

# 2013 Implementation Plan



## OBESITY/CHRONIC DISEASE

**Program/Project Description:** The Chronic Disease Self-Management Program (CDSMP) is a six-week workshop designed to help participants learn healthy ways to live with chronic conditions. Scholarships are available for low-income persons. Estimated resource commitment for one year is \$45,000. *(Note: estimated resource commitment numbers are based on projected salary dollars throughout.)*

**Activity to Address Need:** Increase the number and locations of CDSMP workshops

**Anticipated Impact:** CDSMP will be more easily accessed by uninsured or underinsured persons

**Plan to Evaluate:** Number of CDSMP workshops; number of participants

**Program/Project Description:** Mercy Medical Center offers free online seminars and Webinars on a variety of health-related topics. Estimated resource commitment for one year is \$7,500.

**Activity to Address Need:** Provide monthly health education seminars and webinars

**Anticipated Impact:** Participants will learn about a variety of health topics, use information to make better lifestyle choices and contact Mercy Medical Center health professionals for additional support.

**Plan to Evaluate:** Number of live participants at seminars and webinar; number of views on archived recordings

**Program/Project Description:** Collaborate with Geneva Tower, a low-income apartment complex for elderly and/or disabled adults, to improve the health of residents

**Activity to Address Need:** Initiate health programming to support and nurture strengths of Geneva Tower residents. Estimated resource commitment for one year is \$1,300.

**Anticipated Impact:** Residents will learn about a variety of health topics, use information to make better lifestyle choices and contact Mercy Medical Center health professionals for additional support.

**Plan to Evaluate:** Number of blood pressure screenings offered and referrals made; number of health education programs offered; number of CDSMP and participants; decrease in emergency department visits from Geneva Tower residents

# 2013 Implementation Plan



**Program/Project Description:** The Blue Zones Project™ is a systems approach that allows citizens, schools, employers, restaurants, grocery stores and community leaders to work together on policies and programs that will make the most impact on moving the community toward optimal health and well-being. Estimated resource commitment for one year is \$2000.

**Activity to Address Need:** Collaborate and support the Cedar Rapids Blue Zones Project™ in making environmental and policy changes to the community to improve the well-being of citizens; provide Mercy Medical Center representation to Blue Zones Project™

**Anticipated Impact:** The policies and programs supported by The Blue Zones Project™ will lead to improved community health and well-being.

**Plan to Evaluate:** Achieve a Blue Zones worksite designation; Mercy Medical Center representative to report progress made on The Blue Zones Project™ goals and initiatives.

**Program/Project Description:** Mercy Medical Center Speakers Bureau. Estimated resource commitment for one year is \$1,800.

**Activity to Address Need:** Provide speakers about a variety of health education topics to community non-profit organizations

**Anticipated Impact:** Participants will learn about a variety of health topics, use information in their lifestyle choices and contact Mercy Medical Center health professionals for additional support.

**Plan to Evaluate:** Number of presentations; number of people attending

**Program/Project Description:** Meet Me at the Market (MMM) is a free activity that brings adults, teens and families together to enjoy physical activity, socialize with friends, and shop at the Market and other area businesses. Estimated resource commitment for one year is \$7,000.

**Activity to Address Need:** Support MMM initiatives by providing health educators to staff table displays and Mercy Medical Center leadership on MMM committee

**Anticipated Impact:** MMM will improve the overall well-being of participants.

**Plan to Evaluate:** Number of registrants and attendees; Mercy Medical Center representative to report progress made on MMM goals and initiatives

# 2013 Implementation Plan



**Program/Project Description:** Children's Homes Asthma Management Program (CHAMP) is a federally funded program administered through Linn County Healthy Homes. The program includes a healthy homes assessment, education about asthma triggers and how to reduce asthma triggers in the home. Estimated resource commitment for one year is \$3700.

**Activity to Address Need:** Provide infection control practitioners from Mercy Medical Center to perform an assessment (air sampling, particle counts, moisture reading in walls and cultures) in the homes of children newly diagnosed with asthma.

**Anticipated Impact:** To empower families to identify and control children's asthma triggers and attacks, and make environmental changes if necessary

**Plan to Evaluate:** Number of clients

**Program/Project Description:** The female cardiac support group is free and open to any female who has had a heart related illness. The support group specifically addresses the unique needs of women affected by heart disease. Mercy Medical Center provides education on a variety of topics and members are encouraged to share their experiences. Estimated resource commitment for one year is \$450.

**Activity to Address Need:** Provide resources for the cardiac support group

**Anticipated Impact:** This group will help women with heart related diseases through support, education and encouragement.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** The respiratory support group meets quarterly and is free and open to those affected by lung illnesses. The group discusses breathing related topics, as well as other topics that affect those with lung illnesses. The lung transplant support group is free and open to anyone who has received or is contemplating a lung transplant and also offers education and support. Estimated resource commitment for one year is \$250.

**Activity to Address Need:** Provide resources for the respiratory and lung transplant support groups

**Anticipated Impact:** These groups will help those with lung disease through support, education and encouragement.

**Plan to Evaluate:** Number of attendees

# 2013 Implementation Plan



**Program/Project Description:** Free community chronic kidney disease education seminar. Estimated resource commitment for one year is \$500.

**Activity to Address Need:** Provide resources for educational seminar on chronic kidney disease

**Anticipated Impact:** Attendees will seek out health care providers for additional information, and necessary screening and interventions.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** Free kidney health check open to the community. Estimated resource commitment for one year is \$1250.

**Activity to Address Need:** Provide resources for kidney health check screening

**Anticipated Impact:** This will provide additional access to those who may not seek out or may delay preventative services due to limited resources.

**Plan to Evaluate:** Number of people screened for kidney disease

## CANCER

**Program/Project Description:** Educational presentation on tobacco use and lung health. Estimated resource commitment for one year is \$1200.

**Activity to Address Need:** Present educational information to area elementary and middle schools about lung health and the dangers of tobacco use

**Anticipated Impact:** This education will increase awareness and reduce youth tobacco use in the community.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** The American Cancer Society marks the Great American Smokeout on the third Thursday of November each year by encouraging smokers to use the date to make a plan to quit or to plan in advance to quit smoking that day. Estimated resource commitment for one year is \$2750.

# 2013 Implementation Plan



**Activity to Address Need:** Collaborate with Linn County Public Health and Area Substance Abuse Council to provide education regarding tobacco cessation and the effects of tobacco on skin, eyes and oral mucosa, as well as education on the effects of radon and testing

**Anticipated Impact:** This education will increase awareness of the dangers tobacco poses to different areas of the body and reduce tobacco use in the community.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** Free smoking cessation community education seminar. Estimated resource commitment for one year is \$385.

**Activity to Address Need:** Provide resources for education seminar on the effects of tobacco smoking and how to quit

**Anticipated Impact:** Attendees will use information learned to make better lifestyle choices and know how and where to seek intervention if needed to reduce or quit tobacco use.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** Free community cancer education seminar. Estimated resource commitment for one year is \$600.

**Activity to Address Need:** Provide resources for educational seminars on prostate cancer, colon cancer, human papilloma virus and skin cancer. Mercy Medical Center will assess the need for additional cancer-related topics to cover.

**Anticipated Impact:** Attendees will seek out health care providers for additional information and necessary screening and interventions.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** Mercy Medical Center partners with PCI Urology physicians, Weland Clinical Lab and community volunteers at the Community Health Free Clinic to offer free prostate cancer screenings and promote prostate cancer awareness to those who are uninsured or underinsured. Estimated resource commitment for one year is \$380.

**Activity to Address Need:** Provide resources for prostate cancer screening

# 2013 Implementation Plan



**Anticipated Impact:** This will provide additional access to those who may not seek out or may delay preventative services due to limited resources.

**Plan to Evaluate:** Number of people screened for each type of cancer

**Program/Project Description:** Free cancer screenings to the community. Estimated resource commitment for one year is \$800.

**Activity to Address Need:** Provide resources for oral, head and neck, and skin cancer screenings

**Anticipated Impact:** This will provide additional access to those who may not seek out or may delay preventative services due to limited resources.

**Plan to Evaluate:** Number of people screened for each type of cancer

**Program/Project Description:** Free educational cancer support groups for the community. Estimated resource commitment for one year is \$5000.

**Activity to Address Need:** Provide resources for support groups, including: prostate cancer support group, *Especially For You*® after breast cancer support group, general cancer support group and Together We Care children's support group.

**Anticipated Impact:** People facing similar issues will be given the opportunity to share, offer advice, and give and receive support in order to better cope with their situation and feel less isolated.

**Plan to Evaluate:** Monthly average number of participants for groups

**Program/Project Description:** The Hall-Perrine Cancer Center (HPCC) received a grant from the Aiming for A Cure Foundation. With this grant, HPCC will connect individuals with services within HPCC, as well as other services offered throughout the community. These services will focus on addressing the needs of individuals whose loved ones are affected by cancer. Aiming for A Cure Foundation is a non-profit organization with the goal of improving quality of cancer care and quality of life for children and families going through difficult times. The Foundation supports the funding of cancer research, non-insured expenses, and patient care. Estimated resource commitment for one year is \$65,000.

**Activity to Address Need:** Provide education and support in the schools and area businesses; create awareness and referrals to community-support groups; create a physical space for children for their use while parents are receiving cancer treatment; provide access or referral services, such as cleaning and lawn care

# 2013 Implementation Plan



**Anticipated Impact:** While there are many services available to people with cancer in our community, there are limited resources available for the individuals affected by the cancer diagnosis of a loved one. This program will provide resources and act as a hub for community education and support services.

**Plan to Evaluate:** Number of persons served

**Program/Project Description:** Mercy Medical Center's Smoking Cessation Class is a four-week course that provides participants with a comprehensive plan to quit smoking. There is a fee associated with this course. Estimated resource commitment for one year is \$5,800.

**Activity to Address Need:** Offer the tools, support, and education needed to quit smoking; provide Mayo-trained Certified Tobacco Treatment Specialist to teach classes; expand services offered in the community

**Anticipated Impact:** Participants in this course will opt for a healthier lifestyle and quit smoking.

**Plan to Evaluate:** Follow up with participants at 3, 6, and 12 months to measure success with quitting

## SUBSTANCE ABUSE

**Program/Project Description:** The mission of Partnership for A Drug-Free Community is to provide a unified community effort for sharing resources, increasing awareness, and to prevent and reduce substance abuse. Estimated resource commitment for one year is \$280.

**Activity to Address Need:** Support the Partnership for A Drug-Free Community by providing Mercy Medical Center representation to this coalition

**Anticipated Impact:** This education will increase awareness and reduce substance abuse in the community.

**Plan to Evaluate:** Mercy Medical Center representative to report progress made on coalition goals and initiatives

**Program/Project Description:** Educational presentation in high schools. Estimated resource commitment for one year is \$450.

**Activity to Address Need:** Present to area high school health classes about substance abuse

## 2013 Implementation Plan



**Anticipated Impact:** This education will increase awareness and reduce substance abuse by adolescents; attendees will use information learned to make better lifestyle choices, and know how and where to seek intervention if needed

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** Educational presentation to homeless shelters. Estimated resource commitment for one year is \$200.

**Activity to Address Need:** Explore options for education at two area homeless shelters and initiate educational programs on substance abuse

**Anticipated Impact:** Reduce misuse of alcohol and drugs; attendees will use information learned to make better lifestyle choices, and know how and where to seek intervention if needed

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** The Family Program is a free program to support and encourage individuals with loved ones addicted to alcohol or other drugs. Mercy Medical Center provides weekly educational information and discussions. Individual family counseling is also provided, as needed. Estimated resource commitment for one year is \$1,800.

**Activity to Address Need:** Provide resources to the Family Program

**Anticipated Impact:** This program will provide support to attendees as they face the reality of their role in the dynamics of the family.

**Plan to Evaluate:** Number of attendees

**Program/Project Description:** Sedlacek's aftercare support group is free to patients who complete treatment at Sedlacek or another facility. Estimated resource commitment for one year is \$1,800.

**Activity to Address Need:** Provide resources to the aftercare support group

**Anticipated Impact:** Ongoing support leads to the greatest level of success for patients after their initial treatment period.

**Plan to Evaluate:** Number of attendees



# 2013 Implementation Plan



## MENTAL HEALTH

**Program/Project Description:** Iowa state-wide committee for restructuring into regional versus county approach to mental health care. Estimated resource commitment for one year is \$280.

**Activity to Address Need:** Support restructuring initiative by providing Mercy Medical Center representation to this committee

**Anticipated Impact:** Mental health care access improved through locally delivered services, regionally managed system and statewide standards for mental health care

**Plan to Evaluate:** Mercy Medical Center representative to report progress made on committee goals and initiatives

**Program/Project Description:** The anxiety and depression skills group is free and open to the community. This group meets monthly and is an opportunity for individuals to learn more effective ways of coping with chronic conditions. Estimated resource commitment for one year is \$560.

**Activity to Address Need:** Provide resources to the anxiety and depression skills group

**Anticipated Impact:** This group will help those experiencing symptoms of anxiety and/or depression through psycho-education and social support.

**Plan to Evaluate:** Number of attendees on average each week

**Program/Project Description:** Mercy Medical Center's Family Counseling department will collaborate with the Zach Johnson Foundation to provide a counselor to do group counseling for high risk second and third graders at Harrison Elementary School. Estimated resource commitment for one year is \$840.

**Activity to Address Need:** Provide resources for group counseling to help children learn social skills

**Anticipated Impact:** This counseling will provide an opportunity for early intervention and to teach skills to children who may be at risk for mental health problems.

**Plan to Evaluate:** Number of children served

## 2013 Implementation Plan



**Program/Project Description:** Mercy Medical Center collaborates with the Catherine McAuley Center to provide the center with a substance abuse counselor at minimal cost, twice a week, to women living at the shelter. Estimated resource commitment for one year is \$9,400.

**Activity to Address Need:** Provide resources for substance abuse education and counselor

**Anticipated Impact:** This activity will address and improve the mental health needs of women struggling with personal and economic barriers.

**Plan to Evaluate:** Number of clients

**Program/Project Description:** The community emergency response team prepares for, responds to, recovers from and mitigates major emergencies and disasters within Linn County. Estimated resource commitment for one year is \$200.

**Activity to Address Need:** Support this team by providing Mercy Medical Center representation

**Anticipated Impact:** This collaboration with other providers will improve emergency services and provide an effective response to disasters in Linn County.

**Plan to Evaluate:** Mercy Medical Center representative to report progress made on team goals and initiatives

**Program/Project Description:** The Willis Dady Emergency Shelter provides shelter for homeless single men and families to stabilize residents and facilitate change. Estimated resource commitment for one year is \$12,000.

**Activity to Address Need:** Continue program with Willis Dady Emergency Shelter to have one bed available for Mercy patients who do not have a discharge destination; explore options to have bed available at homeless shelter for women

**Anticipated Impact:** Those lacking a discharge destination will be provided with shelter upon discharge from the hospital and utilize services provided at Willis Dady.

**Plan to Evaluate:** Number of patients referred; total days utilized by discharged patient at shelter

**Program/Project Description:** Educational presentation on mental health at homeless shelters. Estimated resource commitment for one year is \$200.

# 2013 Implementation Plan



**Activity to Address Need:** Explore options for education at two area homeless shelters and initiate educational programs on mental health

**Anticipated Impact:** Attendees will use information learned when making lifestyle choices, and know how and where to seek intervention if needed.

**Plan to Evaluate:** Number of attendees

## ACCESS TO CARE

**Program/Project Description:** The Community Health Free Clinic and His Hands Clinic are free clinics that serve the uninsured and underinsured. Estimated resource commitment for one year is \$1,390,000.

**Activity to Address Need:** Continued support and collaboration with Community Health Free Clinic and His Hands Clinic through provision of radiology and lab services, as well as a mid-level provider at the Community Health Free Clinic

**Anticipated Impact:** Those lacking adequate insurance coverage will be able to access health care.

**Plan to Evaluate:** Number of patients seen by mid-level provider, and number of patients utilizing in-kind lab and radiology services

**Program/Project Description:** Mercy Medical Center's mobile mammography unit provides convenient access to mammography services for women in Eastern Iowa's rural communities. This service is especially beneficial for those who have limited access to care, those with transportation issues, and the elderly. In FY13, the mobile mammography unit visited 27 locations in Iowa, mostly rural, and provided over 1,800 mammograms.

**Activity to Address Need:** Increase the number of breast screening services provided and number of women served by expanding the rural outreach of the mobile mammography unit; continue partnership with specific non-profit groups (i.e. county health departments, churches, prisons, etc.) to offer services to the uninsured, underinsured, or those with limited access to care

**Anticipated Impact:** This provides additional access to those who may not seek out or delay preventative services due to limited resources.

**Plan to Evaluate:** Number of breast screening services provided

# 2013 Implementation Plan



**Program/Project Description:** Parish nurses work with community members to support both health and faith needs. Parish nurses help patients to navigate complex health care system and have extensive understanding of community resources. Mercy Medical Center has parish nurses working at six congregations. Estimated resource commitment for one year is \$65,000.

**Activity to Address Need:** Extend outreach of the Parish Nurse Ministry through offering parish nurse education course on at least an annual basis

**Anticipated Impact:** Parish nurse programs will be initiated at more area churches, thereby improving access to care for community members.

**Plan to Evaluate:** Number of working parish nurses in the community both paid and volunteer

**Program/Project Description:** The *Especially For You*® (EFY) fund supports uninsured or underinsured individuals in need of health care services relating to breast health. Services include mammography, breast ultrasounds, positron emission tomography/computed tomography (PET/CT), magnetic resonance imaging (MRI), molecular breast imaging, breast biopsy procedures, diagnostic workups, limited physician exams and breast care services. For men and women in need of financial assistance, funds may be used for health care costs not covered by the individuals' health insurance. Mercy provides an EFY Director and EFY Program Coordinator. Estimated resource commitment for one year is \$94,000.

**Activity to Address Need:** Increase number of individuals and services covered by fund by continuing collaboration with accredited digital mammography facilities in Linn County (includes Mercy Medical Center, UnityPoint Health - St. Luke's Hospital, St. Luke's Marion Campus, Radiology Consultants of Iowa, OB-Gyn Associates and Physicians' Clinic of Iowa).

**Anticipated Impact:** EFY provides additional access to those who may not seek out or delay preventative services, diagnostic testing and treatments due to limited resources.

**Plan to Evaluate:** The EFY Fund Utilization Committee (comprised of medical professionals from area provider offices) evaluates the following: unmet needs they see patients experiencing in their offices, expansion of services covered, expansion of geographic area covered; expansion of eligibility criteria for coverage; and number of services accessed by individuals utilizing EFY fund.

**Program/Project Description:** The mission of the Women's Leadership Initiative is to unite the caring power of women to provide funding for health care services for women in need. United Way partners with the Community Health Free Clinic, Linn Community Care and Linn County Public Health to provide

# 2013 Implementation Plan



over 3,600 basic health services to women in need including: prescription assistance, emergency dental care, eye care, medical co-pays, cancer screenings and diabetic testing supplies. Estimated resource commitment for one year is \$425.

**Activity to Address Need:** Support the Women's Leadership Initiative by providing Mercy Medical Center representation to the steering committee that oversees funding to programs that increase access to healthcare for women.

**Anticipated Impact:** This initiative will improve health care access for women in need.

**Plan to Evaluate:** Mercy Medical Center representatives to report progress made on group goals and initiatives

**Program/Project Description:** Mercy Home Care services include a full-time RN with psychiatric experience to meet the needs of patients with a psychiatric diagnosis as the primary need for Home Care services. This RN collaborates closely with Mercy's inpatient behavioral health unit, striving to prevent hospital readmissions. Referrals are received as patients are discharged from the acute psychiatric setting. Estimated resource commitment for one year is \$53,500.

**Activity to Address Need:** Continue program for psychiatric home care RN; this RN assesses patient's mental status, sets up medication or administers injectable medication, reviews patient symptoms that require notification of the physician or nurse, and advises the patient on how to identify coping skills and manage symptoms.

**Anticipated Impact:** The demand for home-based psychiatric services will continue to increase. Patients visited by psychiatric home care RN have less likelihood of readmission and more success managing illness in their home.

**Plan to Evaluate:** Number of patients served; number of patients requiring readmission

**Program/Project Description:** Due to the expansion of Medicaid and a greater focus on primary care and patient medical home, it is anticipated there will be a shortage of primary care physicians in Mercy's service area beginning in 2014. Mercy Medical Center is working with Mercy Physician Services to identify how to deal with this issue. Estimated resource commitment for one year is \$131,200.

**Activity to Address Need:** Explore opportunities and geographical areas to recruit more primary care physicians

**Anticipated Impact:** This will improve access and provide more opportunities for patients covered under Medicaid expansion to have a medical home.

## 2013 Implementation Plan



**Plan to Evaluate:** Number of additional primary care physicians hired

**Program/Project Description:** Mercy Health Partners is a new resource Mercy offers to its patients to provide additional, comprehensive, and coordinated care to patients with multiple or complex medical issues. Estimated resource commitment for one year is \$80,000.

**Activity to Address Need:** Develop a physician led multidisciplinary clinic providing additional resources for internally referred patients

**Anticipated Impact:** This clinic will help coordinate patient care across multiple services as appropriate, develop a plan with the patient to remove any barriers to good health, and ensure the patient is receiving the right care at the right time.

**Plan to Evaluate:** Decrease in emergency department visits and decrease in 30 day readmissions

**Program/Project Description:** Mercy's Consistent Care Program provides case management for those who have multiple or complex medical concerns. Frequently, these patients enter the health system through the emergency room and have not yet identified a medical home. Estimated resource commitment for one year is \$37,000.

**Activity to Address Need:** Develop Consistent Care Program in Emergency Department

**Anticipated Impact:** The case manager will stay in contact with and assist these patients in navigating the health care and social/community service systems. The patient will have the knowledge and tools necessary to follow the care plans given while in the Emergency Department.

**Plan to Evaluate:** Decrease in emergency department visits and decrease in 30 day readmissions