

# AdventHealth Palm Coast 2020-2022 COMMUNITY HEALTH PLAN



\*Memorial Hospital - Flagler, Inc. d/b/a AdventHealth Palm Coast

**Approved by Hospital Board on:** March 26, 2020

**Community Benefit Manager:** Lauren Dye

[Lauren.Dye@AdventHealth.com](mailto:Lauren.Dye@AdventHealth.com)

Extending the Healing  
Ministry of Christ

  
**AdventHealth**

# 2020-2022 COMMUNITY HEALTH PLAN

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## Acknowledgements

This community health plan was prepared by Debi McNabb, Director Community Benefit, AdventHealth Central Florida Division – North Region with contributions from members of AdventHealth Palm Coast Community Health Needs Assessment Committee representing health leaders in the community and AdventHealth Palm Coast leaders.

We are especially grateful for the internal and external partners who helped guide the development of the community health plan, which will enable our teams to continue fulfilling our mission of *Extending the Healing Ministry of Christ*.

## OVERVIEW

Memorial Hospital - Flagler, Inc. d/b/a AdventHealth Palm Coast will be referred to in this document as AdventHealth Palm Coast or the “Hospital.”

### Community Health Needs Assessment Process

AdventHealth Palm Coast in Palm Coast, Florida, conducted a community health needs assessment in 2019. The assessment identified the health-related needs of the community including low-income, minority and other underserved populations.

In order to ensure broad community input, AdventHealth Palm Coast created a Community Health Needs Assessment Committee (CHNAC) to help guide the Hospital through the assessment process. The CHNAC included representation from the Hospital, public health experts and the broad community. This included intentional representation from low-income, minority and other underserved populations.

The CHNAC met throughout 2018-2019. The members reviewed the primary and secondary data, helped define the priority issues to be addressed by the Hospital, and helped develop the Community Health Plan (CHP) to address the priority issues.

The CHP lists targeted interventions and measurable outcomes for each priority issue noted below. It includes resources the Hospital will commit and notes any planned collaborations between the Hospital and other community organizations and hospitals.

### Priority Issues to be Addressed

The priority issues to be addressed include:

1. Adult Behavioral Health
2. Youth Behavioral Health
3. Cardiovascular Diseases and Diabetes (and Healthy Eating and Physical Activity)
4. Mothers and Children Under Age 5
5. Family Violence

*See Section 3 for goals, objectives and next steps for each priority selected to be addressed.*

### Priority Issues not to be Addressed

The priority issues that will not be addressed include:

1. Availability of Health Resources
2. Social and Economic Issues

*See Section 4 for an explanation of why the Hospital is not addressing these issues.*

## **Board Approval**

On March 26, 2020, the AdventHealth Palm Coast Board approved the Community Health Plan goals, objectives and next steps. A link to the 2020 Community Health Plan was posted on the Hospital's website prior to May 15, 2020. The Community Health Plan can be found at <https://www.adventhealth.com/community-health-needs-assessments>.

## **Ongoing Evaluation**

AdventHealth Palm Coast's fiscal year is January – December. For 2020, the Community Health Plan will be deployed beginning May 15, 2020, and evaluated at the end of the calendar year. In 2021 and beyond, the CHP will be evaluated annually for the 12-month period beginning January 1<sup>st</sup> and ending December 31<sup>st</sup>. Evaluation results will be attached to the Hospital's IRS Form 990, Schedule H. The collective monitoring and reporting will ensure the plan remains relevant and effective.

## **For More Information**

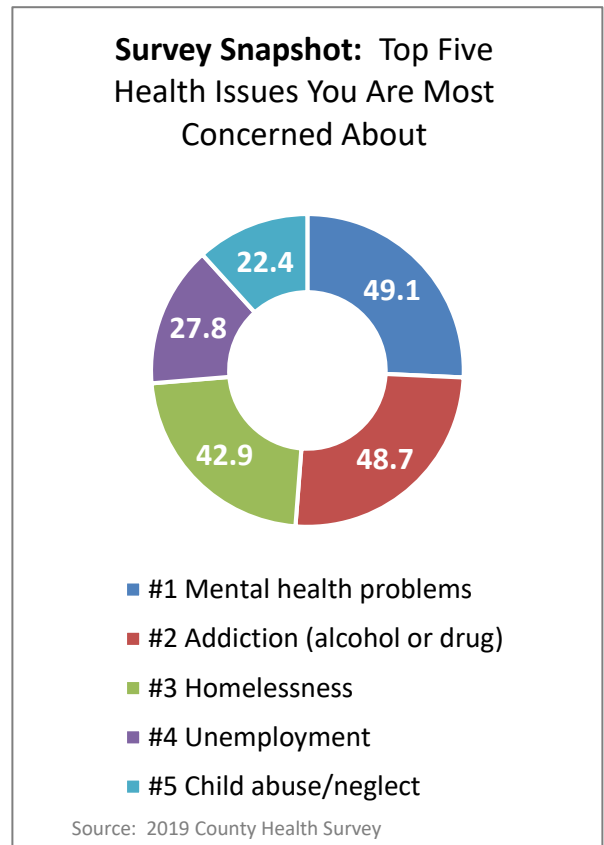
Learn more about the Community Health Needs Assessment and Community Health Plan for AdventHealth Palm Coast at <https://www.adventhealth.com/community-health-needs-assessments>.

# CHP PRIORITY 1

## Adult Behavioral Health

Currently, Flagler County has one of the highest suicide rates in Florida and the rate is increasing. Flagler County's death rate from opioid overdoses has increased, as has opioid misuse among individuals seeking treatment for addiction. Alcohol-suspected motor vehicle crash deaths have increased in Flagler County and the rate is higher than the state. For Chronic Liver Death/Cirrhosis the death rate in Flagler County is higher than that of the state, and has increased among Hispanics. The percentage of female and Black populations in Flagler County who use tobacco exceeds the Florida percentage. Drug and alcohol misuse and addiction have negative consequences for individuals and for society. Estimates of the total overall costs of substance misuse in the United States, including productivity and health- and crime-related costs, exceed \$600 billion annually according to the National Institutes of Health. This includes approximately \$193 billion for illicit drugs, \$193 billion for tobacco and \$235 billion for alcohol. As staggering as these numbers are, they do not fully describe the breadth of destructive public health and safety implications of drug misuse and addiction, such as family disintegration, loss of employment, failure in school, domestic violence and child abuse.

AdventHealth Palm Coast recognizes good mental health is essential to overall health and personal well-being. The ability to lead a healthy, balanced and productive life stems, in part, from an individual's ability to handle emotions. Emotional problems can impair a person's thinking, feelings and behavior and, over time, can become increasingly serious and disabling. Mental illnesses, such as depression and anxiety, affect a person's ability to participate in health-promoting behaviors. In turn, problems with physical health, such as chronic diseases, can have a serious impact on mental health and decrease a person's ability to participate in treatment and recovery.



**Goal** | **Establish a new Emergency Department (ED) Intervention Project by placing a Peer Specialist in the ED of AdventHealth Palm Coast to engage individuals in an opioid crisis and connect them with treatment.**

<b>Objective</b>	Establish a partnership with SMA Healthcare to create a new peer specialist position working in the Emergency Department to engage at least 50 patients in substance use disorder treatment.
<b>Goal</b>	<b>Establish a multi-agency referral and communication management system in Volusia/Flagler County to effectively connect individuals in need to behavioral health care services. See Appendix A.</b>
<b>Objective</b>	Support the development of a pilot project to connect health and behavioral health systems through utilization of a referral and communication management technology launched by the end of year two. At least 100 individuals will receive referrals generated by AdventHealth Palm Coast through the system by the end of year three.
<b>Goal</b>	<b>Increase the number of individuals who have access Tobacco Cessation supports.</b>
<b>Objective</b>	Increase the number of individuals participating in free Tools to Quit tobacco cessation programs by at least 10% over the number of participants in 2019 (82).

## Hospital Contributions

- Provide Emergency Department in kind support through an assigned staff liaison, workspace and WIFI access for the SMA Healthcare Peer Specialist program
- Provide financial resources to support the development of a pilot multi-agency referral and communication management system in Flagler/Volusia County
- Partner with Northeast Florida Area Health Education Center (AHEC) to provide Tools to Quit programs

## Community Partners

- SMA Healthcare
- A collaborative of community organizations—including hospitals and health care providers, county government, public schools, and behavioral health care providers—in Flagler/Volusia that will launch the referral and communication management system
- Northeast Florida Area Health Education Center (AHEC)

# CHP PRIORITY 2

## Youth Behavioral Health

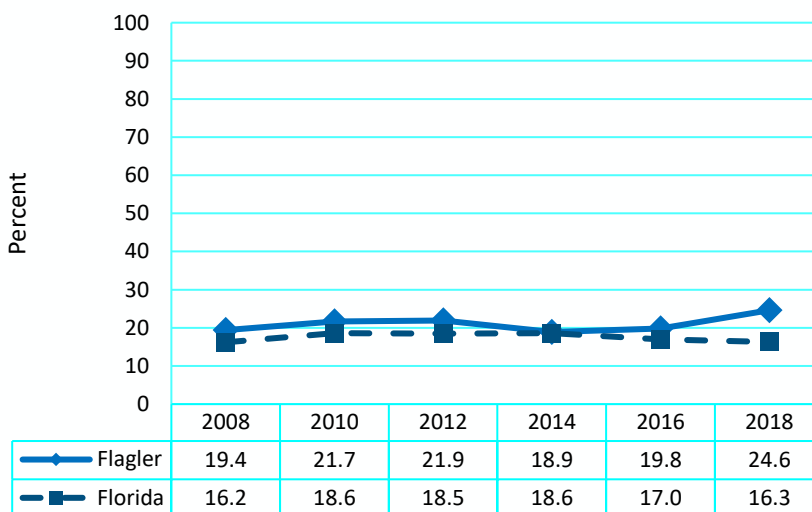
Flagler middle school students reported a higher rate of marijuana use than Florida middle school students and the trend increased between 2016 and 2018. Flagler high school students reported an increase in marijuana use from 2014-2018. Reported cigarette use among Flagler high school students is higher than Florida high school students. There has been an

increase in utilization of Vaporizers/E-cigarettes among Flagler middle and high school students since 2016, which far exceeds cigarette use among Flagler middle and high schoolers. AdventHealth Palm Coast recognizes that substance use among youth can affect growth and development, especially brain development. This can also contribute to the development of adult health problems, such as heart

disease, high blood pressure and sleep disorders. When youth start using substances at an earlier age, their chances of continuing to use substances and developing substance use problems later in life are greater. When teens begin drinking at an early age, they increase the chance of becoming addicted to or continuing to misuse substances later in life.

Flagler’s suicide rate among youth aged 12 to 18 is higher than that of Florida, peaking in 2013-2015. Flagler County’s K-12 Out of School Suspension rate is higher than that of Florida and has been increasing since 2014. According to the U.S. Department of Health and Human Services Office of Adolescent Health, important mental health habits—including coping, resilience and good judgment—help adolescents achieve overall wellbeing and set the stage for positive mental health in adulthood. It is estimated that approximately one in five adolescents has a diagnosable mental disorder, such as depression and/or anxiety disorders and that less than half of adolescents with psychiatric disorders are thought to have received any kind of treatment in the last year.

**Figure 2.6 High School Students Using Marijuana/Hashish in the Past 30 Days**



Source: Florida Youth Substance Abuse Survey

According to The Substance Abuse and Mental Health Services Administration (SAMHSA), an estimated 1.7 million young adults aged 18 to 25 in the United States had a serious mental illness, and their prognosis was greatly enhanced when the early signs and symptoms were discovered and treated during adolescence. Mental health disorders can disrupt school performance, harm relationships and lead to suicide (the third leading cause of death among adolescents).

<b>Goal</b>	<b>Increase youth access to psychiatric services in Flagler County through the establishment of a new program in school and in the community.</b>
<b>Objective</b>	Work with Flagler schools and community stakeholders to identify which psychiatric gap will be the priority to address by the end of year one.
<b>Objective</b>	Provide new school-based psychiatric outpatient services to at least 50 students per year by year two.
<b>Goal</b>	<b>Establish a multi-agency referral and communication management system in Volusia/Flagler County to effectively connect individuals in need to behavioral health care services.</b>
<b>Objective</b>	Support the development of a pilot project to connect Flagler schools, health and behavioral health systems through utilization of a referral and communication management system launched by the end of year two.

### Hospital Contributions

- Provide financial support to Flagler schools to identify and address a priority psychiatric gap in services
- Provide financial resources to support the development of a pilot multi-agency referral and communication management system in Volusia/Flagler County

### Community Partners

- Flagler schools
- A collaborative of community organizations—including hospitals and health care providers, county government, public schools and behavioral health care providers—in Flagler/Volusia that will launch the referral and communication management system



# CHP PRIORITY 3

## Cardiovascular Disease and Diabetes (and Healthy Eating & Physical Activity)

Heart disease, stroke and diabetes are three of the eight leading causes of death and account for more than 30% of all deaths in Flagler County (Florida Health Charts, Vital Statistics). Currently, the death rate for heart failure in Flagler County is higher than that of Florida and highest among the White population. Flagler County hospitalization rates for Congestive Heart Failure among Black populations is higher than the rate in Florida. The coronary heart disease death rate is higher for men than women in Flagler County. The Flagler hospitalization rate for stroke is higher among the Black population than other groups. The Flagler County death rate for stroke is increasing, especially among the Hispanic population. The stroke death rate in Flagler County has been higher than that of Florida for the past three years. The risk of stroke more than doubles with each decade of life for those that are aged 55 and older.

Leading Causes of Death		#	%
1	Cancer	313	23.5
2	Heart Disease	290	21.7
3	Stroke	100	7.5
4	Chronic Lower Respiratory Disease	98	7.3
5	Unintentional Injury	63	4.7
6	Alzheimer's Disease	43	3.2
7	Diabetes	40	3.0
8	Suicide	31	2.3

Source: Florida Health Charts

The percent of adults with diabetes in 2016 was higher in Flagler County than that of Florida. Diabetes can cause serious health complications including heart disease, blindness, kidney failure and lower-extremity amputations. More than 70% of Flagler County middle and high school students lack vigorous physical activity. The percent of adults who are obese increased in Flagler County between 2013 and 2016. The Years of Potential Life Lost (YPLL) rate for Flagler County was higher than that of Florida for four of the five past years and increased from 2016 to 2017 in Flagler County. Achieving and maintaining a healthy weight is a critical component of overall health and can be achieved through a lifestyle that includes healthy eating, regular physical activity and balancing the number of calories consumed with the number of calories the body uses.

Regular physical activity can help people manage their weight as well as reduce their risk for chronic disease. According to guidelines set by the Centers for Disease Control and Prevention (CDC), children and adolescents should get 60 minutes or more of physical activity per day. Adults 18 years and older should get 150 minutes of

physical activity per week. Regular physical activity has a wide array of health benefits including weight control; muscle and bone strengthening; improved mental health and mood; and improved life expectancy.

The availability of healthy, affordable foods contributes to a person’s diet and risk of related chronic disease. According to the CDC, fewer than one in 10 children and adults eat the recommended daily amount of vegetables.

<b>Goal</b>	<b>Provide financial support to the Flagler County Free Clinic to support access to care for the uninsured.</b>
<b>Objective</b>	Provide 250 vouchers for no cost labs and diagnostics to be redeemed annually by patients referred through the Flagler County Free Clinic to increase access to primary care for uninsured at-risk individuals.
<b>Goal</b>	<b>Increase physical activity and healthy eating among vulnerable youth.</b>
<b>Objective</b>	Provide education about healthy eating and physical activity to 75% of Boys & Girls Clubs members four times annually.
<b>Objective</b>	Provide annual \$4,000 financial support to Boys & Girls Clubs to provide daily fresh fruit and whole grain snacks to club members.
<b>Goal</b>	<b>Provide diabetes education in partnership with AdventHealth Palm Coast Foundation and DiaBEATes Alliance to raise awareness to prevent and manage Type 1 and Type 2 diabetes in Palm Coast community.</b>
<b>Objective</b>	Provide diabetes education to increase awareness to prevent and manage Type 1 and Type 2 diabetes touching 1,000 Palm Coast residents during year one and with a focus on Diabetes Awareness Month November 2020.
	Engage 100 at risk residents in Diabetes blood sugar and retinopathy screenings in partnership with Flagler County Health Department and AdventHealth Palm Coast Foundation by end of year one.
<b>Goal</b>	Provide CREATION Life educational sessions for Flagler County residents.
<b>Objective</b>	75% of CREATION Life session attendees who complete the program will demonstrate an improvement in knowledge and/or attitude after completing the eight sessions. Provide 2 sessions, each with 50 participants who will demonstrate knowledge of material.

## Hospital Contributions

- Provide no cost labs to patients at the Flagler County Fee Clinic.
- Provide financial support to Boys & Girls Club to provide healthy snacks.
- Assign staff to implement education in the Boys & Girls Club.
- Provide staff support to implement CREATION life educational sessions.

- AdventHealth Palm Coast Foundation to serve on DiaBEATes Alliance.
- AdventHealth Palm Coast Foundation to provide educational packages for distribution in the community.
- AdventHealth Palm Coast staff assigned to screening activities.

## **Community Partners**

- Flagler County Free Clinic
- Boys & Girls Clubs of Volusia and Flagler Counties
- Department of Health Flagler County
- AdventHealth Palm Coast Foundation
- DiaBEATes Alliance

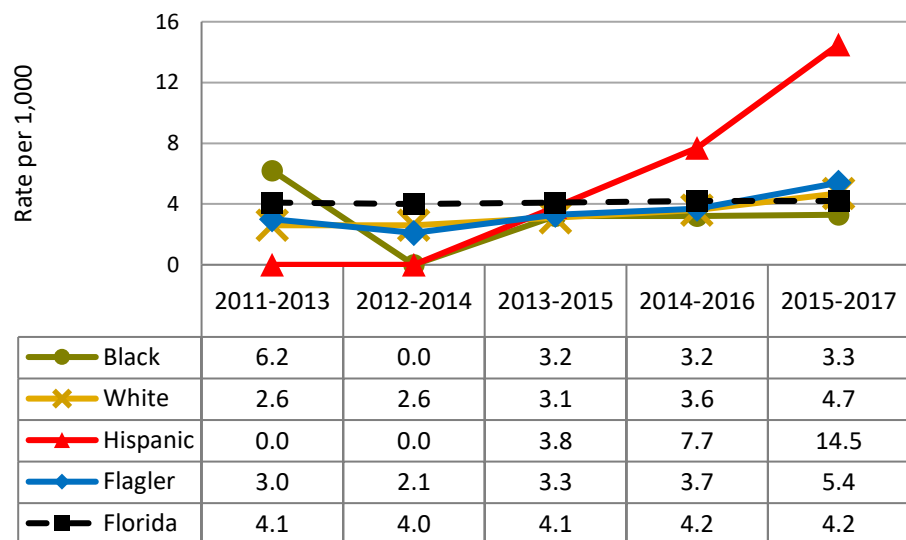
# CHP PRIORITY 4

## Mothers and Children Under Age 5

Births among Flagler County mothers aged 15 to 19 increased from 2015 to 2017 and the latest rate is higher than that of Florida. The Flagler County rate of bacterial Sexually Transmitted Diseases (STDs) among women aged 15 to 34 has steadily increased since 2013. The rate of very low birth weight babies born to Black women in Flagler County has increased since 2013 and exceeds the Florida rate. The rate of low birth weight babies born to Black mothers in Flagler County is also higher than that of Florida. Birth weight is one of the strongest predictors of an infant’s health and survival.

Low birth weight is often associated with premature birth. Babies born with a low birth weight are more likely to require specialized medical care and there may be risk of infant death or long-term disability. Babies born to mothers who do not receive prenatal care are three times more likely to have a low birth weight and five times more likely to die than those born to mothers who do get care.

**Figure 4.31 Neonatal Mortality (0-27 days), 3-Year Rolling Rates**



Source: Florida Department of Health, Bureau of Vital Statistics

The rate of births among Flagler County women with no prenatal care has steadily increased for Black women since 2011 and increased in the last three years for all women in Flagler County. The percentage of Flagler County children “Ready for Kindergarten”<sup>1</sup> is lower than that of Florida. The percentage of Flagler County children fully

<sup>1</sup> Children “Ready for Kindergarten” is based on the Early Childhood Observation System (ECHOS) scores.

immunized has decreased from 2016 to 2018 and the Flagler percent was lower than Florida in 2017 and 2018. The percentage of Flagler County mothers who initiate breastfeeding has been lower than that of Florida for the last five years. The percentage of Black mothers in Flagler County who initiate breastfeeding is lower than all other groups. The rate of infant mortality for Hispanic babies in Flagler County has increased since 2011 and is higher than that of all other groups.

Improving the well-being of mothers, infants and children is an important public health goal for the United States. Their well-being determines the health of the next generation and can help predict future public health challenges for families, communities and the health care system as cited by Healthy People 2020. There is now extensive evidence that conditions before birth and in early childhood influence health in adult life. For example, low birth weight is now known to be associated with increased rates of high blood pressure, heart disease, stroke and diabetes.

**Goal** Provide free prenatal and OB education to low income women.

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**Objective** Provide free prenatal and OB education classes to 25% low income women annually.

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### **Hospital Contributions**

- Provide staff to promote and implement educational sessions.
- Provide targeted communication tools to inform women about the education sessions.

### **Community Partners**

- Healthy Start Coalition of Flagler and Volusia Counties
- Department of Health Flagler County

# CHP PRIORITY 5

## Family Violence

Flagler County's Domestic Violence Offense rate is higher than that of Florida. Flagler County's Child Abuse rates for children aged 5 to 11 exceeded those in Florida in 2014 to 2017. The rate of children aged 5 to 11 experiencing sexual violence in Flagler County is higher than that of Florida and is increasing. There are several types of child abuse including physical, sexual and emotional abuse. Most children who have reported abuse report multiple instances and types. Child abuse and neglect can have enduring physical, intellectual and psychological repercussions into adolescence and adulthood. All types of child abuse and neglect have long-lasting effects throughout life, damaging a child's sense of self, ability to have healthy relationships and ability to function at home, work and school.

The Adverse Childhood Experiences (ACE) Study is the largest and most influential study of the relationship between childhood adversity and long-term health. As researchers followed participants over time, they discovered that a person's ACEs had a strong correlation to numerous health, social and behavioral problems throughout their lifespan. This can include associations with adulthood high-risk health behaviors such as smoking, alcohol and drug abuse and promiscuity. Additionally, this can be correlated with ill-health including depression, heart disease, obesity, cancer, diabetes, stroke, chronic lung disease and shortened lifespan, with many of these problems tending to be co-occurring.

The number of Flagler County infants, children aged 1 to 5 and 12 to 17, in foster care has been increasing since 2012. The number of infants in foster care in Flagler County is higher than that of Florida since 2014.

**Goal** Partner with the Family Life Center to provide domestic violence and sexual assault awareness training to AdventHealth staff.

**Objective** Provide quarterly one-hour training sessions to at least 50 staff annually through programming valued at \$3,000 from the Family Life Center.

### Hospital Contributions

- Financial support of \$3,000 for training sessions.
- Staff support to schedule, promote and host training.

### Community Partners

- Family Life Center

## **PRIORITIES THAT WILL NOT BE ADDRESSED**

The Community Health Needs Assessment also identified the following priority health needs that will not be addressed. These specific issues and an explanation of why the Hospital is not addressing them, are listed below.

### **Availability of Health Resources**

- The data collected did not demonstrate significant negative trends or negative comparison to state data. Many access issues will be addressed as a component of other health priorities.

### **Social and Economic Issues**

- Social and economic issues will be considered as a component of all priority indicators.

# APPENDIX A: Referral and Communication Management System

**AdventHealth Financial Support:** Five AdventHealth Hospitals in Volusia and Flagler Counties will provide financial support to help launch this two-county Referral and Communication Management System. The system will be piloted first in Flagler County then will be launched in Volusia County by 2022.

## THE APPROACH

Referrals are limited in scope. Referrals are only made

Implement a referral and communication engagement system, using a web-based technology platform that complies with all privacy, confidentiality and security protocols, to automate the referral process and facilitate interagency communication and care coordination. The framework shall be compliant with the Health Insurance Portability and Accountability Act (HIPAA), the Children's Online Privacy Protection Act (COPPA), the Family Educational Rights and Privacy Act (FERPA), and other critical national privacy requirements for Personally Identifiable Information (PII). The system will be encrypted and secured to best industry standards, allowing for secure submission and communication for all referrals.

## PROBLEM TO ADDRESS

Service providers often connect individuals, including their own customers, to other agencies that provide services outside of their scope of services. This is most often done in two ways:

1. Customer is given information about other services and the customer is responsible for accessing those services
2. The agency completes a referral (often a paper form that is emailed or faxed to the agency) to make a referral for services

With either process, the customer is left to navigate through a complicated system in order to receive the services they need. Often times their failure to connect with critical services creates a crisis situation resulting in the need for more costly interventions.

These current referral practices have many limitations:

- Referral resolution is unknown. In most cases, there is no intentional follow-up made on referrals. Organizations that make referrals don't know if individuals are able to successfully access services.
- Referrals are unidirectional and there is very little care coordination. Communication and coordination between service agencies is not common or easy. When more than one service agency is concurrently serving the same customer, all agencies may not know about each other and they rarely communicate or collaborate. Agency policies regarding confidentiality, release of information practices, and protocols for sharing client information via email are often in conflict. Communication via email or phone rarely becomes part of the customer's case record. None of the typical options for communication are real time, nor are the case records typically kept up to date in real time.
- Referral networks are incomplete and informal. The types of referrals made are limited by each person's knowledge of available services. These referrals are also often limited to the referrer's knowledge of the other agency's personnel, preferring a direct connection.
- Referrals are limited in scope. Referrals are only made for services that are identified by the customer or the service provider as a need without a formal needs' assessment or screening process prior to the referral completion.