CentraState Medical Center
Freehold, New Jersey

Community Health Needs Assessment
Implementation Plan

Annual Progress Report - 2016
Significant Health Need #1: Heart Disease – Progress Report 2016

Goals and Strategies:

1. Decrease the overall risk of heart disease in the service area
   a. Develop and implement programs and services to enhance knowledge of heart disease management and control the risk factors for heart disease.
      i. Collaborate with the CentraState Star and Barry Tobias Health Awareness Center (HAC) to promote screenings for High Blood Pressure, Obesity and Diabetes.

     Year-round collaboration ongoing.

ii. Offer a cardiac support group for the public.

   Mended Hearts Support Group hosted by Cardiac Rehabilitation; meetings held with guest speakers. 2016 topics:
   - February 18th “Advanced Health Care Planning, a Comprehensive Look at Advanced Directives & POLST”
   - August 18th “How to Get More Restful Sleep”
   - November 17th “How to Move Well”

iii. IRB-approved research study on Depression and Weight loss in the Cardiac Rehab with a focus on obesity, depression and exercise, submitted for publication.

   Completed and submitted for potential publication.

iv. Increase community outreach efforts including lectures and screenings (blood pressure and cholesterol) by participating in community events (town days, fairs, senior center events and American Heart Association programs and events).

Participation in 2016 events included:

- February Heart Month Wellness Events:
  - Show Your Heart Some Love breakfast/lecture with heart healthy oatmeal buffet and guest speakers
  - Cardiac Myth busters lecture
  - Heart Health 101 lecture
  - Cooking for a Strong Heart
  - Lunchtime Meditation

- Partnered with the CentraState Fitness and Wellness to roll out activities to employees to improve fitness and cardiovascular health through 20 minute Strength Training Express Workouts.
• Provided lectures to the CSF&W Women’s Retreat on stress management and how to prepare healthy meals with a busy lifestyle.
• Participation in the Annual Shoreline Heart Walk with approximately 45 walkers, to raise funds and awareness of Heart Disease prevention within the community.
• Lecture by APN to the Freehold Township High School on Risk factors for cardiovascular disease prevention 1/13/2016.
• Community lecture on Heart Health “Show Your Heart Some Love” 2/2/2016.
• Lecture to senior residents on Risk Factors for Heart Disease in Women 4/17/2016.
• Women and Heart Disease Lecture/lifestyle modification with power point presentation 5/17/2016.
• Participation in community screening for women/mammography with information on heart disease, early heart attack care and risk factors 5/26/2016.
• Lecture on Women & Heart Disease to the TriState Society for Cardiovascular and Pulmonary Rehab 6/23/2016.
• Community lecture on Cardiovascular Disease “A Healthy Heart- The Beat Goes On” 9/21/16.
• Lecture to the American Association of University Women regarding heart disease and prevention on 10/13/2016.
• Relax Your Way to a Healthy Heart: stress management on 10/18/2016.
• Ongoing participation in the Freehold Regional High school District Medical Sciences series throughout the year with education to students about services and heart health. Provide an annual lecture with a focus on the culmination of education and awareness that was achieved over the several years that students rotated throughout the department.

v. Provide cardiopulmonary resuscitation classes for the community

    Introduced Early Heart Attack Education into all CPR classes.
    Increased participants to include 2845 participants in 2016.
    Included e-HAC education in all community lectures and events.

vi. Offer weight management programs and classes
Weight Management classes (8 week Live Life Lighter program) are offered throughout the year to fulfill the community needs and maintain continuity of service. The class includes a metabolic analysis, weight loss skills from a registered dietitian, and light exercise with a fitness trainer. Programs are offered in Health Awareness Center, Monroe & East Windsor facility or Senior Centers on request. Introduced a NEW program Live Light Lighter EZ which is a hybrid program for busy working individuals. This class includes some sessions face to face & some online.

2. Provide direct heart disease prevention education and services to selected high-risk populations within the service area
   
   a. Women
      
      i. Expand the Gloria Saker Women’s Heart Program at CentraState (for women at risk) including education and awareness, prevention, risk factor assessment and program referral (dietary counseling, smoking cessation, stress management), in collaboration with area physicians.

      - Program volume of “Initial and follow up” appointments increased by > 40% from prior year. Comprehensive assessment and risk reduction through testing, education and program referrals is hallmark for program efficacy. Referrals initiated for Diabetes education, Sleep Studies, Dietary Consults and Cardiac Rehabilitation.

      - Continue to promote the Cardiac Wellness Program and Cardiac Exercise Maintenance Program which was developed collaboratively with CentraState Fitness and Wellness. Program designed to complement ongoing special high risk population fitness needs for Cardiac Rehabilitation graduates within a community setting.

   b. Freehold Boro
      
      i. Participate with the Mexican Consulate in providing no-cost education and cardiac-related screening programs for the Mexican population.

      (Consulate temporarily suspended their outreach program in 2016)
Significant Health Need #2: Obesity – Progress Report 2016

Goals and Strategies:

1. Partner with community groups to increase awareness of obesity-related diseases and illnesses in targeted populations

   a. Increase education for diabetes prevention, early identification and disease management to high-risk populations in our service area

      i. Expand pre-diabetes education programming at hospital and in community

         • Diabetes Center staff dietitian had 29 pre-diabetes consults in 2016. Consults include instruction on healthy eating and reducing risk for development of diabetes on a one to one basis through the Health Awareness Center for a fee.

         • 2016 Pre-Diabetes education class is offered for a nominal fee ($10/person or $15/couple) at the Novo Nordisk Diabetes Center (NNDC) on a quarterly basis. The focus of this education is on healthy eating, planned physical activity, and behavioral change. These elements, if incorporated into the individual’s lifestyle can help reduce the risk of the development of diabetes.

         • In 2016 NNDC provided a retail diabetes program “Intro to Diabetes” for those individuals who have high deductibles and cannot pay for the cost of the Comprehensive Diabetes Education Program. This program consists of 2 hour sessions for 2 weeks on diabetes management. The fee is nominal.

         • NNDC staff RD/CDE partners with HAC RD to offer a Lighten Up weight loss program for pre-diabetes and diabetes. Presentations are one hour and meets weekly for four weeks.

         • Diabetes Forum was offered in November of 2016 and provided the community with presentations on diabetes/pre-diabetes & information from vendors on various glucose meters, pumps and other supplies. The Forum is marketed to targeted high risk populations & primary service area.


      ii. Provide increased access of Diabetes Center nurses to primary care physicians in Freehold Borough for nutrition counseling (English and Spanish classes) to include glucose testing, education and follow-up evaluations.
NNDC staff visits the Family Medicine Center weekly to provide diabetes education through the DSRIP program. The DSRIP program includes a free blood glucose meter and supplies for one month & the same education that is offered in the comprehensive program. Patients are provided with information on healthy eating, reducing risks for development of complications, treating hypoglycemia, benefits of exercise, target blood sugars, benefits of diabetes medications, and blood glucose monitoring. Patients with prediabetes are also seen with a focus on healthy eating, physical activity, and weight loss (if appropriate). The targeted populations are those with charity care, self pay, and Medicaid. The majority of the patients seen are Hispanic. There is no cost to the patient for this program.

iii. Develop a program for high-risk Latina women with a focus on diet and exercise (in cooperation with the March of Dimes)

The March of Dimes has suspended this program.

iv. Collaborate with the Freehold Borough's Wellness Council to conduct a health fair for residents, including follow-up with lectures and screenings

Health Awareness Center staff is on the Freehold Wellness Council & take an active role in providing free screenings & education at all township events. Free screenings are also provided every Monday in the Health Awareness Center.

v. Participate with the Mexican Consulate in providing no-cost weight-loss education for the Mexican population

The Mexican Consulate has temporarily suspended their outreach.

vi. Continue distribution of Novo Nordisk funded, CentraState produced, diabetes prevention DVD for children (English and Spanish versions)

This DVD was developed by CentraState and funded by Novo Nordisk. It is available in English and Spanish. It continues to be distributed upon request & is available via download on the CentraState website.

3. Expand diet and exercise programming to meet the needs of the community

   a. Increase opportunities for healthy lifestyle changes

   Introduced “NEW” Free Live Life Well monthly programs in each of the following categories “Eating Well”, Moving Well, Relaxing Well, & Manage Well”. Cooking demo’s & nutrition programs were
delivered to 2613 participants. Continue nutrition seminars for senior centers (women’s group-Brandeis Women) & continue nutrition seminars for MS, Parkinson, & stroke support groups.Introduced RN Health Coaching to commit to helping others meet their individual health goals emphasizing that change starts with a series of small victories. Participants are encouraged to write down one easy healthy change on a pledge card & to envision their success at the end of 30 days. Incorporating a holistic approach to programs which include recharging your mind, body, and spirit

i. Expand offerings of individual sessions with registered dietitians

**Individual consults continue serving 65 participants in 2016**

ii. Expand number of weight management programs for the community

**We have expanded our previous weight management classes (8 week “Live Lighter Lighter” program) to include a new program “Live Life Lighter EZ” which is a hybrid of online & in person meetings to accommodate individuals with a very busy lifestyle. Increased number of one time cooking demo’s in 2016 which included demo’s for adults, teens, children & caregivers of infants (The ABC’s of Homemade Baby Food). We introduced NEW “Plant Powered” 10 week program. A plant based eating plan which has been shown to significantly help with weight loss, improve digestion, lower cholesterol and triglyceride levels, drop blood pressure, and help with blood sugar management and improve insulin sensitivity. All by eating more delicious, whole foods**

iii. Coordinate a farmer’s market at CentraState Medical Center

**No longer offered in 2016 (poor participation)**

iv. Provide bariatric programs: pre-post education, support groups, individual and group counseling sessions

2016 Pre-operative dietary & surgery education provided to 247 participants

v. Offer metabolic testing

**Metabolism screenings continue to be promoted extensively & delivered to 34 participants in 2016**

vi. Conduct adult health cooking demos
Cooking demo’s for 2016 have expanded to incorporate all age levels including seniors, adults, teens, children’s, & caregivers of infants & toddlers. Participants in 2016 are 168

vii. Offer free dietitian-led nutrition workshops twice a month for fitness center members

2016 Fitness member workshops-32 participants

4. Develop programs for children and families
   a. Reduce the prevalence of obesity in children and families living in the service area
      i. Provide nutrition counseling for families

2015/2016-New initiative-Registered dietitian provides a nutrition presentation “Adventures in Eating” cooking program & “Live Gracefully”-68 participants

ii. Expand Children’s Wellness Committee activities
    (Focus on working with local pediatricians and child care centers)

   CentraState Student Health Awareness Center (SHAC) developed a new nutrition programs for schools, pre-schools, & daycares. The Happy Healthy Me program is a four hour obesity prevention program that was offered in 2016 700 pre-k students in to the Freehold schools

iii. Expand participation in the Shaping NJ Grant for schools in Freehold Boro and Freehold Twp. advising of nutritional content of school food recipes and benefits of exercising

   Student Health Awareness Center provided “Happy Healthy Me” program to Freehold Township Schools in 2016. It includes creating a healthy plate, healthy snacks, and exercise and germ reduction.

iv. Increase participation in area school wellness councils and activities.

Health Awareness Center is on the 21st Century Advisory Committee for Freehold Boro

v. Conduct “Kids Cooking for Kids” program in conjunction with Freehold High School Five Star Café students

(Did not run due to poor enrollment)
vi. Expand healthy cooking demos specifically for children in partnership with schools, Boy and Girl Scouts, and Rutgers University Co-op Extension

2015-2016 initiated a Monthly ‘Live Gracefully Cupcake Club’ program designed as a supportive atmosphere for teens 13-17 years of age to learn healthy cooking, connect with others, to provide social support among peers, explore individual creativity, social mindfulness and service to others.

vii. Provide nutrition and fitness education for summer recreation programs

Offered nutritional education by HAC registered dietitian in HAC summer camp program in 2016

viii. Partner with the fitness center to provide nutrition education for children

Summer camp is collaborated with the Fitness Center to offer a combination of fitness & education. RD from HAC will be providing nutritional education to the children in the summer camps

ix. Adoption of Baby-Friendly hospital protocols for obesity prevention (breast feeding initiatives)

Health Awareness Center provides Baby Friendly Education in all maternal/child health programs. All education meets Baby Friendly standards & is in collaboration with education also provided in Mother/Baby. HAC has increased the Breastfeeding support classes from once monthly to bi-monthly & is facilitated by a Board Certified Lactation Consultant. In addition a Board Certified Lactation Consultant facilitates a Newborn Parenting Class monthly and is available for individual consulting as needed.
Significant Health Need #3: Access to Primary Care – Progress Report 2016

Goals and Strategies:

1. Optimize the ability of residents to access primary care, including basic and preventive care and especially for the uninsured and underinsured
   a. Provide community education on how to access health care in the service area
      
      Information provided at all community events regarding insurance coverage/application and directory of CentraState physicians.

   b. Provide low-cost/no-cost laboratory services to the McGuire Family Clinic in Freehold Boro

   Program continues in place.

   c. Develop a Nurturing Parenting program with St. Rose of Lima parish and the Office of Hispanic Affairs in Freehold Boro

   Completed. See Health Need #2 (Obesity) (1.a.ii.)

   d. Partner with community-based organizations to increase outreach and education about enrollment for health insurance coverage through the newly created Health Insurance Marketplaces (Exchanges)

      As a member of the Health Improvement Coalition of Monmouth County and the Ocean-Monmouth Health Alliance, collaborated to provide information and enrollment for health insurance coverage through the Exchanges.

   e. Introduce a health plan product for small and mid-sized employers in our service area to meet the growing concerns with being priced out of existing traditional health insurance options

      On March 1, 2014, launched the CentraState Community Health Plan (CCHP), a partnership that has formed between CentraState Medical Center, the Affiliated Physicians and Employers Health Plan and QualCare, Inc. The plan is offered to eligible members of three local area Chambers of Commerce (Greater Monmouth, Howell Twp, Jackson Twp.) Local businesses are now offering this product to their employees.

      CCHP ended the 2016 benefit year with 240 Health Republic Insurance of NJ (HRINJ) covered lives and 1044 CCHP covered lives for a total of 1,284 covered lives (not including Hospital employees) - an increase of 120.2% over the 2015 total of 583 lives.
f. Collaborate with the Visiting Nurse Association of Central Jersey and the Freehold Area Health Department to develop a Federally Qualified Health Center (FQHC) in Freehold Boro.

Operational agreements have been completed and negotiations for a location are underway. Project an opening in late 2017 – early 2018.

2. Increase the number of primary care providers in the service area
   a. Continue to recruit primary care physicians, physician assistants, nurse practitioners and specialty care physicians to the area

   In 2016, 6 primary care physicians relocated to this service area and joined staff.

   Additionally, 22 mid-levels (APNs/PAs/Certified Nurse Midwife) joined staff.

   In 2016, 51 specialists relocated to the service area and joined staff.

   b. Recruit graduating residents from the CentraState-based Family Medicine Residency Program

   Continued focus on recruiting 2016 and 2017 graduates. Three of the six 2016 graduates have accepted local positions and have joined staff. Others continue to examine multiple offers.