

**MERCYHEALTH SYSTEM WALWORTH HOSPITAL  
COMMUNITY BENEFIT PLAN  
2020-2023 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><b>Improve the general health of individuals living in Walworth County</b></p>	<p><b>Access to Care:</b></p> <ul style="list-style-type: none"> <li>➤ Continue to develop and offer various access sites for primary and specialty care services:               <ul style="list-style-type: none"> <li>➤ Mercyhealth Delavan</li> <li>➤ Mercyhealth Elkhorn</li> <li>➤ Mercyhealth Lake Geneva</li> <li>➤ Mercyhealth Hospital &amp; Medical Center Walworth</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Continue to offer specialty care services :           <ul style="list-style-type: none"> <li>• Allergy/Immunology</li> <li>• Cardiology</li> <li>• Dermatology</li> <li>• Nutrition services</li> <li>• Family medicine</li> <li>• Gastroenterology</li> <li>• Geriatric services</li> <li>• Gynecology</li> <li>• Hematology</li> <li>• Medical Oncology</li> <li>• Diabetes education</li> <li>• Weight management</li> <li>• Pain management</li> <li>• Sports Medicine &amp; Rehabilitation</li> <li>• Sleep medicine</li> <li>• Neurology</li> <li>• Obstetrics</li> <li>• Occupational Health &amp; Medicine</li> <li>• Ophthalmology</li> <li>• Otolaryngology</li> <li>• Pediatrics</li> <li>• Pharmacy</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>➤ Monitor current rotating physician specialties to ensure appropriate utilization and fulfillment of community health needs.</li> <li>➤ Promote use of My Chart patient portal as a communication tool for patients and physicians as a means to enhance access and compliance.</li> </ul>	<ul style="list-style-type: none"> <li>• Physical Medicine &amp; Rehabilitation</li> <li>• Podiatry</li> <li>• Pulmonology</li> <li>• Speech therapy</li> <li>• Urology</li> <li>• Urgent care services</li> <li>• Monitor patient outmigration to assess physician need</li> <li>• Monitor patient activation rate and usage</li> </ul>
	<p><b>Health Improvement and Maintenance:</b></p> <ul style="list-style-type: none"> <li>➤ Proactively manage Medicare population through ACO initiatives focused on preventive care.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote annual wellness visits</li> <li>• Other screening and compliance measures</li> </ul>
	<p><b>Education and Awareness:</b></p> <ul style="list-style-type: none"> <li>➤ Breast cancer screenings <ul style="list-style-type: none"> <li>➤ Schedule mammogram prior to patient leaving their office visit</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Multi-site cancer screening event once a year at Mercyhealth Hospital and Medical Center - Walworth</li> <li>• Personal conversations with provider during patient exam</li> <li>• Patient outreach via telephone and letters completed by clinic nursing staff</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Cervical cancer screenings</li> </ul>	<ul style="list-style-type: none"> <li>• Increase access to OB-GYN care via rotating specialists</li> <li>• Internal marketing campaigns - Educational fliers in elevators for HPV awareness</li> <li>• Personal conversations with providers during patient exam</li> <li>• Patient outreach via telephone and letters completed by clinic nursing staff</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Colorectal cancer screenings</li> </ul>	<ul style="list-style-type: none"> <li>• Personal conversations with providers during patient exam</li> <li>• Internal marketing campaigns – bathroom stall clings; t-shirts and buttons to staff; leadership presentation</li> <li>• Patient outreach via telephone and letters completed by clinic nursing staff</li> </ul>
	<p><b>Immunizations &amp; Vaccinations</b></p> <ul style="list-style-type: none"> <li>➤ Childhood Immunizations <ul style="list-style-type: none"> <li>➤ Patients aged 12-24 months</li> <li>➤ Patients aged 24-36 months</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Monitor and increase immunization rates</li> <li>• Monitor and increase immunization rates</li> </ul>
	<ul style="list-style-type: none"> <li>➤ HPV Vaccination <ul style="list-style-type: none"> <li>➤ Follow-up visits scheduled at time of initial vaccine</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Personal conversations with providers during patient exam</li> <li>• Internal marketing campaigns – HPV education to providers and their patients. Targeting how to talk to parents about the importance of the vaccination and the options available</li> </ul>

		<ul style="list-style-type: none"> <li>• Patient outreach via telephone and letters completed by clinic nursing staff</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Pneumococcal Vaccination</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor and increase vaccination rates</li> <li>• Educate nursing staff and physicians</li> </ul>
<p><b>Improve the health status of individuals with chronic illness and promote healthy lifestyles</b></p>	<p><b>High Blood Pressure</b></p> <ul style="list-style-type: none"> <li>➤ Controlling high blood pressure This measure assesses the percentage of patients 18-85 years of age who have a diagnosis of essential hypertension</li> </ul> <p><b>Obesity</b></p> <ul style="list-style-type: none"> <li>➤ Perform adult body mass index (BMI) screening annually <ul style="list-style-type: none"> <li>• This measure assesses adults aged 18-85 who have had a minimum of one BMI screening annually</li> </ul> </li> </ul> <p><b>Diabetes</b></p> <ul style="list-style-type: none"> <li>➤ A1C testing <ul style="list-style-type: none"> <li>• This measure assesses percentage of people 18-75 years of age with a diagnosis of diabetes who had two or more A1C tests, one A1C test or no A1C tests within the measurement year.</li> </ul> </li> <li>➤ Smoking Cessation <ul style="list-style-type: none"> <li>• Provide smoking cessation educational materials to adult patients</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Monitor and increase rates</li> <li>• Educate nursing staff and physicians</li> <li>• Monitor and increase rates</li> <li>• Educate nursing staff and physicians</li> <li>• Monitor and increase rates</li> <li>• Educate nursing staff and physicians</li> <li>• Monitor the number of stop smoking wellness programs</li> <li>• Monitor the number of community events where smoking cessation educational material is available</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Hypertension and high cholesterol awareness/education</li> </ul>	<ul style="list-style-type: none"> <li>• Provide free blood pressure checks and educational materials at Mercyhealth locations and health fairs</li> <li>• Monitor events and health fairs where hypertension and high cholesterol educational material is available</li> </ul>
<p>Improve the health of patients with specific needs, including geriatric health needs and substance abuse</p>	<ul style="list-style-type: none"> <li>➤ Geriatric services</li> <li>➤ Alcohol and Substance Abuse</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor number of community events and health fairs where geriatric services can be promoted</li> <li>• Monitor number of community events and health fairs where information regarding health consequences of alcohol and substance can be promoted</li> </ul>
<p>Reduce likelihood of opioid addiction beginning and/or continuing</p>	<ul style="list-style-type: none"> <li>➤ Monitor opioid prescribing among physicians</li> <li>➤ Offer provider education</li> <li>➤ Offer addiction counseling</li> </ul>	<ul style="list-style-type: none"> <li>• Review regular reports to look for outlier prescribers</li> <li>• Monitor number of educational courses offered</li> </ul>

<p><b>Response to COVID-19 to effectively care for the needs of our community and to ensure up-to-date education and preparedness during a pandemic</b></p>	<p><b>Provide alternative education to Emergency Medical Services (EMS) personnel</b></p> <ul style="list-style-type: none"> <li>• Coordinate with local, regional and state organizations regarding EMS surge planning, response, and information sharing</li> <li>• Enhanced safety and treatment protocols by our EMS System and the REACT air medical critical care transport program</li> <li>• Expanded telemedicine services to increase virtual access for our patients and allow EMS crews to be available for those with critical illnesses during pandemic</li> <li>• Enhanced education and universal precautions updates for EMS crews during this pandemic to ensure safety of first responders as well as safety to patients</li> <li>• Expanded COVID 19 response, screening, and effective transport of patients suspected of or confirmed for COVID-19 by EMS Crews and Public Service Answering Points (911 Operators) to provide early identification to EMS crews and receiving facilities and appropriate transport to Emergency Dept.</li> </ul> <p><b>SAFE CARE COMMITMENT: Reassure patients that Mercyhealth has taken extra safety precautions to ensure the health and safety of our patients is our top priority</b></p> <ul style="list-style-type: none"> <li>• Enhanced Cleaning</li> <li>• Masking</li> <li>• Screening</li> <li>• Social Distancing</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple EMS providers have been credentialed to function by the Mercy EMS Medical Director to ensure continuity of the Emergency Medical System.</li> <li>• Frequent communication between EMS leadership and the Mercyhealth Pre-hospital and Emergency Services Center to provide real time updated information</li> </ul> <ul style="list-style-type: none"> <li>• Internal Marketing Campaigns - Safe Care Commitment: banners; elevator fliers; E-newsletter; leadership and all employee emails</li> <li>• Provider videos – numerous physicians creating social media videos to address COVID 19 concerns and questions</li> <li>• Community Education on “How to Safely Wear a Mask” - video created; social media and website post</li> </ul>
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