

**COMMUNITY HEALTH NEEDS ASSESSMENT  
IMPLEMENTATION STRATEGY PLAN  
BRYAN MEDICAL CENTER – BRYAN WEST CAMPUS**

I. INTRODUCTION

Bryan Medical Center on the Bryan West Campus is part of Bryan Health, a nonprofit, locally-owned health care organization with two acute care facilities and several outpatient clinics. Bryan Health provides a comprehensive range of health care services with more than 4,000 staff members, which includes Bryan Medical Center, with locations on the Bryan East Campus and the Bryan West Campus; Bryan LifePointe, a medically-based wellness facility; Bryan Foundation, which secures private funds to support Bryan Health System entities; Bryan Physician Network, which comprises board-certified physicians and nurse practitioners covering a wide range of medical specialties including family medicine, internal medicine, psychiatry, plastic surgery, neonatology, and maternal fetal medicine. Bryan Physician Network also operates an urgent care center located on the Bryan LifePointe Campus. Bryan Health also includes Bryan Heart, a comprehensive cardiology program with cardiologists and cardiovascular surgeons providing a full range of cardiac services throughout the region; and the Bryan College of Health Sciences, an accredited college offering degrees in nursing and other health professions as well as a graduate degree in nurse anesthesia. In addition, Bryan Health includes Crete Area Medical Center, a critical access hospital located in Crete, Neb. In fiscal year 2011, Bryan Health provided \$72.7 million in community benefits, of which \$12.6 million was charity care and \$54.5 million was unreimbursed care for Medicare and Medicaid.

Bryan Medical Center West Campus includes 290 licensed acute inpatient beds plus two medical office buildings and extensive outpatient diagnostic and treatment capabilities. Bryan West Campus is the designated Level 2 Trauma Center for the region and provides extensive trauma, emergency and intensive care services particularly in neurosurgery, trauma, spine surgery and acute rehab.

Bryan West Campus is the only acute care hospital in Lincoln to provide behavioral health services. Mental health services include a mental health emergency department, inpatient, partial hospitalization, and outpatient services for adult, senior, adolescent and child mental health clients. Bryan Medical Center provides alcohol and drug abuse services for youth and adults including residential, partial care, and intensive outpatient services through the Independence Center, located at Bryan West Campus.

Over the past year, representatives from Bryan Medical Center, as part of the Bryan Health team, participated in the Mobilizing For Action Through Planning and Partnership (MAPP) process in cooperation with the Lincoln Lancaster County Health Department. The 25-member steering committee prioritized 72 health status issues into four broad health issue areas: 1) Access to Healthcare; 2) Behavioral Health (including substance abuse); 3) Prevention of Chronic Disease; and 4) Prevention of Injuries. Committees then were established to develop plans in each of these four priority health issue areas. This process, along with an array of health status indicators evaluated during the process, is outlined in the Community Health Needs Assessment Report. The report identifies the geographic area and population served, available health care resources, how the issues were prioritized and the steps leading up to the development of the

Community Health Improvement Plan (CHIP). The CHIP includes the committees' goals and objectives for the four priority health issues identified by the MAPP steering committee. Bryan West Campus is fully supportive of this process and participated in the Community Health Improvement Plan's development.

The following is intended to serve as the Community Health Needs Assessment Implementation Strategy Plan for Bryan West Campus.

## II. DESCRIPTION OF WHAT HOSPITAL WILL DO TO ADDRESS COMMUNITY HEALTH NEEDS

Bryan Medical Center, at locations on the Bryan East and Bryan West Campuses, uses health status information in the development of its strategic plan. The planning process begins with a review of the Mission and Vision of the medical center. Then, an environmental assessment is conducted to identify community needs and how services and resources can be best utilized to help address those needs. A Community Health Needs Assessment, which includes extensive health status information, has been a valuable resource in the hospital's planning process. Information from the Community Needs Assessment Report has been shared with senior leadership, directors and managers at the medical center, as well as physician leaders. In addition, representatives from Bryan Medical Center and Bryan Health participated in the MAPP steering committee as well as the priority health issue committees that developed the Community Health Improvement Plan. Bryan Medical Center has a rich history of working with the community to address community health needs; staff from throughout the organization are involved in committees, community groups and initiatives that seek to address community health needs. In addition, the medical center will continue to address community needs by providing care to those in need regardless of their ability to pay, in keeping with the charitable mission of the medical center.

## III. ACTION PLANS

### A. Bryan Medical Center Mission

"To provide excellent care and promote health with a focus on quality, collaboration and compassion."

Toward this end, Bryan Medical Center has an initiative in its 2015 plan to develop strategies that help address community health issues. The following implementation strategies represent Bryan Medical Center's commitment to support the Community Health Improvement Plan over the next three years. Many of these services will originate from our location on the Bryan West Campus.

### B. Implementation Strategies

#### 1. Access to Care

- a. Bryan Medical Center will work with community organizations, other providers and the business community to improve access to comprehensive, high-quality and affordable health care services for all residents of Lancaster County.

- Assist individuals presenting in the emergency department with identification and registration for programs for which they are eligible, such as Medicaid, and provide case management in the emergency room for clients with exceptional needs through our ED Connections program.
- Support the role of nurse navigators to assist patients/families to make informed health care decisions and access appropriate health care services. Currently a nurse navigator is provided for oncology and bariatrics.
- Provide education for key staff within the medical center, such as care managers, social workers, case coordinators, ED Connections staff and nurse navigators, on provisions of the Patient Protection and Affordable Care Act (PPACA) so they may be of better assistance to clients in accessing care and obtaining appropriate insurance coverage.
- Bryan Health was one of the initial contributors to the development of People's Health Center, a community health center located in Lincoln. Bryan Health will continue to support the efforts of People's Health Center and Clinic With a Heart, as well as Bryan Urgent Care, to serve low-income clients, especially those on Medicaid. Bryan Health employees regularly volunteer at Clinic With a Heart.
- Support the efforts to expand the medical home concept in Lincoln. Bryan Health sponsors a certified medical home at the Crete Area Medical Center, which could serve as a model for the Bryan Physician Network in Lincoln.
- Support access to preventative services through online and mobile screening services offered by the medical center on its website, as well as extensive wellness services offered through Bryan LifePointe.
- Support the recruitment and retention of needed medical specialties in Lincoln in keeping with the medical center's Medical Staff Development Plan.
- Continue to support the efforts and serve on the board of the Community Health Endowment, which works to ensure a strong health care safety net, with access to quality, coordinated care and medical homes. Community Health Endowment was formed Oct. 1, 1997, per a master agreement between the city of Lincoln and Bryan Memorial Hospital (now Bryan Medical Center) to formally transfer ownership of Lincoln General Hospital to the Medical Center for approximately \$37,000,000.

## 2. Behavioral Health

- a. Support change/innovation in pilot programs, such as Drug Court and Sequential Intercept Model.
  - The Independence Center will continue to contract with Lancaster County for Juvenile Drug Court treatment services.
  - Bryan Medical Center was a founding member and current member of the Board of the Electronic Behavioral Health Information Network (eBHIN), which seeks to enhance patient care through an improved exchange of treatment and medical records between providers. Bryan Medical Center will participate in the implementation of the behavioral health information exchange over the next three years.
  - Sponsor "Trauma Informed Care" training.
  - Provide the Domestic Abuse Group (DAG) educational groups at the Counseling Center.

- As the only hospital-based mental health program in the community, Bryan West Campus will work with the People’s Health Center and the Community Mental Health Center and its successor to support primary care integration with behavioral health.
- b. Work with law enforcement and the Crisis Center to support enhanced pre-crisis care.
    - Support behavioral health threat assessment training for area law enforcement.
    - Support the efforts of Keya House for hospital diversion.
    - Continue to utilize peer specialists in the hospital’s mental health emergency room.
    - Support efforts of the Mental Health Association in their facilitation of Wellness Recovery Action Planning support groups at Bryan Medical Center for patients following hospitalization.
  - c. Support efforts of the medical center and community to prepare for health care reform.
    - As stated under Access to Care, educate staff who interact with clients to better understand provisions of PPACA and changing behavioral health legislation in Nebraska.
    - Serve as a community resource for education related to PPACA and behavioral health.
    - Support the efforts of Aging Partners, a city/county program, to make information available to the community.
    - Partner with the Kim Foundation and Husker Sports Marketing to promote the “Don’t Be Sidelined” program, which encourages individuals with behavioral health issues to seek care and provides information on available resources.
  - d. Support efforts in the community for an integrated behavioral health safety net.
    - Bryan West Campus will continue to offer a segregated mental health emergency department staffed with specially trained behavioral health nurses and utilize peer specialists from a peer support program.
    - Utilize interventional nurses at the bedside to assess substance abuse based upon physician order.
    - Work with Region V Systems in Lincoln, Neb., to support case management training and coordinate information through ED Connections.
  - e. Support efforts to expand access to behavioral health providers who serve poor, uninsured and Medicaid-eligible populations.
    - As the only acute care hospital in Lincoln providing behavioral health services, Bryan West Campus is actively engaged with area providers to support the expanded role of behavioral health treatment in the community. Bryan West Campus is the ultimate safety net provider for those with behavioral health issues.
    - Serve as a student training site for counselors, social workers, nurses, physician’s assistants and primary care physicians through the Lincoln Medical Education Program.
    - Provide training for peer support in the mental health ED, inpatient and outpatient setting.
    - Continue to serve as an integrated site for inpatient, outpatient and emergency care for mental health and alcohol and other drug abuse.
  - f. Work with other Lincoln behavioral health providers to address gaps in special needs in the population and those who are underserved.

- Provide online screening for depression, anxiety, post-traumatic stress disorder, alcohol abuse and adolescent depression.
- Work with other behavioral health providers across Nebraska as a coordinating member of the Nebraska State Suicide Prevention Coalition.
- Work with the Senior Foundation, Aging Partners and UNL School of Gerontology to address behavioral health needs of the elderly. Bryan West Campus currently offers a senior mental health program.
- Address adolescent mental health and alcohol and other drug abuse needs through a dual diagnosis program.
- Co-sponsor and host Mental Illness Awareness Week, working with a community-wide committee of providers to plan and carry out community education.

### 3. Chronic Disease Prevention

- a. Bryan Medical Center, as part of Bryan Health, supports efforts in the community to promote a healthy lifestyle and address the needs of those with chronic disease.
  - Participate in the Health Aware online screening tool on the medical center's website, as follows: Heart Aware, Lung Aware, Vascular Aware, Sleep Aware, and online depression, anxiety and alcohol screening.
  - The medical center, through Bryan Health, also offers mobile screenings for heart (echocardiogram), carotid artery ultrasound screening, abdominal aortic ultrasound screening and peripheral arterial disease screening. These screenings have been made available to area businesses as well as target groups such as Lincoln fire fighters.
  - Sponsor Sterling Connections, a seniors membership group that promotes education and services for those older than 50.
  - Bryan Medical Center provides extensive educational outreach for the community, in particular, working through Bryan LifePointe as part of Bryan Health to promote exercise, wellness education, cooking classes and disease management such as diabetes.
  - The Bryan Bariatric Advantage program works with Bryan LifePointe to address the needs of individuals considering bariatric surgery, as part of a comprehensive bariatric surgery program.
  - Support the Lincoln Public Schools and the Partnership for a Healthy Lincoln through promotion of good diet and exercise to address the issue of obesity in elementary school age children. The CEO of Bryan Health and medical director of Bryan LifePointe serve on the Board of the Partnership for a Healthy Lincoln.
  - Utilize resources of the Bryan Counseling Center and behavioral health program on the Bryan West Campus to provide specialty counseling to people with chronic disease such as diabetes, lung disease and heart conditions.
  - Promote the weight management program, LifeTracks, at Bryan LifePointe.
  - Work with wellness and disease management programs at Bryan LifePointe, including diabetes management, physical and occupational therapy, cardiac and pulmonary rehab, aquatic and music therapy. Also, support reflexology at the Bryan LifePointe medical spa for chronic pain.
  - Bryan Medical Center supports the corporate wellness program, to include health risk appraisals, smoking cessation classes and nutrition and exercise classes through

Bryan LifePointe.

4. Injury Prevention

- a. Bryan Medical Center will work with other community organizations to reduce unintentional injury and violence in the community.
  - Support the efforts of the Bryan East Campus maternity program in proper use of child restraint systems and safety training for parents.
  - As the designated trauma center for the region, Bryan West Campus will work with other organizations to promote accident prevention through public education.
  - Promote an efficient emergency response system and trauma center that effectively responds to accidents that do occur, with cooperation among emergency departments on the Bryan East and Bryan West campuses, and the trauma center on the Bryan West Campus.
  - Participate as a team member of the Nebraska State Suicide Prevention Coalition.
  - Co-sponsor a program with Husker Sports Marketing regarding concussion and concussion prevention in order to reduce sports-related injuries.

IV. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED BY THE MEDICAL CENTER AND REASONS WHY

There are several objectives identified in the Community Health Improvement Plan, which Bryan West Campus is not directly involved in addressing. The health need and associated rationale are as follows:

I. Access to Care

A. Increase the percentage of the population with health care insurance coverage.

- Although Bryan Medical Center can somewhat influence the number of individuals with insurance by providing the opportunity to enroll in these programs at the time they are seeking care, the main focus of this objective is targeted more toward health insurance exchanges, the Patient Protection and Affordable Care Act, and related Medicaid enrollment. The key impact on this issue is legislative, and a bill has been introduced into the Nebraska State Legislature to expand Medicaid enrollment.

II. Behavioral Health

A. Address the challenge of youth in the foster care system “aging out” of the behavioral health system.

- As noted in the CHIP, it will be up to the Nebraska Department of Health and Human Services with support from the Nebraska Unicameral to develop and fund a transition plan for wards of the state and how they will transition into the adult behavioral health system.

III. Chronic Disease Prevention

A. Decrease the prevalence of tobacco use among Lancaster County youth.

- Although Bryan West Campus supports the efforts of the Partnership for Healthy Lincoln and provides extensive education and wellness services such as Kids’ Health and Safety Fair, the medical center is not directly involved in tobacco use prevention among Lancaster County youth.

IV. Injury Prevention

A. Reduce injuries to child cyclists/pedestrians and reduce crashes involving distracted youth and unintentional poison-related injuries to children.

- Although Bryan Medical Center supports these efforts through programs such as trauma outreach and the Kids’ Health and Safety Fair, the CHIP identifies specific organizations to target these initiatives such as the Safe Kids of Lincoln Lancaster County, Nebraska Safety Council and the Nebraska Poison Control Center to carry out specific actions in this regard.

V. ADOPTION/APPROVAL

The Bryan Medical Center Board of Trustees approved the Community Health Needs Assessment Implementation Strategy Plan on March 25, 2013 as a means to address priority community health needs identified in the Lincoln/Lancaster County Community Health Needs Assessment and Community Health Improvement Plan for Lincoln/Lancaster County for its Bryan West Campus location.