

ORANGE REGIONAL MEDICAL CENTER 2016-2018 COMMUNITY SERVICE PLAN

BACKGROUND

The Greater Hudson Valley Health System (GHVHS) is a not-for-profit health system that includes member hospitals Orange Regional Medical Center (ORMC) and Catskill Regional Medical Center (CRMC). The GHVHS was formed as a means to improve coordination and increase efficiency of the hospitals in the western sections of Orange County and Sullivan County, New York.

ORMC was formed as a merger between Horton Medical Center and Arden Hill Hospital which have been consolidated onto one campus located in Middletown, New York. The new state-of-the-art facility opened in 2011 and at the time, was the first new, freestanding hospital in New York State in more than 20 years.

The mission of ORMC is to improve the health of our community by providing exceptional healthcare. The vision of ORMC: We are caring professionals driven by standards of excellence who go above and beyond to provide an exceptional patient care experience. ORMC values are:



- Patients and families first
- Honesty, integrity and transparency in action
- Operational Excellence
- Teamwork, collaboration and communication
- Accountability
- An impeccable, healing environment

ORMC serves Orange County including 42 municipalities listed below:

Communities of Orange County		
Middletown	Newburgh	Port Jervis
Chester	Cornwall on Hudson	Florida
Goshen	Greenwood Lake	Harriman
Highland Falls	Kiryas Joel	Maybrook
Monroe	Montgomery	Otisville
South Blooming Grove	Tuxedo Park	Unionville
Walden	Warwick	Washingtonville
Woodbury	Blooming Grove	Chester
Cornwall	Crawford	Deerpark
Goshen	Greenville	Hamptonburgh
Highlands	Minisink	Monroe
Montgomery	Mount Hope	New Windsor
Town of Newburgh	Tuxedo	Walkkill
Warwick	Wawayanda	Woodbury

When it comes to health planning for primary care and core secondary level services, ORMC focuses on 29 zip codes that comprise its local health service area. This service area was determined by identifying the zip codes from which 85% of ORMC's discharges originate. Planning for specialty care services takes a more regional perspective and encompasses all of Orange and Sullivan Counties and the needs of their residents.

In 2013, the GHVHS led a comprehensive benchmark Community Health Needs Assessment (CHNA) to evaluate the health needs of individuals living in the hospitals' service areas within Orange and Sullivan counties. The assessment helped Greater Hudson Valley Health System to identify health issues and develop a community health implementation plan to improve the health of the surrounding community. The prioritized health issues included:

- Prevent Chronic Diseases
- Promote Healthy Women, Infants and Children

Beginning in July 2015 through June 2016, the GHVHS led another comprehensive Community Health Needs Assessment (CHNA) to evaluate the health needs of individuals living in the hospitals' service areas within Orange and Sullivan counties. The purpose of the assessment was to gather information about local health needs and health behaviors. The assessment examined a variety of indicators including risky health behaviors (such as alcohol use, tobacco use, etc.) and chronic health conditions (such as diabetes, heart disease, etc.). The GHVHS successfully updated and completed its 2016 CHNA.

The completion of the CHNA enabled the GHVHS and its member hospitals to take an in-depth look at its greater community. The findings from the assessment were utilized by the GHVHS to prioritize public health issues and comply with new requirements for tax-exempt healthcare organizations to conduct a CHNA and adopt an Implementation Strategy aligned with identified community needs. The GHVHS is committed to the people it serves and the communities they live in. Healthy communities lead to lower healthcare costs, robust community partnerships and an overall enhanced quality of life.

THE 2016 CHNA PROCESS

ORMC contracted with Holleran, an independent research and consulting firm located in Lancaster, Pennsylvania, to conduct research in support of the CHNA. A comprehensive CHNA was conducted and included a variety of quantitative and qualitative research components. These components included the following:

1. Secondary Statistical Data Profile of Orange and Sullivan Counties
2. Online Community Survey with 350 community responses
3. Key Informant Survey
4. Focus Group Discussions with 45 community stakeholders
5. Prioritization of Community Needs
6. Implementation Strategy

Holleran compiled a **Secondary Data Profile** using data collected from sources such as the U.S. Census Bureau, New York State Department of Health and Centers for Disease Control and Prevention, among others. The report depicts the most recent year's health indicators, census figures, household statistics, morbidity and mortality rates and socioeconomic measures.

- An Online Community Survey was conducted with individuals residing in Orange and Sullivan counties between September 25, 2015 and January 6, 2016. The survey was designed to assess their health status, health risk behaviors, preventive health practices and needs, health care access primarily related to chronic diseases, and community assets and opportunities. The survey took approximately 10 to 15 minutes to complete. In total, 350 residents completed the survey, 229 from Orange County and 121 from Sullivan County.
- Key Informant Surveys were conducted with a total of 20 key informants representing Orange County and 23 from Sullivan County between September and November 2015. Key informants were defined as community stakeholders with expert knowledge, including public health and health care professionals, social service providers, non-profit leaders, business leaders, faith-based organizations, and other community leaders.
- Focus Group Discussions: two focus groups were conducted in Sullivan County on November 12, 2015 and another two groups were conducted in Orange County on November 13, 2015. In Sullivan County, feedback was provided from 17 representatives from the community, while a total of 28 representatives from the community attended

the focus group in Orange County. The purpose of the focus groups was to gather qualitative feedback from community residents regarding health care access issues among low income population groups in both counties.

A **Prioritization Session** was held on February 15, 2016. Approximately 18 individuals participated in the session with representation from ORMC, CRMC, local health departments, community agencies and area social service organizations. Results of the 2016 CHNA were reviewed and priorities of the key health needs within Orange County were listed. Please see Appendix A for a listing of individuals who attended the session.

An Implementation Session was held in June 2016. ORMC developed an **Implementation Strategy** to outline what community health needs it plans to address, as well as specific goals and measures to evaluate community health improvement initiatives. Please see Appendix B for a listing of individuals who attended the session.

SELECTION OF THE COMMUNITY HEALTH PRIORITIES

In February 2016, individuals from healthcare organizations, community agencies, social service organizations and area non-profits gathered to review the results of the CHNA data. The planning meeting was initiated by the GHVHS. The goal of the meeting was to discuss CHNA findings in an effort to prioritize key community health issues.

The objectives of the session were:

- To review recently compiled community health data and highlight key research findings
- To gather feedback from community representatives about community health needs
- To prioritize the community health needs based on select criteria

Prioritization Process

Holleran facilitated the prioritization session. The meeting began with an abbreviated research overview, including the results of the primary and secondary research and key findings of the CHNA.

Participants were then provided with information regarding the prioritization process, criteria to consider when evaluating key areas of focus and other aspects of health improvement planning, such as goal setting and developing strategies and measures. The criteria provided to the attendees were as follows:

- Size How many people are affected?
- Seriousness Deaths, hospitalizations, disability
- Trends Is it getting worse or better?

- Equity Are some groups affected more?
- Intervention Is there a proven strategy?
- Impact Can we make a difference?
- Values Is this important to our community?
- Resources Build on current work – available resources?
- Others Social Determinant, root cause

Holleran then facilitated an open group discussion for attendees to share what they perceived to be the top needs and areas of opportunity in the region. The group generated the following list of needs based on research findings and grouped them under the New York State Prevention Agenda Objective headings:

- **Prevent Chronic Diseases**
 - Access to Care (pediatric specialty, transportation, awareness)
 - Early detection/cancer (lung incidence and mortality, breast mortality, prostate mortality)
 - Chronic disease management
 - Overweight/Obesity
- **Promote Healthy Women, Infants and Children**
 - Prenatal care in the first trimester
 - Teen pregnancy rate
 - Very low birth weight
- **Promote Mental Health and Prevent Substance Abuse**
 - Binge drinking among adults
 - Need for mental and behavioral health services
- **Promote Healthy and Safe Environments**
 - Chronic lower respiratory disease
 - Crime
- **Prevent HIV, STDs, vaccine-preventable diseases and healthcare associated Infections**
 - Pneumonia
 - Tuberculosis

PRIORITIZATION OF COMMUNITY ISSUES

Once the master list was compiled, Holleran facilitated discussion to identify overlapping strategies, cross-cutting issues and the ability for regional health and human services providers to effectively address the various needs. After further dialogue and consolidation, the following “Master List of Needs” was developed by the attendees to be evaluated as potential priority areas for community health improvement activities. Based on the rankings, the following two Prevention Agenda topics that rose to the top were:

- **Prevent Chronic Diseases/Reduce Obesity**
- **Promote Healthy Women, Infants and Children/Reduce Teenage Pregnancy**

STRATEGIES TO ADDRESS COMMUNITY HEALTH NEEDS

ORMC developed an implementation strategy to illustrate the hospital's specific programs and resources that support ongoing efforts to address the identified community health priorities. This work complements objectives of the local health department and is supported by community-wide efforts and hospital leadership. The goal statements, objectives and initiatives and inventory of existing community assets and resources for the two priority areas are listed below.

Prevent Chronic Diseases/Reduce Obesity

Goal: To prevent chronic disease through the encouragement of a healthy lifestyle among Orange County residents through promotion of healthy eating, physical activity and the cessation of tobacco use.

Objectives:

- Reduce child and adult overweight and obesity by 10% and 1% respectively. In 2014, 67.6% of adults were overweight or obese in Orange County according to the New York State Department of Health BRFSS, 2013-2014 data. For children, 35.8% were overweight or obese according to the NYS Student Weight Category Status Data, June 2016.
- Increase the number of patients who have a primary care physician or access to healthcare by developing a primary care network.
- Reduce adult smoking to 15% (NYS 2017 objective) from the New York State Department of Health BRFSS, 2013-2014 data, from 19% and reduce teenage everyday smoking from 5.7% (baseline from the Orange County DOH Healthy Orange High School Student Survey) to 4% by Dec 2017.

Strategies:

- Continue the development of primary care as part of our medical group to increase access for community members without access to healthcare.



- In 2015, Orange Regional Medical Center began its North Campus Expansion Project: the construction on the new 153,000 square foot, five-story outpatient building, to house offices for Orange Regional Medical Group physicians, and a 26,000 square foot, single-story cancer center at the hospital's main campus. Completed in the Fall of 2016, the \$99 million project helps to relocate many outpatient services currently provided at other off-campus locations into new, state-of-the-art buildings on the existing 73-acre hospital campus in Middletown. Both new buildings are patient-centered healing environments incorporating all the latest technology and amenities for patients and families. An additional 800 convenient parking spaces were also added.
 - In 2016, Orange Regional Medical Group also opened two new Urgent Care locations in Middletown and Monroe.
 - Orange Regional Medical Group Primary Care provides counseling and education to patients and families to help them understand and practice healthy eating habits and the importance of physical activity and smoking cessation. Through the use of MyChart, Primary Care patients have direct online access to their electronic medical record where their health information is stored. Patient lab results, appointment information, medications, immunizations and more are all restored for quick retrieval.
 - In 2016, the Medical Group's Primary Care office assessed the body mass index of approximately 5,622 patients, including children. This number is up from 4,500 patients in 2015 and 3,000 patients in 2014. A second Primary Care Office was also opened in Monroe in late 2015.
 - Physicians and clinical staff facilitate referrals for wellness services including nutrition and routine breast exams in addition to community screenings and seminars. Clinicians also provide after visit health summaries to all patients.
 - Physicians and clinical staff provide community lectures and seminars including diabetes treatment and palliative care. A monthly health newsletter is distributed via email and reaches more than 3,664 patients. This number is up from 3,200 patients in 2015 and 2,000 patients in 2014.
 - The development of a medical group is addressing the disparity that low-income residents of the county experience in obtaining primary care. Through the activities noted above, the medical group also addresses the disparity in the incidence of overweight and obesity for low-income individuals.
- Hospital policies have been developed to support the use of healthy, locally-grown foods in cafeteria and patient meals.
 - As part of Orange Regional's commitment to health and wellness, the Employee Health and Wellness Department has partnered with a local farm that offers Community

Supported Agriculture (CSA) shares for employees to purchase during summer and fall. In return for an annual fee, CSA members receive a weekly share of the highest quality harvest during the growing season.

- A healthy menu was implemented in 2014 to meet meal and beverage standards for meals sold and served in the hospital. This menu includes zero trans-fat, fried-free foods and low-sodium and gluten-free meal choices. The hospital has eliminated all caffeinated soft drinks in its cafeteria.
- We continue to provide free cardiac screenings through the ORMC Healthy Heart Program in collaboration with the Orange County Department of Health's Program, Healthy Orange.
 - Healthy Heart screenings include cholesterol, glucose and blood pressure checks.
 - The yearly goal is to screen 2,000 people for risk factors associated with heart disease. During 2014, The Healthy Heart Program (cardiac screening) offered 106 community programs. As a result, 1,586 participants were screened. Of those screened, 808 were referred to physicians. In 2015, The Healthy Heart Program offered 140 community programs. As a result, 2,225 participants were screened. Of those screened, more than 800 were referred to physicians. In 2016, The Healthy Heart Program offered 132 community programs. As a result, 1,864 participants were screened. Of those screened, 962 were referred to physicians (as of November 2016).
 - The program also connects at risk participants with appropriate medical follow up, if needed.
 - Healthy Heart educates the community on healthy lifestyle habits.
 - Orange Regional continues to participate in community education about efforts toward healthy eating and lifestyle habits. In 2016, The Healthy Heart Program participated in the Tri-County Heart Walk and several health fairs at the Middletown Community Health Center. The mobile program also visited more than a dozen different ShopRite locations within the community and partnered with local YMCA's in Middletown and Monroe. We continue to offer the program to local school districts from elementary through the college level, as well as health fairs for employees of local businesses and to our community health centers throughout Orange and Sullivan Counties.
- The hospital continues the ORMC employee health "Live Well, Be Well" initiative as well as current employee health programs such as smoking cessation education, on-site Weight Watchers and gym discounts. "Live Well, Be Well" offers free health risk

assessments and on-site biometric screenings, web-based tools, coaching resources and the “Step into Fitness” employee fitness program to promote healthy lifestyles.

- In 2016, Orange Regional was accredited with the CEO Cancer Gold Standard™, acknowledging its commitment to the health of their employees and their families by agreeing to meet a high standard of cancer prevention, screening and care guidelines. To earn Gold Standard accreditation, an organization must establish programs to reduce cancer risk by discouraging tobacco use; encouraging physical activity; promoting healthy nutrition; detecting cancer at its earliest stages when outcomes may be more favorable and providing access to quality care, including participation in cancer clinical trials. ORMC also received the CEO Cancer Gold Standard™ in 2015.
- The American Heart Association awarded ORMC a Gold Level Fit-Friendly Worksite Award in July 2015. The Fit-Friendly Award recognizes worksites for making the health and wellness of their employees a top priority.
- The Employee Health Department will have a new Wellness Coordinator starting in January 2017. This individual will assist in the establishment and development of an ORMC Wellness Committee to move health and wellness initiatives forward that will impact staff, patients, visitors and role model proactive healthy policy changes for the community at-large.
- In 2016, ORMC created a Fitness Trail, a walking and exercise path with exercise stations and a yoga pad that can be used by patients, families, and staff in support of their stress reduction and overall good health.
- In October 2016, the Greater Hudson Valley Health System (GHVHS), of which ORMC is a member, appointed its first Director of Community Health who will play an active role in developing partnerships with outside organizations and integrating programs that are in line with the Corporate Community Health Plan. The director will work with community partners to improve the health and the health equity of Sullivan and Orange Counties through innovations in education, patient care, research and community and physician engagement. In addition, this position will provide integrated research, planning and leadership in the development of community health initiatives. She will identify community health program related grant funding and develop grant proposals in collaboration with the Vice President of Marketing and Strategic Planning.
- ORMC, the Greater Hudson Valley Health System (GHVHS), of which ORMC is a member, also appointed a Vice President of Marketing and Strategic Planning. This newly created

position reports to the Chief Executive Officer, Scott Batulis, and joins a collegial team of executives committed to taking GHVHS to the next level. The VP will help drive transformational growth by guiding GHVHS' vision and strategy, supporting the continued growth, development and promotion of new product lines, as well as enhancing the marketability to existing services.

- All ORMG Primary Care physicians will document a patients' self-disclosed tobacco use in ORMC's Electronic Medical Record System. Patients who smoke will be referred to the NYS Quit Line and a smoking cessation program.
- Orange Regional is now participating in the Westchester Medical Center PPS (Performing Provider System) called WMCHHealth. Within WMCHHealth we are participating in the following projects:
 - Create an Integrated Delivery System
 - Health Home At-Risk Intervention program
 - Care transitions intervention model to reduce 30 readmissions for chronic health conditions
 - Integration of primary care and behavioral health services
 - Behavioral health community crisis stabilization services
 - Implementation of evidence-based strategies in the community to address chronic disease
 - Implementation of evidence based medicine guidelines for asthma management
 - Promote tobacco use cessation
 - Access to chronic disease preventive care

Performance Measures:

- We will measure the percentage of adults who are overweight or obese according to the CDC's 2012-2014 Behavioral Risk Factor Surveillance System data. For children, we will measure the percent of those who are overweight or obese according to the NYS Student Weight Category Status. In 2016, 67.6 % of adults were overweight or obese in Orange County according to the CDC's 2014 Behavioral Risk Factor Surveillance System data. There has been no significant change in this percentage. For children, 35.8 % were overweight or obese according to the NYS Student Weight Category Status from 2012-2014. There has been no significant change in this percentage.
- ORMG Primary Care currently employs 4 physicians, 2 of whom are multi-lingual, 1 Family Nurse Practitioner and 4 Medical Assistants in our Primary Care Office. Our Medical Group, in total, currently employs 72 physicians and 74 Physician Assistants, Nurse Practitioners and Medical Assistants, up from 59 physicians and 22 Physician Assistants,

Nurse Practitioners and Medical Assistants in 2015. We will continue to measure the growth of ORMG Primary Care and our Medical Group.

- ORMG will measure the percentage of adults smoking according to the CDC's 2012-2014 Behavioral Risk Factor Surveillance System, as well as measuring the percentage of teenage everyday smoking according to the Orange County DOH Healthy Orange High School Student Survey. Adult smoking is at 15.5% according to the CDC's 2012-2014 Behavioral Risk Factor Surveillance System data and is down from 19%. We continue to measure our goal to reduce teenage everyday smoking from 5% (baseline from the Orange County DOH Healthy Orange High School Student Survey) to 4% by Dec 2017.

Other Existing Programs addressing Chronic Disease Prevention:

- ORMG offers inpatient and outpatient nutritional counseling.
- In December 2016, ORMG's Bariatric Program initiated a bariatric exercise class to begin in 2017.
- ORMG hosts a Nicotine Anonymous support group that helps people live nicotine-free lives.
- ORMG offers smoking cessation resources in partnership with POWR Against Tobacco Coalition of Orange County's Smoking Cessation Center to identify patients and distributes information about the availability of smoking cessation products and referrals to smoking cessation programs in the area.
- ORMG maintains a smoke-free campus policy at all locations.
- Each year, ORMG holds several free community healthcare screenings including cardiac, prostate cancer, skin cancer, and oral, head and neck cancer. Cancer screenings are based on the needs of the community and are consistent with evidence-based national guidelines. They are also held to detect cancers at an early stage, which improves the likelihood of increased survival. Our goals are to hold at least two screenings per year and to fill 95% of available appointments.
 - The hospital screened a total of 1,847 community members in 2014. In 2015, the hospital screened a total of 2,303 community members. In 2016, the hospital screened a total of 2,304 community members (as of November 2016).
 - During 2014, The Healthy Heart Program (cardiac screening) offered 106 community programs. As a result, 1,586 participants were screened. Of those screened, 808 were referred to physicians. In 2015, The Healthy Heart Program offered 140 community programs. As a result, 2,225 participants

were screened. Of those screened, more than 800 were referred to physicians. In 2016, The Healthy Heart Program offered 132 community programs. As a result, 1,864 participants were screened. Of those screened, 962 were referred to physicians (as of November 2016).

- In 2016, the breast cancer screening program completed 259 free mammograms throughout the year to community members who are underserved or underinsured at the Ray W. Moody, M.D. Breast Center.
- The prostate cancer screening program completed a total of 61 screenings, up from 48 in 2015. This free screening is held annually and is advertised within the community.
- A total of 58 people were screened through the skin cancer screening program. This free screening is held annually and is advertised within the community.
- In 2016, the lung cancer screening program conducted a total of 35 screenings.
- ORMC is a major sponsor of the American Heart Association's "Heart Walk" where it staffs a health fair which offers glucose, cholesterol and blood pressure screenings. In 2016, Orange Regional formed a team of hospital staff and physicians, former Cardiac Rehab patients, friends and family members to participate in the walk. Additionally, ORMC was a Corporate Sponsor of the event and Jonathan Schiller, Chief Operating Officer, was the Tri-County Heart Walk Chairman for the 2016 Walk.
- ORMC hosts the Al-Anon support group which offers education to assist families and friends of those afflicted by alcohol consumption.
- With more than 250 walkers in 2016, ORMC employees and their families raised funds and participated in the American Cancer Society's Making Strides for Breast Cancer Walk at Woodbury Common Premium Outlets. Orange Regional was a Flagship Sponsor of the Walk.
- Throughout the year, ORMC also conducts, coordinates and participates in a broad range of community outreach programs that include health and wellness fairs, trade expositions, facility tours, a speakers' bureau, educational seminars, lectures, school career days and numerous charity walks. Through these activities, community members have the opportunity to interact directly with healthcare representatives from the hospital.

- In 2016, ORMC had more than 500 participants at philanthropic events including, but not limited, to the American Cancer Society; American Heart Association; the Alzheimer's Association; March of Dimes; Juvenile Diabetes Research Foundation, Hercules Fitness Challenge and grass roots organizations such as a the Sullivan County Community Walk for Diabetes and the Orange County Senior Health and Wellness Day. Emergency Department Staff volunteered at first aid stations throughout the County at events such as the Walk to Cure Arthritis and the Middletown Classic 10K. Healthcare presentations have also been made by physicians and employees to community organizations such as Elant, Inc., the Kiwanis Club, Chester Senior Center, Glenn Arden, Orange Ulster BOCES and area schools on topics including sleep apnea, breast health and lactation education, diabetes, stroke and drug, alcohol and injury prevention.
- ORMC hosts monthly community blood drives and collected 196 units of whole blood (as of November 2016).
- Additionally, ORMC organized and facilitated two physician-led community seminars free of charge on breast health and breast cancer awareness (conducted at ORMC in May and June). The seminars were led by Orange Regional Medical Group Medical Director of Breast Surgery and Breast Specialist, Hannah Brooks, MD.
- In 2016, there were 561 attendees to ORMC bariatric pre-op classes (as of November 2016), up from 546 attendees in 2015.
- Eighty nine (89) participants from various civic organizations were trained in Basic Life Support (BLS), Automated External Defibrillator and First Aid. These organizations included John. S. Burke Catholic High School, Matamoras Fire Department, Pike Area Youth Athletic League, Orange County Head Start, Eastern Pike Regional Police Department, DaVita Dialysis and Restorative Support Services. In 2015, the BLS Program actively supported a bill proposal making it mandatory for High School students to be trained in BLS as part of their graduation requirements. Additionally, they are intending to integrate new simulation technology to increase the effectiveness of the trainings.
- Community members may register for all screenings and health education seminars by calling Orange Regional Medical Center's Health Connection hotline at 1-888-321-ORMC (6762). The hotline is a 24-hour, 365 day toll-free service. Information is available in English or Spanish about physicians, hospital services, educational classes and support groups. Participants may also register via the hospital Web site at www.ormc.org/CommunityOutreach. Community health outreach and information is distributed via press releases, flyers, paid advertisements, employee newsletter, physician

newsletter, public service announcements, e-blasts and social media avenues such as Twitter, Facebook and YouTube, as well as being located on Orange Regional's Web sites, www.ormc.org, www.ormcheartcare.org and www.ormcspineortho.org.

Additional:

- In November 2016, Orange Regional Dunkelman Diabetes Treatment Center hosted a free seminar "Do a Diabetes 180: Turn Your Health Around" that was attended by 90 community members. The seminar featured physician speakers, vendors and health education for the community.
- Orange Regional has added a new Risk Reducer Support Group, designed to offer resources, education and awareness to those who are at high risk for breast cancer by addressing their emotional and unique needs, including the BRCA gene and genetic positive individuals.

Existing Community Assets & Resources:

YMCA
Orange County Department of Health
Hailey's Hope Foundation
Healthy Orange
Middletown Community Health Center
Alzheimer's Association
American Cancer Society
AHRC
ELANT
Goshen Chamber of Commerce
Independent Living, Inc.
Inspire
OC Mental Health Association
Mobile Life Support Services
Town of Wallkill Ambulance Corp.
NYS Troopers
OC Chamber of Commerce
OC Office of the Aging
OC Partnership
United Way of Dutchess/Orange
Local farmer's markets
Public and Private School Systems

American Heart Association
Orange County Land Trust
Town of Wallkill government
Orange County government
Touro College of Osteopathic Medicine
SUNY Orange
March of Dimes
Access Supports for Living
Corinne Feller Memorial Fund for Ovarian Cancer Research & Awareness
Brittany Miller Foundation for Pediatric Cancer
Cornell Cooperative Extension – Orange County
Healthy Orange

Promote Healthy Women, Infants and Children/ Reduce Teenage Pregnancy

Goal: Promote healthy women, infants and children.

Objectives:

- Reduce teenage pregnancy by 10% (NYS 2017 objective) from the rates in Middletown (52.5%), Newburgh (60.1%) and Port Jervis (54.2%).
- Reduce premature births from 9.5% in Port Jervis, from 8.5% in Newburgh, and from 8.5% in Middletown. Data are from NYS Perinatal Zip Code Profile Department of Health and Vital Statistics.
- Increase referrals of primary care physicians to OBGYN's & community health resources by 10%.
- Increase community breastfeeding exclusivity, initiation and duration by improving the ORMC mPINC scores for Maternity Practices in Infant Nutrition and Care by 3 points. ORMC 2015 ORMC mPINC score – 79, NYS 2015 m-PINC score 82.

Strategies:

- ORMC will partner with Planned Parenthood of the Hudson Valley and CAPP (Comprehensive Adolescent Pregnancy Prevention Program) to provide a "Be Proud, Be Responsible" 6-hour course offering at the ORMC Community Health Education Center. The course objective is to provide knowledge and teach prevention skills on reducing the risk of getting pregnant or becoming infected with STDs and HIV. The program also fosters attitudes in youth that encourage them to avoid risky behaviors; such as having unprotected sex. Emphasis is placed on students' needs to adopt responsible and safer sex behaviors to prevent the transmission of HIV/AIDS and prevent pregnancy.

- Utilize Orange Regional Medical Group clinicians following best practice guidelines to improve both preconception health and care to improve the health of patients, before conception of a first or subsequent pregnancy.
 - Clinicians deliver and implement interventions before pregnancy to detect, treat and help women modify behaviors, health conditions and risk factors that contribute to adverse maternal and infant outcomes.
 - Primary Care physicians will refer newly pregnant patients to OB/GYN for immediate follow-up so pregnant women receive timely pre-natal care.
 - Clinicians promote the "Go the Full 40" Campaign to educate women about the importance of full-term pregnancies.
 - The Medical Group explores participation on appropriate community partner boards and committees, including the Women's and Children's Advisory Board of Orange County to enhance health improvement opportunities.

- ORMC continues to offer family education programs including Lamaze childbirth, pre-natal breastfeeding, sibling classes and a New Moms Support Group.

- ORMC continues to collaborate with and support Maternal Infant Services Network, the Regional Lactation Consortium, WIC and Community Health Worker Program initiative and promote preconception education. These partners assist with prenatal education and after birth support including breastfeeding support.

- ORMC continues participation in the Orange County Perinatal Consortium to improve access to early prenatal care.

- ORMC maintains partnerships with community, cultural and faith-based leaders, including Hailey's Hope Foundation, which supports families with premature and critically ill babies in New York-area Neonatal Intensive Care Units (NICUs) and helps improve the quality of NICU care to turn these fragile beginnings into stronger and healthier futures for NICU babies.

Performance Measures:

- ORMC will utilize the NYS 2017 DOH teen pregnancy data to measure reduction in teen pregnancy rates.
- ORMC will utilize the NYS DOH and Vital Statistics Perinatal Zip Code Profile to measure the percentage reduction of premature births. There has been no significant change to this percentage to date.

- ORMC will utilize EPIC referral data to measure an increase in referrals of pregnant women to prenatal care.
- ORMC will utilize the mPINC Benchmark Report and the NYS DOH WIC Breastfeeding Data for Orange County to measure improvements in breastfeeding exclusivity, initiation and duration.

Existing Programs Promoting Healthy Women and Children:

- From maternity and mother/baby care at the Rowley Family Birthing Center to advanced diagnostic imaging services such as ultrasound, sonogram and digital mammography, ORMC offers a wide range of medical services to address conditions affecting women in the Hudson Valley.
- In November 2014, Orange Regional Medical Center opened its Neonatal Intensive Care Unit (NICU) Family Resource Room in its Rowley Family Birthing Center. It is a private, comfortable and relaxing environment for parents of NICU babies to retreat to while actively participating in their infant's growth and development in the NICU. The Family Resource Room is equipped with comfortable seating, a desk and computer with Internet access for correspondence or researching topics related to their baby's health. Personal lockers, a flat screen television, free WiFi, a collection of magazines and books for siblings, as well as informational and educational resources for NICU families are also available. Families can also have a meal in private or connect with other NICU families utilizing the room.
- In 2016, over 184 community members took advantage of family education programs offered at ORMC that included Lamaze childbirth, pre-natal breastfeeding and sibling classes (as of November 2016).
- Throughout the year, ORMC also conducts, coordinates and participates in a broad range of community outreach programs that include health and wellness fairs, trade expositions, facility tours, a speakers' bureau, educational seminars, lectures, school career days and numerous charity walks. Through these activities, community members have the opportunity to interact directly with healthcare representatives from the hospital.
- ORMC, in conjunction with the Rowley Family Birthing Center, was a major sponsor of the 2016 March of Dimes Walk. Employees participated in the event by walking and manning a booth where health education and free promotional items were provided to the community.
- ORMC participates in Y2Kids, an interactive career exploration event geared for middle school children, their parents and teachers. The purpose of this annual event is to jumpstart kids into developing career interests. In 2016, over 2,000 middle school students attended representing 21 school districts from Orange, Ulster and Sullivan

Counties. Additionally there were 150 business partner exhibitors. ORMC participated by sending employees including representatives from Food and Nutrition Services and Public Relations/Marketing.

- In 2016, ORMC had more than 500 participants at philanthropic events including, but not limited to: the American Cancer Society, American Heart Association, the Alzheimer's Association, March of Dimes, Juvenile Diabetes Research Foundation and grass roots organizations such as a Suicide Prevention and Awareness walk and the Orange County Senior Games. Emergency Department Staff volunteered at first-aid tents throughout the County at events such as the Great American Weekend in Goshen and the Middletown Classic 10K. Healthcare presentations have also been made by employees to community organizations such as the Kiwanis Club, Chester Senior Center, Orange Ulster BOCES and area schools on topics including sleep apnea, breast health and lactation education, diabetes, stroke, drug and alcohol and injury prevention.
- In May 2016, ORMC held a fourth Birthday Celebration for the graduates of the Rowley Family Birthing Center's Level II Neonatal Intensive Care Unit (NICU). Over 100 guests including Orange Regional NICU graduates, along with their parents and siblings, enjoyed a fun-filled celebration. The event provided an opportunity for NICU staff to reunite with the babies they cared for and the families they provided support to, while spending time in the specialized unit. Additionally, Dr. Manuel DeCastro, Neonatologist and NICU Site Director, welcomed the families and visited with the graduates.
- In July 2016, Orange Regional held a New Moms Support Group Reunion, which allowed parents to reunite with the Manager of Lactation Services and Rowley Family Birthing Center staff who have provided health education and support through their first years of motherhood.
- ORMC hosts the Al-Anon support group which offers education to assist families and friends of those afflicted by alcohol consumption.
- ORMC continues to expand injury prevention and education activities and media campaigns particularly regarding car seat safety, helmet safety, home safety, motorsport safety, drinking and driving prevention and self-defense.
 - Orange Regional now has a Trauma & Injury Prevention Coordinator who participates in various community events with the purpose of providing free education on Fall Prevention and Car Seat Safety, in addition to providing Car Seat Safety demonstrations and checks. Free Car Seat Safety checks are provided to the community at Orange Regional on the 2nd Wednesday of each month and offer free installation of car safety seats along with safety education. In 2016, nine free car seat safety checks were provided to the community. Additional car seat checks and demonstrations were provided to the community throughout the year

at various community outreach events. ORMC provides free car seats to qualifying families.

- ORMC strives to educate adolescents and adults about preventing motor vehicle injuries. In September, Orange Regional's Trauma & Injury Prevention Program began the production of an educational video on safe driving that will be used as a teaching aide throughout high schools and community organizations.
- ORMC currently leads a Breastfeeding Committee and is part of the NYS Breastfeeding Quality Initiative to improve infant nutrition practices at the hospital.

Additional:

- ORMC supported the Orange County Department of Health with the distribution of its 2016 Orange County Health Assessment Survey by promoting the survey link on the ORMC Web site.
- Community members may register for all screenings and health education seminars by calling Orange Regional Medical Center's Health Connection hotline at 1-888-321-ORMC (6762). The hotline is a 24-hour, 365 day toll-free service. Information is available in English or Spanish about physicians, hospital services and support groups. Participants may also register via the hospital Web site at www.ormc.org/CommunityOutreach. Community health outreach and information is distributed via press releases, flyers, paid advertisements, employee newsletter, physician newsletter, public service announcements, e-blasts and social media avenues such as Twitter, Facebook and YouTube, as well as being located on Orange Regional's Web site, www.ormc.org, www.ormcheartcare.org and www.ormcspineortho.org.

Existing Community Assets & Resources:

Orange County Department of Health
Orange County WIC (Women, Infants & Children)
Maternal Infant Services Network
Regional Lactation Consortium
WIC
Community Health Worker Program
Orange County Perinatal Consortium
Public and Private School Systems
YMCA
Hailey's Hope Foundation
Healthy Orange
Middletown Community Health Center
Complete Streets
Goshen Chamber of Commerce
Independent Living, Inc.
Inspire
OC Mental Health Association
Mobile Life Support Services
NYS Troopers
OC Chamber of Commerce
OC Partnership
United Way of Dutchess/Orange
Local farmer's markets
Public and Private School Systems
American Heart Association
March of Dimes
Access Supports for Living
Corinne Feller Memorial Fund for Ovarian Cancer Research & Awareness
Brittany Miller Foundation for Pediatric Cancer
Cornell Cooperative Extension – Orange County
Planned Parenthood of the Hudson Valley
Healthy Orange

RATIONALE FOR COMMUNITY HEALTH NEEDS NOT ADDRESSED

ORMC plans to address two of the five Prevention Agenda topics defined by New York State. These priorities are consistent with the health needs identified through the 2016 Community Health Needs Assessment and are aligned with the priorities identified by the Orange County Department of Health. ORMC will not focus on the following topics:

- **Promote Healthy and Safe Environments** – ORMC will support area organizations in addressing this need; however, ORMC feels that other organizations have more resources and expertise in environmental influences and therefore will not focus on this priority area.
- **Prevent HIV, STDs, vaccine-preventable diseases and healthcare associated infections** – As a way to coordinate efforts, ORMC has aligned with the needs being addressed by Orange County Department of Health, which does not include this focus area. However, ORMC will continue to monitor these trends and offer services to support this need. In addition, ORMC will collaborate with partners who offer these programs which can be brought to the public through our Community Education Center.
- **Mental Health and Substance Abuse** – ORMC will continue to expand primary care presence in the community to encourage preventative care for those with mental and behavioral health needs through the utilization of its existing service lines, including the Family Program for Alcoholism and Chemical Dependency. We will also work toward the possibility of coordinating mental health assessment tools used throughout Orange County to better serve residents across providers.

DISSEMINATION TO THE PUBLIC

A key element of this document is the dissemination of pertinent information regarding Orange Regional Medical Center's community health improvement efforts. It is available on the hospital Web site at www.ormc.org and in hard copy as requested.

Appendix A: 2016 Prioritization Session Participants

Name	Title	Agency
Rob Lee	Administrator, PR/Marketing	GHVHS
Nicole Sewell	ICU Nurse Director	ORMC
Theresa Fay Conte	Nursing Supervisor, Admin Women + Children	ORMC
Debra V. Beakes	Nursing Administrator	ORMC
Joanne Ritter-Teitel	Chief Nursing Officer	ORMC
Sandra Iberger	Vice President of Operations	GHVHS
Frank Salvatore	Administrator, Ancillary Services	GHVHS
Shelly DeHaan	Director, Diabetes Program	GHVHS
Andy Mills	Board Member	Orange County Land Trust
Jason Spears	Physician	Touro Medical College
Joseph Chavez Carey	Medical Director/Physician	ORMG Primary Care
Regina Toomey Bueno	Administrator, Oncology Services	GHVHS
Gene Bernieri	Administrator, Diagnostic Imaging	GHVHS
Evelyn Lovo-Blanco	Office Manager, Primary Care	ORMC
Jonathan Schiller	Chief Operational Officer	ORMC
Jean Pozza	Magnet Program Director	ORMC
Maureen Donnelly	Director, Nurse Informatics	ORMC
Laura J. Mansfield	Nursing Service Administrator Emergency Services & Critical Care	ORMC
Dominique Mohansingh	Community Outreach Specialist, PR/Marketing	GHVHS

Appendix B: 2016 Implementation Session Participants

Name	Title	Agency
Maureen Sailer	Assistant Director	Orange County Department of Health
Rob Lee	Administrator, PR/Marketing	GHVHS
Robin Brennan Seibel	ED Nursing Director	ORMC
Regina Toomey Bueno	Administrator Oncology Services	GHVHS
Joseph Chavez Carey	Medical Director Primary Care, Physician	ORMG
Rick Carrico	Chief Financial Officer	GHVHS
Ron Calavito	Chief Operational Officer	Access Supports for Living
Chris Costello	Director, Occupational Health	GHVHS
Alexandra Curiale	Outpatient Physician Liaison	ORMC
Deborah DeJong	Associate Executive Director	OC Mental Health Association
Sandra Iberger	VP of Operations	GHVHS
Bill Jolly	Director, Behavioral Health & Family Services	Access Supports for Living
Laura Mansfield	Nursing Service Administrator Emergency Services & Critical Care	ORMC
Jonathan Schiller	Chief Operational Officer	ORMC
Dominique Mohansingh	Community Outreach Specialist, PR/Marketing Specialist	GHVHS