Bringing Health to the Table: The Near Westside Initiative

Population Health Summit
Tuesday, December 3, 2013
Overview

• Onondaga County and the Onondaga County Health Department
• Nojaim Brothers Supermarket
• St. Joseph’s Hospital Health Center
• Lerner Center for Public Health Promotion at Syracuse University
Onondaga County

Onondaga County Population (2012 Census): 466,852

Syracuse Population: 145,134
• Disproportionately young, poor, low educational achievement, racially/ethnically diverse
Strategic Plan:

Strategy 2.4.3: Support local municipalities in the establishment of policies that address the built environment, including sustainable development and green initiatives

- Bureau of Health Promotion and Disease Prevention: Promote healthy lifestyles by providing support to municipalities to develop and implement policies that promote healthy behaviors
  - Prevention Agenda Focus Area: Reduce obesity in children and adults
  - Prevention Agenda Goal: Create community environments that promote and support healthy food and beverage choices and physical activity
  - Prevention Agenda Objective: Reduce the rate of adults who are obese by 5%
SALT District: Syracuse Art Literacy Technology in the Near Westside
Demographic indicators for the City of Syracuse:
- Syracuse residents are more likely to be younger and more racially/ethnically diverse. They are also more likely to have lower income, lower educational achievement, and less social support.

Prevention Quality Indicators (PQIs) in the SALT District/Near Westside:
- Increased rates (120-225% increase over expected) of CHF, DM, asthma, and COPD

Perinatal health indicators in the neighborhood:
- Increased rates of teen pregnancy; late prenatal care; as well as alcohol, tobacco, and drug use during pregnancy
Rebuilding the Community and Protecting Health
St. Joseph’s Hospital Health Center

Founded in 1869 by the Sisters of St. Francis.

Since then, it has grown from a 15-bed hospital into a 431-bed hospital and comprehensive health care network.
St. Joseph’s Hospital Health Center
System of Care

Syracuse
- St. Joseph’s Hospital Health Center
- CNY Infusion Services
- Dental Office
- Dialysis Center-Regional
- Family Medicine Center
- Family Medicine Residency Program
- Kinney Drugs at Franciscan Pharmacy
- Laboratory Alliance of Central New York, LLC
- Loretto Health Support, LLC
- Maternal Child Health Center OB/GYN Office
- Maternal Child Health Center Pediatrics Office
- Mental Health Services
- PACE-CNY Catherine McAuliffe Center
- Physical Therapy-Lyncourt
- Psychiatric Emergency Program
- Sleep Lab-East Genesee
- St. Francis Adult Day Care
- St. Joseph’s College of Nursing
- St. Joseph’s Hospital Health Center Foundation
- Syracuse Internists
- Westside Family Health Center

Liverpool
- Certified Home Health Care Agency
- Dialysis Center-North
- FHS Services, Inc.
- Franciscan Companies
- Franciscan Management Service, Inc.
- Franciscan Health Support, LLC
- Franciscan Practice Management and Consulting Services
- North Medical Family Physicians
- North Medical Urgent Care
- North Surgery Center
- St. Joseph’s Physician Health, PC
- The Wellness Place
- The Women’s Place

Fayetteville
- Center for Wound Care and Hyperbaric Medicine
- Dialysis Center-Northeast
- Eastside Internal Medicine
- Heritage Family Medicine
- North Medical Family Physicians
- North Medical Urgent Care
- Northeast Surgery Center
- Physical Therapy-Northeast
- Sleep Lab-Northeast
- The Women’s Place and Living Proof Longevity Center

Baldwinsville
- Baldwinsville Family Medical Care

Ringhamton
- Lourdes Health Support, LLC

Brewerton
- St. Joseph’s LINK Program

Camillus
- Dialysis Center

Cazenovia
- Heritage Family Medical

Cortland
- Dialysis Center

East Syracuse
- St. Joseph’s LINK Program

Fulton
- Hospitals Home Healthcare

Ithaca
- Franciscan Health Support, Inc.

North Syracuse
- PACE-CNY Sally Coyne Center

Oneida
- Oneida Health Support
- The Sleep Laboratory at Oneida Healthcare

Utica
- St. Elizabeth Health Support Services, Inc.

St. Joseph’s is sponsored by the Sisters of St. Francis.
St. Joseph’s Hospital Health Center Facts

Staff:
• More than 800 affiliated physicians
• Nearly 4,000 FTEs

2012 Annual Volume:
• Inpatient visits average over 25,000
• Outpatient visits average over 636,000
• Emergency Department records nearly 70,000 visits
• Community-based Primary Care Centers with nearly 70,000 visits
System of Care

Components
- Medical Specialties: Cardiology, Endoscopy, OB/GYN, Medical Oncology, Gastroenterology, Urology
- Proceduralists: Cardiac Surgery, Gastroenterology, Vascular Surgery, Neuro Surgery, Orthopedic Surgery
- Managed LTC
- Special Needs Program
- Hospital-Based Services: Radiology, Anesthesia, Pathology, ED Physicians
- Medical Home
- Disease Management
- Telemonitoring
- Readmission Reduction
- Consumer Integration
- Analytics
- Care Management
- Financial Integration
- Clinical Integration
- Primary Care
- Outpatient Services
- Acute Care
- Long-Term Care

St. Joseph's Hospital Health Center
A Higher Level of Care
The Westside Family Health Center

- Part of St. Joseph’s Hospital Health Center since January 1994
- Level III Medical Home Certified
- In 2014, services will include primary care, obstetrics, pediatrics, behavioral health, and referrals to community resources
- Expansion funded by NYSDOH $7M grant
- Physicians available 24-hours-a-day, seven-days-a-week
- Provided 8,961 visits in 2012
Guiding Principles

• Work in partnership with citizens, students, researchers, and public health professionals to identify needs, develop programming, and deploy collaborative initiatives.

• Create a sustainable foundation for health promotion within the curriculum of public health practice and policy and community engagement.
Our Model for Community Health

Determinants
- Physical Environment
- Social Environment
- Health Services
- Individual Behavior
- Biology & Genetics

Health Outcomes
Community Health Needs Assessment

Two Regulatory Requirements:

1. PPACA requires charitable hospitals to conduct a community health needs assessment at least once every 3 years and to adopt an implementation strategy.

Westside Partner’s Initiatives
Syracuse clinic and grocer team up to boost health in the struggling Near Westside neighborhood
The Shopper Rewards Program

Loyalty program in Nojaim Brothers Supermarket

- Earn points based on the ‘quality’ of the food purchased
- Redeem points for healthy prizes
The Shopper Rewards Program

Data on food purchases can be sent to the neighboring Westside Family Health Center

- Reduced to clinically meaningful information
- Used by providers (physicians, nurses, dieticians)
- Enhances the YMCA’s Diabetes Prevention Program
- Combined with incentives to access healthy food
Data Flow Requirements for the Healthy Shopper Rewards Initiative

Food Indexing System integrated with Healthy Shopper Rewards Technology (HSR)

Enrollment Paths for Healthy Shopper Rewards
- Nojaim’s
- Westside Family Health Center

HSR USER DATA

Nojaim’s and Loyalty Program (Reach | Influence)
- Point system for designing and claiming incentives

Westside Family Health Center
- Average customer/patient score transferred into the electronic medial record
- Description of food purchases in a clinically meaningful framework.

Community Partners & Syracuse University
- Data output to help design in-store education
Sustainability

Based on a common goal:

• To Improve the Population’s Health

Grounded in an understanding of the underlying objectives of each partner:

• St. Joseph’s Hospital Health Center/Westside Center
  ✓ Achieving Level 3 Medical Home Metrics

• Nojaim Brothers Grocery Store
  ✓ Increasing sales of more healthful food choices

• Lerner Center for Public Health Promotion at Syracuse University
  ✓ Providing a venue for research and Graduate Public Health Education

• Onondaga County Health Department
  ✓ Achieving measurable improvements in population health indicators