

**MERCYHEALTH SYSTEM WALWORTH HOSPITAL
COMMUNITY BENEFIT PLAN
2017-2020 IMPLEMENTATION PLAN**

Strategic Objective: Based on priorities established by a Walworth County health coalition, Mercyhealth will develop and implement a multifaceted community benefit plan to improve the overall health and well-being of residents in Walworth County.

STRATEGIES	TACTICS	MEASURE/STATUS
<p>Improve the general health of individuals living in Walworth County</p>	<p>Access to Care:</p> <ul style="list-style-type: none"> ➤ Continue to develop and offer various access sites for primary and specialty care services: <ul style="list-style-type: none"> ○ Mercyhealth Delavan ○ Mercyhealth Elkhorn ○ Mercyhealth Lake Geneva ○ Mercyhealth Hospital & Medical Center Walworth 	<ul style="list-style-type: none"> ● Continue to offer specialty care services : <ul style="list-style-type: none"> ○ Allergy/Immunology ○ Cardiology ○ Robotic surgery ○ Dermatology ○ Nutrition services ○ Family medicine ○ Gastroenterology ○ Geriatric services ○ Gynecology ○ Hematology ○ Internal Medicine ○ Medical Oncology ○ Diabetes education ○ Weight management ○ Pain management ○ Sports Medicine & Rehabilitation ○ Sleep medicine ○ Plastic surgery ○ Neurology ○ Obstetrics ○ Occupational Health & Medicine ○ Ophthalmology

	<ul style="list-style-type: none"> ➤ Monitor current rotating physician specialties to ensure appropriate utilization and fulfillment of community health needs. ➤ Promote use of My Chart patient portal as a communication tool for patients and physicians as a means to enhance access and compliance. 	<ul style="list-style-type: none"> ○ Otolaryngology ○ Pediatrics ○ Pharmacy ○ Physical Medicine & Rehabilitation ○ Podiatry ○ Pulmonology ○ Speech therapy ○ Urology ○ Urgent care services <ul style="list-style-type: none"> • Monitor patient outmigration to assess physician need • Monitor patient activation rate and usage
	<p>Health Improvement and Maintenance:</p> <ul style="list-style-type: none"> ➤ Proactively manage Medicare population through ACO initiatives focused on preventive care. 	<ul style="list-style-type: none"> • Promote annual wellness visits. • Other screening and compliance measures.
	<p>Education and Awareness:</p> <ul style="list-style-type: none"> ➤ Breast cancer screenings <ul style="list-style-type: none"> ○ Schedule mammogram prior to patient leaving their office visit 	<ul style="list-style-type: none"> • Internal marketing campaigns • Targeted marketing via external educational-

	<ul style="list-style-type: none"> ○ Expand mammography hours of operation 	<ul style="list-style-type: none"> based postcards ● Personal conversations with provides during patient exam ● Patient outreach via telephone and letters completed by clinic nursing staff
	<ul style="list-style-type: none"> ➤ Cervical cancer screenings 	<ul style="list-style-type: none"> ● Increase access to OB-GYN care via rotating specialists ● Internal marketing campaigns ● Targeted marketing via external educational-based postcards ● Personal conversations with providers during patient exam ● Patient outreach via telephone and letters completed by clinic nursing staff
	<ul style="list-style-type: none"> ➤ Osteoporosis (bone density) screenings 	<ul style="list-style-type: none"> ● Monitor Dexascan access to care and modify hours as necessary ● Personal conversations with provides during patient exam ● Patient outreach via telephone and letters completed by clinic nursing staff
	<ul style="list-style-type: none"> ➤ Colorectal cancer screenings 	<ul style="list-style-type: none"> ● Internal marketing campaigns ● Targeted marketing via external educational-based postcards ● Personal conversations with provides during patient exam
	<p>Immunizations & Vaccinations</p> <ul style="list-style-type: none"> ➤ Childhood Immunizations <ul style="list-style-type: none"> ○ Patients aged 12-24 months 	<ul style="list-style-type: none"> ● Monitor and increase rates

	<p>A1C tests within the measurement year.</p> <ul style="list-style-type: none"> ➤ Smoking Cessation <ul style="list-style-type: none"> ○ Provide smoking cessation educational materials to adult patients • Hypertension and high cholesterol awareness/education 	<ul style="list-style-type: none"> • Monitor the number of stop smoking wellness programs • Monitor the number of community events where smoking cessation educational material is available • Provide free blood pressure checks and educational materials at Mercyhealth locations and health fairs • Monitor events and health fairs where hypertension and high cholesterol educational material is available
<p>Improve the health of patients with specific needs.</p>	<ul style="list-style-type: none"> ➤ Geriatric services ➤ Alcohol and Substance Abuse 	<ul style="list-style-type: none"> • Monitor number of community events and health fairs where geriatric services can be promoted • Monitor number of community events and health fairs where information regarding health consequences of alcohol and substance can be promoted