Table of Contents:

I. Background ................................................................................................................. 1

II. Areas of Priority ........................................................................................................... 2
   a. Preventive Care and Chronic Conditions
   b. Community Health Education and Diversity Education
   c. Maternal Child Health and Prenatal Care
   d. Access to Care
   e. Quality of Care

III. Key Initiatives ............................................................................................................. 4
I. Background:

Broward Health (BH), providing service for more than 80 years, is a nationally recognized system and serves as a medical safety net for Broward County residents. The mission of Broward Health is to provide quality healthcare to the people we serve and support the needs of all physicians and employees. The vision of Broward Health is to provide world-class healthcare to all we serve. Broward Health engaged the Broward Regional Health Planning Council, Inc (BRCPC) to conduct a Community Health Needs Assessment (CHNA) which was completed in 2015. By utilizing the process of developing a Community Health Needs Assessment, North Broward Hospital District d/b/a Broward Health has positioned itself to address local health needs that are not being met.

Broward County is the second most populated county in the state and ranks high in diversity. A community based needs assessment aids the county in identifying and addressing the specific healthcare needs and/or gaps of local residents. The main purpose of the assessment is to improve the health status of Broward County residents and increase access and availability of healthcare services.

The main goals of the Community Health Needs Assessment are to:

- Improve health status of Broward County residents
- Address socioeconomic factors that have a negative impact on community health
- Increase access to preventive healthcare services, especially within at-risk sub-populations.

A Community Health Needs Assessment Advisory Council was convened with the mission to:

- Guide the assessment process
- Act as a sounding board to assist in obtaining community input
- Participate with the planning team in evaluating health issues and priorities once the assessment is completed
- Engage in collaborative action planning on an ongoing basis.

Based on the findings of the Community Health Needs Assessment five areas of priority were established that will coincide with the strategic focus of the system.
II. Areas of Priority

1. Preventive Care/Chronic Conditions and Management: This priority directly correlates to the demographics of the community served its associated risk factors. According to the quantitative study, over 54.9% of the 2013 Broward County population consisted of Black and Hispanic residents. There is an established need for education on risk factors, access to medical information and screenings and management programs for chronic conditions.

In response to this priority area, BH will:

- Extend education programs into the community
- Offer weight management programs
- Design programs related to chronic conditions and diseases prevalent in the underserved community

2. Community Health Education and Diversity: According to the US Bureau of the Census data and focus group input, there is a continued need for education on health issues, conditions, prevention and treatment services offered. Healthcare providers servicing Broward County residents would need to be prepared to address specific language and navigation issues related to the population served.

To meet the needs outlined in this priority, BH will:

- Focus efforts on improving the health literacy of its service area population
- Provide programs to help residents navigate the health insurance system
- Have consideration for cultural and diversity issues: addressing language and special needs

3. Maternal Child Health/Prenatal Care: Florida charts show that infant mortality rates have had an overall decrease since 2004; however black populations are disproportionately affected by infant mortality. In 2013, the infant mortality rate among the black population was 8.3 compared to 2.6 for white and 2.7 among the Hispanic population. Prenatal care has been recognized as the cornerstone of our healthcare system for pregnant women since the beginning of the 20th century. During pregnancy, lack of prenatal care can lead to maternal complications and cause adverse effects for both the mother and the infant.

Florida Charts data demonstrates that Broward County has a significantly higher percentage of births to mothers without insurance (124% in 2013), a factor that presents significant risk to maternal and neonatal health due to lack of access to care. This is probably due to a higher percent of the population with no immigration documentation.
To enhance maternal and child health and address access to prenatal care, BH will:

- Study infant mortality among the Broward service area
- Address issues related to low birth weight and prematurity
- Offer programs designed to address access to pre and inter-conception care and prenatal care for mothers who are undocumented or underinsured

4. **Access to Care**: Data shows that there has been a steady increase in the number of individuals and families receiving public assistance (Food Stamps and Medicaid). In contrast, there was a decrease in TANF enrollment in Broward County and across the entire state. In 2010, the U.S. Census Bureau estimated that 24% of Broward County's residents were uninsured, but by 2013 that rate had decreased to 22.5%. Broward County has had a higher uninsured rate through the years compared to the state and the nation. Of the 2014 homeless population, 18% were considered chronically homeless, 31% had substance use disorder, 20.5% had a serious mental illness and 8.3% were veterans.

Based on the complexity of the population that BH serves, the following items need to be studied and explored to address the issue of access to care among the county's underserved population:

- Understand affordability issues
- Offer community outreach to educate about primary care sites of service
- Educate on insurance enrollment
- Enhance access to specialists or primary care providers

5. **Quality of Care**: Prevention Quality Indicators (PQI) utilize the Agency for Healthcare Research and Quality (AHRQ) indicators to identify hospital admissions that evidence suggests could have been avoided if people were linked to quality, preventive services and primary care centers. The PQI data provides health planning councils with information about their community and helps councils work with their community stakeholders to develop approaches to help reduce the health conditions most prevalent in their area. Local councils have the opportunity to work with their community to help identify community-based interventions based on this data. The top five PQI’s in Broward County are 1) congestive heart failure, 2) bacterial pneumonia, 3) chronic obstructive pulmonary disease, 4) urinary infections and 5) diabetes. Behavioral also encompasses a variety of factors which can impact an individual’s health.
Qualitative and quantitative data outlined in the Community Needs Assessment identified a need for the following initiatives related to improving the quality of care in the BH service area:

- Evaluate palliative care practices
- Identify and address disparities based on income and insurance status
- Coordinate care across the continuum

III. Key Initiatives

Priority Area One: Preventive Care/Chronic Conditions and Management

1) **Extend education programs into the community**
Broward Health will continue to offer extensive community education programs to the community it serves through the following channels: web site education portal, facility – based screenings and lectures, charitable outreach of the Broward Health Foundation, a dedicated mobile screening van and outpatient clinics. The topics will be designed around the areas of community need and range from prenatal education to “Fit Kid” topics to senior care education and events.

2) **Offer weight management programs**
Broward Health will extend wellness services ranging from community classes to a fully functioning gym. In striving for a healthier Broward County, BH will offer programs to help keep the population healthy and provide three wellness center locations located in Fort Lauderdale and Coral Springs. For those unable to achieve a healthy weight through diet and exercise, BH facilities will offer bariatric surgical weight loss options. The bariatric programs can include support services including counseling and are effective offerings for morbid obesity.

3) **Design and offer programs related to chronic conditions and diseases prevalent in the underserved community**
The system recognizes the need for community resources and will help educate on disease prevention, access to care and community resources. Broward Health Community Health Services will extend beyond the walls of Broward Health facilities and reach into the community to introduce various health initiatives. The outreach services teams will coordinate health and wellness education programs and screenings at various locations including community events, faith-based organizations, government organizations, business associations and schools. Special populations served by Community Health Services include homeless, HIV/AIDS, kinship families and seniors.

Education provided by Community Health Services will include: Asthma, Cancer, Care Transition, Chronic Heart Failure, Diabetes, HIV/AIDS, Hypertension, Maternal Child, Sickle Cell Disease
Broward Health will provide healthcare services for adult patients with HIV/AIDS at the Annie L Weaver Health Center, Comprehensive Care Center, Specialty Care Center, and Comprehensive Care Center at Broward House. Patient education and disease prevention will be provided to clients and members of the community to promote reduction of high risk behaviors and compliance with care plans.

Broward Health will measure this initiative through the number of events provided and event attendees. Additional information will be provided on number of patients seeking bariatric services.

**Priority Area Two: Community Health Education and Diversity**

1) **Focus efforts on improving the health literacy of its service area population**
   
   Broward Health Community Health Services will serve as a resource to the community, implementing grassroots approach to education residents close to home. They will work closely with community partners such as Healthy Families, Broward Healthy Start Coalition, Florida Maternal, Infant and Early Childhood Home Visiting, Nurse Family Partnership and Water Smart Broward to educate residents on key health initiatives.

2) **Provide programs to help residents navigate the health insurance system**
   
   The system will operate several outlets dedicated to providing financial and insurance eligibility assistance and continuously identifying areas of need. The Medical Options for Patient Eligibility Department (M.O.P.E.D) is a community outreach and financial assistance program that was established to make a difference in people’s lives. Critical economic challenges affect many people in our community and M.O.P.E.D. is part of Broward Health’s commitment to assisting residents in navigating the health insurance system. Educational documents related to financial assistance and insurance qualification can be found online at browardhealth.org.

3) **Have consideration for cultural and diversity issues: addressing language and special needs**
   
   Through the Department of Learning and Development, Broward Health will strive to create an environment considerate of cultural diversity. All staff members will be provided an annual orientation that educates on the importance of:

   - Meeting the patient’s language needs
   - Addressing the patient’s cultural beliefs and practices
   - Ensuring that the patient understands

   Broward Health will create a process to assist with interpretation and audio/visual needs, bilingual staff, auxiliary aids, and video conferencing to facilitate access to services to limited or non-English speaking patients and persons who are visually, speech or hearing impaired.
The system will support the inclusion of all cultures, and embraces the diversity and engagement of all of its employees. Broward Health, had expanded its education to include sensitivity training related to the treatment of transgender patients.

These efforts will be evaluated through insurance enrollment and staff education metrics. The system will continue to evaluate demographic data to ensure that the services provided meet the cultural needs of the communities served.

**Priority Area Three: Maternal Child Health/Prenatal Care**

1) **Study infant mortality among the Broward service area**
   Studies show that 5.8% of births in Broward County occur with late or no prenatal care, higher than Florida overall. Broward Health will work with national and local organizations to understand the issues surrounding prematurity and infant mortality. Taskforces that exist to study and address education and prematurity include Broward County March of Dimes Healthy Babies Are Worth the Wait.

2) **Address issues related to low birth weight and prematurity**
   Hospitals within the system are dedicated to promoting healthy pregnancies as well as preparing expectant parents for the birth of their child. Classes will be offered ranging from Lamaze to childbirth preparation to baby/child care to help prevent prematurity and promote healthy deliveries. Classes will be offered weekly, monthly and in series form to support families from pregnancy through childbirth and into baby care.

3) **Offer programs designed to address access to pre and inter-conception care and prenatal care for mothers who are undocumented or underinsured**
   Through the Cora E. Braynon Family Health Center, the prenatal clinic will provide expectant mothers access to prenatal screenings and care. Patients will have access to Healthy Start representatives to address any areas of concern. Birth control education is also offered during postpartum appointments. High-risk mothers are provided education and directed to the Level II Regional Perinatal Intensive Care Center (RPICC) located at the Cora E. Braynon Family Health Center. The RPICC clinic is one of only 11 sites in the state of Florida, where high quality medical care is provided and designed to improve immediate and long-term outcome of pregnancy and of infants born at risk.

   These initiatives will be measured through statistics including but not limited to class enrollment, RIPICC visits and patient health data.

**Priority Area Four: Access to Care**

1) **Understand affordability issues**
   System leadership will continue to dedicate resources to understanding the needs of the population and funding organizations to support those needs. This will include partnering with
area organizations to support the underserved as well as the continued funding of Community Health Services to improve the health of the northern Broward County sector.

2) **Offer community outreach to educate about primary care sites of service**
Broward Health’s Community Health Services division will continue to provide high quality, affordable healthcare and is the medical safety net for Broward County residents residing in the northern two-thirds of the county. Community Health Services provides access to quality primary and specialty care.

3) **Educate on insurance enrollment**
The system will operate several outlets dedicated to providing financial and insurance eligibility assistance. The Medical Options for Patient Eligibility Department (M.O.P.E.D) is a community outreach and financial assistance program that was established to make a difference in people’s lives. Critical economic challenges affect many people in our community and M.O.P.E.D. will remain part of Broward Health’s commitment to assist residents in navigating the health insurance system. Educational documents related to financial assistance and insurance qualification will be available online at browardhealth.org.

4) **Enhance access to specialists or primary care providers**
Broward Health will remain dedicated to offering access to care and operates over 30 outpatient centers in addition to the five hospitals throughout northern Broward County. Primary and specialty care services are offered at the following locations. Broward Health will continue to educate patients on the right level of care at the right time, in the most appropriate setting.

- Annie L. Weaver Health Center
- Bernard P. Alicki Health Center
- Clinica de las Americas
- Comprehensive Care Center
- Cora E. Braynon Family Health Center
- Lauderdale Lakes Health Center
- Margate Health Center
- Pompano Pediatric Care Center
- Pompano Prenatal Care Center
- Specialty Care Center

This initiative will be measured through clinic utilization and patient condition data.

**Priority Area Five: Quality of Care: Prevention Quality Indicators (PQI)**

1) **Evaluate palliative care practices**
The palliative care team will implement programs for patients and families focused on identified goals of care and support needs. Family meetings will be used to reinforce and evaluate goals of care. Broward Health will undertake efforts to continually enhance quality of services and identify opportunities to expand palliative services as needed for the adult and pediatric patient sector.
2) **Identify and address disparities based on income and insurance status**
Broward Health will work closely with community partners to assess the needs of patients in varying demographic sectors. According to the US Bureau of the Census data and Focus Group input, there is a continued need for education on health issues, conditions, prevention and treatment services offered and these needs vary among income and insurance status. Broward Health will continue to seek new sources of funding to support mission-driven initiatives that help identify the unique needs of patients based on income and insurance coverage.

3) **Coordinate care across the continuum**
The palliative care team at Broward Health will continually focus on improving the quality of life for patients and caregivers. An interdisciplinary team of physicians, nurses, social workers and chaplains will engage in providing a compassionate system of support for patients and families. The system will provide continued education that involves all levels of care to help ensure caregivers are skilled in addressing patients’ and families’ needs. Bimonthly follow-up calls will be used to support discharged palliative patients and evaluate the continuum of care model.

This initiative will be measured through hospital-based quality and patient use metrics.