



2014-16 Community Health Plan

Florida Hospital Memorial Medical Center and Florida Hospital Oceanside conducted a Community Health Needs Assessment (CHNA) in 2013. With oversight by a community-inclusive Community Health Needs Assessment Committee, the Assessment looked at the health-related needs of our broad community as well as those of low-income, minority and underserved populationsⁱ. The Assessment includes both primary and secondary data.

The Community Needs Assessment Committee, hospital leadership and the hospital board reviewed the needs identified in the Assessment. Using the Priority Selection processes described in the Assessment, the Committee identified the following issues as those most important to the communities served by our hospital. The hospital Board approved the priorities and the full Assessment.

1. Promoting Health & Wellness, Chronic Disease: Cardiovascular Disease
2. Promoting Health & Wellness, Chronic Disease: Diabetes
3. Alcohol, Drug and Tobacco Use and Abuse
4. Health and Wellness Access

With a particular focus on these priorities, the Committee helped Florida Hospital Memorial Medical Center and Florida Hospital Oceanside develop this Community Health Plan (CHP) or “implementation strategyⁱⁱ.” The Plan lists targeted interventions and measurable outcome statements for each effort. Many of the interventions engage multiple community partners. The Plan was posted by May 15, 2014 at the same web location noted below.

Florida Hospital Memorial Medical Center and Florida Hospital Oceanside’s fiscal year is January – December. For 2014, the Community Health Plan will be deployed beginning May 15 and evaluated at the end of the calendar year. In 2015 and beyond, the Plan will be implemented and evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be posted annually and attached to our IRS Form 990.

If you have questions regarding this Community Health Plan or Community Health Needs Assessment, please contact Shannon Finley, Community Benefit Manager, at shannon.finley@fhmmc.org.

ⁱ The full Community Health Needs Assessment can be found at <https://www.floridahospital.com/community-benefit> under the Community Benefit heading.

ⁱⁱ It is important to note that the Community Health Plan does not include all Community Benefit efforts. Those activities are included on Schedule H of our Form 990.

Florida Hospital Memorial Medical Center

2014-2016 Community Health Plan

OUTCOME GOALS

OUTCOME MEASUREMENTS

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments		
Promoting Health & Wellness, Addressing Chronic Disease (Cardiovascular Disease & Diabetes)	Educate at least 20 adults in the target area about principals of a healthy lifestyle [CREATION HEALTH]	Adults in Daytona Beach, 18+, residing in an under-privileged zip code of hospital's PSA	Hold a minimum of one Creation Health program annually at a location within the target zip code.	Number of programs held	0	1 program		1 program		1 program		\$3,750				
			A minimum of 20 adults will complete the program in year 1 and increase each year (completion - attendance at 6 of 8 sessions)	Number of adult completers	0	20 adult completers		35 adult completers		40 adult completers						
			FH staff and/or community volunteers will donate 24 hours of time.	Number of donated hours	0	24 hours		24 hours		24 hours				\$1,800		
			A minimum of 20 program completers will receive free Cholesterol and HbA1C screenings	Number of adults who receive screenings	0	20 screenings		35 screenings		40 screenings				\$3,000		
			70% of program completers will demonstrate an increase in knowledge of Creation Health Principles on post-test scores.	Percent of program completers who have an improved post-test score.	0	70% with increased score		70% with increased score		70% with increased score						

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
	Provide wellness and prevention program to the community [CHANGE YOUR LIFE]	Core Service area	Change Your Life with Florida Hospital program	# members in core service area	1,521	1,800		2,000		2,200				
	Provide health, wellness, and disease prevention education to community through free seminars [COMMUNITY HEALTH & WELLNESS SEMINARS]	Core Service area	2014 Programs: 1. Understanding Heart Medications Seminar 2. Center for Health and Wellness Opening 3. Beginner Yoga Class 4. Aerobics Class 5. Heart Healthy cooking Demo and Nutritional Seminar 6. V-F Go Red Screening and Open House 7. Self-Defense Workshop 8. Bike Helmet Fittings 9. Women's Health Fair/Go Red Day 10. Public Health and Safety Fairs 11. National Night Out 12. Senior Expo 13. Baby Shower 14. Church Speakers Bureau 15. WOW Bus Outreach Screenings	# Participants	764 (2013)	850		900		950		In-kind staff time and materials		
	Provide free community Diabetes Education classes [DIABETES EDUCATION]	Underserved/ uninsured Adults in hospital's PSA, 18+	Community Diabetes Education Scholarship class	# of classes offered and attendees	4 classes, 8 attendees	3 classes, 6 attendees		4 classes, 10 attendees		4 classes, 12 attendees		In-kind staff time and materials		

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Adult Alcohol, Drug and Tobacco Use and Abuse	Increase access to smoking cessation classes [SMOKING CESSATION]	Adults in Daytona Beach, 18+, residing in an under-privileged zip code of hospital's PSA	A minimum of 30 adults will complete a Tools to Quit smoking cessation class	Number of adults completers	0	30 completers		35 completers		40 completers		\$3,000		
	Provide smoking cessation classes to the community at no charge [SMOKING CESSATION]	Core Service area	Hospital will host smoking cessation classes onsite for the general community	Number of programs	93 attended TTQ/QSN	95		100		105		Hospital will provide space at no charge		
Youth Alcohol, Drug and Tobacco Use and Abuse	Implement program by January 2015	At-risk youth in hospital's PSA	Work with at least one community partner to develop a plan to target youth substance abuse prevention by 12/31/2014	Number of programs provided	0	0		1 program		1 program		TBD: Supplies and program materials		
				Number of youth who receive the program	0	0		TBD		TBD				
Promoting Health and Wellness and Health Access	Increase knowledge of and access to health and wellness resources/services [2-1-1 EXPANSION]	Volusia and Flagler County residents	Increase the number of health and wellness resources included in the 2-1-1 database	Number of health and wellness database records	0	100		10% increase over Year 1 actual		10% increase over Year 2 actual		\$14,568		
			Increase the number 2-1-1 staff referrals to health and wellness resources	Number of staff referrals	0	75		25% increase over Year 1 actual		25% increase over Year 2 actual				
			Increase the number of web referrals made to health/wellness resources	Number of web referrals made	0	75		25% increase over Year 1 actual		25% increase over Year 2 actual				
	Increase access to health diagnostics and treatment services [JESUS CLINIC]	Uninsured adult residents of Daytona Beach	Percent of allocated funds utilized to provide diagnostic and treatment services to individuals referred from the Jesus Clinic	% of FY allocation utilized	\$60,000	70% of funds utilized		70% of funds utilized		70% of funds utilized		\$180,000		

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
	Provide access to support groups for the community	Core Service area	Hospital will provide space for community support group meetings	# of support groups	<p>27: https://www.floridahospital.com/memorial-medical-center/support-groups-and-classes Hosted by Florida Hospital Onsite 1. Bereavement Support Group - Florida Hospital HospiceCare 2. Bible Study – The Conversation 3. Cancer - Living with Cancer 4. Cancer - Look Good, Feel Better 5. Cancer - Breast Cancer Support Group 6. Cancer - Lung Cancer Support Group 7. Cardiopulmonary - Young at Heart/Better Breathers 8. Childbirth - Prepared Childbirth Classes 9. Childbirth - Sunday Birth Shop 10. Childcare - Newborn Care Class 11. Childcare - Breastfeeding Class 12. Childcare - Infant CPR 13. Childcare - Big Brother/Big Sister 14. Diabetes - Diabetes Support Group 15. Kidney Disease - Kidney Smart 16. Motherhood - Mommy to Mommy Support Group 17. Motherhood - Breastfeeding Support Group 18. Smoking Cessation – Quit Smoking Now! 19. Stroke Support Group 20. Stuttering Support Group Community Groups Hosted Onsite at Florida Hospital Memorial Medical Center 1. AARP Florida 2. Alcoholics Anonymous 3. Codependent Anonymous 4. Debtors Anonymous 5. Nicotine Anonymous 6. Overeaters Anonymous 7. Toastmasters</p>	27		27		27		Hospital will provide space at no charge		