



**Community Health Improvement Plan  
2017-2019 Results**



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## Evaluation of Community Health Impact from 2017-2019 Community Health Improvement Plan

In 2016, Deborah completed a CHNA and developed a supporting three-year plan for community health improvement to address identified health priorities. The strategies implemented to address the health priorities support our continued commitment to the health and well-being of the communities we serve.

Guided by the findings from the 2016 CHNA and input from key community stakeholders, Deborah leadership identified the following priorities for 2017-2019:

- > Linkages to Care
- > Chronic Disease Management
- > Cancer
- > Issues of Aging
- > Support the LGBTQ Community

The following section highlights Deborah's strategies to address these priorities.

### CHNA Priority Area 1: Linkages to Care

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

Deborah collaborated with Landmark Health Care Facilities to construct a new Medical Office Building on Deborah's campus, and identify prospective tenants based on community healthcare needs. The new building, opened in 2018, is home to a host of health care services previously unavailable in the immediate service area, including an urgent care clinic, X-rays, a family medicine office, an outpatient pharmacy, physical therapy, and cardiac rehabilitation.

The first tenant in the new Medical Office Building was Central Jersey Urgent Care. The opening of the Urgent Care Center brought a needed service to the community, for both adults and pediatrics, and an alternative to avoidable emergency department visits.

#### Central Jersey Urgent Care Visits by Year

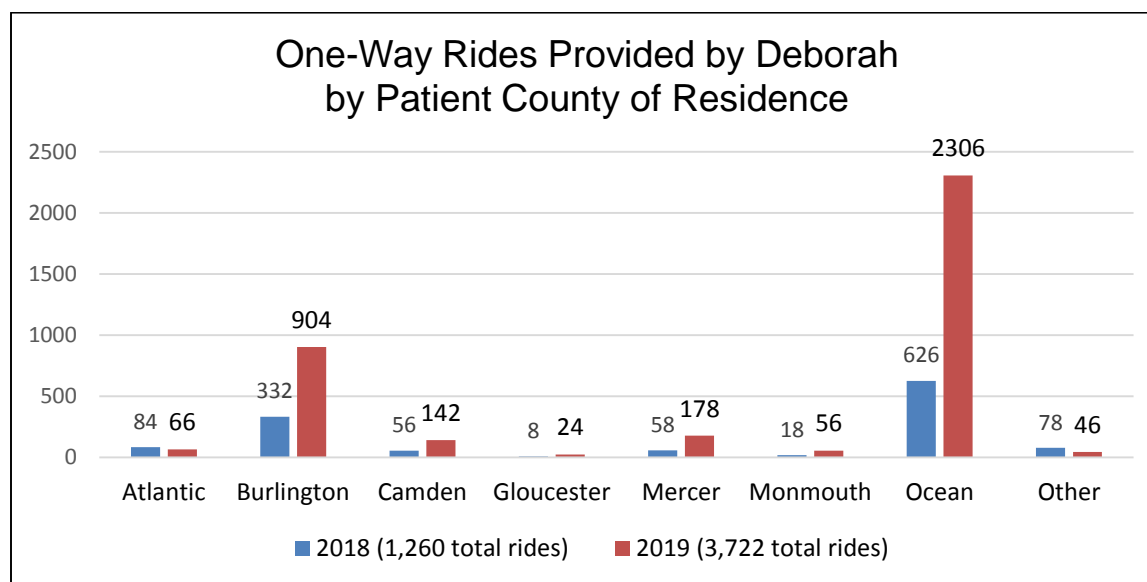
	2018 (Jul. 1 – Dec. 31)	2019 (Jan. 1 – Nov. 22)
Adults	4,115	8,846
Pediatrics	1,865	3,525

Deborah physical therapy services, provided by Ivy Rehab, opened in the new Medical Office Building in January 2019. Prior to their opening, physical therapy services were unavailable to residents of Deborah's immediate service area. Between January and October 2019, Ivy Rehab had 6,120 patient visits, averaging 29.7 patients per day in October.

The Deborah Cardiac Rehab Program opened in the new Medical Office Building in March 2019. The program offers state-of-the-art cardiac rehabilitative services, with top-of-the line

equipment and highly trained specialists to help patients who have recently had cardiac surgery, as well as patients with a variety of on-going cardiac conditions who would benefit from rehab services. Between March and October 2019, the program had 1,243 patient visits, averaging 8.6 patients per day in October.

Following the 2016 CHNA, Deborah conducted a comprehensive review of available patient transportation options and needs. In response to the identified needs, Deborah entered into an agreement with Stout Transportation Services in 2018 to provide medical transportation for Deborah patients in need of a ride. The service transports patients to and from their residence to Deborah Heart and Lung Center and Deborah affiliated practices. The following is a breakdown of the total one-way rides provided to patients by county of residence.



Note: "Other" counties include Bucks and Philadelphia in Pennsylvania and Cape May, Cumberland, Essex, Hudson, Hunterdon, Middlesex, Salem, and Somerset in New Jersey.

On September 13, 2019, Deborah partnered with Georgies Pharmacy to initiate a MEDS to BED program. The program allows Deborah providers to submit electronic prescription requests to Georgies Pharmacy, which are then filled and delivered to patient homes. The pharmacy further provides medication education and two follow-up calls to ensure patient adherence to medication instructions. Georgies Pharmacy is located in the new Medical Office Building on Deborah's campus. Since the start of the program, 104 patients have used the service.

In January 2017, Deborah opened an Adolescent Medicine Clinic in partnership with Rowan School of Osteopathic Medicine. Adolescent medicine specialists from Rowan are available to evaluate adolescent patients for issues related to hypertension, obesity, hyperlipidemia, and nutrition. In May 2019, the practice started a new program, the "Healthy Heart Initiative."

Timely access to psychiatry services is limited in our service area, and nationwide, due to a shortage of available psychiatrists. To better meet the needs of our patients and providers,

Deborah implemented a telepsychiatry service to provide virtual access to urgent and emergent psychiatry services. This service, available all day, every day, provided access for 78 patients in 2018 and 62 patients from January to September 2019.

In August 2019, Deborah initiated a teleneurology program to better serve patients with acute ischemic stroke. Teleneurology allows providers to expedite the diagnosis of acute ischemic stroke and reduce loss of brain cells due to delayed intervention. Additional needed therapy services can also be facilitated by quickly accessing teleneurologists for evaluation and diagnosis. As of November 2019, four patients with ischemic stroke have been successfully evaluated and treated using the new teleneurology program.

Deborah supported seven specialty physician practices in the community, four of which opened during the 2017-2019 implementation cycle. The practices are listed in the following table.

#### Deborah Specialty Physician Practices and Appointments by Year

Practice Location	2017	2018	2019 (Jan. 1 – Nov. 22)
Burlington (opened Feb. 2019)	NA	NA	1,119
Diabetes Center, Browns Mills	6,509	6,912	5,770
Galloway (opened Apr. 2017)	2,641	4,000	3,773
Manahawkin	5,838	7,496	8,032
Mount Laurel (opened Feb. 2018)	NA	701	842
Toms River	4,127	4,873	4,831
Whiting (opened Sept. 2018)	NA	NA	2,918
<b>Total</b>	<b>19,115</b>	<b>23,982</b>	<b>27,285</b>

Deborah designed and launched HeroCare Connect™, a program to provide priority access to medical specialty appointments for active duty and retired military, veterans, and their families. A partnership between Deborah and Cooper University Health Care, HeroCare Connect™ provides concierge navigation and patient services. Publically launched in April 2017 with the goal of providing non-routine specialty visits within 24-48 hours, HeroCare Connect™ has scheduled nearly 5,000 initial appointments and provided more than 1,500 complementary health screenings.

#### HeroCare Connect™ Initial Specialty Appointments by Year

	Appointments
June 1, 2017 – December 31, 2017	827
January 1, 2018 – December 31, 2018	1,595
January 1, 2019 – November 30, 2019	1,850

Deborah has established a number of successful partnerships to improve the health of community members. These partnerships have led to greater community health outreach,

membership in coalitions and alliances to collectively impact chronic disease-related needs, and distribution of Narcan to first responders. New partnerships or initiatives were forged with the following organizations during the 2017-2019 implementation cycle:

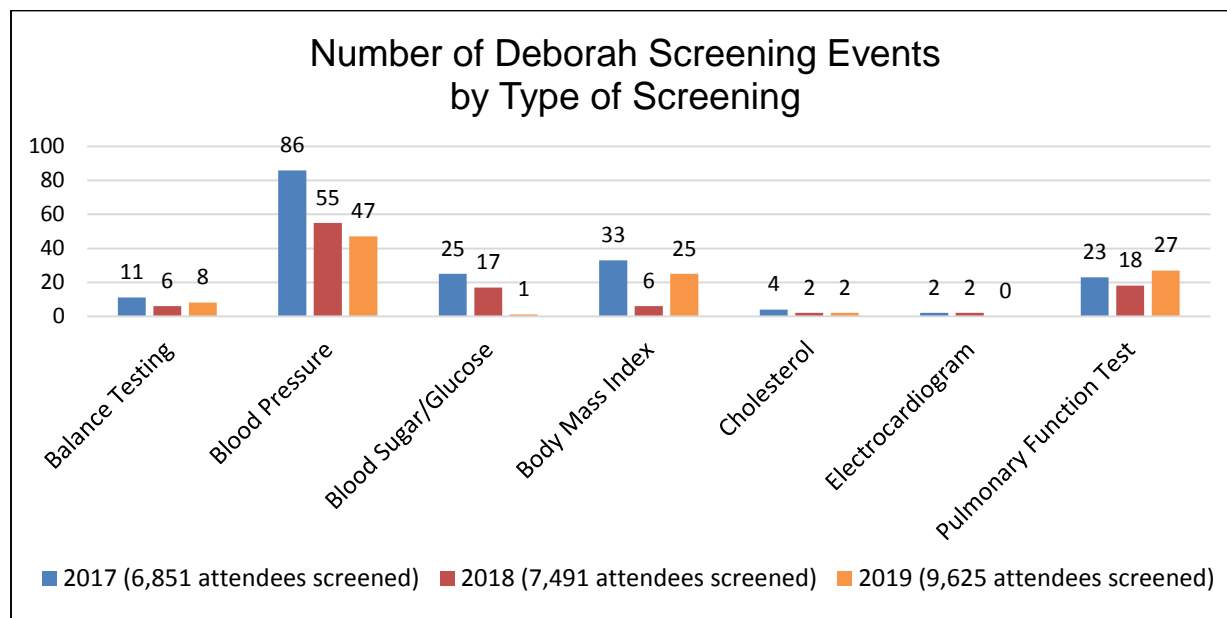
- Burlington County Health Department
- Capital Health System
- Central Jersey Urgent Care
- Cleveland Clinic Heart and Vascular Institute
- Centers for Medicare and Medicaid Services
- Cooper University Health Care
- DNV GL Healthcare
- Garden State Equality
- Georgies Family Pharmacy
- Humana Military
- Ivy Rehab Network
- Joint Base McGuire Dix Lakehurst
- Landmark Healthcare Facilities, LLC
- LeapFrog
- Ocean County Health Department
- New Lisbon Partnership
- New Jersey DOH
- New Jersey DHS
- NJHA Veteran Navigators
- Ocean County Foot and Ankle Surgical Associates
- Pemberton Community Library
- Society for Thoracic Surgeons
- Veterans Administration
- Wellness 360 Suite

**CHNA Priority Area 2: Chronic Disease Management**

**Goal: Increase identification of and improve access to treatment for people with chronic disease.**

Deborah provides complimentary screenings for residents across the age span, both at community events and in partnership with community organizations. Many of the screening events are held in partnership with Joint Base McGuire-Dix-Lakehurst and HeroCare Connect™, targeting active duty and retired military, veterans, and their families.

The following graph depicts the number and types of screenings provided by Deborah in 2017, 2018, and 2019. Additional screenings available to the community included sleep apnea, lung cancer, pulse oximetry, and peripheral artery disease (PAD), among others.



Note: Total attendees screened includes all individuals screened by Deborah, regardless of screening type. Data for 2019 includes screenings conducted from January to November.

Deborah, in partnership with community organizations, installed self-check blood pressure machines available for use by residents. The first machine was installed in the Ocean County Mall in 2017. Additional machines were installed in 2019 at the Mt. Laurel YMCA, the Katz JCC in Cherry Hill, and Matrix Fitness in Atlantic City. In addition to blood pressure screenings, the machines provide services for topics including BMI, heart health, sleep disorders, leg pain, eCookbook, women's heart health, and physician locations.

The following is a breakdown of screenings and services by year.

#### Deborah Self-Check Machine Visits by Year

	2017	2018	2019 (Jan. 1 – Dec. 1)
Blood Pressure	16,640	16,123	19,215
BMI	1,944	915	2,740
Heart Assessment	1,267	891	748
Sleep Assessment	1,286	950	1,311
Leg Pain Assessment	1,046	695	1,002

Note: Data for 2017 and 2018 reflect only the Ocean County Mall location. Data for 2019 includes the Ocean County Mall, Mt. Laurel YMCA, Katz JCC, and Matrix Fitness.

Sudden Cardiac Arrest (SCA) is the number one cause of death in the nation. Sudden cardiac arrest in young athletes is most often secondary to structural and electrical causes. Deborah offers "Love Your Heart cardiac screenings" at no-charge to students between the ages of 12 and 19 to identify potential heart abnormalities that can lead to SCA.

Deborah offers two youth SCA screening events annually. The following is a breakdown of screening results from the SCA events held in 2017 and 2018.

#### Deborah Sudden Cardiac Arrest Screening Events (Youth 12-19 Years) by Year

	2017	2018	2019
Total Registered	378	241	127
No Shows	56	46	24
Electrocardiograms Performed	316	193	103
Echocardiograms Performed	51	29	5
Referrals to Pediatric Cardiologist/Primary Care provider	27	29	5

Deborah hosts an annual Women’s Health EXPO, attended by a variety of Deborah physicians and other health professionals. The event provides health screenings and information, and is held in conjunction with the American Heart Association’s Wear Red Day. The 2018 Women’s Health EXPO provided screenings for 1,568 women, summarized in the following table.

#### Deborah 2018 Women’s Health EXPO Screenings by Type

	Screenings
Blood Pressure	428
Body Mass Index	295
Cholesterol	242
Provider Consultation	200
Pulmonary Function Test	161
Lung Cancer Screening	100
Sleep Apnea Screening	100

Deborah also hosts an annual Peripheral Arterial Disease, or PAD, screening event. The event is held in September in recognition of PAD Awareness Month. Deborah’s PAD screening event includes an ankle-brachial index, a painless, noninvasive test that compares the blood pressure in the ankles with the blood pressure in the arms. Additional noninvasive testing is performed as needed. The following is a summary of total PAD screenings and follow-up by year.

#### Deborah PAD Screening Events by Year

	2017	2018	2019
Total Screenings	208	181	193
Follow-up Appointments	31	70	52

Deborah provides chronic disease educational materials at all community screening and outreach events. Individuals with abnormal screening results are provided information and instructions for follow-up care with the provider of their choice. Abnormal screening results of immediate concern result in a 911 emergency call. To encourage physician participation in screening events, Deborah added a requirement in all physician employment contracts, requiring participation in four community outreach events.

Deborah provides community speaking engagements on various health topics. From 2017 to 2019, Deborah hosted or participated in a combined 25 speaking engagements with total participation by 1,243 community residents. Health topics included *A Heart Healthy Diet/Lifestyle*, *Pediatric Cardiology Information and Education*, *Heart Health for Women*, and *What is a Pacemaker?*, among others.



**CHNA Priority Area 3: Cancer****Goal: Increase identification of and improve access to treatment for people with cancer.**

Deborah's Multi-Disciplinary Oncology Clinic Program offers collaborative personalized outpatient appointments for case management of patients with tumors. The integrated team includes an Oncologist, Radiologist, Pulmonologist, Pathologist, Surgeon, Administrative Director, and other care team staff, allowing for an efficient approach to the evaluation of lung tumors. The team uses state-of-the-art technology such as Endobronchial Ultrasound (EBUS), offering real-time images in and around the lungs for diagnosing and staging lung cancer, as well as detecting infections and identifying inflammatory diseases.

Deborah Oncology Clinic Program offers lung cancer screening with a low-dose CT scan, targeting individuals who smoke or have a smoking history. Deborah screened 74 patients for lung cancer in 2017, 80 patients in 2018, and 52 patients in 2019 (Jan. to Nov.).

Deborah provided skin and oral cancer screenings and education in partnership with Cooper University Health Care, Joint Base McGuire-Dix-Lakehurst, and HeroCare Connect™ for military members and their families. In 2019, a total of 61 oral cancer screenings and 131 skin cancer screenings were provided.

**CHNA Priority Area 4: Issues of Aging****Goal: Assist seniors in our immediate and primary services areas age successfully and maintain independence.**

Deborah partnered with the following community agencies to provide aging-related education and tools to the community and medical providers: Rowan University School of Osteopathic Medicine, New Jersey Institute for Successful Aging, Alzheimer's Association, and Delaware Valley Region. Educational materials were primarily identified from the US Preventative Services Task Force.

The Alzheimer's Association also shared their Cognitive Assessment Toolkit and patient education materials with Deborah care teams. The toolkit was employed by primary care physicians during Medicare annual wellness visits, and among specialty providers as applicable. Patient education materials were made available in both English and Spanish. Deborah further partnered with the Alzheimer's Association to bring educational programs and services to medical staff, with the goal of empowering them to conduct lifestyle and memory assessments among senior patients and promote available resources for aging at home.

Deborah's Social Services department has been proactive in identifying options for in-home, person-centered care, targeting patients with chronic illness. Deborah partners with Moorestown Visiting Nurses Association (VNA) and Holy Redeemer for home health service referrals. Both organizations have representatives onsite at Deborah Monday through Friday. A resource list of other home health providers is also made available to patients. Deborah made 205 home health service referrals in 2018 and 161 referral between January and July 2019.

**CHNA Priority Area 5: Support the LGBTQ Community****Goal: Create a healthcare environment that supports the health needs of the LGBTQ Community.**

Deborah partnered with the New Jersey Hospital Association and Burlington and Ocean County Health Departments to identify available community resources for the LGBTQ population, and to create a resource network for providers. The resource network includes the following organizations and programs:

- Camden Area Health Education Center: Syringe Access Program; infectious disease screening and testing
- Cooper University Health Care: Safe Kids Program; The Addict (located in Philadelphia, this program caters to South Jersey teens);
- Garden State Equality: Statewide resources for the LGBTQ+ community
- Ocean's Harbor House: Comprehensive programs for youth in crisis
- Ours Project: Burlington County LGBTQ+ online community center
- Robert Wood Johnson University Hospital PROUD Center
- Tools for Teens and Adults: Free preventative programs promoting healthy options and positive healthy development among Ocean County teens

Deborah partnered with Garden State Equality's Health and Education Coordinator to create a live CME Grand Rounds event for providing supportive healthcare for LGBTQ individuals. Members of Deborah's patient care teams, including physicians, attended the event and earned CME credits. The objectives of the event were to recognize sex, gender, expression, gender identity, and sexual orientation; recall terminology and language that affirms LGBTQ identities; and assess individual bias towards the LGBTQ community.

Subsequent to the Grand Rounds event, Deborah continued to build its LGBTQ resource network and share LGBTQ resources with the community. Deborah recent started a partnership with the primary care medical teams at the 87th Medical group on Joint Base McGuire-Dix-Lakehurst to provide support services and other resources for patients.