



# COMMUNITY HEALTH NEEDS

## 2019 IMPLEMENTATION STRATEGY

HEALTH IS WHERE WE LIVE, LEARN, AND WORK

# LETTER TO THE COMMUNITY

## OUR MESSAGE TO THE RESIDENTS OF THE BRANDYWINE HOSPITAL SERVICE AREA

Brandywine Hospital is committed to meeting our community's health needs and growing with our community to provide high-value, quality care close to home. To achieve this goal, we must understand the community's evolving unmet health needs. To that end, Brandywine Hospital — in collaboration with all Tower Health hospitals and our local community partners — conducted a comprehensive 2019 Community Health Needs Assessment (CHNA), which identifies local health priorities and recommends a collective path forward.

The 2019 CHNA is the first needs assessment that Brandywine Hospital has completed as a nonprofit hospital. As part of the CHNA process, we conducted internal and external research including focus groups, stakeholder interviews and key informant surveys. In addition, a community survey was completed among 250 external stakeholders.

Based on the results of this process, Brandywine Hospital, along with our community partners and Tower Health colleagues, worked together to develop strategies to address each of the following health priorities:

- Access to Health Care
  - Increase access to healthcare services by community members, particularly those considered vulnerable and/or living in underserved areas
- Social Determinants of Health
  - Identify and address Social Determinants of Health
- Disease Prevention and Management
- Access to Behavioral Health Services
  - Improve access to screening, assessment, treatment and support for behavioral health
  - Decrease stigma related to behavioral health

Jeff Hunt



resident & CEO  
Brandywine Hospital



Our commitment to advance the health and wellness of our community extends far beyond the walls of our hospital. Together with our partners, we are developing and implementing innovative programs and services that will bring positive health improvements to our community.

My sincere thanks to the community stakeholders who generously shared their time and input throughout the comprehensive CHNA process. I'd also like to recognize the time and talent of the Brandywine Hospital CHNA Advisory Group, which was comprised of hospital staff and representatives from various community organizations.

I am grateful for your continued feedback, involvement, and support. Together, we are "*Advancing Health, Transforming Lives*" across our region.

Sincerely,

A handwritten signature in black ink that reads "W. Jeffrey Hunt". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

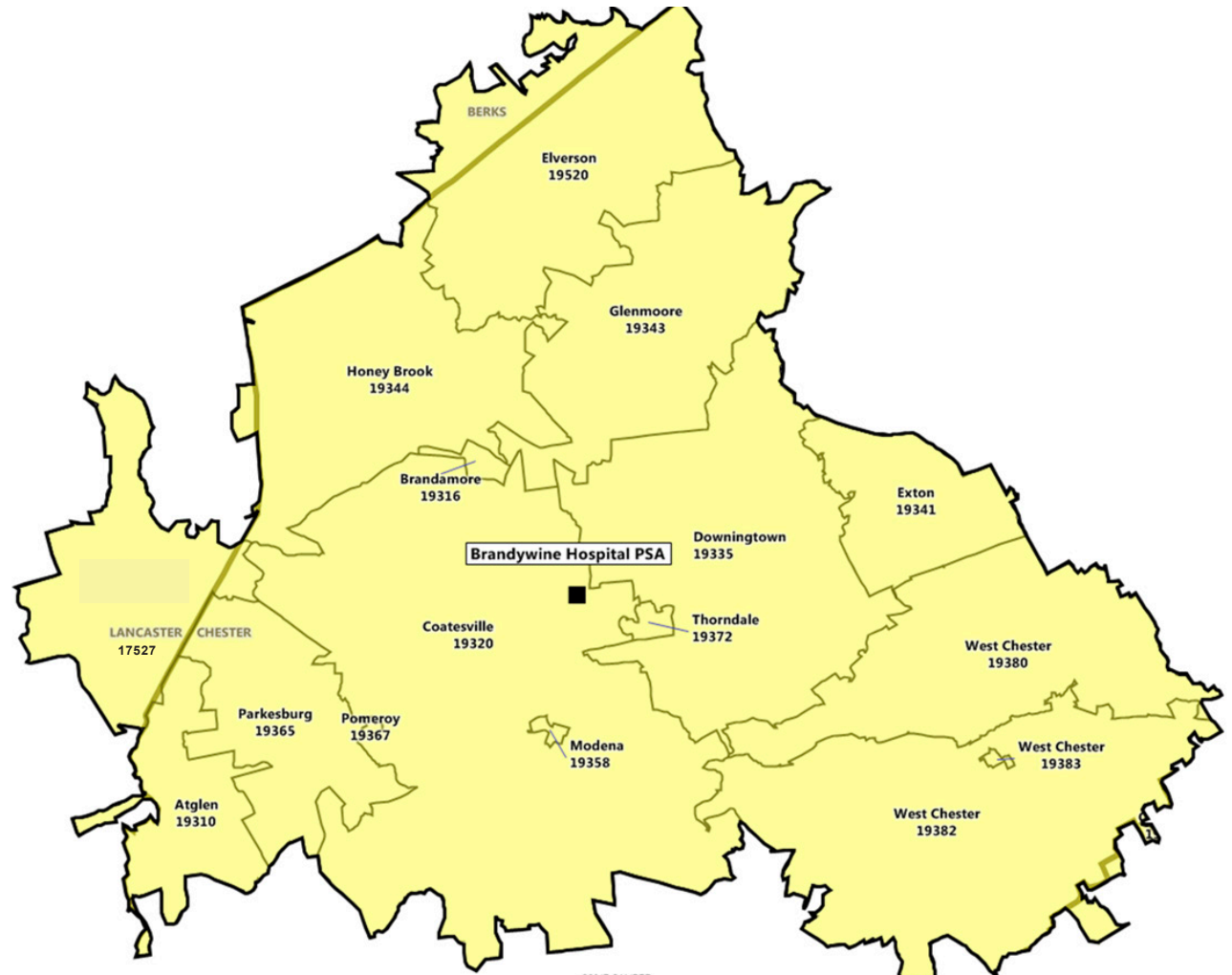
Jeff Hunt  
President & Chief Executive Officer  
Brandywine Hospital

# BRANDYWINE HOSPITAL SERVICE AREA



## Brandywine Service Area

**O**ur community encompasses select zip codes within Chester County, which represents the primary service area of Brandywine Hospital. The remaining zip codes in Chester County are considered part of Brandywine Hospital's secondary or tertiary markets.



# BRANDYWINE HOSPITAL

HEALING BEGINS HERE.

**U**nder new leadership, Brandywine Hospital continues to expand upon the medical staff and added enhanced services, including heart and lung surgery, vascular surgery, imaging services and more to meet the community's needs. These changes have translated into national recognitions for quality and an outstanding patient experience in numerous specialties.

We work hard every day to be a place of healing, caring and connection for patients and loved ones in the community we call home.

## BRANDYWINE HOSPITAL MISSION

The mission of Brandywine Hospital is to provide compassionate, accessible, high quality, cost effective healthcare to the community; to promote health; to educate healthcare professionals; and to participate in appropriate clinical research.

## BRANDYWINE HOSPITAL VISION

Brandywine Hospital will be an innovative, leading, integrated provider dedicated to advancing the health and transforming the lives of the people we serve through excellent clinical quality; accessible, patient-centered, caring service; and unmatched physician and employee commitment.

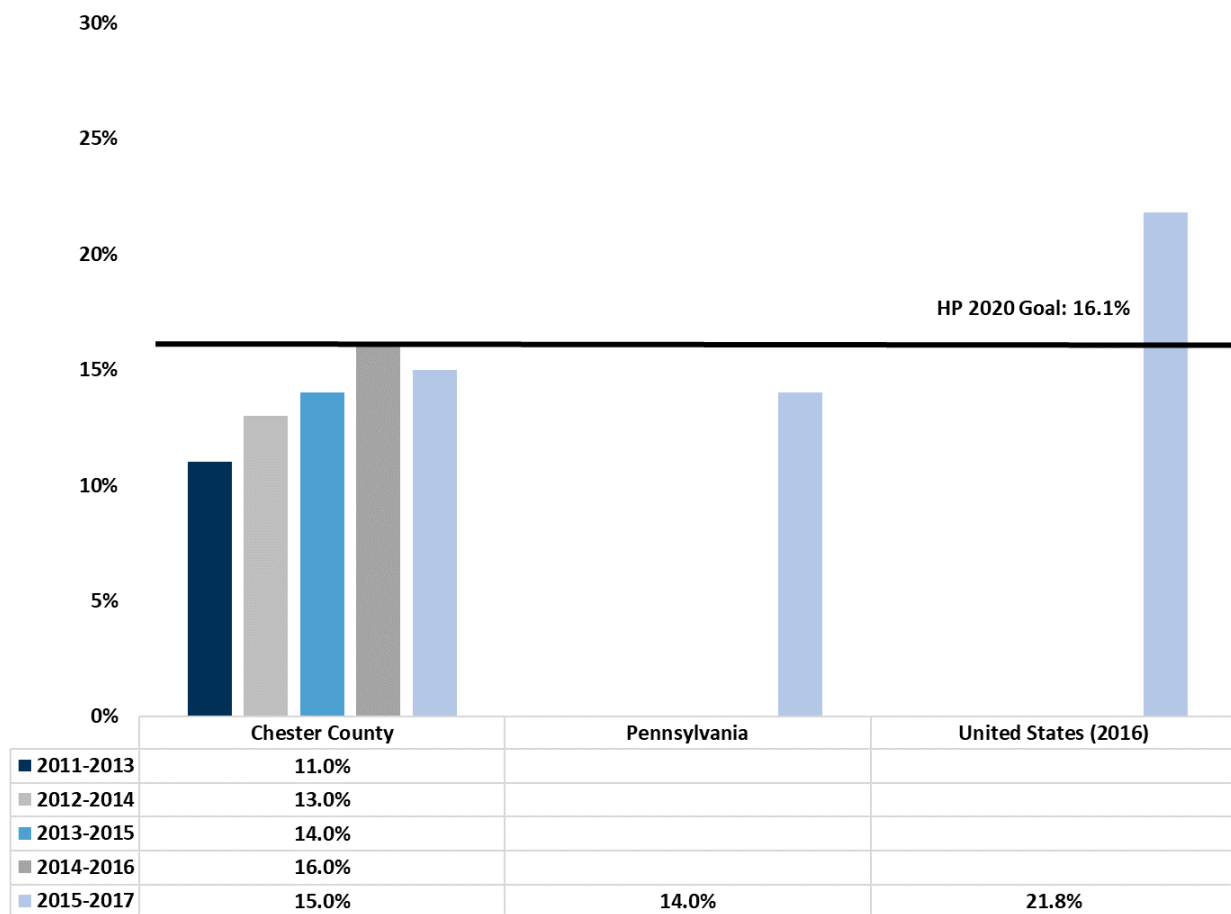


# OUR PRIORITY FOCUS AREAS

## 1 ACCESS TO HEALTH CARE SERVICES

While slightly lower than the Healthy People 2020 goal, the percentage of residents in Chester County who do not have a personal care provider has increased in recent years and is higher than the state of Pennsylvania.

### No Personal Care Provider



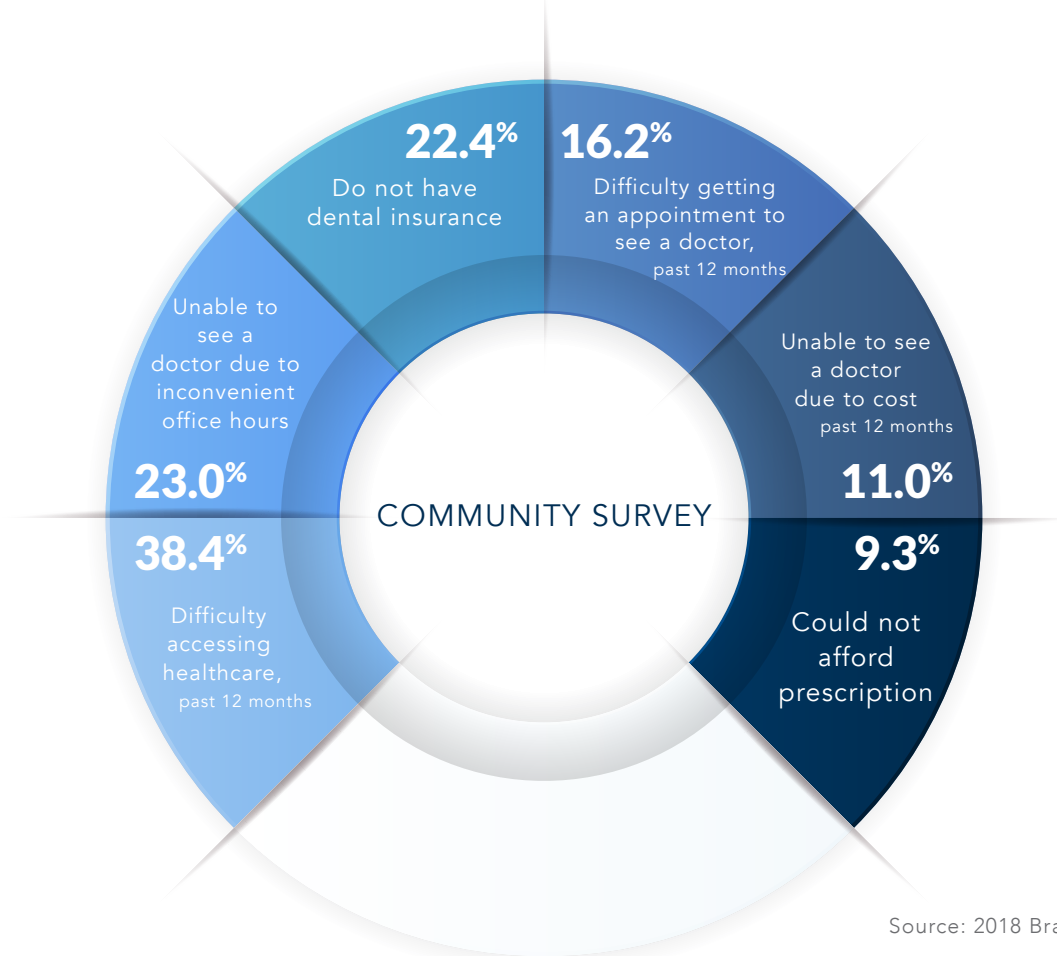


### WHAT THE COMMUNITY IS SAYING

Over half (55.5%) of intercept survey respondents identified access to health care as having the highest impact on the health of an individual. The cost of health care (68.8%) was the highest identified socioeconomic factor that impacts the health of an individual by intercept survey respondents.

Stakeholder interview participants spoke about the challenges residents experience accessing care due lack of transportation and challenges navigating the health care system. Focus group participants also noted the cost of care and transportation as barriers to accessing needed care. They also highlighted the lack of service providers and the fact that many services have long wait lists. A few noted language as a barrier to accessing needed care.

Substantial percentages of residents in the Brandywine Hospital service area have experienced difficulty accessing health care:



Source: 2018 Brandywine Hospital Community Survey, Professional Research Consultants

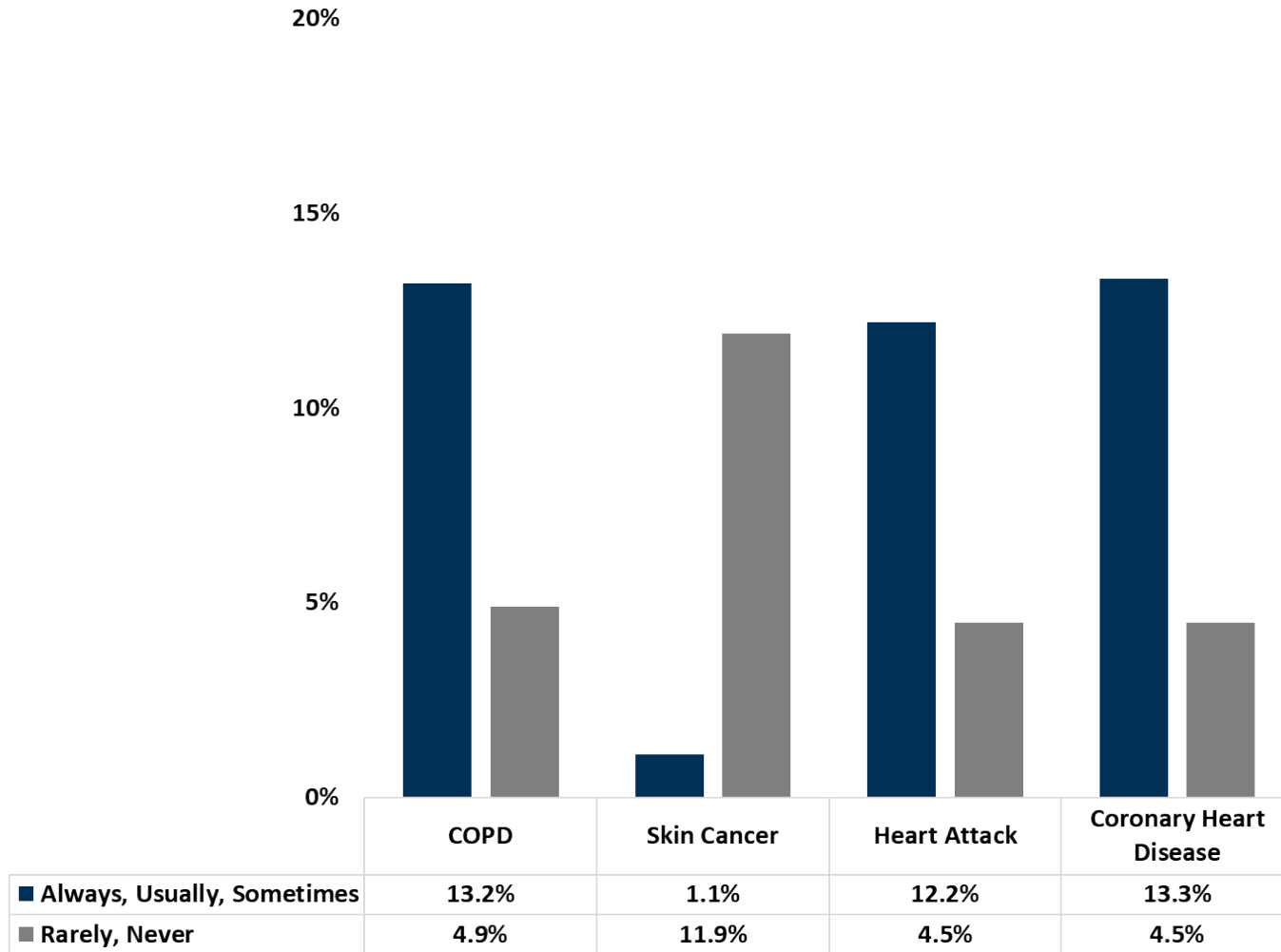




## 2 SOCIAL DETERMINANTS OF HEALTH

Those with housing insecurity are significantly more likely to have COPD, coronary heart disease, or been told they have a had a heart attack. Those who do not worry about housing were significantly more likely to have skin cancer.

### Housing Insecurity Impact On Health



Source: Brandywine Hospital Community Survey, Professional Research Corporation, 2018



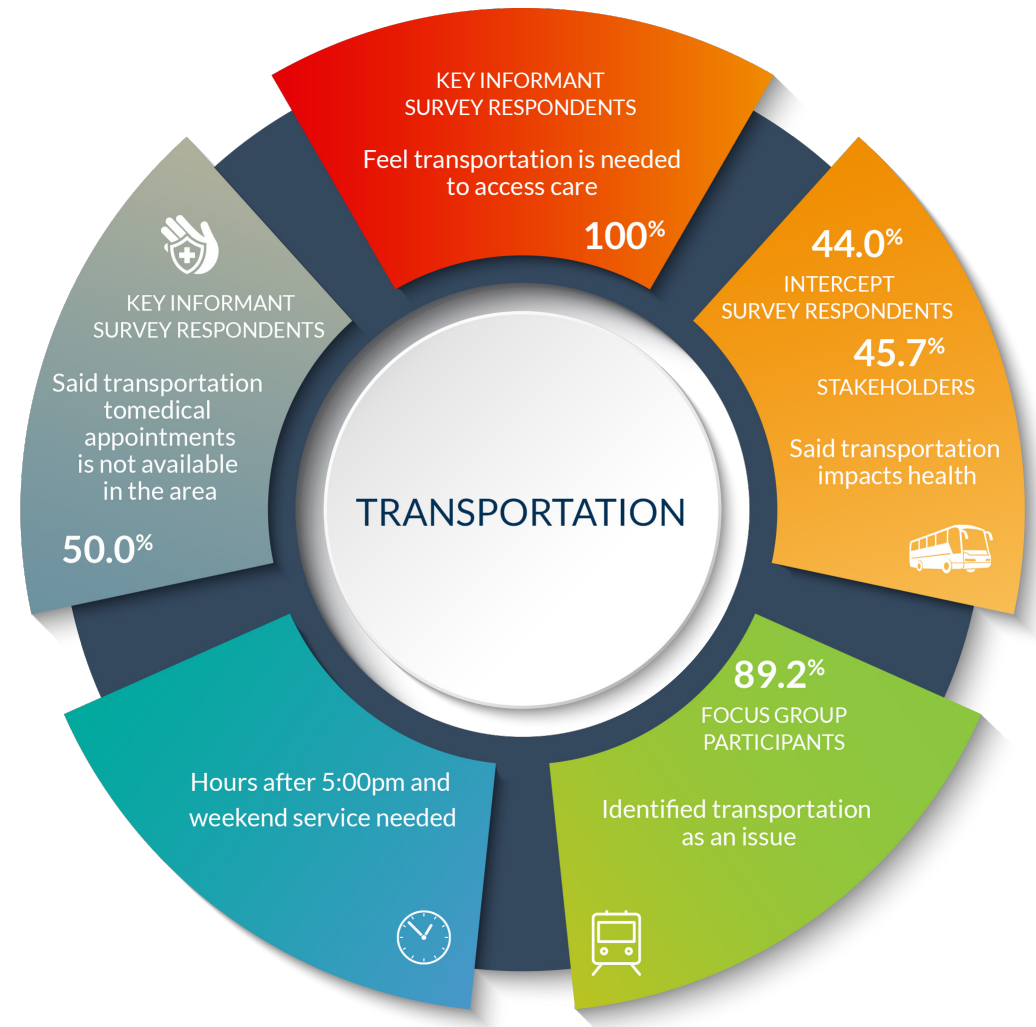
## WHAT THE COMMUNITY IS SAYING

Primary research participants from the 2019 CHNA had much to say about the relationship between transportation and health.

Issues identified in focus groups, intercept surveys, and key informant surveys due to a lack of transportation include:

- Better access to transportation is needed
- Transportation options are limited and time intensive including no weekend service
- Hours spent accessing transportation in order to get to an appointment
- Affordable transportation
- Can't access grocery stores that sell fresh produce or exercise areas due to lack of transportation
- Inability to navigate the transportation system
- Lack of transportation outside of the area to access specialty care
- Need for more senior transportation
- Need transportation outside of cities; more rural area transportation

### Primary Data Sources – Transportation



Sources: Brandywine 2018 Focus Groups, 2018 Intercept Survey, 2018 Key Informant Survey, 2018 Stakeholder Interviews, Strategy Solutions, Inc.



## WHAT THE COMMUNITY IS SAYING

Around one in six (17.5%) 2019 community survey respondents were food insecure, while 14.1% find it very or somewhat difficult to buy fresh produce. Less than half of survey respondents (40.3%) report eating five or more servings of fruit and/or vegetables daily.



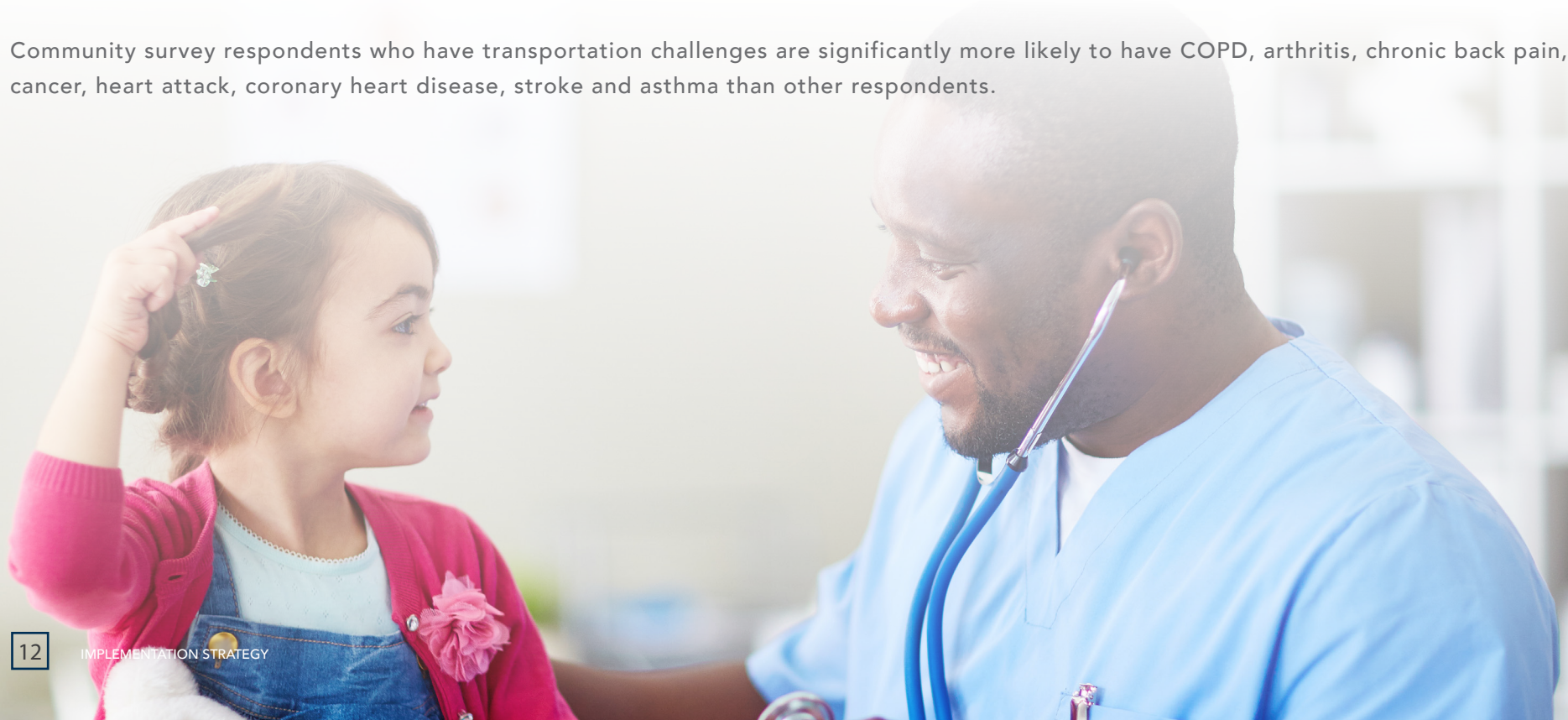
Source: Brandywine Hospital Community Survey, Professional Research Consultants, 2018

### 3 DISEASE PREVENTION AND MANAGEMENT

Males are more likely to have had a routine checkup in the past year or have had an eye exam in the past two years while women are more likely not to see a doctor due to cost, or have difficulty reading health information or seeing a specialist.

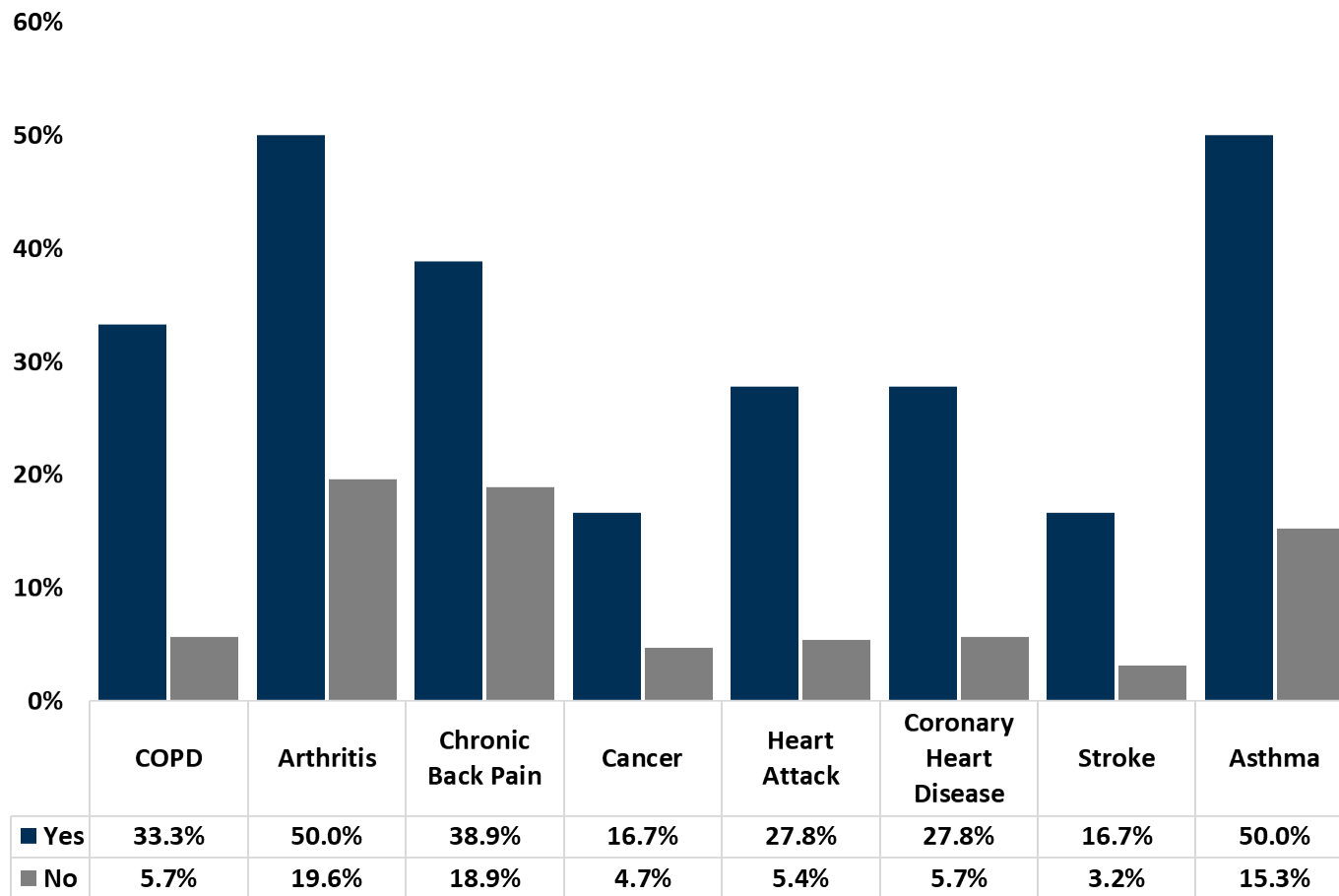
	Male	Female	Overall*
Routine checkup, past year	82.3%	67.3%	74.6%
Need help reading health information	39.3%	49.1%	44.3%
Could not see a doctor due to cost	7.3%	14.6%	11.0%
Gone to Emergency Room, past 12 months	25.1%	21.6%	23.3%
Difficulty seeing a specialist	7.8%	20.0%	14.0%
Eye exam where pupils were dilated, past two years	78.5%	59.4%	68.5%

Community survey respondents who have transportation challenges are significantly more likely to have COPD, arthritis, chronic back pain, cancer, heart attack, coronary heart disease, stroke and asthma than other respondents.



The graph below illustrates chronic diseases experienced by the residents who indicated that they have had a transportation barrier for medical care in the past 12 months in the Community Survey. Respondents who experience transportation barriers were significantly more likely than other residents to have COPD, asthma, chronic back pain, cancer, had a heart attack, coronary heart disease, a stroke or asthma.

### Transportation Impact On Health Status, Chester County

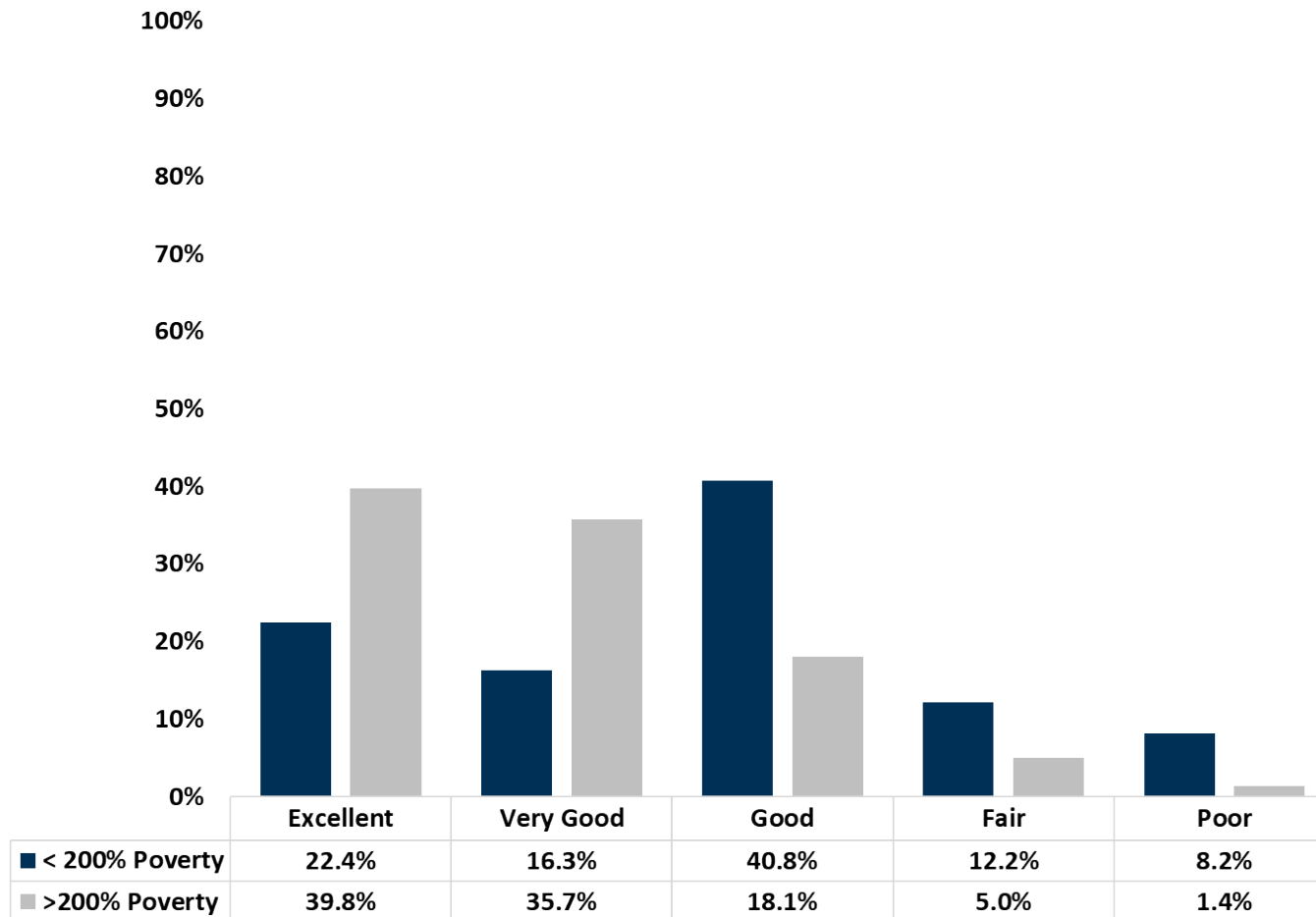


Source: Brandywine Hospital Community Survey, Professional Research Consultants, 2018

# 4 ACCESS TO BEHAVIORAL HEALTH SERVICES

Community survey respondents in the Brandywine Hospital service area that are living below 200% of the poverty level\* were significantly more likely to report their personal mental health as fair or poor than those with higher incomes.

## Personal Mental Health Rating



Source: Brandywine Hospital Community Survey 2018, Professional Research Consultants

\*Note: <https://www.thebalance.com/federal-poverty-level-definition-guidelines-chart-3305843>

Female community survey respondents were significantly more likely to experience behavioral health challenges than males.

	<b>Male</b>	<b>Female</b>
Depressed or sad, 2 or more years	21.2%	36.0%
Stress in daily life (extremely or very stressful)	4.1%	16.7%
Ever told have a depressive disorder	14.4%	23.4%
Ever thought of taking own life	2.4%	9.2%
Taking medication or receiving treatment for mental health	8.4%	18.2%
Sought help for mental health services	25.1%	39.8%
Taken opioids	2.4%	10.9%

Source: 2018 Brandywine Hospital Community Survey, Professional Research Consultants



Hospital leaders and representatives from community agencies came together to review data compiled for the Community Health Needs Assessment. This group prioritized the most critical community needs identified as focus areas to hone in on areas of focus for the next three years. Hospital leaders met to review these prioritized needs, taking into consideration community needs, national benchmarks, and available resources. The following strategies were then identified to help address the identified priorities.

# 1 HEALTH PRIORITY: ACCESS TO HEALTH CARE

**Goal 1. Increase access to health care services by community members, particularly those considered vulnerable and/or living in underserved areas.**

STRATEGIES	ACTION STEPS	YEAR			METRICS PER YEAR
		2019	2020	2021	
Increase cultural awareness, diversity and inclusion	Conduct 5 Cultural Awareness trainings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5 sessions completed; 100 staff trained
	Conduct train the trainer sessions				80% reported increased cultural awareness
					2 trainers were educated
Develop, enhance and/or expand telemedicine opportunities	Increase telepsych presence in Phoenixville Hospital opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5% increase year over year
	Expand telepsych to Jennersville Hospital				
	Increase utilization of telemedicine for Stroke in 2020				



## 2 HEALTH PRIORITY: SOCIAL DETERMINANTS OF HEALTH

### Goal 1. Identify and address Social Determinants of Health (SDOH).

STRATEGIES	ACTION STEPS	YEAR			METRICS PER YEAR
		2019	2020	2021	
Identify and address SDOH in the clinical environment	Screen for SDOH in identified clinical areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	670 patients screened
	Connect patients to appropriate resources				5% decrease in ED utilization
	Provide navigation services to high risk patients				150 resource summaries generated
					67 patients received navigation services

### Goal 2. Address transportation barriers.

STRATEGIES	ACTION STEPS	YEAR			METRICS PER YEAR
		2019	2020	2021	
Implement the Ride Health Program to reduce transportation barriers.	Implement pilot process	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Program implemented
	Evaluate pilot and expand				38 rides provided
					5% decrease in missed visits in the Wound Care Center in CY 2020

# 3 HEALTH PRIORITY: DISEASE PREVENTION AND MANAGEMENT

**Goal 1. Implement chronic disease prevention and management programs in the primary service area, specifically targeting vulnerable populations.**

STRATEGIES	ACTION STEPS	YEAR			METRICS PER YEAR
		2019	2020	2021	
Provide disease screening and education opportunities to the primary service areas, particularly focusing on vulnerable populations	Increase diabetes and hypertension screenings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	50% increase in knowledge of how to manage their DM or HTN on a daily basis
	Provide Low Dose CT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	110 projected screenings for calendar year 2019 8% referred for further work up
	Provide breast cancer screenings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2019: 1695 screenings 114 or 6.7% had abnormal mammograms/recommended for biopsies 6.7% were referred to a breast specialist for further assessment prior to biopsy Since 1/1/19 – 21 new diagnoses of Breast Cancer or 18% requiring surgical intervention
Tower Wellness Programs	Implement short and long term wellness initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Increase baseline participation in major ongoing Tower Health sponsored wellness programs to 25% within the next one year (Currently 18%) Maintain engagement in major short-term wellness initiatives at 60% or greater for fitness/nutrition programs and 20% or greater for mental/spiritual health programs

# 4 HEALTH PRIORITY: ACCESS TO BEHAVIORAL HEALTH SERVICES

## Goal 1. Improve access to screening, assessment, treatment and support for behavioral health.

STRATEGIES	ACTION STEPS	YEAR			METRICS PER YEAR
		2019	2020	2021	
Warm Handoff	Provide warm hand off for Brandywine inpatient and outpatients	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	# warm handoffs (increase from 66 to 80 in the next calendar year)
Increase mental health outpatient services on campus	Outpatient healthcare provider HSI, will be present on Brandywine's campus	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Will service 80% of Brandywine's Behavioral Health population. Patients will receive a post discharge appointment within 7 days
Collaborate w/ Post Acute providers to decrease the number of Emergency Department Evaluations for Behavioral Issues	Establish behavioral health presence in three area nursing homes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	198 nursing home residents evaluated for behavioral issues eliminating an unnecessary ED transfer 3 nursing home collaborations
Train hospital employees to identify and address the signs of suicide ideation	Initiate a QPR program at Brandywine Hospital. (Question, Persuade, Refer)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	17 hospital employees were trained 100% increase in knowledge of how to address suicide ideation 0 referrals to a mental health professional
Increase access to mental health services in primary care practices	Integrate mental health services with primary Care	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 practices participating There will be 2 mental health professionals 1 provider who will see 6-8 patients per week 1 therapist who will see 3-4 patients per week



**CONTACT//**

**Office:** 201 Reeceville Rd, Coatesville, PA 19320

**Phone:** 610-383-8000

**Brandywine.TowerHealth.org**



**Brandywine Hospital**

**TOWER HEALTH**

Advancing Health. Transforming Lives.