

Leesburg Regional Medical Center

Community Health Needs Assessment Implementation Plan

Overview of LRMC

Leesburg Regional Medical Center, a part of Central Florida Health Alliance, has been serving our community's healthcare needs for 50 years. A 322-bed acute care hospital that offers world-class service close to home in Lake, Sumter and Marion counties, Leesburg Regional has grown from a small community hospital built in 1963 to a comprehensive medical center.

Leesburg Regional Medical Center offers progressive cardiovascular services, including minimally invasive heart valve replacement and repair surgery. Our Heart Institute performs more open heart surgery procedures than any other hospital in the region and has the third highest volume in the state with superior results.

LRMC includes the region's first designated stroke center, neurosurgery, total joint replacement, the Leesburg Regional Acute Rehabilitation Hospital, Alliance Day Surgery, Wound Healing and Hyperbaric Center and state-of-the-art Life Center for Women, offering high quality and comprehensive services in gynecology, obstetrics and pediatrics

This implementation plan summarizes the Community Health Needs Assessment process to date and priorities established for LRMC to sustain and develop community benefit programs that 1) address prioritized needs of the 2013 CHNA and 2) respond to additional community health needs. This plan will be evaluated and monitored annually to determine impact.

Target Areas and Population

LRMC identified the community and assessment area as the population within the zip codes that comprise 75% of the hospital's discharges. The entire population within this area is included in the assessment, not only LRMC patients. See Appendix A for a map of the assessment area.

How the Implementation Strategy Was Developed

LRMC's implementation strategy was developed based on the findings and priorities established by the CHNA. Input was garnered from the WellFlorida Council, the Lake and Sumter County Health Departments, Community Medical Care Center (a free medical clinic in the Leesburg area financially supported by LRMC), members and various departments of the hospital, community agencies, and various community members.

Major Needs and How Priorities Were Established

Both qualitative and quantitative data was gathered in the assessment process. The qualitative data included:

- Focus groups of community members
- Web surveys of providers and members of community based agencies
- Input from community stakeholders

Quantitative data included:

- Mortality data
- Hospital utilization data
- Emergency Room data
- Behavioral Risk Surveillance System (BRSS) from the Florida Department of Health

The assessment resulted in a number of themes and disparities in our community that need to be addressed. They fit within these areas:

- Access to care for the under and uninsured
- Health Behaviors and Community Wellness (Obesity, physical activity, substance/tobacco use etc.)
- Cardiovascular Disease
- Cancer
- Diabetes
- Aging Problems
- Respiratory/Lung diseases
- Maternal, Infant and Child Health
- Dental Care

- Mental Health
- Transportation issues
- Disparities of health issues for the black population

Six areas were prioritized based on degree of disparity, ability to provide clinical expertise, ability to partner with community organizations and alliances, historical success with community health outcomes and available resources. The areas LRMC will focus on to improve the community's health during this implementation phase, are:

1. Access to primary care for the uninsured
2. Cancer prevention and early detection
3. Heart Disease prevention
4. Health Behaviors and Community Wellness, including Obesity
5. Disparities of health outcomes for the black population

Issue 1: Access to primary care for the uninsured

The CHNA demonstrated that Lake and Sumter County both have lesser availability for physicians and dentists than the state of Florida. For those without health insurance the access is even more difficult.

1. LRMC will continue its partnership with the Community Medical Care Center of Leesburg, a partnership with the First Baptist Church of Leesburg to provide free primary care to adults without any type of health insurance. In addition, we will continue to 'recruit' both primary and specialty physicians to serve the clinic on a voluntary basis.
2. We will continue to support a county-wide system of FQHCs, or additional FQHCs in our service area.
3. We will continue to work with Langley Health Services in exploring ways to increase access for residents in the Wildwood area.
4. LRMC will seek community and faith-based organizations to partner with to hold free education and prevention screening programs to those who are not exposed to information regarding personal health.

Issue 2: Cancer Prevention and Detection

Cancer is the leading cause of death in the LRMC service area. After discussions internally and with community partners, we propose the following:

1. Work with the American Cancer Society in signing up at least 100 people for the CPS-3 initiative in Leesburg to understand how lifestyle, genetics, and the environment affect cancer and how better we can prevent the disease.
2. Continue to provide cancer screening exams for the community, including but not limited to skin cancer screenings.
3. Continue to support Breast Cancer Awareness by educating women the proper way to perform Breast Self Exams at health fairs and community education programs.
4. Continue to provide free community education programming by LRMC oncologists and clinical experts about cancer prevention and detection.
5. Continue to provide financial inducements for those employees who complete a comprehensive health risk appraisal with a biometric screening to establish a population base-line of health statistics, to include tobacco use metrics. The plan is structured with financial incentives to discontinue the use of tobacco products.
6. Continue to support the American Cancer Society and support the efforts of the Tobacco Free Partnership.

Issue 3: Heart Disease Prevention and Education

Heart disease is the second leading cause of death in the LRMC service area. According to the Behavioral Risk Factor Surveillance System of the Florida Department of Health, Lake County has a higher percentage of adults who have ever had a heart attack, angina or coronary heart disease compared to Florida. Lake County also has a higher percentage of adults with diagnosed hypertension. Sumter County also has a higher percentage of these same categories than Florida. To prevent or reduce cardiovascular disease we will:

1. Identify individuals with hypertension or those at risk for hypertension by providing blood pressure screenings and education at local health fairs and at free community education programs in the service area. The screenings will include referrals to physicians for individuals with abnormal blood pressure and low heart rates.
2. Establish a Heart Failure Class/Clinic for LRMC inpatients discharged with a diagnosis of Heart Failure within the hospital to educate them on how to eat properly, exercise appropriately for their condition and other methods to manage their condition.

Issue 4: Health Behaviors & Community Wellness, including Decreasing Obesity in the Community

The American Hospital Association recommends that all hospitals “serve as a role model of health for your community: be a beacon of trust by creating robust health and wellness programs as examples to the communities they serve;” and “create a culture of healthy living for all employees. Wellness should be a strategic priority for the hospital.” To that end, after discussions with internal groups and community partners, we propose:

1. Continue to provide financial inducements for those employees who complete a comprehensive health risk appraisal with a biometric screening to establish a population base-line of health statistics, to include body-mass index (BMI) metrics.
2. Continue and/or increase hospital-based wellness initiatives (Weight Watchers at Work, discounted membership to Wellness Center, Better 4U cafeteria choices, etc.), with the intent that as employees learn to eat more healthy and exercise more frequently, they will pass down those newly formed habits to their families.
3. As part of a partnership with the Leesburg Chamber of Commerce, continue leadership, sponsorship and participation in the Business Wellness Challenge.
4. Design and coordinate a Community Wellness Challenge, modeled after the Business Wellness Challenge, for community members to increase physical activity and healthy eating. Include faith-based and community action agency groups to pull in those underserved clients who would benefit.
5. Feature articles in our community newsletter, Discover, regarding issues brought to light from the CHNA (including dehydration, COPD, and cellulitis).

Issue 5: Disparity of Health Outcomes for Black Residents

The rate of poverty for black residents is higher in Lake County and Sumter County than in Florida, which directly impacts access to care and prevention measures. In addition, black residents have a higher age adjusted rate for heart disease, cancer, stroke and diabetes than white residents. After discussions internally and with community partners, we propose to:

1. Analyze national evidence-based best practices for improving outcomes in black populations
2. Increase screening programs in black residential neighborhoods and/or churches for hypertension initially, and later expanding to other education programs.

Issues not covered by impact initiatives

Our assessment also identified access to dental care, aging problems, respiratory/lung diseases, maternal & child health, mental health, and transportation issues as areas that need attention. Although we are not planning direct initiatives for these, we will support their importance in the following ways:

1. Dental Care—continue to financially support the Community Medical Care Center, which includes a dental lab.
2. Aging problems – partner with the local Alzheimer’s Family Organization, and other agencies to promote programs and services for this population
3. Respiratory/Lung diseases – Partner with the local chapter of the American Lung Association as appropriate and promote tobacco cessation classes by the Lake County Health Department to team members and the Community Medical Care Center.
4. Maternal & Child Health – Work with the Lake County Health Department and the March of Dimes in promoting healthy babies. Continue sponsorship of World’s Greatest Baby Shower to educate first-time mothers on pre-natal and child health.
5. Mental Health – our local mental health hospital, LifeStream, provides both inpatient and outpatient services for children and adults. Mental Health is beyond the services provided by LRMC.
6. Transportation issues – we will monitor transportation issues affecting Lake County residents, including public transportation and transportation for the disadvantaged, and provide input as needed.
7. Diabetes – our initiative on community wellness and obesity, including healthy eating and exercise, will address some of the issues with the diabetes population.