

Community Health
Needs Assessment
2013-2016
Progress Report
Through Fiscal Year 2015

**Five South Central
Pennsylvania Counties**

- Cumberland • Dauphin
- Lebanon • Perry • York



Caring for Our Community.



PennState Health
Milton S. Hershey Medical Center

Our Mission

PENN STATE MILTON S. HERSHEY MEDICAL CENTER, PENN STATE HERSHEY HEALTH SYSTEM, PENN STATE COLLEGE OF MEDICINE, PENN STATE HERSHEY CHILDREN'S HOSPITAL, AND PENN STATE HERSHEY CANCER INSTITUTE ARE COMMITTED TO ENHANCING THE QUALITY OF LIFE THROUGH IMPROVED HEALTH, THE PROFESSIONAL PREPARATION OF THOSE WHO SERVE THE HEALTH NEEDS OF OTHERS, AND THE DISCOVERY OF KNOWLEDGE TO BENEFIT SOCIETY.

Education

We are committed to the education of medical and nursing students, basic science graduate students, medical residents and fellows, other students in health care related professions, and practicing health professionals. We seek to enroll students of exceptional quality, whose education is based on the present and future health needs of the Commonwealth of Pennsylvania and the nation with special focus given to the education of primary care providers.

Patient Care

Our objective is to provide a range of fully integrated patient care services for the people of central Pennsylvania and beyond. These services extend from wellness promotion, illness prevention, and health maintenance. Across the continuum, primary care to specialized tertiary care, evidence-based medicine, and cutting-edge therapies are provided.

Research

We strive to be a national leader in pursuing scientific investigation and developing programs to advance medical and scientific knowledge, which will ultimately contribute to the health of the public, the practice of medicine, and the education of health professionals.

Community Health

We will provide community outreach services to the public through health education, patient care, community activities, and research applications. Community support for our research mission fosters clinical applications that positively impact patient care.

Needs Assessment

In fiscal year 2012, Penn State Hershey embarked on its journey to develop its **Caring for Our Community** program. That year, the institution collaborated with two community health systems, Holy Spirit Health System and PinnacleHealth, to conduct a formal Community Health Needs Assessment (CHNA) that was completed by the consulting firm, Tripp Umbach. The resulting thirty-three-page report* identified three health priorities in a five-county area that included Cumberland, Dauphin, Lebanon, Perry, and northern York counties. The three priorities are:

1. Promotion of Healthy Lifestyle
2. Health Education
3. Access to Affordable Health Care

The next step in fiscal year 2013 was the development and implementation of a three-year plan, specific to Penn State Hershey, to meet these priorities. An inventory of Penn State Hershey's internal and external activities in each of the three priority areas was created. Existing programs and initiatives which were identified for expansion to address the specific community health needs, were highlighted in the Implementation Plan.*

This **Community Health Needs Assessment Progress Report highlights the successes through the second year of the program's implementation.** The arrows ➡ signify ongoing progress and check marks ✓ indicate completion.

During fiscal year 2015, the second year of the implementation plan, numerous goals were accomplished:

	FY15 Results	FY14&15 Combined Results
• Persons served	143,263	770,115
• Contributed for community health improvement;	\$526,469	\$960,513
• Employee hours	11,383	22,770
• Volunteer hours provided these programs.	7,035	12,321



* PennStateHershey.org/community



PRIORITY:

Promotion of Healthy Lifestyle

The Community Health Needs Assessment revealed that more information and new or expanded programs about diet, nutrition, and physical activity are needed in the region.

Key objectives include:

- Focus on health and wellness in schools;
- Promote healthy eating;
- Increase cancer prevention behaviors; and
- Increase opportunities for physical activity.

Programs offered to address these objectives:

- *Healthy Champions*
- *School-Based Assessments*
- *Farmers Market in Hershey*
- *Hershey Community Garden*
- *Rural and Urban Cancer Networks*
- *Band Together*
- *Strong Women*
- *Dance for Parkinson's*

Objective: Focus on health and wellness in schools

Strategy: *Healthy Champions*

The Penn State Hershey PRO Wellness Center *Healthy Champions* program was developed to support health and wellness efforts in schools in the Commonwealth of Pennsylvania. The program provides complimentary curriculum and promotional materials for four signature events — Apple Crunch Day, Walk to School Day, Go for the Greens, and Move it Outside — all focused on encouraging children to make healthy food choices and to become physically active. The program is now expanding to include community groups and employers, in addition to schools.



*Go for the Greens –
A Celebration of
Green Vegetables!*

Goal 1: Expand the number of organizations enrolled in the *Healthy Champions* program, from 370 organizations in 2013 to 450 organizations by the end of 2015. Increase the number of schools eligible for support through the school-based assessment initiative.

✓ 490 Kits were distributed to active, potential and enrolled schools during the 2014/2015 school year.

A star rating system was developed to recognize organizations who are participating in the program. The rating system recognizes the organization's efforts to promote a healthy lifestyle (specifically nutrition and physical activity), based on the Institute of Medicine's recommendations for goals and strategies to prevent obesity.

Through continued collaboration with Penn State Hershey PRO Wellness Center, additional school districts in the five-county region have been identified as potential sites for our school-based screening initiative between 2013 and 2015.

Goal 2: Reach 75,000 people with the *Healthy Champions* monthly newsletter.

✓ During the 2014/2015 school year, 80,399 people were reached with the *Healthy Champions* Newsletter.

✓ Completed → In Progress

Objective: Focus on health and wellness in schools

Strategy: ***School-Based Assessments***

Nurses from Penn State Hershey team up with nurses in local school districts to expedite the process of performing school-based screenings (height, weight, vision, hearing, and scoliosis) that are required, annually. This project was recently piloted in the Lebanon School District. Primary research findings in the CHNA demonstrate that Lebanon County has a childhood obesity rate above the state average and is among the state's lowest rankings in health education.

Goal 1: Perform annual school-based screenings (height, weight, vision, hearing, and scoliosis).

➤ Met in FYs 2014 and 2015 and will be held each year. Annual Health Screenings were completed by October 2014 and in addition to 5th grade health education in November, 2014 within the Lebanon School District. More than 180 employees and volunteers participated with nine internal and external partners to screen 3,786 students and educate 360 5th grade students.



Goal 2: Reduce childhood obesity rates by providing more relevant and specific information for families in the body mass index (BMI) letter that is sent out to parents of all school-aged children in Pennsylvania.

➤ During FY 2015, the Penn State Hershey PRO Wellness Center worked with the Pennsylvania Department of Health to make their revised body mass index (BMI) screening letter available on the department's website as a suggested template for school districts statewide. The individualized screening letter includes graphics and an explanation of health risks and specific actions that parents could take based on their child's BMI, leading them to tools and resources for making healthy lifestyle changes for their families. The letter is also featured on the Centers for Disease Control and Prevention's Healthy Schools website.

Goal 3: Expand partnership with school nurses and districts for student health needs.

- ✔ PinnacleHealth provided assessments in the Harrisburg and Perry School District.
- ✔ Penn State Hershey (PSH) PROWellness Center completed assessments in the Pittsburgh area fall, 2015.
- ✔ PSH Department of Nursing expanded their assessments to the Annville School District fall, 2015.
- PSH College of Nursing plans to expand assessments to the Palmyra School District winter, 2016.



✔ Completed ➤ In Progress



Objective: Promote healthy eating

Strategy: *Farmers Market in Hershey*

Farmers Market in Hershey, located adjacent to the Penn State Hershey campus, joins a growing national trend of creating partnerships that strengthen the abilities of medical centers and clinics to provide complete, patient-centered care and serve community health through farmers markets. The Farmers Market distinguishes itself by providing preventive health programming throughout the season.

Goal 1: Expand the educational programming offered by the Farmers Market to underserved populations, from two locations to five locations.

✔ Goal met in FY 2015. Educational programs with produce from the Farmers Market in Hershey reached three locations during FY 2015: Penn National Race Course, Grantville Food Pantry and Londonderry Food Pantry. The initiative was also expanded to clients from Safe Haven/YWCA of Greater Harrisburg, with produce provided by Broad Street Market. Additionally, a new children's program with a focus on local summer produce/farmers markets and nutritional education was completed at Prince of Peace Mary's Helpers. Therefore, five locations total were reached.



inspired together

Farmers Market in Hershey provides preventive health programming to the community. One of the participating farmers, Homer Walden, was without insurance but confided concerning symptoms of a medical condition to a Penn State Hershey employee. Through a collaboration between that employee, Penn State Hershey care coordination and Mr. Walden, he received care preventing a potentially life-threatening situation. Mr. Walden is no longer experiencing the symptoms, receives regular follow-up care, and has been connected with resources who were able to assist with his medical expenses.

Goal 2: Identify one clinic with which to partner for the *Prescription as Produce* program in summer 2014.

✔ Goal met in FY 2014 and continued in FY 2015.

Goal 3: Develop a new children's program with a focus on wellness.

✔ Goal met in FY 2014 and continued in FY 2015. The annual Health Detectives booklet was created by a Master of Public Health student and focused on local, seasonal fruits, vegetables and healthy recipes. 521 children and 296 adults were reached at Farmers' Market and 3,872 booklets distributed to over 30 community based organizations.



Objective: Promote healthy eating

Strategy: *Hershey Community Garden (HCG)*

The *Hershey Community Garden*, on the Penn State Hershey campus, celebrated its grand opening in the fall 2013, and was constructed to make more fresh produce available in the community and encourage increased physical activity. While plots of the garden are available to community members in general, a portion of the space is devoted to a *Food as Medicine* initiative to generate produce for distribution at the Medical Center and in the surrounding community. This program is founded on the belief that by supporting healthy diets in the region — particularly underserved or at-risk individuals and families — Penn State Hershey is fulfilling its dual mission of serving the community and promoting wellness.



Goal 1: Expand the *Hershey Community Garden*.

✔ Goal met in FY 2014. In FY 2015, the leadership team continued to provide oversight to the garden and 124 garden plots are utilized by the community.

Goal 2: Grow produce and determine a mechanism to deliver produce to one underserved area for the summer 2014.

✔ Goal met in FY 2014 and continued in FY 2015. The PSH Eating Disorders Clinic involved patients in growing food that is being used by patients in meal preparation and well as donated to local organizations serving food to low-income populations. Gemma's Angels are growing tomatoes in the Community Garden for donation to local homeless shelters, food pantries and halfway homes.

✔ Completed ➔ In Progress

inspired together

Student volunteers from Penn State College of Medicine and the local charity, Gemma's Angels, distributed all produce grown on their HCG plot to low-income populations, as well as a variety of local homeless shelters, halfway homes, soup kitchens, and food banks. Accompanying the produce, culturally-appropriate health education information was provided to community members.



Objective: Increase cancer prevention behaviors

Strategy: *Rural and Urban Cancer Networks*

Recognizing the unique set of health needs and challenges in both rural and urban communities, Penn State Hershey established the Northern Appalachia and Harrisburg Community Cancer Networks to help residents in these populations decrease their risk of developing cancer.

Goal 1: The Northern Appalachia Cancer Network (NACN) complements the typical cancer studies that evaluate the biologic development of cancer with comprehensive studies of people, their behaviors, their environments, and their risk of developing cancer.

✓ In FY 2015, the NACN held 12 community-based events in conjunction with Walk by Faith Program in Appalachia. During the events, the NACN trained 1,176 community members and volunteers in evidence-based strategies for weight management, a proven risk factor for several different cancers.



Goal 2: The Harrisburg Community Cancer Network (HCCN) expands existing community-based health education cancer programs.

✓ In FY 2015, HCCN held their 3rd Annual Nutrition Workshop, National Cancer Survivor Day, Community Health Worker Programs, and community educational events and classes reaching 5,020 persons.

✓ Completed ➔ In Progress





Objective: Increase opportunities for physical activity

Strategy: ***Band Together***

This physician-developed strength training program, intended for individuals age 65 years and older, is currently held in local community centers. The program offers twice-weekly training sessions, using resistance bands, in a group-based setting. The average 70-year-old has difficulty with three of ten activities of daily living, such as walking for a quarter of a mile or standing up from an armless chair. Though many of these functions can be re-gained through strength training, only 15 percent of adults over age 65 participate in any regular strength training program.

Goal 1: Increase the number of host sites that offer *Band Together* sessions, from one in 2013 to 100 by the end of 2015.

➤ There are 15 Band Together sites that hold one-hour sessions two or three times per week.

Goal 2: Evaluate the effectiveness of the *Band Together* program by measuring strength and functional limitations over time by tracking the fitness records of forty participants in 2013 and tracking the fitness records of 2,500 participants by the end of 2015.

➤ 550 participants were served this fiscal year. About 400 staff hours and 1,872 volunteer hours made this possible.

“Our goal at Band Together is to help adults retain their independence by coupling low costs with the dramatic benefits of strength training. Based on the success of our 15 community sites, we have been awarded nearly \$14 million by the Patient-Centered Outcomes Research Institute (PCORI) to study the effectiveness of integrating strength training, balance exercises, and walking for older adults who have had a fall-related fracture.”

*– Christopher Sciamanna, M.D., M.P.H., chief, internal medicine,
Penn State Hershey Medical Center*



Objective: Increase opportunities for physical activity

Strategy: ***Strong Women***

This evidence-based strength training program from the Penn State Cooperative Extension is offered at the Penn State Hershey University Fitness Center. This program provides a successful model for bridging the gap between the health care continuum of care and the fitness setting. Women in the program learn safe strength-building techniques, benefits of regular physical activity, and proper nutrition. Participants gradually improve their physical and emotional health and reduce their susceptibility to osteoporosis, risk of falling, and other age-related ailments. As with many group-based exercise programs, the benefits of *Strong Women* go beyond the classroom into building strong social ties and friendships, as well.

Goal: Utilize *Strong Women* as a model for implementing new physical activity programs and interventions.

✓ Met in FY 2014 and continued in FY 2015. The Strong Women program offered 14 six-week sessions with 181 total participants.

Objective: Increase opportunities for physical activity

Strategy: ***Dance for Parkinson's***

With the success of *Strong Women*, *Dance for Parkinson's* was developed. It is a movement and dance class for people with Parkinson's Disease and their optional companion. The class is designed to empower people with Parkinson's to explore movement and music in ways that are stimulating and creative. All ages and ability levels are welcome to participate with or without a companion. No prior dance experience is needed.

Goal: This program was developed in response to an identified need for a specific exercise program for this patient population.

✓ Goal met in FY 2014 and program discontinued in FY 2015.

Additional healthy living programs offered this year:

- **Health SLAM** – In FY 2015, this program was offered in local schools by 30 medical students. Their 25 cumulative hours of volunteer time reached 625 students.
- **Hershey Story Lunch and Learn** – Five educational sessions were held this fiscal year by three PSH departments reaching 480 students and chaperones.



PRIORITY:

Promotion of Health Education

The Community Health Needs Assessment identified a need to develop health education information that is appropriate for school-aged children and contains messages that are culturally appropriate to reach targeted high-need populations.

Key objectives include:

- Provide general health education information on nutrition and physical activity;
- Advocate for vulnerable children;
- Provide health and wellness education information on injury prevention; and
- Provide education and resources for skin cancer prevention in the community.

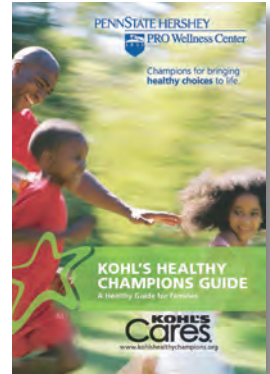
Programs offered to address these objectives:

- *Health information, Project Health, and e-Newsletter*
- *No TXT Zone (NTZ) Campaign*
- *Center for the Protection of Children*
- *Pediatric Trauma Center and Injury Prevention Program*
- *Skin cancer prevention – sunscreen education*

Objective: Provide general health education information on nutrition and physical activity

Strategy: *Health information, Project Health, and e-Newsletter*

PRO Wellness Center created an educational brochure — *Kohl's Healthy Champions Guide* — with a focus on nutrition and physical activity.



Goal 1: Create new materials — in print and online — for children and their families to rely upon as trusted resources for information about nutrition, healthy meal choices, and the importance of physical activity for the prevention and reduction of childhood obesity.

✓ Met in FY 2014. The brochure has been adopted by Penn State Hershey outreach programs and is part of an education toolbox.

Goal 2: *Project Health* will air one to two videos per month on WGAL. Videos were also shared on the Penn State Hershey YouTube channel.

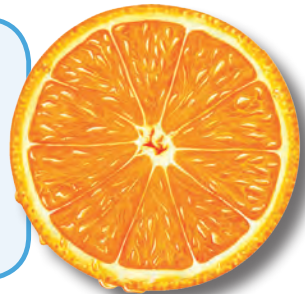
✓ Goal met in FY 2014, and program discontinued in FY 2015.

Goal 3: Obtain 100 new subscribers for the Penn State Hershey e-Newsletter by the end of fiscal year 2014.

✓ Met in FY 2014. There were 107 e-Newsletter subscribers obtained in FY 2014 and 67 new subscribers added in FY 2015.

inspired together

There were 99 inspiring stories shared in FY 2015 of how Penn State Hershey employees positively impacted the health of our community.



Objective: Advocate for vulnerable children

Strategy: *Center for the Protection of Children*

Penn State Hershey Center for the Protection of Children, is a remarkable collaborative effort whose goals are to prevent maltreatment, improve reporting of suspected abuse, provide comprehensive care for children who have experienced abuse, and advance knowledge about how best to protect vulnerable children and support them and their families.

To address the overwhelming need to prepare individuals to become responsible mandated reporters, Penn State Hershey Center for the Protection of Children is working to develop, test, and disseminate a multimedia, action-oriented e-Learning module to those on the front lines of protecting children. This multidisciplinary effort involves Penn State faculty with expertise in e-Learning, cognitive and educational psychology, graphic and web design, law, medicine, education, database design, and related areas. The goal is to create an evidence-based educational tool that highlights the problem of child abuse, and helps them to see themselves as agents for protecting children from abuse.

- Goal 1: Create and assess the efficacy of e-Learning modules to prepare childcare center professionals to be responsible, mandated reporters for children at risk for abuse.**
- Goal 2: Disseminate and evaluate an online tool for individuals throughout Pennsylvania to report suspected abuse.**

✓ Both met in FY 2014. The Center continues to provide ongoing education in the community on the signs of and reporting methods for child abuse. For example they participated in: 20th Annual Conference for Early Childhood and Early Intervention Providers, Lancaster Community Outreach, Head Start Training, Bikers Against Child Abuse, Derry Township Night Out and the SWAN Conference.

✓ Completed ➔ In Progress





Child abuse has been recognized by the Centers for Disease Control as a public health concern that causes significant medical and mental health consequences – many of which affect not just children, but also the adults they become.

- Nearly six million children are reported for suspected child maltreatment each year in the United States.
- An average of five children – most of them under the age of four – die every day from abuse or neglect.
- Estimates indicate that one out of every five children in the U.S. will be sexually abused before their 18th birthday.

Objective: Provide health and wellness education information on injury prevention

Strategy: *No TXT Zone (NTZ) Campaign*

Penn State Hershey partnered with WHP CBS 21 to sponsor the *No TXT Zone Campaign*. The community, adults and teenagers, are encouraged to make their vehicles no text zones to help keep our communities and roadways safer for all.

Goal: Track the number of people who sign the *No TXT Zone Campaign* pledge, targeting 5,000 new campaign pledges.

- ✓ 7,526 pledges were secured in FY 2014 and FY 2015; 3,694 of those were in FY 2015. Area high schools that participated included: Camp Hill, Cedar Crest, Cumberland Valley, Hempfield, Lebanon, Lower Dauphin and Palmyra.

inspired together

WHP CBS 21 News joined with Penn State Hershey Medical Center at Cumberland Valley High School to stress the importance of not driving while distracted. The students were encouraged to take a *No TXT Zone* pledge and to learn about the dangers of texting while driving. More than 1,000 students signed the *No TXT Zone* pledge. "I don't think any text is worth risking your life," a Cumberland Valley student said.





Area high schools that took the pledge include:

- Camp Hill
- Cedar Crest
- Cumberland Valley
- Lebanon
- Lower Dauphin
- Hempfield
- Palmyra



Objective: Provide health and wellness education information on injury prevention

Strategy: ***Pediatric Trauma Center and Injury Prevention Program***

Through an institution-wide, coordinated injury reduction initiative, the Penn State Hershey *Pediatric Injury Prevention Program* plans for a reduction in the number and severity of injuries for the citizens served by Penn State Hershey Children’s Hospital Safety Center.



Goal 1: Implement and evaluate injury reduction initiatives that are linked to regional injury data. Increase the amount of traffic to the Safety Center to educate families on how to prevent injuries.

- ✓ As part of their ongoing car seat safety program, 607 car seats were checked in FY 2015.
- ✓ The Program participated in 36 events during FY 2015, reaching 10,488 participants.

✓ Completed ➔ In Progress

Objective: Provide education and resources for skin cancer prevention in the community

Strategy: ***Skin Cancer Prevention — Sunscreen Education***

Skin cancer is a growing public health concern. Increasing the community's access to sunscreen stations at public venues and providing educational material about proper sunscreen application may help to promote skin cancer prevention behaviors. To this end, Penn State Hershey has already established a relationship with the Hershey Gardens and provided them with fifty shade umbrellas for patrons to use while visiting the Gardens.

Goal 1: Install a sunscreen station at the Hershey Community Garden, where gardeners can access free sunscreen and instructions on proper sunscreen application.

✓ Met in FY 2014.



Goal 2: Provide annual skin cancer prevention screenings to the community.

➔ Met in FYs 2014 and 2015 and will be held each year. The annual free skin cancer screening clinic was held by Penn State Hershey Dermatology and 246 persons were screened in FY 2015.

Additional health education programs offered this year:

- **Hands-Only CPR** – Twenty-nine community CPR and AED sessions were held in the community in FY 2015 reaching just over 14,100 participants. Nine of these sessions were specifically Hands-only CPR sessions.
- **PA Farm Show** – PSH participated in all days of the Farm Show reaching approximately 2,000 attendees with key messages including financial counseling, carbon monoxide testing for smoking cessation, increasing physical activity, “rethink your drink,” and heart health.
- **Steelton Food Pantry Education** – Two new programs began in FY 2015: monthly evening adult educational sessions and a children’s summer program. Health topics for the adults are led by several PSH departments and include financial counseling, flu shots, diabetes screening, and “Medication Madness”. The children’s topics were led by Department of Nursing and Injury Prevention and include health detectives, fruit and vegetable tastings, physical activity, skin protection, and safety. Students from College of Medicine, College of Nursing, Public Health Science and Nutrition play an important role in the success of this initiative. Over 600 adults and children were reached at all sessions.



PRIORITY:

Access to Affordable Health Care

Underlying factors identified by secondary data, input from community leaders, and focus groups with residents resulted in the identification of the need to improve access to affordable health care.

Key objectives include:

- Provide access to affordable primary care;
- Provide access to affordable specialty care; and
- Provide access to affordable dental care.

Programs offered to address these objectives:

- *Increase number of primary care providers*
- *Identify primary care providers for emergency department patients*
- *LionCare*
- *Financial Counseling*
- *Patient-Centered Medical Home*
- *Walk-In Clinics and After-Hour Appointments*
- *Project Homeless Connect*
- *LionNet Telestroke*
- *Hope Within Ministries*
- *Prescription Assistance Program (PAP)*
- *Cardiac and Thoracic Surgery Expansion at Holy Spirit Hospital*
- *Creation of the Patient Logistics Department and Transfer Center*
- *Ronald McDonald House Mobile Dental Van*
- *Facilitating Dental Care for Medical Center Patients*

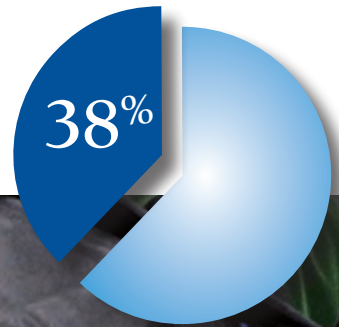
Objective: *Affordable Primary Care*

Strategy: ***Increase Number of Primary Care Providers***

Goal 1: Track the practice specialties, locations, and employment settings annually for new graduates in the M.D., physician assistant, and nurse practitioner programs, with the anticipation of more pursuing careers in Pennsylvania and in medically underserved areas.

➔ In FY 2015, consistent with FY 2014, nearly 38 percent (49 students) of the Penn State Hershey College of Medicine graduates will enter primary care training, serving our Nation's growing need for internists, pediatricians, family practitioners and dual specialists in internal medicine and pediatrics.

✓ Completed ➔ In Progress



Objective: Affordable Primary Care

Strategy: *Identify Primary Care Providers for Emergency Department Patients*

The emergency department is often used as a primary care site for those who do not have a primary care provider. If these patients can be identified through the patient registration process and ultimately connected with a primary care provider, they will have greater access to more affordable primary care, rather than seeking care through the emergency department.

Goal 1: **Identify emergency department patients who do not have a primary care provider.**

✓ In FY 2014, a process was put into place and this was carried forward in FY 2015.



Strategy: *LionCare*

LionCare is dedicated to serving the medical and psychological needs of the indigent population in the greater Harrisburg region, an urban-suburban area with a population of approximately 49,000 in the city alone. The patients served by the *LionCare* clinic are individuals who would otherwise not have access to care, particularly the homeless and those transitioning from prison or drug rehabilitation facilities.

Goal 1: **Evaluate the opportunity to increase the number of primary care clinical faculty who accompany medical students to provide care at *LionCare*.**

✓ During FY 2015, Penn State Hershey's primary care clinical faculty time increased at the *LionCare* Clinic. 973 patients were served; and 736 physician and resident hours and 1,913 student hours were donated.

Objective: **Affordable Primary Care**

Strategy: **Financial Counseling**

Penn State Hershey financial counselors have traditionally been available to provide guidance to patients once they have arrived into the Penn State Hershey system. Recently, financial counselors have increased their presence in the community to help those in need understand the resources and options available to themselves and their family members to receive support for health care services, including programs such as medical assistance or Children's Health Insurance Program (CHIP). Educational opportunities for the community will be available through increased involvement in health and wellness fairs, particularly in identified high-need areas in Dauphin and Lebanon Counties.

Goal 1: Increase the opportunities for financial counselors to provide beneficial information on navigating the health care payment system and support options that are available within the community. Target four wellness fairs by June, 2015.

✓ Met in FY 2015. Penn State Hershey financial counselors provided education at six events: Harrisburg Farm Show (2 years), Project Homeless Connect (2 years), the Prince of Peace Mary's Helpers, and at a free dental clinic.

Strategy: **Patient-Centered Medical Home**

All Penn State Hershey Family and Community Medicine practices retained Patient-Centered Medical Home recognition from the National Committee for Quality Assurance (NCQA) through 2014.

Goal 1: Through contract and grant funding, the Family and Community Medicine Outreach and Research Team will work with at least ten additional practices outside of the Penn State Hershey system in becoming patient-centered medical homes.

✓ Goal met in FY 2014.

Objective: **Affordable Primary Care**

Strategy: ***Walk-In Clinics and After-Hour Appointments***

Goal 1: **Explore the opportunity for additional walk-in and evening or weekend clinics.**

✓ In FY 2015, Family and Community Medicine practice sites expanded their hours one evening per week to improve patient access to care.



Objective: Affordable Primary Care

Strategy: *Project Homeless Connect*

Penn State Hershey began supporting the Capital Area Coalition on Homelessness *Project Homeless Connect* by providing staff volunteers to help the participants navigate their way through the stations. Organizations, agencies, churches, and charities come together to help the homeless population in Dauphin County receive necessary services to help remove barriers to services, including primary health care.

Goal 1: Increase the number of staff volunteers at *Project Homeless Connect* each year.

➔ Met in FY 2015 and continuing each year. Penn State Hershey staff and students volunteered at the 2014 Project Homeless Connect, contributing 397 hours of staff and student time and reaching more than 500 participants.



inspired together

Project Homeless Connect had the opportunity to help a young single mother of four who was being evicted from her home, with no car and no one to turn to. When MidPenn Legal Services was unable to stop the eviction, a truck was offered to help move the family's belongings from the home, but they still had no where to go. The YWCA of Greater Harrisburg was able to offer storage for their belongings, but the YWCA crisis coordinator could not locate shelter for the family of five for that night.

Through the determination of a Penn State Hershey employee, a local church pastor, working with the YWCA crisis coordinator, agreed to release community crisis funds to pay for a hotel room for the family until emergency shelter could be found. Thanks to a team effort, this young mother and her four children had a roof over their heads and warm beds in which to sleep.

Objective: Affordable Specialty Care

Strategy: *LionNet Telestroke*

The Penn State Hershey telestroke program, *LionNet*, is a partnership between regional community hospitals and Penn State Hershey, and is designed to improve patient care through the access of telemedicine. Early assessment and intervention made possible through the telestroke technology are key for successful functional outcomes for patients. *LionNet* provides real-time remote audio-visual access to a neurological consult with a stroke neurologist or neurosurgeon. Following a consultation and a review of patient scans, a treatment recommendation is made and the local emergency department physician determines the best course of action.

Goal 1: Increase the number of partner hospitals in the *LionNet* program, thus increasing the number of patients in the community that have a greater access to this level of specialty care.

✓ Met in FY 2014 and continued in FY 2015. The *LionNet* Telestroke Program continued working with partner community hospitals and provided 15 educational events with them and four community events to raise awareness of stroke risks and prevention. Through these efforts, 1,167 people were reached with this important message.



Objective: **Affordable Specialty Care**

Strategy: **Hope Within Ministries**

Hope Within Ministries is a community health center that delivers free health care services to the medically uninsured (income under 200 percent of the federal poverty level) of Lancaster and Dauphin Counties. Penn State Hershey Medical Center provides support through funding for additional laboratory and radiology needs of these qualified patients.

Goal 1: Evaluate plans to increase services for *Hope Within Ministries* patients. The goal is to provide a value of services to uninsured patients up to \$35,000 per year.

✓ In FY 2015, Penn State Hershey increased their community benefit (\$17,656.00) to patient services to *Hope Within Ministries* clients. *Hope Within* sees nearly 2,000 patient visits per year.

Goal 2: Provide health care services to an uninsured and underserved population in Lancaster and Dauphin Counties.

✓ A physician from Penn State Hershey Medical Group – Fishburn provides 60 hours per year at *Hope Within Ministries* and a Penn State Hershey cardiologist serves as the Chairman of the Board of Directors for 250 hours per year.

Penn State Hershey will continue to work with *Hope Within Ministries* to identify areas of need and resources required for the future.



Objective: *Affordable Specialty Care*

Strategy: *Prescription Assistance Program (PAP)*

Assistance is provided to any community member. Assistance includes help applying to the pharmaceutical patient assistance programs, counseling on options to receive more affordable medications, and assistance in applying for grant funding (usually disease-specific) to off-set the cost of medications.

Goal 1: *Increase the number of patients who are provided assistance to receive more affordable medications. The target for new and renewal applications is 900 annually. Increase total cost savings to patients by \$300,000 by the end of fiscal year 2014.*



✓ Met in FY 2014 and continued in FY 2015. Total savings to 767 patients and community members in FY 2015 were \$2,047,386.

Strategy: *Cardiac and Thoracic Surgery Expansion at Holy Spirit Hospital*

Penn State Hershey Heart and Vascular Institute and Holy Spirit Hospital signed a collaborative agreement for cardiac and thoracic surgery services. Through this relationship, Penn State Hershey Heart and Vascular Institute cardiac and thoracic surgeons were able to perform surgery at Holy Spirit Hospital, allowing residents in Cumberland and Perry Counties greater access to specialized cardiac and thoracic surgeries closer to their homes.

Goal 1: *Continue to provide specialty surgical care in a local, community hospital for residents in the surrounding communities.*

✓ Met in FY 2014, but due to health system changes, ended May 2014.

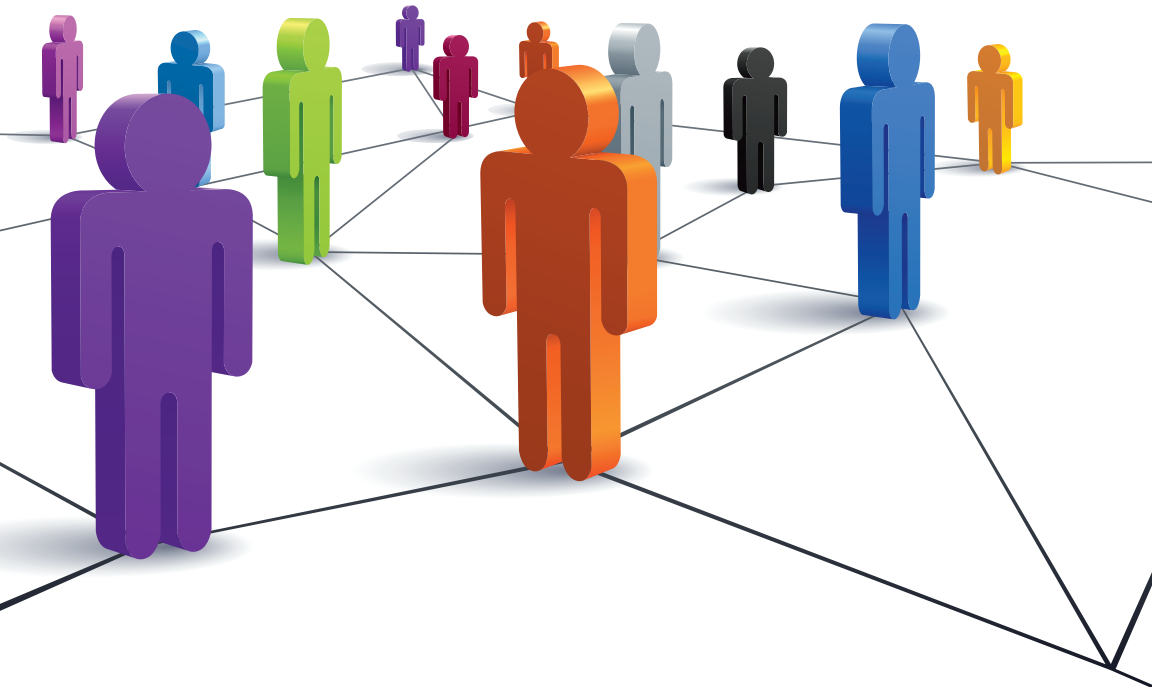
Objective: **Affordable Specialty Care**

Strategy: **Creation of the Patient Logistics Department and Transfer Center**

The patient logistics department was created to improve patient flow from pre-admission through the hospital stay. The Transfer Center, part of patient logistics, is comprised of a team of registered nurse clinical liaisons, transfer center liaisons, and bed management associates who facilitate timely placement of the right patient into the right bed.

Goal 1: Implement a philosophy of precision placement so patients are assigned to the right location for their level of care and diagnosis to optimize patient outcomes, decrease length of stay, and improve the discharge process.

✓ Met in FY 2014 and continued in FY 2015.



Objective: Affordable Dental Care

Strategy: ***Ronald McDonald House Mobile Dental Van***

Penn State Hershey provides business and technical support to the Ronald McDonald House Charities® of Central Pennsylvania to explore the feasibility and development of a mobile dental van to provide urgent and preventive dental services to children in the region.

Goal 1: The exploratory phase of development included identifying the specific dental health needs that can be met with a mobile unit, the locations and neighborhoods that can benefit most from the presence of a mobile unit, and the additional community partners that will be available to provide additional support and dental health services through the mobile unit.

✓ Met in FY 2014. The exploratory phase determined that PA dental regulations make dental programs very difficult for mobile vans. Therefore, other initiatives are being assessed.

✓ Completed ➔ In Progress



Objective: Affordable Dental Care

Strategy: *Facilitating Dental Care for Medical Center Patients*

Dental coverage and access to dental care is needed for low-income families and families with limited dental coverage who are not getting sufficient levels of needed care. The Medical Center recognizes and supports the importance of oral health for all members of our community.

Goal 1: **The Medical Center staff will continue to evaluate the available referral options and community partners who assist in providing dental care, increase access to affordable dental care, and develop a framework for facilitating dental care for low income families.**

✓ Met in FY 2015. The dental resource directory was completed. An MPH student completed practicum to develop a patient dental flyer, independent dental clinic referral sheet and oral-maxillofacial surgeon referral sheet; as well as to complete analysis on patient dental data and a manuscript outlining additional findings and recommendations.

Additional access to affordable health care programs offered this year:

- **Drive Thru Flu Shots** –The inaugural event was held on October 4th, 2014. Ten PSH departments came together to plan the day and volunteer at the event and two sponsored the shots resulting in 180+ hours of staff and volunteer time providing 800 flu shots in one day to community members who otherwise would likely not have received a vaccination). Ten PSH departments contributed more than 180 hours to plan the day and volunteer at the event where 800 flu shots were provided to community members who otherwise would likely not have received a vaccination. It was very well received evident by only positive comments such as: “Thank YOU!! My family and I are now protected!! It was a phenomenal event and every single smiling volunteer should be commended,” “This was an awesome public service!! We took advantage of this...please continue this in the future.” Two days occurred in October, 2015.
- **EMS/Stroke Patient Assessments** – Due to staffing turnover, these were not able to be conducted in FY 2015, but will be initiated in FY 2016.



PennState Health

Milton S. Hershey Medical Center

Partnerships

American Cancer Society
American Heart Association
American Red Cross of the Susquehanna Valley
Amerihealth Caritas Health Plan
APPRISE Dauphin County,
 Pennsylvania Department of Aging
Bethesda Mission
Capital Area Coalition on Homelessness
Capital Area Head Start
Capitol Pavilion
Center for Online Innovation in Learning
Centric Bank
County Commissioners Association of PA
Covenant United Methodist Church
Derry Township Parks and Recreation
Derry Township School District
Family Health Council of Central Pennsylvania
Gateway Health Plan
Gemma's Angels
Grace United Church of Christ, Richland
Greater Harrisburg Healthy Start
Hamilton Health Center
Hanover Hospital
Hershey Entertainment & Resorts
Hershey Free Church
Hershey Gardens
Hershey Nursery
Highmark
Holy Spirit Hospital
Hope Within Ministries
Jeanette Johnston HBPA Medical Clinic
Juniper Village
Kohl's
Lebanon County Area Agency on Aging
Lebanon School District
Lower Dauphin Communities that Care
Lower Paxton Police Department

Marietta Senior Apartments
Mary's Helpers at Prince of Peace Church
Maternal Assistance Program - Holy Spirit Hospital
Milton Hershey School
Morningstar Pregnancy Services
PA Coalition Against Rape
PA Patient Assistance Program Clearinghouse
Penn State Cooperative Extension
Penn State Dickinson Center on Children and the Law
Penn State Network on Child Protection and Well-being
Pennsylvania Academy of Family Physicians
Pennsylvania Breast Cancer Coalition
Pennsylvania Department of Health
Pennsylvania Department of Transportation
Pennsylvania Office of Rural Health
Pennsylvania State Police
Pennsylvania WIC
PinnacleHealth
PinnacleHealth Children's Resource Center
REDDCO, Inc.
Ronald McDonald House Charities® of
 Central Pennsylvania
St. Joseph Regional Health Network
St. Luke Evangelical Lutheran Church
St. Margaret Mary Alacoque Church
Susquehanna Dance Center
Sutliff Auto Group
The Foundation For Enhancing Communities
The Hershey Company
The M.S. Hershey Foundation
The Rail Community Center
Penn State Hershey University Fitness Center
Wesley Union AME Zion Church
WGAL
WHP CBS 21
WLYH CW 15
The YWCA of Greater Harrisburg

Caring for Our Community.



PennStateHershey.org

