

**Attachment B**  
**Westfield Memorial Hospital**  
**One-year Community Service Plan Update**

1. No changes from the original plan submitted.
2. No changes from the original plan submitted.
3. No changes from the original plan submitted.
4. During the Community Health Assessment/Community Service Plan planning process in 2009, Chautauqua County hospitals Brooks Memorial Hospital (BMH), WCA Hospital (WCA), and Westfield Memorial Hospital (WMH), joined forces with the Chautauqua County Health Department (CCHD) and the Chautauqua County Health Network (CCHN) to form the Chautauqua County Community Health Planning Team (CCCHPT). Referencing health, behavior, and Vital Statistics data, community input, and professional input, the CCCHPT identified four Prevention Agenda Priority Areas that encompassed outstanding health issues of Chautauqua County residents. These Priority areas included: Chronic Disease, Physical Activity and Nutrition, Access to Quality Healthcare, and Infectious Disease.

Using Prevention Agenda goals as a guideline, the CCCHPT set forth goals and objectives for resident health in the priority areas, along with strategies that would allow us to work toward our goals. Actions that were currently being taken by the members, separately or collaboratively, as well as those projected for the future were listed as strategies. The CCCHPT goals established for each designated priority area were:

Prevention Agenda Priority Area #1: Chronic Disease (Diabetes and Tobacco Use)

- Reduce diabetes complications in adults in Chautauqua County
- Reduce the prevalence of smoking among Chautauqua County residents

Prevention Agenda Priority Area #2: Access to Quality Health Care

- Increase the number of County adult residents with health care coverage
- Increase the numbers of primary healthcare providers through recruitment and retention in Chautauqua County.

Prevention Agenda Priority Area #3: Physical Activity and Nutrition

- Reduce the prevalence of childhood and adult obesity in Chautauqua County

Prevention Agenda Priority Area #4: Infectious Diseases

- Reduce incidence of flu through enhanced immunization and prevention education

In addition to established goals and health improvement plans that pertain to the Prevention Agenda Priority Areas, each of the CCCHPT partners offer non-priority area programs that benefit the community.

Brooks Memorial Hospital offers support groups, HealthQuest Programs, health fairs, and individualized education programs for patients. The HealthQuest Program educates the community on all aspects of health and access to health. Their first program "Health Insurance 101" presented information on insurance availability, eligibility, and community services. Future programming will include topics such as "Nutrition for a Healthier Life," "Stroke-Acute Management & Intervention," and "The Flu and You." WCA Hospital promotes monthly disease management observances, focusing on health education and awareness, and provides speech and hearing screenings as well as health risk assessments for their employees. They also host a Speaker's Bureau to provide education on a variety of topics from experts in the field. Westfield Memorial Hospital participates in several health fairs throughout the County, offering various services, such as blood glucose, bone density, body mass index, and blood pressure screenings. Community health promotion workshops are offered seven times per year for a three week period which include; high level wellness, woman & men's specific health promotion, as well as smoking cessation. WMH is also home to the Parkinson's Support Group for the county.

The Chautauqua County Health Department offers several programs outside the realm of the identified priority areas. Health education is offered in several program areas including lead poisoning prevention, body image, injury prevention, poison control, and sexual and reproductive health. Additionally, they offer child-centered services through their Maternal and Obstetric Medicaid Services (MOMS) Program, the Women, Infants, and Children (WIC) nutrition Program, and the Immunization Program. In addition to many recruitment and retention efforts, the Chautauqua County Health Network operates the Chautauqua Cares Health Care Proxy Registry, which hospitals, physicians, and EMS responders can access 24 hours per day 7 days per week to ensure that patients' medical wishes are followed.

While it is too soon to observe actual health improvements that may have been realized as a result of the CHA/CSP collaborative planning process, improvements in communication and a movement toward streamlined efforts are evident in the community. The process has strengthened partnerships and set forth a unified set of goals that help to align the efforts of member agencies.

Connections made during the CHA/CSP efforts influenced the membership of the Chautauqua Health Action Team which meets monthly and has efficiently and effectively rolled out a worksite wellness mini-grant program. Members include representation from CCHD, CCHN, BMH, and WCA. CHAT recently applied for federal funding through the Office on Women's Health to expand the coalition as well as plan and implement programs to improve the health of women and girls in the County. Memorandums of Agreement were established between the CCHD and each participating agency.

During planning for grants and future interventions, the Prevention Agenda Priorities are almost always highlighted and are often driving factors in program design. In determining partners for funding opportunities, members of the CCCHPT and other vital partners who were recognized during the CHA/CSP process are always among the first considered.

The scope of the plan set forth remains the same.

## 5. Update on the Plan of Action

### **Priority Area: Infectious Disease**

Infectious disease was identified as a priority area for CCCHPT due to the pending challenge of the H1N1 vaccination campaign. At the time, plans were being made to distribute vaccine and organize PODS. CCCHPT members worked well together to implement the designated action plan. The CCHD received information from the NYSDOH and the CDC and distributed it to the partners, and also distributed vaccine to the hospitals and providers. The CCCHPT all promoted employees and clientele to wash their hands, stay home if sick, and to get vaccinated. The media campaign was extensive, present in the newspaper, online, on the television, and on the radio. The CCHD held 38 school-based and 11 public vaccination clinics. Brooks Memorial Hospital held two PODS, one with the CCHD at the Salvation Army, and the other at Walmart. Overall, approximately 12,500 individuals were immunized by the CCHD and partners, while the number of Chautauqua County residents immunized totaled 25,252 as reported by the NYSDOH. The plan has been completed as necessary, but may need to be replicated as new strains of influenza arise in the next two years.

### **Priority Area: Chronic Disease**

As specifically outlined in the goals and objectives to address the Chronic Disease Priority Area, the CCCHPT supported the development of the Diabetes Task Force (DTF). The DTF, consisting of Registered Dietitians, Certified Diabetes Educators, and representatives from CCHD, CCHN, WMH, BMH, WCA, Nutrition to Go, and the Chautauqua County Office for the Aging, has met monthly since April to discuss risk factors in the County that are contributing to elevated diabetes prevalence and mortality rates. An assessment of A1C data from County diabetics determined that our County has good diabetes management programs.

The DTF recognized a need for an improved, streamlined referral process. The group intends to develop a fax to referral form, listing all CDEs in the County, which will be distributed to all providers. They also plan to conduct an assessment of diabetes education in primary care offices. Additionally, the DTF is working to develop more specific and measurable goals that can be used over the next several years to measure progress. These are:

To increase the percent of Chautauqua County diabetics following diabetes management recommended standards of care for the prevention of 2 complications: LDL, and eye disease.

Measurable outcomes:

-Number of diabetics with LDL less than 100

-Number of diabetics who received retinal eye exam in past year.

The goals of the DTF were altered in an effort to make them more specific and measurable. When original goals were outlined, the CCCHPT was unsure of the needs of diabetics in the community and what actions would need to be taken.

In addition to the Diabetes Task Force, the CCCHPT addresses the priority area of Chronic Disease by attempting to reduce the prevalence of smoking among Chautauqua County residents. CCCHPT partner Tri-County Tobacco Control Program has successfully designed and established several billboards throughout the County that promote smoking prevention and cessation. The CCCHPT hospitals and the CCHD continue to promote the "5A's" 2-minute intervention and provide referrals to the NYS Smokers' Quitline.

### **Priority Area: Physical Activity and Nutrition**

The development of a worksite wellness program was outlined as an action plan for the Physical Activity and Nutrition Priority Area. Through NYSDOH Healthy Communities Capacity Building Initiative (HCCBI), the CCHD formed the Chautauqua Health Action Team (CHAT) which disbursed mini-grants totaling \$6,000 to four worksites in the County to maintain their wellness programs established through Steps to a Healthier NY or Healthy Heart.

Of the four mini-grant awardees, two used funds to purchase bike racks and offer prizes and incentives for employees to bike or walk to work in an effort to promote active commuting. Another worksite put into place a comprehensive food purchasing policy to ensure that all employee-sponsored events offered healthy food choices. This policy change in addition to the implementation a "Fruit of the Month" initiative was put into place to promote employees to eat fewer unhealthy foods and more nutritious foods. The last organization used mini-grant funding to enclose a room on-site and offered in-kind support to purchase exercise equipment to build a fitness room for their employees. These projects resulted in improved health among employees, which ultimately led to a reduction in insurance costs and the health care burden for employers. Across all four worksites, nearly 1,800 employees were reached through the HCCBI Worksite Wellness Mini-grant.

CHAT has plans to work with other community partners to establish a childhood obesity strategic action plan, which will further enhance the County's priority area efforts. They also seek out grant opportunities that will drive their efforts to promote a healthier community through environmental and policy changes.

Both of the hospitals that offer labor and delivery services to the public, BMH and WCA, work with the WIC program (managed by Cornell Cooperative Extension and CCHD) to bring Breastfeeding Peer Counselors to promote new mothers to breastfeed their babies and offer suggestions with any issues. Peer Counselors also do on-site WIC referrals for postpartum and expecting mothers.

**Priority Area: Access to Quality Health Care**

Seeking out a private practice interested in applying for status as a Federally Qualified Health Center (FQHC) was an action plan set for the in the Access to Quality Health Care Priority Area. To date, the CCHN has identified one practice in northern Chautauqua County that has expressed interest in becoming a FQHC. The three hospitals work together to relieve physician shortage issues by attending "Medical Student Mixers" hosted by CCHN.

No other changes have been made to the collaborative strategies established by the CCCHPT during the CHA/CSP process. However, the hospitals have worked individually toward health improvements in the priority areas identified in the CHA and CSPs.

WCA has plans to sponsor a community wide diabetic education program "Harvest the Benefits of Good Diabetes Care- A Cornucopia of Self-Management Skills" on September 27<sup>th</sup>. Additionally, they are planning weekly farmer's markets that will be open to the community and employees in the hospital café every Wellness Wednesday in September in October. The hospital will promote participation by offering incentives and healthy recipes. Additionally, in an effort to recruit and retain physicians, a well-known retiring physician has recently been designated the Director of Medical Student Education. He will act as the liaison between clinical medical education programs, WCA Hospital and participating physicians. He will coordinate clinical rotations and develop relationships with various schools to meet the needs of their students.

Brooks Memorial Hospital runs a Medical Explorers that introduces high school students to careers in the field of medicine, and annually running a Health Care Careers Summer Camp. They also provide loans and/or scholarships to employees and non-employees pursuing health care careers for tuition assistance. To provide better access to care for their consumer base, the hospital offers taxi vouchers to ER patients in need of transportation. Through Friendly Kitchen Outreach, kidney disease and diabetes educational programming, and distribution of nicotine replacement therapy, they contribute to efforts in the Chronic Disease Priority Area. BMH promotes its employees to live healthier lifestyles through their "Eat Well Live Well" program.

Westfield Memorial Hospital offers programs to the community that promote the prevention of chronic disease through physical activity and nutrition and disease management to prevent complications. WMH provides weekly BP screening throughout the community, as well as an annual Fall Flu Clinic & Health Fair every October. An Amish midwifery program was provided through June of 2010. The hospital has plans to send staff to a train the trainer session for Stanford's Chronic Disease Management Program so that regular sessions can be held to assist clients with chronic conditions. They are working to reduce the prevalence of smoking by offering smoking cessation classes and becoming a tobacco free campus. Additionally, they offer support groups and healthy cooking classes to the community. Westfield has provided glucose, bone density, BMI, and BP screenings as well as health information at eight different Health Fairs throughout the region in 2010. Every Spring the WMH Auxiliary creates a week long event to promote exercise in youth and prevent childhood obesity. This year it was held at Chautauqua Lake Central School. WMH is a member of the Cancer Services Program in the

County and provides mammography annually to this group, as well as promoting the groups cancer screening services at all Health Fairs, at medical office manager's meetings, & other events.

6. Original Community Service Plan was made available to the Public on the Westfield Memorial Hospital Website. This One-Year Update will be made available as well.

7. No changes from the original plan submitted.

8. Financial Aid Program

#### Successes and Challenges

##### *Access to Services*

In 2009 Westfield Memorial Hospital assisted 526 patients and wrote off \$196,543 in community care assistance.

Through June of 2010 Westfield Memorial Hospital has already assisted 290 patients and written off \$148,475.

Statistically Westfield Memorial Hospital has assisted 19 more people and spent \$45,581 more through June of 2010 than by June of 2009.

**Successes** Westfield Memorial Hospital continues to maintain its charity care threshold to 300% of the national poverty rate. WMH continues to provide an on-site financial counselor to assist patients and families with financial analysis and insurance concerns. This program has been very successful and allowed us to help more people.

**Challenges** Despite prominently displaying this information in the front lobby, at admissions, on the statement sent to the patient and counseling ER patients without insurance at the time of service, it remains difficult to get all eligible applicants to take the steps necessary to qualify for the charity care program.