

December 2020-2022



Community Health Improvement Plan



Our Commitment to Community Health

Compassion is at the heart of Deborah's Mission, reflected in its founders' motto: "There is no price on life." For close to 100 years, Deborah has cared for those in need, regardless of race, creed, color, national origin, nationality, ancestry, age, sex, familial status, marital/civil union status, religion, domestic partnership status, affectional or sexual orientation, gender identity and expression, atypical hereditary, cellular or blood trait, genetic information, liability for military service, and mental or physical disability (including perceived disability, and AIDS and HIV status). We believe that no one should have to make a medical decision based on their personal financial situation. Deborah is the only hospital in the nation that treats both adults and children and that has never balance billed a patient for care provided in the hospital. Deborah is also active in our local communities and service areas, providing community-based health and wellness programs. Deborah represents the best of the traditional nonprofit hospital and serves as a regional safety net for exceptional cardiovascular and pulmonary services and care.

Our Mission and Vision

The Deborah Mission is to provide the most advanced facilities, equipment, medical staff and necessary financial resources to deliver the highest quality inpatient and outpatient services for the diagnosis and treatment of heart, lung and vascular disease. We also recognize our important obligation to provide the highest degree of patient safety and privacy. To this end, Deborah embraces and advocates all initiatives that enable us to attain these goals.

The Deborah Vision is to be the premier provider of cardiovascular and pulmonary services in the region. We will continue to be known for excellent clinical outcomes and for supreme customer-driven service, and as the ultimate leader in patient safety and privacy. We will continue to partner with other quality providers and payers to ensure a seamless continuum of care to every patient we serve. We will continue to improve both service and quality in the most cost effective manners.

Our Story

The Deborah story is an extraordinary one. Deborah was founded in 1922 as a tuberculosis (TB) sanatorium and pulmonary center. According to legend, the therapeutic air of the Pine Barrens of rural Burlington County was key to patient recovery. In reality, thousands of TB patients were medically treated and successfully cured by a heroic team of Deborah physicians and caregivers.

When the development of antibiotic medications led to the eradication of TB, Deborah shifted its focus to other chest diseases, embracing the emerging specialty of cardiac disease prevention and treatment. The focus on cardiac diseases, combined with Deborah's established expertise treating lung diseases, transformed Deborah into New Jersey's only cardiac and pulmonary specialty hospital.

Today, Deborah offers leading-edge surgical techniques and non-surgical alternatives for diagnosing and treating cardiac, vascular and pulmonary diseases in adults, and congenital and

acquired heart defects in adults and children. By specializing in the most advanced treatments for coronary heart disease, pulmonary and thoracic diseases, diabetes and wound care, Deborah is consistently recognized as a leader in patient care, patient satisfaction, quality outcomes and innovative healing.

At Deborah, we take our role as one of the nation's leading and most innovative health facilities very seriously. New advances in cardiac, pulmonary and vascular care are often available at their early stages at Deborah. Deborah's Clinical Research Department – combined with our well-respected teaching program – brings to Deborah promising new treatments and technologies. This infusion of innovative ideas and professional talent shapes the Deborah of tomorrow, strengthening our already stellar reputation.

CHNA Partnership

To guide our community benefit and health improvement efforts, Deborah conducted a Community Health Needs Assessment (CHNA). The 2019 CHNA builds upon the 2013 and 2016 studies to monitor current health status in our primary service areas in Burlington and Ocean Counties. The CHNA includes a mix of statistical research and stakeholder input to collect and analyze health trends that impact the health of our community.

Deborah leadership reviewed findings from the CHNA and feedback from community partners to prioritize addressing, within our capability, the health gaps for our service area and to focus our community health improvement efforts. Leadership representatives considered the 2019 CHNA research findings, as well as existing community and hospital services, programs, and areas of expertise.

CHNA Partner Organizations

Alzheimer's Association	American Heart Association	American Lung Association	Argosy Management Group, LLC
Aspen Hills Healthcare Center	Baker Tilly	Browns Mills Improvement Association	Browns Woods Apartments
Burlington County	Burlington County Health Department	Burlington County Human Services	Burlington County Military Affairs Committee
Burlington County Regional Chamber of Commerce	Burlington County Veterans Services	Capital Health	Center for Family Services
Cooper University Healthcare	Edward J Post Company, Inc.	Food Bank of South Jersey	Investors Bank
Joint Base McGuire-Dix-Lakehurst	Long Beach Island Health Department	Maryville Addiction Treatment Center	New Life Christian Center
New Jersey Hospital Association	O.C.E.A.N., Inc.	Ocean County Department of Human Services	Ocean County Health Department
Ocean Monmouth Health Alliance	Pemberton Community Library	Pemberton Township	Pemberton Township Schools
Pinelands Family Success Center	Prevention Plus	Rowan College at Burlington County	Samaritan
Strive Physical Therapy	The Pines	Yoga Mandala	

Community Health Improvement Plan

Deborah's CHNA Executive Committee and Board of Trustees developed this Community Health Improvement Plan (CHIP) to guide community benefit activities across our service area. The CHIP builds upon previous health improvement activities and takes into consideration the impact of our efforts in prior CHIP cycles, while recognizing new health needs and the changing health care delivery environment identified in the 2019 CHNA. For the 2020-2022 CHIP cycle, Deborah intends to devote resources and expertise to address the following Priority Areas:

Priority Area 1 – Linkages to Care

Goal: Improve Access to healthcare and assist in coordination of care.

Objectives:

- > Assist in identifying gaps in access to care and recruit/retain providers in our service area
- > Assist in addressing management of substance use disorders and mental health issues in our patient population
- > Reduce transportation barriers that impede healthcare access to our services
- > Foster and deepen partnerships with community organizations and other area providers to reduce inappropriate and/or avoidable Emergency Room usage
- > Increase early detection and improve access to care and treatment of lung cancer
- > Participate in a healthcare environment that supports the health needs of the LGBTQ community
- > Grow and expand priority specialty appointment and comprehensive navigation services to members of the military, their dependents, Veterans and retirees

Priority Area 2 – Chronic Disease Management

Goal: Increase education and awareness to identify and reduce chronic disease risk, and improve chronic disease management to reduce healthcare reliance and improve quality of life.

Objectives:

- > Provide the community with complementary screenings for chronic disease within our specialty
- > Improve access to care for chronic conditions, including access to our specialty providers who identify and treat chronic conditions
- > Provide the community with education and resources to identify and manage chronic disease
- > Work with our community partners to identify and triage to resources for social determinates of health that contribute to chronic disease and poor adherence to treatment plans
- > Work to reduce readmissions of our patients with chronic disease

Priority Area 3 – Issues of Aging

Goal: Assist seniors in our immediate service area age successfully, maintain independence and plan for end of life that respects each patient's wishes.

Objectives:

- > Develop and/or partner with community providers to offer community education programs/education on aging related issues
- > Support the development of a network of community providers to provide in-home, person-centered care for patients with chronic illness or serious health problems
- > Work with community partners to develop and implement geriatric assessment programs
- > Remove transportation barriers for seniors to access needed healthcare services
- > Explore with community partners implementation of a memory assessment program

To learn more about Deborah Heart and Lung Center's work to improve the health of our community, visit our [website](#) or contact [Christine Carlson-Glazer](#), Government and Community Relations Liaison at Deborah Heart and Lung Center.