



**Community Service Plan
One Year Community Service Plan Update
September 15, 2011**

1. Mission Statement

"Improving the health of the Greater Niagara Region with a passion for excellence."

This is unchanged from 2010.

2. Hospital Service Area

Western Niagara County and northern Erie County. Again, no change from last year.

3. Participants and Hospital Role

In the year since our previous Community Service Plan filing, we have continuously engaged in grassroots efforts including frequent dialog, program presentations and healthcare needs polling with church, civic and community groups across our service area with an emphasis on those based in areas that our previous research showed to be medically underserved. (Please see Addendum 1).

The most significant gap in service in our area remains accessibility to and the ability to pay for primary/preventive care and along with lack of insurance coverage. During the past 12 months, we have taken significant steps to address the accessibility issue. (These are detailed in response 7 below.)

A second significant gap exists in cardiac care. Niagara County's mortality rates from heart disease, coronary heart disease and congestive heart failure are 30.7 percent to 95.8 percent higher than comparable rates for New York State as a whole, yet Niagara County is the only county of its size in New York State that does not have a cardiac catheterization laboratory operating within its borders.

A significant expansion in our cardiac care services is planned for the fourth quarter of the current calendar year.

4 & 5. Identification of Public Health Priorities and Updates on Plan of Action

A. Diabetes Awareness, Education and Management

Goal: Prevent and improve management of diabetes in Niagara County

Strategies/Objectives

Objective # 1: By the 4th quarter 2012, empower participants by increasing access to information and improving knowledge, skill-building techniques and self-care behaviors that lead to positive behavior change and reduction in diabetes prevalence.

Objective # 2: By the 4th quarter 2012, develop and implement pre-diabetes education and offer regularly in community settings.

Objective # 3: By the 4th quarter 2012, develop community education lectures and public service announcements that emphasize good nutrition, increasing physical activity, mental health and risk factors for chronic disease including diabetes.

Objective # 4: By the 4th quarter 2012, develop and implement a protocol for patients with diabetes entering hospitals to promote referrals for diabetes education class/counseling (DSME), and regular A1C testing.

Measurables

- **Numbers of pre-diabetes self-care educational programs and numbers of participants (impact measure)** Our pre-diabetes educational offerings remain in development. Diabetes awareness remains a consistent part of our community outreach efforts. Diabetes/diabetes educational material is available at all community events.

Diabetes self-management education (DSME) brochures and class schedules are mailed or hand-delivered to local physician offices and pharmacies, published in local print media and posted on the medical center's website and Facebook page. Hospital inpatients are given DSME material whenever appropriate.

In addition, we have shared information regarding the availability and scheduling of our diabetes self-management education (DSME) program with the other Niagara County hospitals and we welcome the opportunity to work with those hospitals on accomplishing the above shared objectives.

- Our DSME course is offered monthly. Thirty-one patients enrolled and completed the four-session program during the past 12 months.
- **Pre- and post program test of participants in educational programs (outcome measure -- change in knowledge)** The pre-program test average for participants in the Living with Diabetes self-management education program is 56 percent. The post-program test average is 95 percent.
- **Change in BRFSS statistics on diabetes rates in Niagara County (outcome measure)**
A review of July 2008-June 2009 BRFSS statistics (the most recent available) indicates that the rate of diabetes in Niagara County is 10.9 percent, with 9.2 percent of males and 12.4 percent of females having been diagnosed. That is down from 11.9 percent overall (10.6 percent for males and 13.2 percent for females) one year ago.

The current Niagara County statistics are higher than the NYS rates of 9.3 percent overall, 7.6 percent in males and 11.6 percent in females.

- **Participant satisfaction with educational programs (outcome measure)** Eighty-seven (87) percent of those who completed the program said they were satisfied with the instruction they received.
- **Numbers and reach (spread in the community) of media publications (impact measure)** Programs were regularly publicized in the daily Niagara Gazette (Niagara County/ circulation 14,809) and on the medical center's website and were sporadically listed in the Buffalo News (metro/daily circulation 154,748). (Source: Audit Bureau of Circulation)

- **Numbers of participating community and/or faith-based organizations in the initiative(s) (impact measure)** Three Niagara Falls churches and one community organization (Niagara Falls Housing Authority) directly participated during the past year. Additionally, diabetes awareness was a consistent component of the medical center's myriad outreach and community education presentations.
- **Numbers of referrals for diabetes education classes (impact measure)** 67
- **Numbers of referrals and completion of A1C testing (impact/outcome measure)** 22

B. Infectious Disease Prevention

Goal: Immunize 90 percent of adults age 65+ in the population we serve against influenza and pneumonia by 2013

Niagara Falls Memorial Medical Center provides an annual influenza and pneumococcal immunization program for adults in the community. This is usually over the course of three weekend clinics and averages 1,000 attendees per year. These clinics serve as practice drills/HPOD exercises and we utilize input each year from the NYSDOH Disaster Preparedness team to analyze the process and improve throughput. This clinic also reaches out to the local soup kitchen.

- Memorial's benchmark (2009) for pneumococcal vaccinations to patients 65+ years of age (NYS average) was 78 percent using the established measuring apparatus for CMS reporting.
- Our benchmark (NYS average) for influenza vaccination (October 2008 to April 2009) was 80 percent of patients 50+ served.

Strategies

- Working in conjunction with NYSDOH and Niagara County Health Department, NFMMC initiated a communication effort aimed at educating employees and the community at large about the need for influenza vaccination.
- We track our progress in immunizing adults age 65+ using the established measuring apparatus for CMS reporting.
- Information efforts have included public presentations, newspaper features and cable television appearances.
- NFMMC has initiated Respiratory Hygiene and Cough Etiquette communications both in house and in the community.

Measurables

Tracking our progress in immunizing adult patients age 65+ using the established measuring apparatus for CMS reporting:

- Year to date 2011 pneumococcal vaccination compliance is 97.6 percent of our patients age 65+. Influenza vaccination compliance is 91.9 percent of patients age 50+.

Our benchmarks were 78 percent and 80 percent respectively, meaning compliance has improved by 19.6 percent for pneumococcal vaccination and 11.9 percent for influenza vaccination.

Ongoing input/community support

Niagara Falls Memorial Medical Center continues to explore community partnerships for the issuance of influenza and pneumococcal vaccine.

C. Improve Stroke Care

Goals:

- 1. Collaborate with other local hospitals, school districts and other community partners to implement health interventions that will improve the prevalence of cerebrovascular occurrences in Niagara County.**
- 2. Improve community awareness of stroke signs and symptoms**

Strategies

- Collaborate with other local hospitals, school districts and other community partners to implement health interventions that will improve the prevalence of cerebrovascular occurrences in Niagara County.
- Continue with established community screening and education throughout Niagara Falls and surrounding area.

Progress:

On May 14, Memorial Medical Center held its annual community Stroke Fair at Niagara Catholic High School. The event included a number of health-related vendors and presentations on stroke-related topics by stroke center Medical Director Dr. Nyathappa Anand and Mohamed Ibrahim, M.D. Stroke risk and hypertension screening was also performed by Dr. Anand, Claudia Moulden, RN, and nurse educators. Carotid artery Doppler screening was performed by Dr. Ibrahim and the radiology staff.

We continue to collaborate with the comprehensive stroke center at Millard Fillmore Gates Hospital. We also have worked with Niagara Falls High School in regards to increasing stroke awareness in the community.

- Improve community awareness of stroke signs and symptoms.

Progress:

- Memorial Medical Center conducted 13 community programs focused on understanding the warning signs of stroke, stroke prevention and risk factors during Stroke Awareness Month (May 2011). In addition to the Stroke Fair noted above, these included:
 - Power Sundays at Mt. Zion and New Hope Baptist Churches. Pastors asked their congregations to learn the warning signs and take the Power to End Stroke Pledge.
 - Stroke information table at grand opening of Legends Park.
 - Stroke awareness programs at Spallino Towers, Wrobel Towers, Calvin Richards Senior Center, Niagara Towers, LaSalle Senior Center, 18th Street Community Resource Center and John Duke Senior Center.

These programs include distribution of professionally produced collateral material listing stroke signs and symptoms and directing those exhibiting same to call 9-1-1 immediately.

On April 29, our stroke care coordinator (Claudia Moulden, RN) made a guest appearance on Charles Walker's local television program in collaboration with Niagara Falls High school media program. The program was aired countywide on Time Warner Cable throughout the month of May in connection with Stroke

Awareness Month. Topics included stroke signs and symptoms, prevalence, risk factors, prevention, and available treatment for stroke. This is the second consecutive year Ms. Moulden has done this.

- Complete requirements for credentialing as a New York State Certified Stroke Center.

Progress:

Memorial's NYSDOH stroke center designation was renewed in 2011. In addition, the American Heart Association/American Stroke Association awarded Memorial its Get With the Guidelines – Silver Plus quality performance designation.

- Publish and distribute "Understanding Stroke – A Guide for Patients and Family Members."

Progress:

This publication is current and is provided to all stroke patients and their loved ones.

- Working through the director of community outreach, collaborate with the American Heart Association/American Stroke Association to expand the "Power to End Stroke" initiative to include community and faith based organizations of all racial, ethnic and socio economic backgrounds.

Progress:

"Power to End Stroke" has been re-energized in our community as evidenced by the two "Power Sundays" held in May of this year. Further expansion of this worthwhile effort is planned for 2012.

- Conduct pre-hospital stroke care training for local Emergency Medical Services providers in partnership with the Stroke Center at Millard Fillmore Gates Circle Hospital.

Progress:

The medical center conducted an on-site dinner and pre-hospital stroke care education session for EMS personnel May 18. The presenter was ER physician Dr. Craig Cooley, the emergency department's EMS coordinator. We will continue to hold these sessions in accordance with NYSDOH requirements.

Measurables

1. Number of patients treated for CVA based in ICD-9 codes.

From July 1, 2010 to July 31, 2011(13 months) Niagara Falls Memorial treated 117 stroke patients including CVA, TIA, SAH, and ICH.

2. Track time from onset of stroke symptoms to patient presentation in emergency department.

Using the American Stroke Association's Get With The Guidelines tool to input data, we report time elapsed from last time patient was seen well to ER arrival time. For NYSDOH, we currently report on symptoms <6 hours of onset.

3. Number of "Power to End Stroke" presentations and number attending.

Two. We also distribute “Power to End Stroke” materials with every community event. We have a longstanding relationship with the American Stroke Association in connection with this program and are exploring additional opportunities for collaboration.

4. Number of EMS personnel receiving pre-hospital stroke care training.

Forty-seven EMS personnel attended the May 18 class.

6. Dissemination of the Report to the Public

A key element of the Community Service Plan is the dissemination of pertinent information regarding a hospital’s public health programs and availability of financial assistance to the public. In 2009 and 2010 we did the following, and will do so again in 2011:

- Disseminate a written summary of the Community Service Plan to the public.
- Post Community Service Plan to hospital’s website.
- Send a news release to local media with information regarding where the Community Service Plan can be viewed.

7. Changes Impacting Community Health/ Provision of Charity Care/Access to Services

In February 2011, Niagara Falls Memorial Medical Center opened a new primary care office on the hospital campus in response to healthcare crisis caused by the sudden retirement of a Niagara Falls physician accused of inappropriately dispensing pain medication.

Access to primary care at our Wheatfield outpatient complex has expanded. That operation now consists of six staff physicians (up from three a year ago). Ten osteopathic family medicine residents (up from five a year ago) and their mentors/preceptors also see patients at that facility.

8. Financial aid program

Describe the hospital’s successes and challenges related to the provision of financial aid in accordance with Public Health Law 2807(k) (9-a).

The large uninsured and low-income population in Niagara Falls remains the biggest challenge related to providing financial aid in accordance with Public Health Law 2807(k)(9-a).

During the past 24 months, the medical center has revised its financial assistance policy to include presumptive eligibility. This process has facilitated the medical center granting Financial Assistance to a population of patients that previously did not apply for assistance. As a result, the medical center has seen an increase in financial assistance and a corresponding decrease in bad debt expense.

The Medical Center has also strengthened its medical enrollment process by adding coverage of financial counselors and facilitated enrollers in the emergency room and outpatient departments.



**Addendum 1 to Community Service Plan
One Year Community Service Plan Update
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September 2010

Primary focus: Nutrition and Exercise.

- Outreach included "What is an Osteopath" at Crestwood Common Patio Homes and Apartments – 50 attending
- Niagara Cerebral Palsy Employee Health Fair -- 50
- Nutrition and diabetes awareness at New Hope Baptist Church – 30
- Information tabling at events held at John Duke Senior Center, Niagara Falls Public Library and Trott ACCESS Center -- 195 combined contacts.

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October 2010

Focus on Women's Health.

"Take a Love One for Her Mammogram" campaign with incentive. One hundred women were screened.

- Nine outreach programs attended by 734 people. Highlights: Our first PINK DANCE at the Hard Rock Café, Pinktober event, the Witness Project at Mt. Zion Baptist Church, blood pressure screenings at John Duke Center. Taped and broadcast television show on cable channel 21 hosted by a breast cancer survivor who talked about her experience.
- "Advance Directives" at Crestwood Commons -- 70 people.

November 2010

Focus on Diabetes Awareness.

- Taped show on LCTV with Arlene Wilson from the American Diabetes Association.
- Held Fourth Annual "Rockin' Diabetes Day" at the Hard Rock Café.
- Held Diabetes Sunday programs at 3 inner-city churches at which pastors spoke about the warnings signs of diabetes.
- Small Changes - Big Rewards (Diabetes Awareness) at Crestwood Commons – 75 attending.
- Combined outreach programs in the community attracted 450 people.

December 2010

Focus on wellness.

- Produced two luncheon programs on How to Handle Holiday Stress – 65 in combined attendance.

January 2011

Focus on prenatal care.

- Hosted luncheon for more than 50 representatives of community health and social service agencies and the faith community to discuss historically high rates of premature births and low-birth weight babies, and the low rates of women receiving appropriate prenatal care.
- In conjunction with new "Healthy Moms-Healthy Babies" initiative launched weekly obstetrics clinic staffed by physician, nurse practitioner, registered nurse and hospital financial counselor/facilitated insurance enroller.
- Medication Safety for Seniors at Crestwood Commons – 70 attended.

February 2011

Focus on primary care and women's heart health.

- Opened new primary office on the hospital campus in response to healthcare crisis caused by the sudden retirement of a Niagara Falls physician accused of inappropriately dispensing pain medication.
- Go Red for Women – Partnered with City of Niagara Falls and Niagara County Nutrition Program for City Hall news conference (50 attending) with cardiologist Eram Chaudhry, M.D. immediately followed by six simultaneous programs at community nutrition sites (total attendance 182).
- American Heart Association Go Red for Women program at Mt. Zion Missionary Baptist Church – 120 people in attendance.
- Fourth annual Black History Month Celebration and Health Fair – 200 people in attendance. Educational programming on African Americans and Heart Disease.
- “It’s in My Heart” event at the Doris Jones Family Resource Center promoted lifestyle changes to live a longer and more productive life – 150 in attendance.
- “Smart Choices for Heart Healthy Living” at Crestwood – 82 people.
- Healthy Heart Fair at Niagara Falls High School (a Saturday event) – 200 attended.
- Met with 20 LaSalle Middle School students to discuss the warning signs of a stroke, and what to do in such a situation.

March 2011

Focus: (2) Diabetes Awareness and Women's Health

- Met with 20 inner-city church pastors to discuss proposed Medicaid cuts and emphasize our commitment to providing quality care to the medically underserved.
- Participated in “Let’s Talk,” a women's health conference attended by 225 women.
- Hosted First Ladies breakfast for eight wives of influential church pastors to promote “Healthy Moms-Healthy Babies” and prenatal care.
- Presentation to the Sweet Ladies on Diabetes Alert Day, talking about warning signs and things to prevent, and how to manage your diabetes. 6 women present.
- Diabetes Awareness Day at the Mt. Zion Baptist Church -- 110 attending
- Depression in Older Adults – programs held at two senior centers, 82 attending
- Cancer Prevention presentation (American Cancer Society) – 50 attending
- “Benefits of Aquatic Therapy” at Crestwood – 64 attending

April 2011

Focus: Men's health and cancer awareness

- Mt. Zion Baptist Church - Cancer Education Information with blood pressure screenings (125 people)
- Family Fun Night at Harry Abate Elementary School, health information table (200 attending)
- “Baby Boomers and Cancer - What You Need to Know” at Crestwood Commons – 70 attending
- Male Summit at Doris Jones Resource Center for 225 youths age 13 to 18. Presented “Healthy Me Healthy You” program (warning signs for diabetes and stroke) and administered survey asking their knowledge of and opinions about local healthcare. Example: “Have you been to Niagara Falls Memorial and what did you think of the services?”
- Health fair at Niagara County Community College -- 200 attended.
- Cancer Education program at Doris Jones Family Resource Center. Presentation by Roswell Park Cancer Institute's “Man-Up” program and the Witness Project -- 7 people in attendance.

- Cancer Education program at Wrobel Towers – 30 people attended.
- Taped and broadcast cable television show on stroke warning signs and how to respond when someone is having a stroke.

May 2011

Stroke Awareness Month

- Conducted 13 community programs focused on understanding the warning signs of stroke, stroke prevention and risk factors.
- Power Sundays at Mt. Zion and New Hope Baptist Churches. Pastors asked their congregations to learn the warning signs and take the Power to End Stroke Pledge. 250 people.
- Information table at grand opening of Legends Park. 125 people.
- Stroke Awareness Programs at Spallino Towers, Wrobel Towers, Calvin Richards Senior Center, Niagara Towers, LaSalle Senior Center, 18th Street Community Resource Center and John Duke Senior Center
- Medical Center Stroke Fair held at Niagara Catholic High School with 15 vendors, doctors presenting on stroke awareness, doctors and nurses performing stroke and blood pressure screening for 150 people.
- Information table: American Cancer Society Relay for Life event at Sal Maglie Stadium -- 350 people.
- “Time Lost is Brain Lost” stroke awareness at Crestwood Commons – 70 attended.

June 2011

Focus: Wellness

- “Avoiding Heat Illness and Injury” at Crestwood Commons – 52 people.
- Outreach program at Grace Covenant Church -- 75 attended.
- Fathers Outreach Program at Legends Park – 75 people attended
- Diabetes education at Niagara Towers -- 10 people.
- Held a series of four Smoking Cessation classes.

July 2011

Focus: Cardiovascular Health.

- Created a pledge form asking people to make a pledge to do better when it comes to their health and wellness. The 4 statements on the form and percentages of those who pledged:
 1. Quit Smoking 8%
 2. Change my diet 25%
 3. Exercise More 90%
 4. Keep up with doctor appointments 35%
- Information table: “Beat the Streets” basketball tournament
- Cancer education Wrobel Towers -- “Am I at Risk?” -- 20 people attended
- Spallino Towers -- “Am I at Risk?” -- 30 people attended
- Good News Gospel Festival and Health Fair, Legends Park. 500 - 600 people attended.
- Arts in the Park arts festival and health fair in hospital’s Schoellkopf Park -- 300 attended.
- Information table with Mobile Safety Net team at Heart Love and Soul Soup Kitchen -- 50 people attended.
- Information table at East Side Reunion held at Cannon Ball Park -- 250 people attended.
- Information table at Pine Avenue Italian Festival -- 750 people attended.
- Community Health Workers Picnic to promote breastfeeding -- 250 people attended.

- Information table at National Crime Night Out -- 125 people attended.
- “Making Sense of MyPlate: Understanding the New U.S.D.A. Daily Food Plan” at Crestwood Commons – 64 people

August 2011

Focus: The negative impact of smoking

- Began circulating survey gathering public opinion on the issue, held three focus groups.
- Information table at Niagara Falls annual African American Festival -- 150 attended.

Other:

During the past 12 months our face-to-face outreach efforts have linked more than 50 people with primary care doctors and many others to health insurance and other services.

Our outreach efforts also helped us to understand more about the needs of the community we serve. To meet expressed needs we have:

1. Organized “Friends,” a community based health and wellness support group.
2. Reinstated the Witness Project of Niagara, a year-round breast cancer awareness effort coordinated through Roswell Park Cancer Institute. Our goal is to create two teams of seven members each team to promote breast cancer education and awareness in the community.
3. Held an initial meeting with people who want to start a Diabetes Support Group in the African American community. (This will be open to all interested parties).