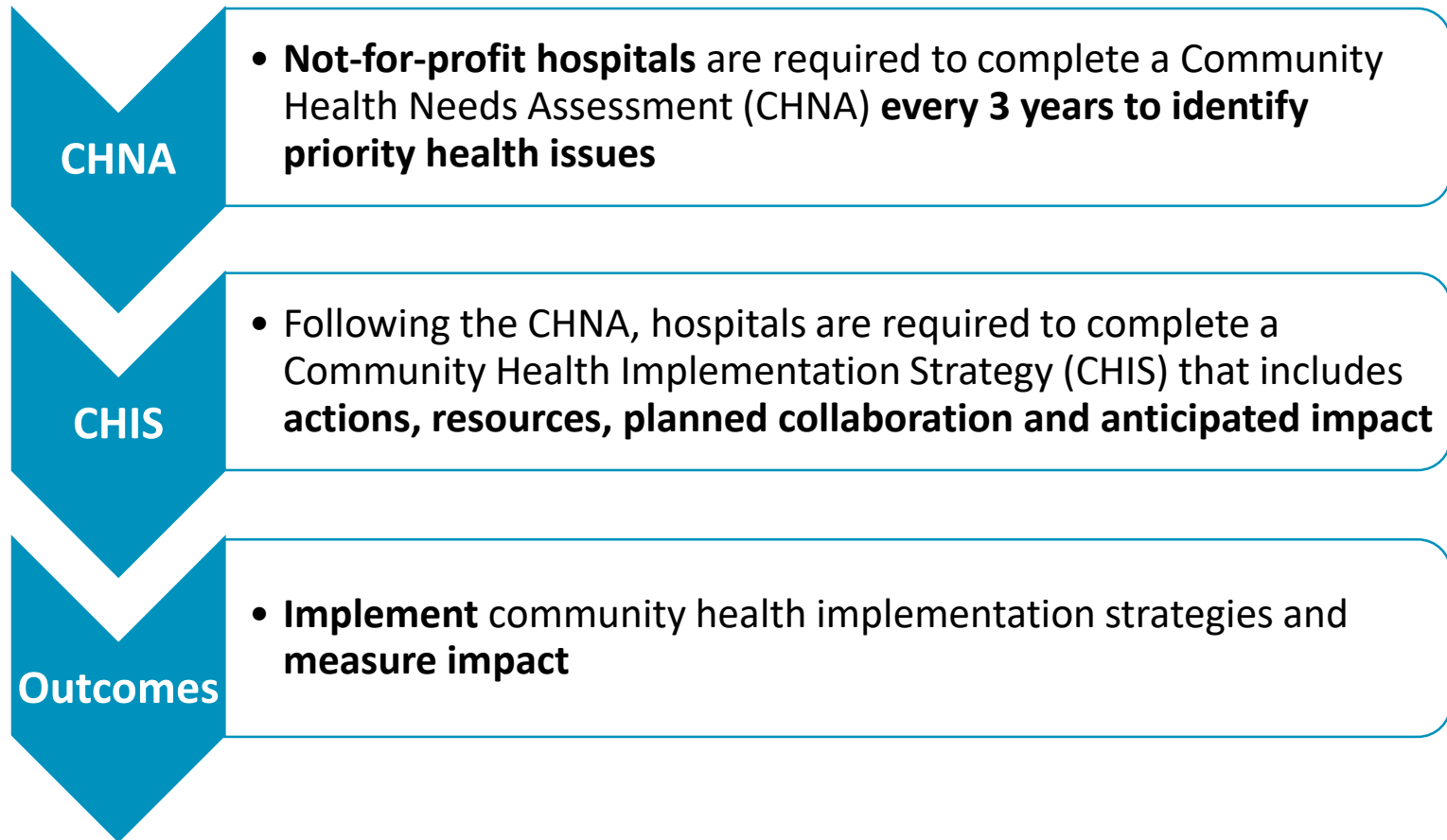


UnityPoint Health – Meriter Community Health Implementation Strategy

Dane County, WI
July 2019-June 2022



Community Health Improvement

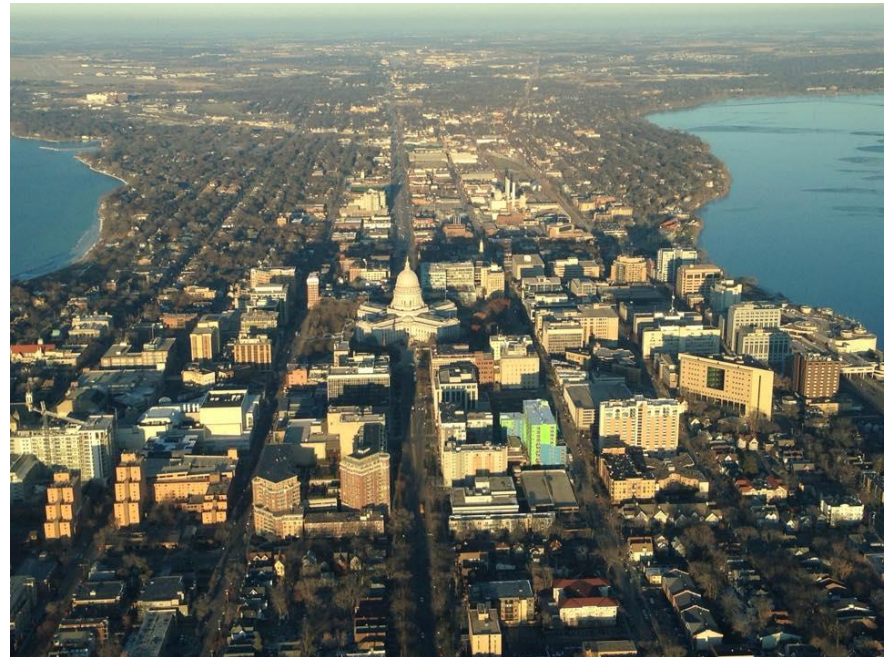


But What If...

A CHNA and CHIS are required by the Affordable Care Act (ACA). But what if they weren't?

We believe we should still do timely needs assessments and implementation strategies because it is the right thing to do as a **Community** hospital.

Even if the requirement goes away, the needs, disparities and inequities remain.



Health Equity



Equal Support
Not everyone has the same advantages or faces the same barriers, so "equality" doesn't actually yield equal outcomes.



Equitable Support
When each group is given targeted support specific to their needs, to overcome their unique barriers, it yields the most "equitable" outcomes.



Removal of Systemic Barriers
When we work to remove the barriers that all groups face, then everyone will have the same access.

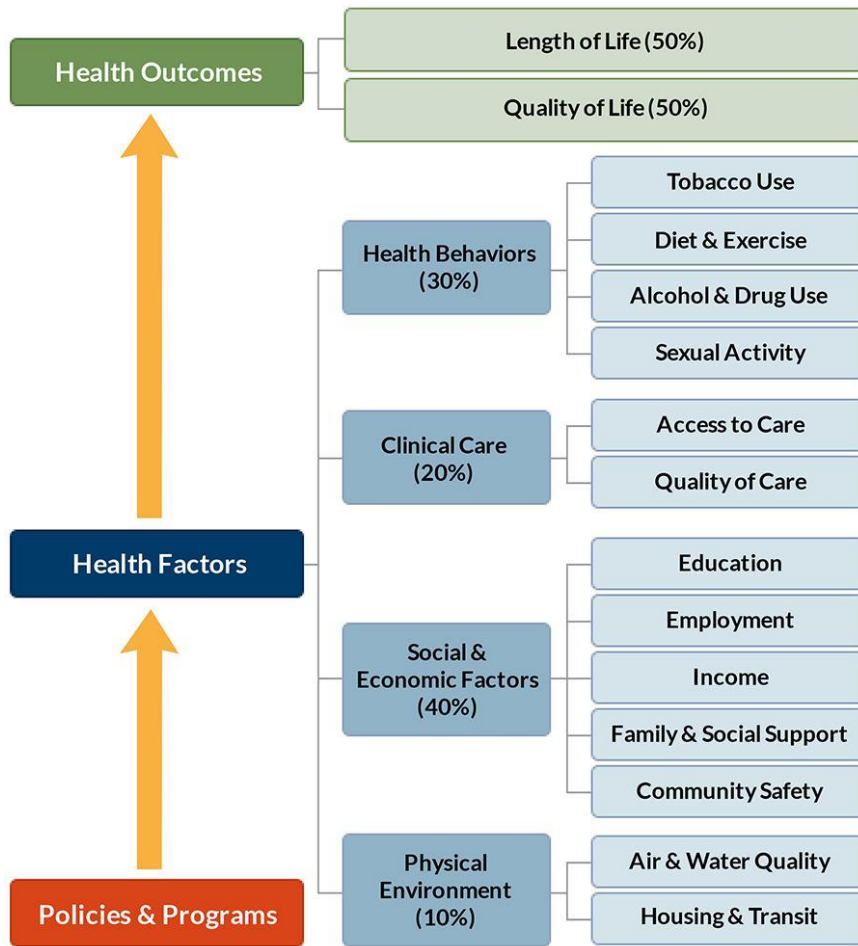
- The Healthy Dane Collaborative conducted this Community Health Needs Assessment using a health equity lens.
- We are committed to addressing health inequities: “types of unfair health differences closely linked with social, economic, or environmental disadvantages that adversely affect a group of people.”¹

Data Sources:

1. Attaining Health Equity. CDC. Retrieved from: <https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/overview/healthequity.htm>

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County Health Rankings Model



We are using the framework of the **UW-Madison Population Health Institute County Health Rankings** model to understand what contributes to health outcomes and think broadly about areas for community health improvement.

County Health Rankings model © 2014 UWPHI

Take Action Cycle



We are using the framework of the **County Health Rankings & Roadmaps' Take Action Cycle** to guide us in HOW to create a healthy community that results in community transformation.

Collaborative Approach Among Health Systems

Dane County Health Council

Vision: All Dane County residents have optimal health and well-being

Mission: Eliminate gaps and barriers to optimal health and reduce disparities in health outcomes

Health Care Providers	Government	Nonprofits
Access Community Health Centers	Public Health Madison Dane County	United Way
Group Health Cooperative	Madison Metropolitan School District	
SSM St. Mary's		
UnityPoint Health – Meriter		
UW Health		

Joint 2019-2021 Community Health Needs Assessment (CHNA)

Assess Needs &
Resources

A combination of quantitative and qualitative data was collected to develop the CHNA. Many different individual and community stakeholders were interviewed and data collected to determine the 2019-2021 Priority Areas.



Maternal and Child Health



Substance Use Disorders



Mental Health/Behavioral Health



Chronic Conditions

Full report can be retrieved from: https://www.unitypoint.org/madison/filesimages/CHNA_FINAL_HDCapproved_2019.pdf

2019-2021 CHNA Priority Health Outcomes



Maternal and Child Health



Substance Use Disorders



Mental Health/Behavioral Health



Chronic Conditions

Disparities Are Persistent

Number of LBW Births in Dane County By Maternal Race/Ethnicity (2011-2015)

Source: Wisconsin Department of Health Services

Mother's Race/Ethnicity	# of LBW Births	# of Births	% LBW Births	95% CI
White	1,390	22,254	6.2%	5.9 - 6.6
Hispanic	180	2,741	6.6%	5.7 - 7.6
Black/African American	295	2,363	12.5%	11.2 - 13.9
Other	139	1,923	7.2%	6.1 - 8.5
Two or More Races	58	730	7.9%	6.1 - 10.2
Laotian or Hmong	48	677	7.1%	5.3 - 9.4
American Indian/Alaska Native	6	63	9.5%	4.0 - 20.3
Missing	5	48	10.4%	4.1 - 23.6
All Selected	2,121	30,799*	6.9%	6.6 - 7.2

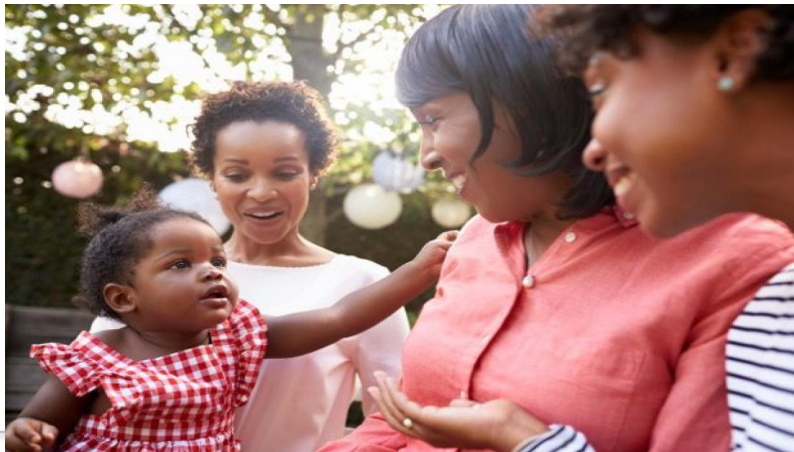
*"There's something about growing up as a black female in the United States that's not good for your childbearing health. **African American mothers with a college degree have worse birth outcomes than white mothers without a high school education.**"*

-Unnatural Causes: Is Inequality Making Us Sick?
PBS (2008)

Maternal & Child Health Goal

Achieve healthy birth outcomes for African American women

- **Initial Goal:** Eliminate disparities in low birth weight births between African American and White women in Dane County
- **Initial Measures:**
 - Number and percentage of low birth weight births by maternal race/ethnicity
 - Number and percentage of African American women eligible to receive 17P (16-37 wks.)
 - Number and percentage of African American women receiving breastfeeding education and support during prenatal/post partum



Achieving Objective will:

- Take multiple years
- Need to involve many partners, across sectors, with shared commitment to goal
- Take multiple, simultaneous, strategies and tactics

Strategy Selection

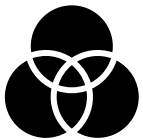
Strategies were selected using:



Evidence-based strategies¹

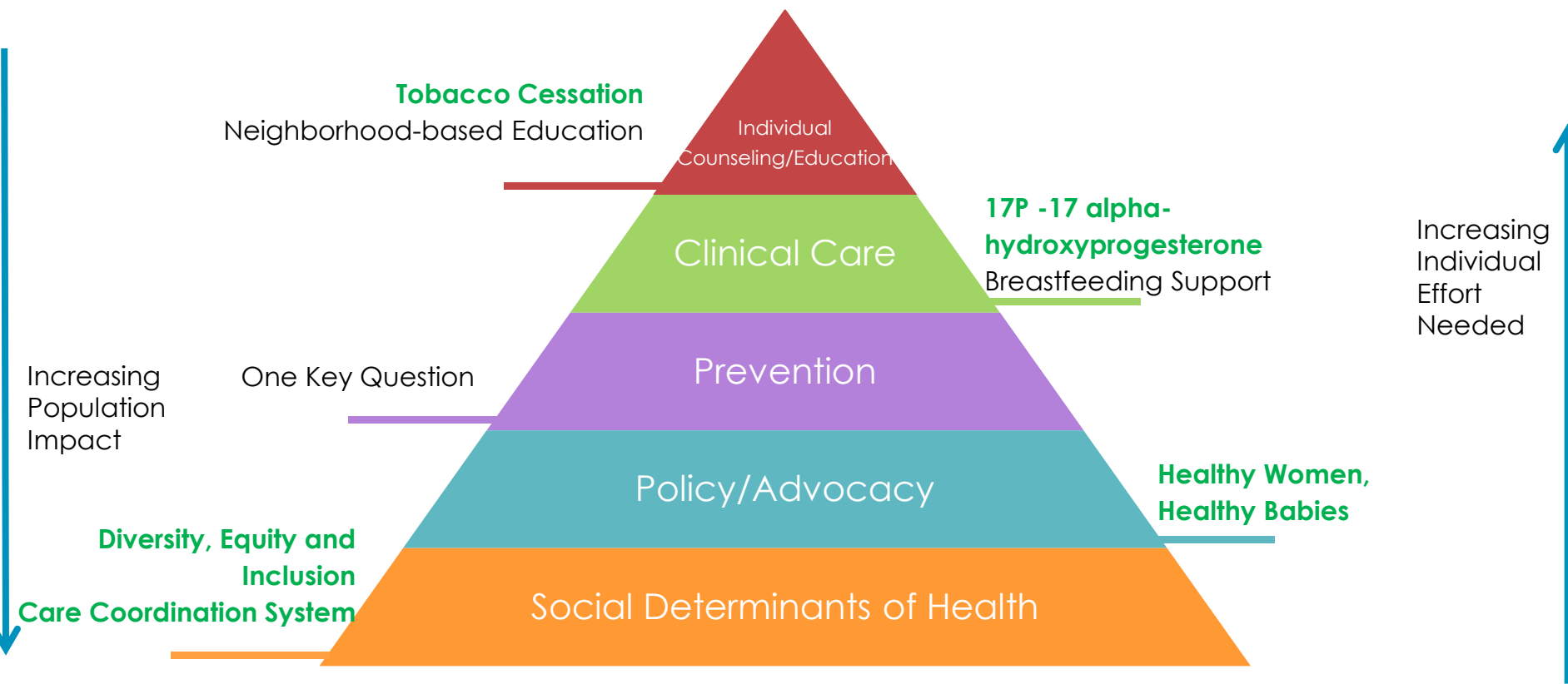


Recommendations from community members



Review by UW Health & UPH-Meriter experts of community recommendations and evidence-based practices, prioritized based on feasibility and potential impact

Maternal & Child Health Strategies



Key:
Strategies in **Green** are in process
Strategies in **Black** are to be developed

Maternal & Child Health Strategies

Initiatives	Partners	Anticipated Impact
Tobacco Cessation	<ul style="list-style-type: none"> Wisconsin Women's Health Foundation: First Breath 	Reduce smoking rates by optimizing tobacco cessation screening, counseling and referral for pregnant patients
Neighborhood-Based Education	<ul style="list-style-type: none"> Dane County Health Council Foundation for Black Women's Wellness Community Agencies 	Provide health education and social support in collaboration with community partner organizations for zip codes in Dane County facing the highest health disparities
17-Alpha-Hydroxy progesterone	<ul style="list-style-type: none"> UW Health 	Reduce rates of pre-term labor for African American women cared for at the Meriter Center for Perinatal Care through medication treatment (17P – Alpha-Hydroxyprogesterone)
Breastfeeding Education and Support	<ul style="list-style-type: none"> UW Health Harambee Village Doulas African American Breastfeeding Alliance 	Expand education and support to increase initiation and exclusive breastfeeding rates for African American women

MCH Strategies, cont.

Initiatives	Partners	Anticipated Impact
One Key Question	<ul style="list-style-type: none"> Wisconsin Contraceptive Access Network 	<p>Improve women's preconception and interconception care</p> <p>Manage chronic conditions prior to pregnancy</p>
Healthy Women, Healthy Babies	<ul style="list-style-type: none"> Dane County Health Council Foundation for Black Women's Wellness Harambee Village Doulas 	<p>Support economic security and regional advancement of African American doulas by establishing reimbursement models, expand postpartum coverage</p>
Care Coordination System (Doulas + Community Health Workers)	<ul style="list-style-type: none"> Dane County Health Council Foundation for Black Women's Wellness EQT by Design Harambee Village Doulas Meadowood Health Partnership 	<p>Streamline social determinants of health screening, referral, and navigation processes for patients</p> <p>Address patients' social needs by facilitating referral and navigation to community resources</p> <p>Provide education, support, and empowerment to patients and families receiving care</p>
Diversity, Equity and Inclusion	<ul style="list-style-type: none"> UW Health 	<p>Reduce bias within healthcare by expanding employment opportunities. Improve patient care and satisfaction.</p>

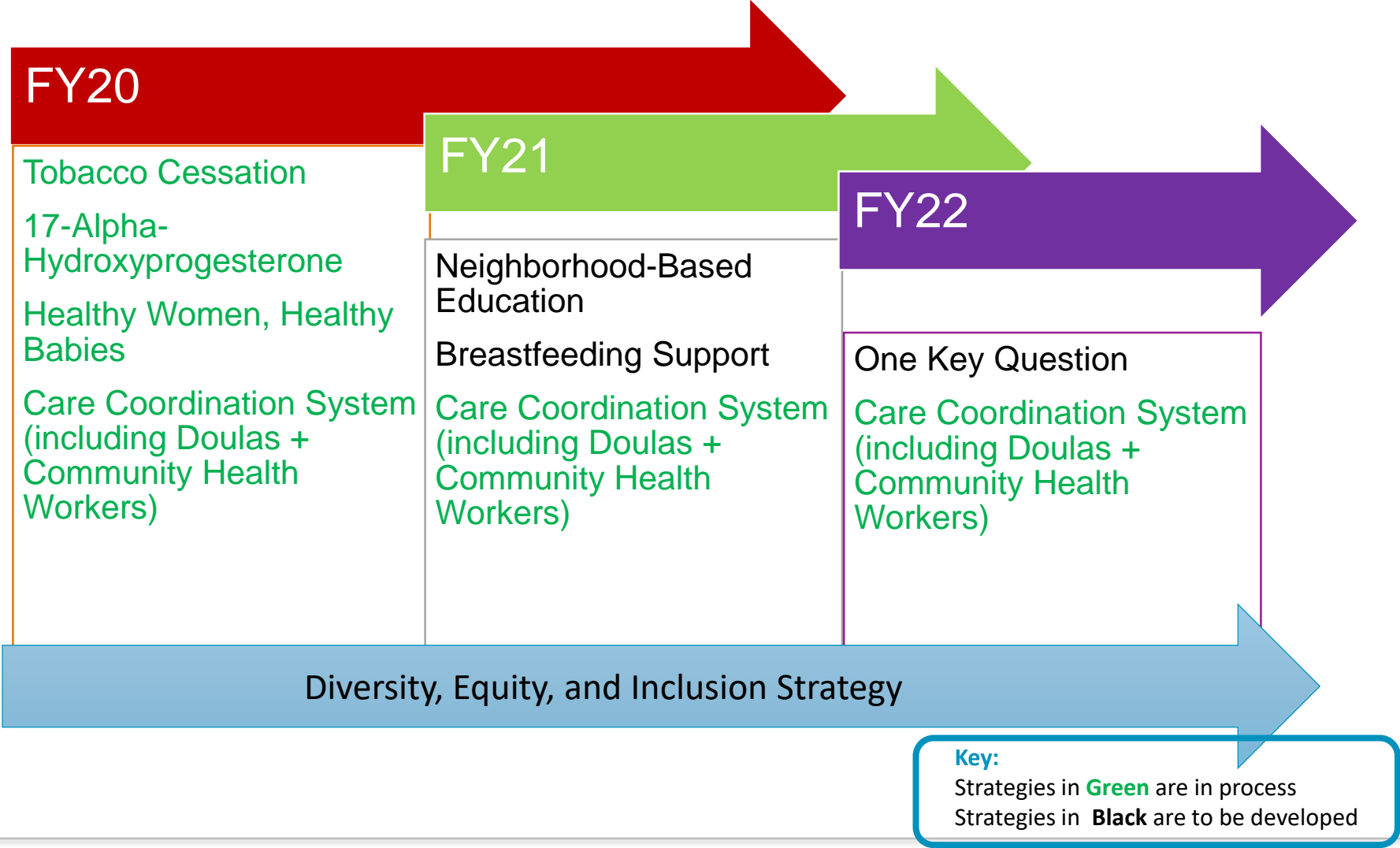
Results-Based Accountability



Maternal & Child Health Measures

Population	Performance
<p>Results: Achieve healthy birth outcomes for African American women in Dane County</p>	<p>Program – Solutions/Strategies Health Impact Pyramid</p>
<p>Indicator:</p> <ul style="list-style-type: none"> • # of low birth weight babies born to African American women (in UW/UPH-M) • # of eligible African American women receiving 17-P (16-37 wks.) • # of African American women receiving Breastfeeding support during prenatal/post partum 	<p>Performance Measures:</p> <ul style="list-style-type: none"> • ↓ % of low birth weight babies born to African American women (in UW/UPH-M) • ↑ % of African American women eligible to receiving 17P (16-37 wks.) • ↑ % of African American women receiving Breastfeeding support during prenatal/post partum

Maternal and Child Health Implementation Timeline



Maternal & Child Health Community Partners

UnityPoint Health – Meriter is working in collaboration with many existing organizations and local champions in Dane County to address maternal and child health. Examples include:

Community Based Organizations	National Nonprofit Organizations	Government Agencies
Foundation for Black Women’s Wellness	March of Dimes	Public Health Madison Dane County
Harambee Village Doulas	United Way	Dane County Human Services/Joining Forces for Families
Project Babies/Today Not Tomorrow Family Resource Center		
Meadowood Health Partnership/Neighborhood Connections		
Faith Based Organizations		



2019-2021 CHNA Priority Health Outcomes

Focus on
What's Important



Maternal and Child Health



Substance Use Disorders



Mental Health/Behavioral Health



Chronic Conditions

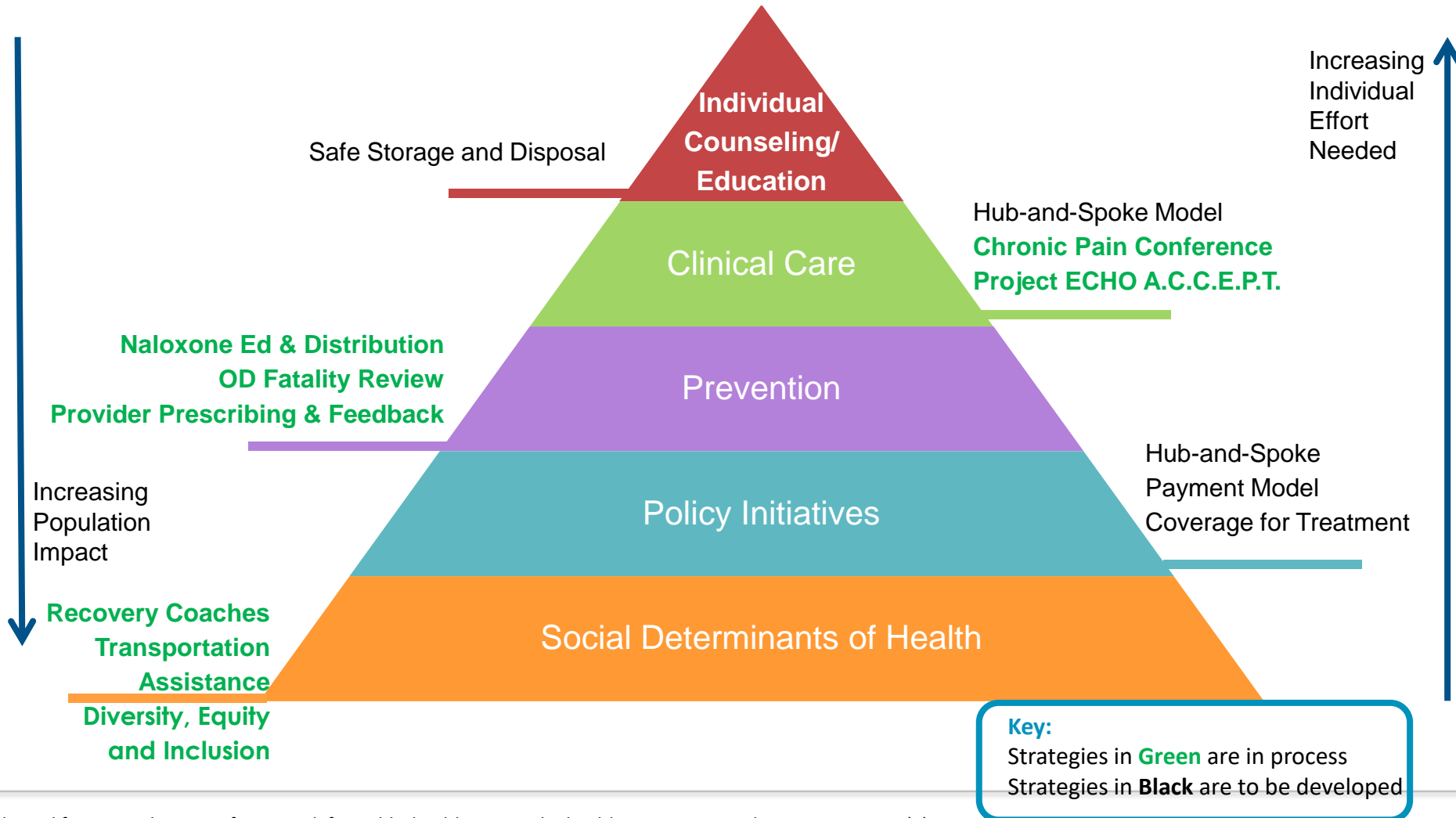
Substance Use Disorders Goal

Focus on
What's Important

Prevent and Treat Opioid Substance Use Disorders

- **Initial Goal:** Decrease the number of opioid-related deaths in Dane County
- **Initial Measures**
 - Number and percentage of patients on daily chronic opioids
 - Number and percentage of patients with an opioid use disorder who were prescribed Medication Assisted Therapy (MAT)
 - Number and percentage of Naloxone co-prescribing
 - Number and percentage of prescribers who can provide Medication Assisted Therapy (MAT) in UnityPoint Clinics
 - Number and percentage of referrals to Recovery Coaches

Substance Use Disorder Strategies



Substance Use Disorder Strategies

Initiatives	Partners	Anticipated Impact
Safe Storage and Disposal	<ul style="list-style-type: none"> UW Health 	Expand access to safe storage and disposal resources, increase patient awareness of safe disposal and secure storage options.
Hub & Spoke Model	<ul style="list-style-type: none"> UW Health 	Increase capacity and ability to provide Medication Assisted Treatment to patients. Increase the number of waived prescriber in UPC.
Chronic Pain Conference	<ul style="list-style-type: none"> Dr. Shropshire 	Increase access to educational network for providers caring for marginalized or underserved populations with chronic pain.
Project ECHO: A.C.C.E.P.T	<ul style="list-style-type: none"> DHS Division of Care and Treatment Rural Wisconsin Health Cooperative WI Society of Addiction Medicine 	Increase access to educational network for providers caring for marginalized or underserved populations with substance use disorders.

Substance Use Disorder Strategies, cont.

Initiatives	Partners	Anticipated Impact
Naloxone Education & Distribution	<ul style="list-style-type: none"> • Safe Communities 	Increase percent of appropriate patients prescribed and dispensed naloxone.
OD Fatality Review	<ul style="list-style-type: none"> • Public Health Madison Dane County • Dane County District Attorney • UW Hospital • Dane County Human Services • Dane County Sheriff • Madison Police • Madison Fire • Dane County Medical Examiner • Dane County EMS • And more 	Identify missed opportunities for prevention and intervention through data sharing and expertise; develop strategies that address the problem.
Provider Prescribing and Feedback	<ul style="list-style-type: none"> • Dr. Jason Yelk • Dr. James Shropshire 	Increase percent of patients at or under the recommended morphine milligram equivalent per day and decrease the number of patients on opioids and benzodiazepines concurrently.

Substance Use Disorder Strategies, cont.

Initiatives	Partners	Anticipated Impact
Coverage for Treatment	<ul style="list-style-type: none">• Quartz	Increase access to non-opioid pain management, naloxone, and substance use disorder treatment options.
Recovery Coaches	<ul style="list-style-type: none">• Safe Communities• WI Voices for Recovery	Increase referrals for eligible patients to recovery coaches and increase provider satisfaction with support for opioid addiction treatment.
Transportation Assistance to NewStart services	<ul style="list-style-type: none">• Meriter Foundation	Increase access to treatment.
Diversity, Equity and Inclusion	<ul style="list-style-type: none">• UW Health	Reduce bias within healthcare by expanding employment opportunities. Improve patient care and satisfaction.

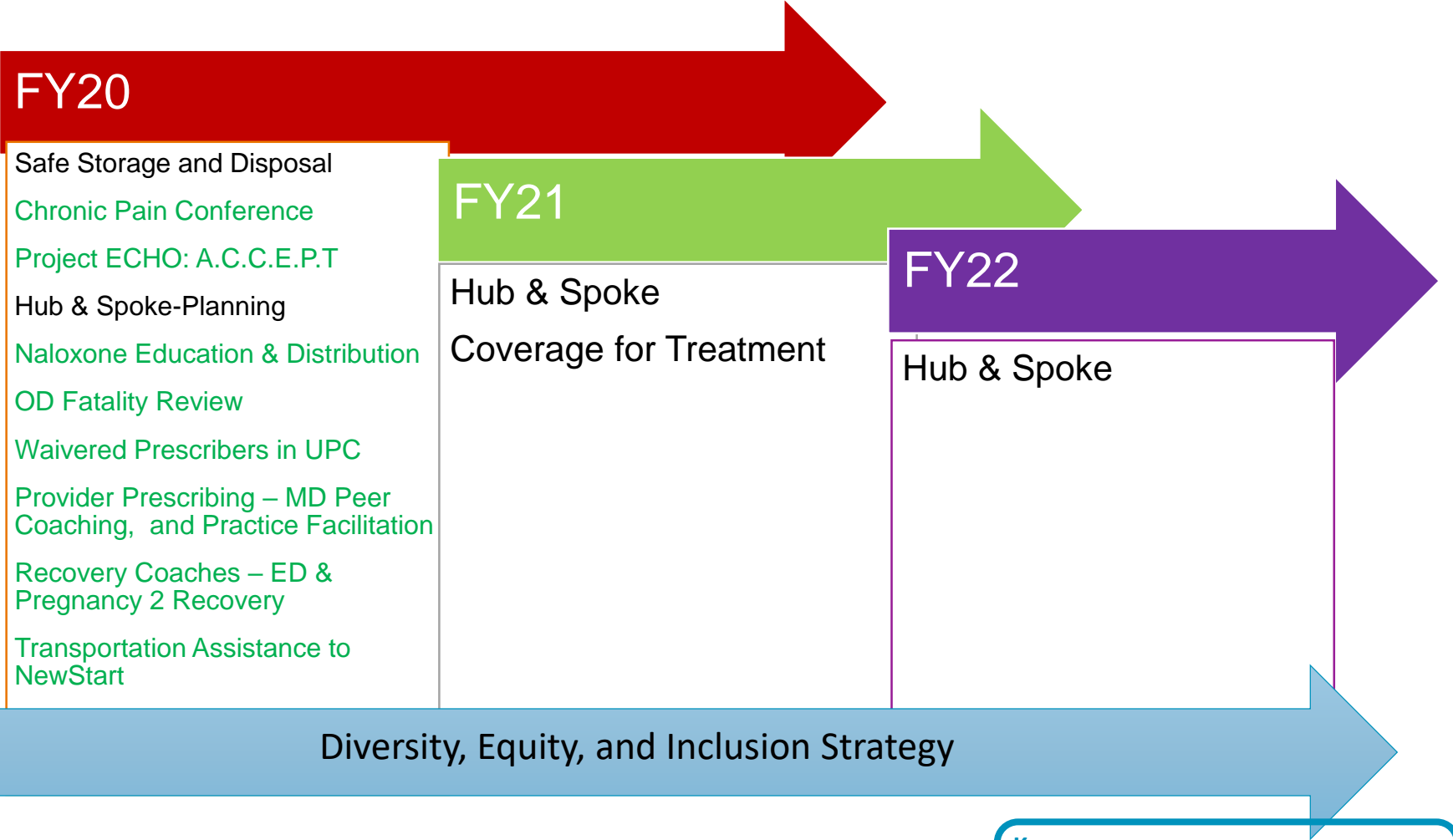
Results-Based Accountability



Substance Use Disorders Measures

Population	Performance
<p>Results: We want to decrease opioid/substance misuse in Dane County.</p>	<p>Program – Solutions/Strategies Health Impact Pyramid</p>
<p>Indicator:</p> <ul style="list-style-type: none"> # of patients on daily chronic opioids # of Medication Assisted Therapy (buprenorphine, suboxone) # of Naloxone co-prescriptions # of prescribers who can provide Medication Assisted Therapy in UnityPoint Clinics # of referrals to recovery coaches (ED and Pregnancy 2 Recovery) 	<p>Performance Measures</p> <ul style="list-style-type: none"> ↓ % of patients on daily chronic opioids ↑ % of Medication Assisted Therapy (buprenorphine, suboxone) ↑ % of Naloxone co-prescribing ↑ # of prescribers who can provide Medication Assisted Therapy in UnityPoint Clinics ↑ % of referrals to recovery coaches (ED and Pregnancy 2 Recovery)

Substance Use Disorders Implementation Timeline



Key:
 Strategies in **Green** are in process
 Strategies in **Black** are to be developed

Substance Use Disorder Community Partners

UnityPoint Health – Meriter is working in collaboration with many existing organizations and local champions in Dane County to address substance use disorders.

Community-Based Organizations	National Nonprofit Organizations	Government Agencies
Safe Communities <ul style="list-style-type: none"> HealthCare Taskforce African America Opioid Alliance 		Public Health Madison Dane County
Quartz		
Recovery Coaches		



2019-2021 CHNA Priority Health Outcomes



Maternal and Child Health



Substance Use Disorders



Mental Health/Behavioral Health



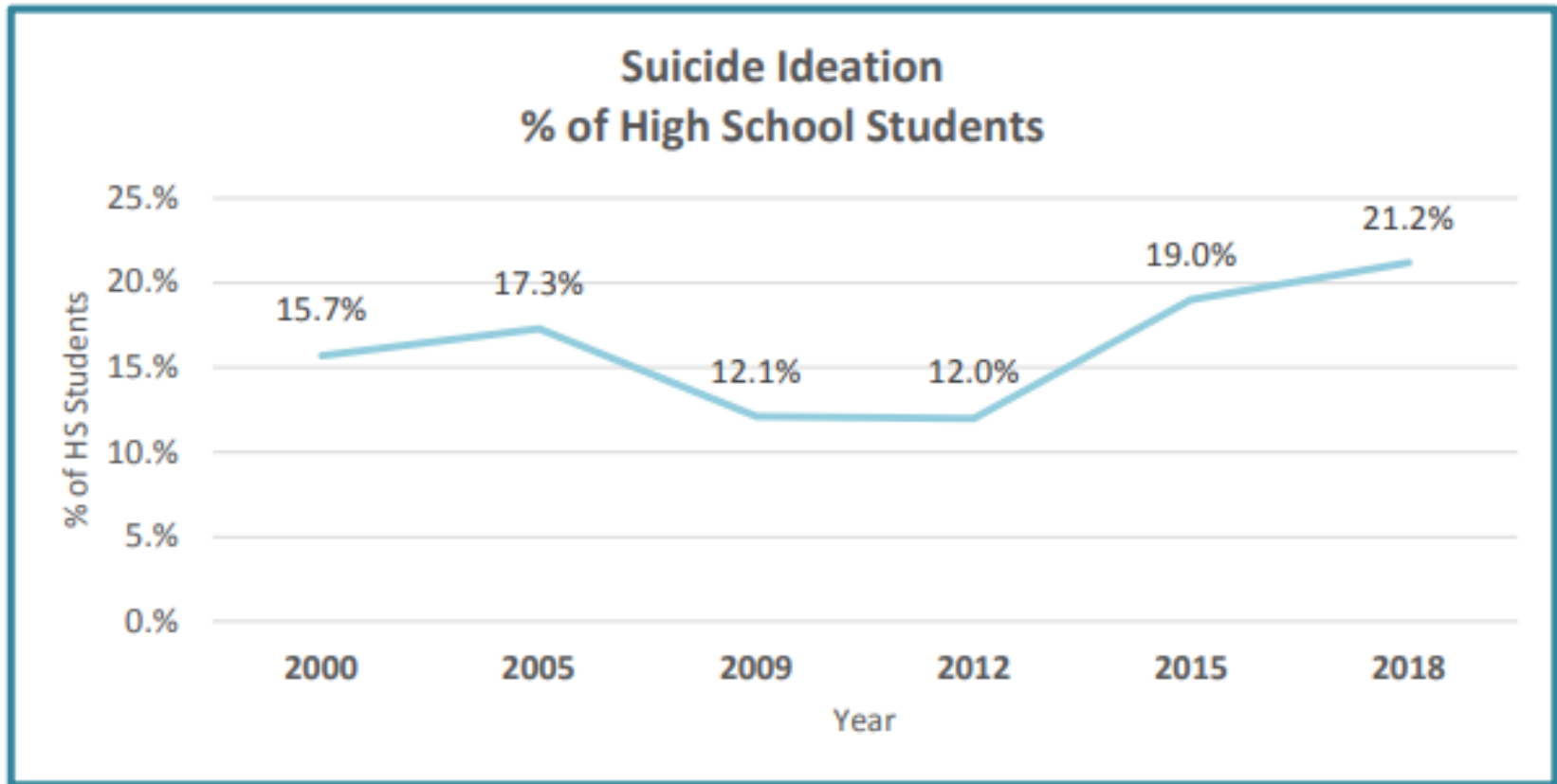
Chronic Conditions

Mental Health/Behavioral Health Goal

Provide additional Mental/Behavioral Health Resources

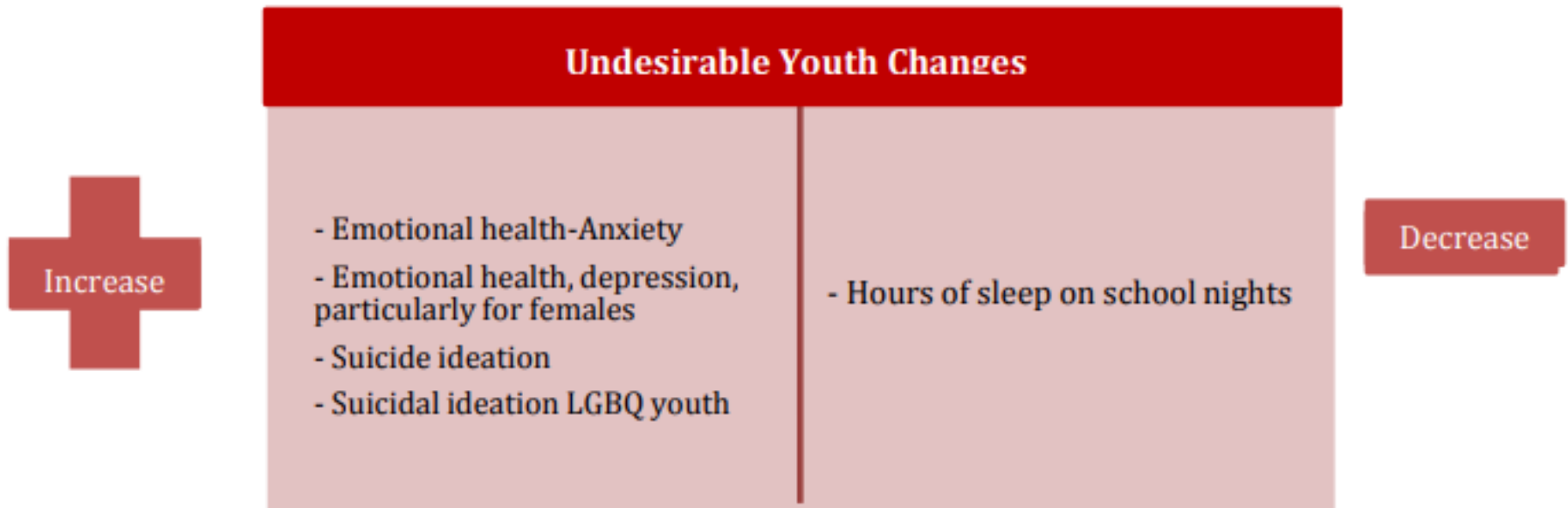
- **Initial Goal:** Increase access to mental/behavioral health services in Dane County
- **Initial Measures:**
 - Number and percentage of Meriter staff trained in Question, Persuade and Respond method
 - Number of children and adolescents served by Child Adolescent Psychiatry
 - Number and percentage of patients who receive a Behavioral Health Specialist consult in Primary Care Clinic

Suicidal Ideation in Dane County Youth

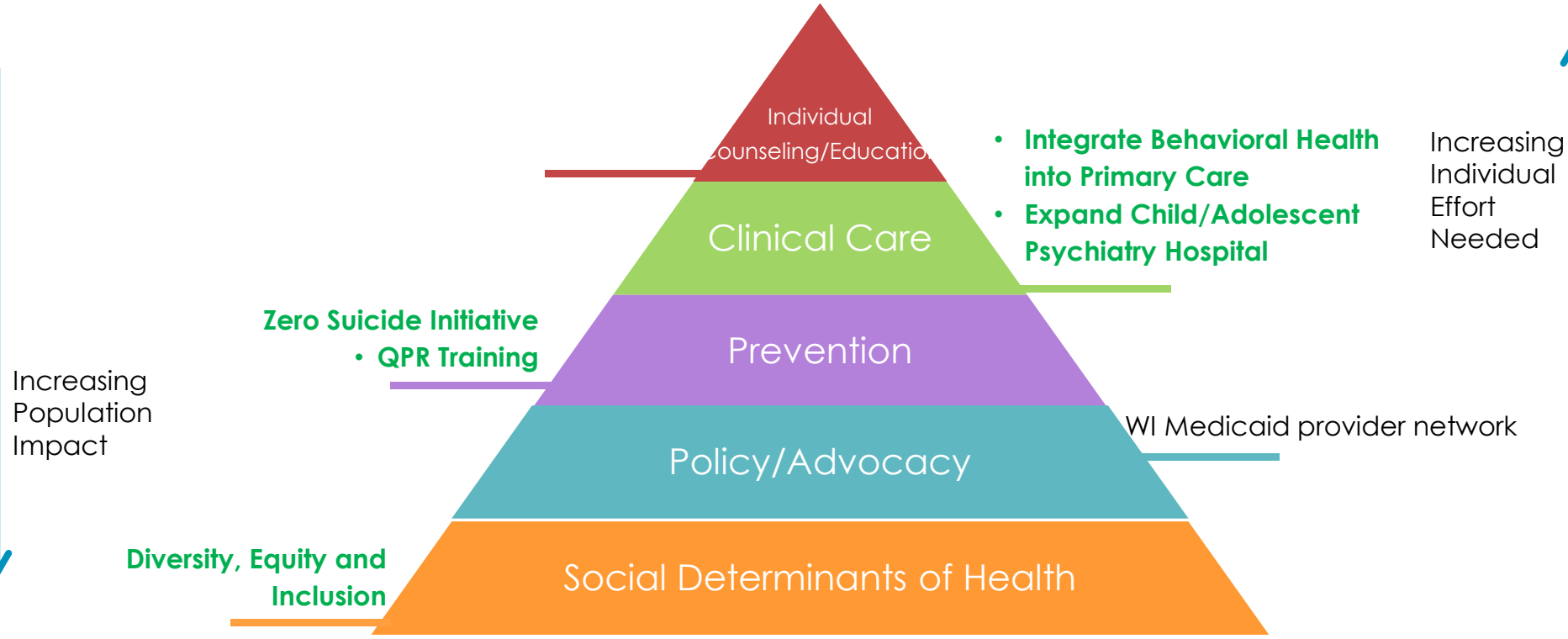


Youth Mental Health in Dane County

62.6% of high school students reporting depression are NOT receiving mental health services.



Mental Health/Behavioral Health Impact Pyramid



Key:
Strategies in **Green** are in process
Strategies in **Black** are to be developed

Mental Health/Behavioral Health Strategies

Strategy	Partners	Anticipated Impact
Integrate Behavioral Health into Primary Care		Expanded access to Behavioral Health in all UnityPoint Clinics <ul style="list-style-type: none"> • 2019-2020 – DeForest and Stoughton Clinics
Expand CAP		Increased bed capacity for Inpatient Services. Expand Intensive Outpatient Services for children and adolescents.
Zero Suicide Initiative-- QPR Training for Staff (Question, Persuade, and Refer)	<ul style="list-style-type: none"> • Safe Communities 	Suicide prevention training for UPH-Meriter staff.
WI Medicaid provider Network		Expanded provider network for BadgerCare Quartz HMO members to receive timely care.
Diversity, Equity and Inclusion	<ul style="list-style-type: none"> • UW Health 	Reduce bias within healthcare by expanding employment opportunities. Improve patient care and satisfaction.

Results-Based Accountability



Mental Health/Behavioral Health Measures

Population	Performance
<p>Results: We want increased access to Mental Health services in Dane County. We want to decrease the stigma of Mental Health in Dane County.</p>	<p>Program – Solutions/Strategies Health Impact Pyramid</p>
<p>Indicator: # of Meriter staff trained in Question, Persuade and Refer (QPR) method # of children and adolescents served by Child and Adolescent Psychiatry # of patients who receive a Behavioral Health Specialist consult in primary care clinic</p>	<p>Performance Measures ↑ % of Meriter staff trained in Question, Persuade and Refer (QPR) method ↓ # of children and adolescents on the Child and Adolescent Psychiatry Hospital waitlist % of patients who received a Behavioral Health Specialist consult in primary care clinic</p>

Mental Health/Behavioral Health Implementation Timeline

Phase 1: FY20-FY22

Behavioral Health in Primary Care Integration: DeForest & Stoughton
CAP Expansion
Zero Suicide Initiative: QPR Training
WI Medicaid Provider Network

Phase 2: FY21-FY22

WI Medicaid Provider Network

Diversity, Equity, and Inclusion Strategy

Key:

Strategies in **Green** are in process

Strategies in **Black** are to be developed

Mental Health/Behavioral Health Community Partners

Work Together

UnityPoint Health – Meriter is working in collaboration with many existing organizations and local champions in Dane County to address mental health.

Community Based Organizations	National Nonprofit Organizations	Government Agencies
NAMI, Dane County		
Safe Communities <ul style="list-style-type: none"> Zero Suicide Initiative 		
RISE		
Recovery Coalition of Dane County		
Rainbow Project		
Briarpatch		
Sankofa Behavioral & Community Health		
Journey Mental Health Center		

2019-2021 CHNA Priority Health Outcomes



Maternal and Child Health



Substance Use Disorders



Mental Health/Behavioral Health



Chronic Conditions

Chronic Conditions

- **Community Engagement**

- Partner with the CDA Triangle community to provide mattresses, Falls Prevention education, and nutrition classes to residents.

- **Collaboration:**

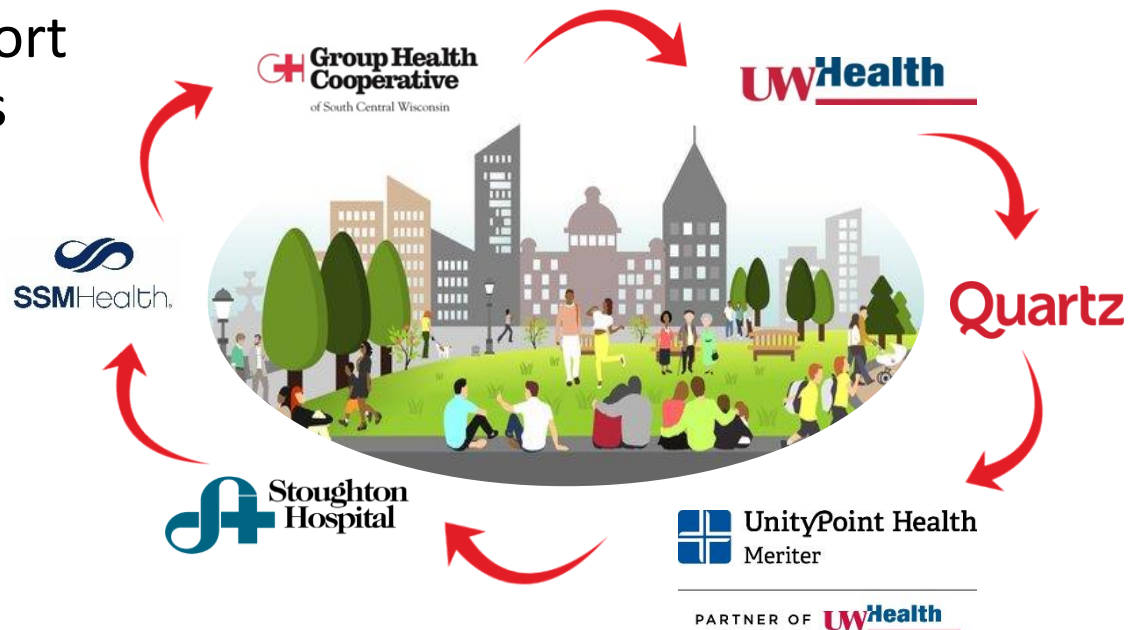
- Establish collaborative partnership with the Foundation for Black Women's Wellness to address health inequities related to heart disease, obesity and other health conditions.

- **Community Giving:**

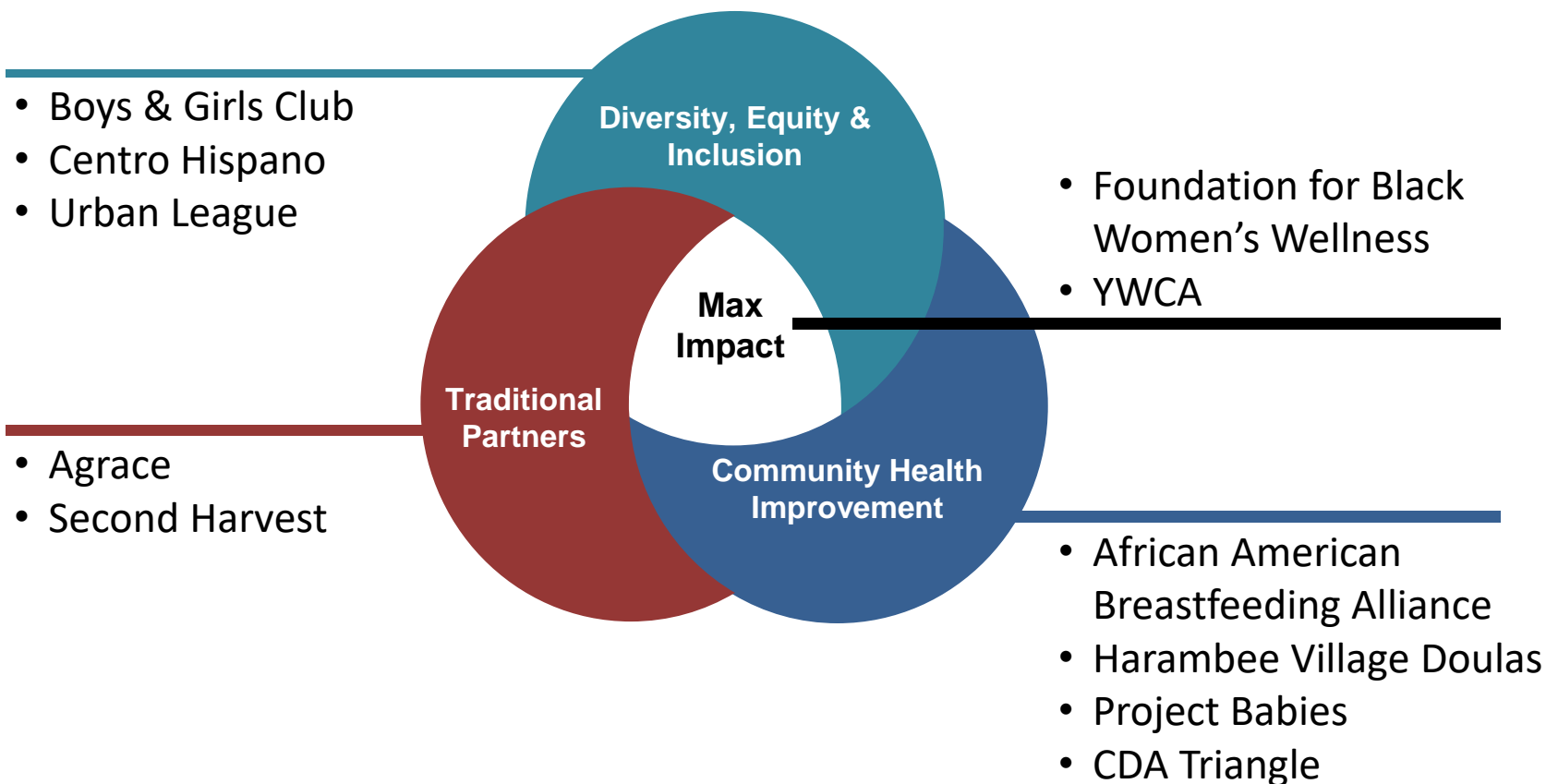
- Re-align community donations to organizations focused on preventing chronic conditions

Strong Investments and Partnerships

- Sustain investments in community
- UPH-Meriter realigned existing funding to support CHNA strategic priorities
- Transitioned from supporting events to supporting programs
- Collaborative approach among health systems



Aligning Investments for Maximum Impact



Community Investment Strategy

Next Steps



Review national best practices for leading health systems



Determine UPH-Meriter's approach/role in addressing social determinants of health



Collaborate with partners for maximum impact

Community Health Impact Committee

- In December 2018, the UnityPoint Health – Meriter board approved the creation of a sub-committee: Community Health Impact Committee (CHIC)
 - Supports the Community Health Needs Assessment (CHNA) and Community Health Implementation Strategy (CHIS)
 - Provides guidance on CHIS development, measures and outcomes to measure health improvement impact on a continuing basis
 - Presents updates to the full Meriter Board of Directors on the status and milestones of the CHIS

Our Commitment to the Community

UnityPoint Health – Meriter and UW Health remain committed to improving health outcomes in Dane County. We will:

- Continue community engagement as we develop and implement community health improvement activities
- Implement activities in alignment with the needs that were voiced by the community in the Community Health Needs Assessment
- Address social determinants of health in conjunction with clinical care
- Measure community health improvement
- Communicate our progress

Thank You

