

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

I. INTRODUCTION

Bryan Medical Center on the Bryan East 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 on the Bryan East Campus includes 374 licensed acute inpatient beds along with two medical office buildings and extensive outpatient diagnostic and treatment capabilities. Bryan East Campus is home to Bryan Heart, a comprehensive inpatient/outpatient cardiovascular program, as well as a full range of acute care services such as orthopedics, general surgery, gastroenterology, pulmonary, and ear, nose and throat services, to name a few.

The Bryan East Campus is where inpatient and outpatient Women's and Children's Health is provided. It includes maternal/obstetrics and pediatric services, as well as a neonatal intensive care unit.

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 East 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 East 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 East 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 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 healthcare 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.
- The Early Detection Center located on the Bryan East Campus provides follow up nurse assessments for individuals who take online screening and identify risk factors (e.g., Heart Aware). In addition, they reach out into the community and surrounding region to do mobile screenings for heart and vascular conditions. A key initiative is screening Lincoln fire fighters for heart conditions.
- 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. As a part of Bryan Health, Bryan Medical Center (on the Bryan West Campus) will support behavioral health and trauma services and coordinate education and access to services with community providers and organizations. See Bryan Medical Center West Implementation Strategy.

## 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.
- Bryan Medical Center supports the prevention and treatment of cancer in the community. The medical center sponsors a cancer committee comprising physicians, nurses, cancer registrars, administrators, social workers and community volunteers. The committee is dedicated to the advancement of detection and treatment of cancer. In addition, the medical center provides a weekly community-wide Tumor Board Conference consisting of a team of oncology professionals. The medical center also supports the LifeSpring Cancer Recovery Program, which offers support and expertise for cancer patients and survivors.
- Bryan Medical Center participates in the National Cancer Research Center (NCRC), which recognizes the value of offering clinical trial opportunities locally to cancer patients. The NCRC belongs to the Missouri Valley Cancer Consortium Community Clinical Oncology Program (CCOP), along with affiliates Creighton Cancer Center and Alegant Health. NCRC is a program of Lincoln Medical Education Partnership, a non-profit organization. Since 1984, more than 1,600 patients have been enrolled in National Cancer Institute-sponsored treatment and cancer control trials through NCRC and more than 250 individuals have participated in prevention trials.
- 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 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 care to people with chronic disease such as diabetes, lung disease and heart conditions, while in the hospital.
- 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.

- Support the medically-based, comprehensive wellness program that requires physician referral, LifeFit at Bryan LifePointe.

4. Injury Prevention

- a. Bryan Medical Center will work with other community organizations to reduce unintentional injury and violence in the community.
  - Bryan Medical Center's maternal and childbirth program provides instruction on proper use of child restraint systems and safety training for parents.
  - 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.
  - Co-sponsor 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 East Campus is not directly involved in addressing. The health need and associated rationale are as follows:

- I. Access to Care
  - A. Increase the percent of the population with healthcare insurance coverage.
  - B. 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 East 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 East Campus location.