 200 ACO patients using a Patient Centered Medical Home in order to reduce readmissions to less than 14%.
- During 2021-2023, Hancock Physician Network's enhanced chronic care management model will provide patients with:
  - 24-hour access to the care team
  - priority access to the provider for urgent appointments
  - systematic review and scheduling of all preventive care
  - medication reconciliation and oversight
  - creation of a patient-centered care plan document to assure that care is provided in a way that is congruent with my choices and values
  - management of care transitions between and among health care providers and settings
  - coordination with home and community based clinical service providers
  - enhanced opportunities for a beneficiary and any relevant caregiver to communicate with the practitioner regarding the beneficiary's care through, not only telephone access, but also through

the use of secure messaging, internet or other asynchronous non face-to-face consultation methods

- Hancock Regional Hospital and Hancock Physician Network was an early adopter of an electronic medical record Population Health tool. The team is helping to design a new electronic medical record tool that will enhance chronic care management and population health. A Care Gaps Widget will provide point of care/at a glance information on which care gaps have been met and which are outstanding. A new Risk Stratification Widget will provide point of care/at a glance information on which chronic diseases have been addressed and which have not been addressed. A Disease Registry will include the number of chronic diseases, care gaps, total Risk Adjustment Factor (RAF) score and other critical information. The Registry has the ability to sort a patient population by highest RAF score which would allow chronic disease management and care managers to focus attention on the patients at highest risk and the ones with a rising risk.
- Hancock Regional Hospital and Hancock Physician Network will utilize a monthly/ongoing audit of selected patients with a Medicare Advantage plan to verify that the team addressed all of the patient's chronic diseases. Artificial intelligence will be used to securely review chart and claims data to suggest possible chronic diseases that may need to be addressed in order to foster patient health and well-being.
- Launch an integrated care center that includes integrated fitness, nutrition, screening, labs and primary care.
- The healthy365 Connection Center will explore the possibility of sponsoring Mind/Body educational courses and groups.
- Offer services to support people with chronic diseases. Please see the information at <https://www.hancockregionalhospital.org/healthcare-services/> for more details.

### Obesity and access to healthy foods

Educate the community about the importance of addressing obesity, increasing physical activity and enhancing access to healthy food.

- Hancock Health will continue to actively support the Hancock County trails plan coalition and serve as a fiscal sponsor for the Hancock County Trails Plan.
- healthy365 will coordinate the annual Hancock Flat 50 bicycle ride as well as at least 6 months of group rides in order to promote physical activity, safe cycling and cycling awareness.
- Hancock Physician Network will continue to offer and enhance Walk with a Doc program to give members of the community the opportunity to walk with a physician.
- Hancock Regional Hospital will re-design the Hancock Harvest program to address the significant health needs associated with obesity and access to healthy foods that were identified in the 2020 Community Health Needs Assessment.
- Hancock Physician Network will continue to offer and enhance the 60 for 60 program by referring appropriate patients to the Hancock Wellness Centers for dietitian, personal trainer and other services for \$60 for 60 days.
- Hancock Wellness Centers will serve an average of 10,000 individuals annually and will provide resources so that members of the community can develop their own customized health action plan utilizing the resources at: <https://www.hancockwellness.org/programs-and-services/>.

This Implementation Strategy was reviewed and approved by the Hancock Health Board of Trustees on [REDACTED].

The approved Implementation Strategy can be found at <https://www.hancockregionalhospital.org/about/population-health/>.