



2009
*Community Service
Plan Update*

June 2010

St. Joseph's 2009 Community Service Plan Update

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I. Mission Statement

There was no change to St. Joseph's Mission Statement since the Hospital's Board of Directors last reaffirmed it on April 29, 2009.

II. Hospital Service Area

Chemung County still continues to serve as the primary service area used by St. Joseph's in its community service planning.

III. Participants and Hospital Role

In early 2009, the Chemung County Health Department convened a group comprised of representatives from the Health Department and the two hospitals (Arnot Ogden Medical Center and St. Joseph's Hospital) located in Chemung County. Representatives from the organizations agreed upon two Prevention Agenda priorities that were considered to be the community's highest health priorities where the three organizations would focus its efforts and resources over the next three-year time frame. Each organization also selected an additional three-year Prevention Agenda priority. In determining the community's Public Health Priorities the group analyzed data from the following reports:

- New York State County Health Assessment Indicators
- Chemung County Indicators for Tracking Public Health Priority Areas
- Chemung County Health Indicator Profiles (2002 - 2006)
- New York State Department of Health's *Prevention Agenda for the Healthiest State 2008 - 2013*
- Finger Lakes Health Systems Agency's *Assessment of Health Indicators, Chemung County*

In addressing the community's health needs through the agreed upon prevention agenda priorities, St. Joseph's staff members participated, on a consistent basis through regularly scheduled meetings, in the following community coalitions throughout 2009:

- Adult Immunization Coalition
- American Cancer Society Advisory Board
- Cancer Services Partnership
- Chemung County Emergency Preparedness
- Chemung County Housing Coalition
- Chemung County School Readiness Project
- Colorectal & Prostate Health Initiative of Chemung & Schuyler Counties
- Diabetes Action Coalition
- Eat Well, Play Hard Partnership
- Healthy Living Partnership
- Learn & Serve Advisory Council of Elmira City School District
- Reach Out and Read (ROAR) of the Southern Tier

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- Shape Up Chemung/Obesity Prevention
- Strong Kids/Safe Kids
- Southern Tier AIDS Task Force
- Southern Tier Pregnancy Resource Center
- Southern Tier Regional Emergency Management Services (STREMS)
- Southern Tier Tobacco Awareness Coalition
- Susan G. Koman Foundation Community Profile Committee
- Tri-County Critical Incident Stress Management Team

IV. Identification of Public Health Priorities

St. Joseph's top three prevention agenda items and health improvement goals for 2009 are outlined below. Over the years, St. Joseph's overall focus has been to address these prevention items through various programs and services. Therefore, to maintain the consistency of our efforts, the scope of these prevention items and health improvement goals have not changed.

- **Prevention Agenda Priority:**
Achieve the New York State Health Department's Prevention Agenda for the Healthiest State 2008 - 2013 Physical Activity/Nutrition goal related to obesity for children and adults.

Health Improvement Goals:

- * Offer free blood sugar and blood pressure screenings at several locations in the greater Elmira area.
- * Distribute educational materials as well as provide free preventative screening tests at several community health fairs and events.
- * Provide educational opportunities to the general public by utilizing paid advertising and free public service announcements through the media.
- * Present free or low cost educational seminars and programs for the community.
- * St. Joseph's "Adopt-A-School" provides health educational sessions for students in designated local schools' kindergarten through grade five.
- * Sponsor or co-sponsor support groups.

- **Prevention Agenda Priority:**
Reduce tobacco use in Chemung County by accomplishing the New York State Health Department's Prevention Agenda for the Healthiest State 2008 - 2013 goal pertaining to Chronic Obstructive Pulmonary Disease (COPD) hospitalizations in Chemung County among adults 18 years of age and older.

Health Improvement Goals:

- * Distribute educational materials as well as provide free preventative screening tests at several community health fairs and events.
- * Provide educational opportunities to the general public by utilizing paid advertising and free public service announcements through the media.
- * Present free or low cost educational seminars and programs for the community.

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- **Prevention Agenda Priority:**

Accomplish the New York State Health Department's Prevention Agenda for the Healthiest State 2008 - 2013 Mental Health/Substance Abuse objectives related to Chemung County's suicide mortality rate.

Health Improvement Goals:

- * Provide educational opportunities to the general public by utilizing paid advertising and free public service announcements through the media.
- * Present free or low cost educational seminars and programs for the community.
- * Participate in public educational training programs by partnering with the Chemung County Suicide Prevention Program.
- * Collaborate with the Council on Alcohol and Substance Abuse (CASA) of Livingston County to meet Chemung County's goal of consolidating its substance abuse treatment and prevention into a single agency delivery system in Chemung County.
- * Monitor on a quarterly basis any mental health issues identified for St. Joseph's STARS (Southern Tier Addiction Rehabilitation Services)/NEW DAWN patients to ensure that they follow through on their specific recommendations.
- * Sponsor or co-sponsor appropriate organization(s) events and/or support groups.

V. Update on the Plan of Action

To help address the obesity and tobacco use prevention items, St. Joseph's implemented the following action items during 2009:

- * Participated in 22 Community Health Fairs in 2009 and provided the following free services for attendees:
 - 122 Blood Sugar Screenings
 - 157 Blood Pressure Screenings
 - 204 Bone Density Screenings
 - 1,206 Educational Materials Distributed
- * Staff provided free monthly preventative health screenings:
 - 965 Blood Sugar Screenings
 - 1,108 Blood Pressure Screenings
- * In cooperation with three area elementary schools - St. Joseph's "Adopt-A-School" program provided six health educational sessions, including such topics as proper nutrition and the dangers of smoking, for students in those schools' kindergarten through grade five.

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- * Based upon physician referral, St. Joseph's Wellness Coordinator provided diabetes education to 52 inpatients and 5 outpatients, as well as tobacco cessation counseling to 65 inpatients.
- * In conjunction with the New York State Tobacco Cessation, hosted a "Call it Quits Day," whereby free individual smoking cessation counseling, including NRT (Patches), information, education, gum and lozenges were provided to 17 community residents.
- * Aired weeknights throughout St. Joseph's in-house television channel a health promotion DVD, funded by the New York State Department of Health Tobacco Control Program, entitled "Smoking- Getting Ready to Quit."
- * Signed a Memorandum of Understanding (MOU) with the Tobacco Cessation Center at ArnotHealth to advance a coordinated effort to reduce tobacco use in Chemung County through evidence-based interventions.
- * Wrote, produced and aired numerous times, on several local television and cable channels in the Southern Tier of New York, throughout the month of November, a 60 second public educational message, featuring a local physician, on the dangers of smoking.

At the same time, in order to help address mental health/substance abuse prevention in relation to suicide mortality, St. Joseph's implemented the following action items during 2009:

- * In conjunction with the Chemung County Children's Integrated Services program, conducted SafeTalk training sessions for 282 individuals. The intent of these sessions are to prepare individuals in identifying persons with thoughts of suicide and connect them to suicide first aid resources.
- * Offered financial support to the Community Foundation of the Elmira-Corning and the Finger Lakes, Inc. - Suicide Prevention Fund.
- * Provided access to St. Joseph's television studio for JackMorgan Productions to videotape segments of a documentary addressing the problem of suicide in our society today.
- * Wrote, produced, and aired numerous times, on several local television and cable channels in the Southern Tier of New York, throughout the month of September, a 60 second public educational message addressing the signs and symptoms associated with suicide.
- * Collaborated with the Council on Alcohol and Substance Abuse (CASA) of Livingston County to meet Chemung County's goal of consolidating its substance abuse treatment and prevention into a single agency delivery system in Chemung County was accomplished in 2009. St. Joseph's Southern Tier Addiction Rehabilitation Services (STARS) program was

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instrumental in keeping services viable for those patients who had their treatment disrupted because of any changes in the community or the closing of local agencies. For a period of time, STARS served as the only local agency until CASA received its operating license. Members of STARS' staff continue to meet on a monthly basis with the administration of CASA, now known as Trinity.

- * Throughout 2009, St. Joseph's STARS/NEW DAWN patients were monitored on a quarterly basis to ensure that they followed through on specific recommendations pertaining to any identified mental health issues. Each quarter approximately 30 charts were reviewed. Overall, approximately 57% of those patients coming into treatment at STARS Outpatient had some type of mental health diagnosis identified on their intake psychosocial. Of those patients identified, approximately 49% of those were incorporated into their treatment plan, while 37% indicated a process for coordinating care with other practitioners/mental health providers. For the future, STARS' counselors plan to improve upon this effort of incorporating mental health issues into a patient's treatment plan and have a process identified for coordinating care.

The following activities were undertaken in 2009 to address a variety of non-prevention agenda programs:

- * Offered Free Alzheimer education classes on a wide variety of topics for 275 individuals.
- * 85 individuals attended free training sessions for the No One Dies Alone volunteer program intended to provide reassuring presence to dying patients who would otherwise be alone
- * A total of 133 people attended the monthly free health education seminar, "Hip & Knee Pain."
- * St. Joseph's Rehabilitation Center provided physical and occupational therapy, upon physician referral, to students in the Elmira City and Elmira Heights School Districts as well as to residents in area nursing homes.
- * Return to Work Program - Occupational Therapy Department assisted people in getting back to work after injuries as well as created healthy policies and procedures for industries' employees.
- * Inpatient Drug & Alcohol Services for adults is provided by NEW DAWN Addiction Rehabilitation Unit (ARU), while outpatient and intensive outpatient services for adults is provided by Southern Tier Addictions Rehabilitation Services (STARS).
- * Sponsorship or co-sponsorship of such support groups as Survivors of Stroke (SOS), Step Forward Amputee Support Group, Widow/Widower Support Group, and Alert, Well and Keeping Energetic (A.W.A.K.E.) for patients diagnosed with obstructive sleep apnea.

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- * Mammography provided in cooperation with the Cancer Services Partnership to qualified women.
- * Co-sponsored Hospice Foundation of America Teleconference "Diversity and End-of-Life Care" which attracted 48 people.
- * Community flu shot clinics attracted 350 community residents.

The goals and measures related to the prevention agenda items will basically remain the same, with very little alterations in 2010, except for those items that were accomplished during 2009. For example, due to the fact that videotaping for the JackMorgan Productions' documentary is completed, St. Joseph's will not be needed to provide studio space for any videotaping sessions.

As part of its overall Mission and Strategic Plan, St. Joseph's continues to address these prevention agenda items and, when appropriate, partner with community groups, coalitions, and organizations. The effectiveness from our efforts will be measured through the updated data from the New York State Department of Health's Prevention Agenda indicators for Chemung County.

VI. Dissemination of the Report to the Public

During 2009, copies of St. Joseph's Community Service Plan was mailed to several local community leaders and elected officials. At the same time, the report was, and continues to be, available for viewing and printing on-line at St. Joseph's web site at www.stjosephs.org.

Members of the general public seeking additional information about St. Joseph's or requesting a hard copy of the report could contact St. Joseph's Marketing/Community Development Department at (607) 737-7810.

VII. Changes (Actual or Potential) Impacting Community Health, Provision of Charity Care, and Access to Services

The economic challenges of 2009 impacted both individuals and organizations. St. Joseph's was not immune to those challenges. In November, the Hospital announced it was not proceeding with the plan to become an affiliate of the Guthrie Healthcare System. Both organizations agreed that the time was not appropriate to move ahead with a merger or alliance because of the economic climate and the uncertain future of potential reimbursement changes both in New York State and Pennsylvania.

Despite this change in plans, both St. Joseph's and Guthrie still remain committed to collaborative measures as exhibited by the many Guthrie physicians on St. Joseph's medical staff.

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Throughout the year, St. Joseph's Hospital maintained its commitment to ambulatory and acute care services, community outreach and education. St. Joseph's opened its doors to the community in 1908 based upon its mission, and the Hospital plans to carry on with its mission well into the future.

VIII. Financial Aid Program

In remaining true to its mission, St. Joseph's has offered to the community free and/or reduced health care services for those community residents needing assistance.

Patients, and their family members, are consistently informed about the availability of the Hospital's financial assistance program. Among some of the measures used to familiarize our patients and their families about our policy include:

- * Signage prominently displayed throughout the Hospital,
- * Available on the Hospital's web site of www.stjosephs.org,
- * Featured on all patient billing statements,
- * Included in each monthly issue of the Hospital's employee newsletter,
- * Displayed in the Hospital owned primary care physician offices, and
- * Word of mouth.

As has been the case in prior years, St. Joseph's greatest challenges concern the patients' inability to provide the necessary documentation proving their income levels, as well as failing to fully complete the Hospital's one-quarter page application.

In order to overcome these obstacles, Hospital staff members continually offer patient education in order to assist the Hospital with its decision whether the patient receives free or pays at a reduced cost for the services provided by the Hospital.